



BLUE CROSS NEWS

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*We wish all members of
the Blue Cross family
Shubh Dipawali*



October 2021 – Strong Sales Performance Continues...



The happy mood at the start of the festival season in India *is boosted in Blue Cross with a strong Sales Performance and strong sales growth in October!* Congratulations to every one! *Again more than 80% field personnel have achieved / exceeding their targets and most others have progressed well!*

Have a fantastic Diwali and charge yourselves up for an even Stronger and Dhamakedar sales performance in November 2021!

Mid-year Zonal Manager's Conference at Mumbai

Mid-year ZM Conference to review first half 2021-22 performance and reset the goals for 3rd Quarter as well as full year 2021-22 was organized in Mumbai for BC & EXL Sales Divisions. All due COVID precautions were taken while travelling, stay and during conduct of the conference.

Biggest learning of the last 1½ year – *Demand is supreme!* Demand generated by us through our 'work' (Doctor conversion, POBs) and 'season'. The importance of making a proper judgement of contribution of our 'work' and 'season' was emphasised so that *right and adequate actions are taken to continue the sales momentum.* During the Marketing Team presentations, certain decisions were made regarding *FTPD Doctor list, Doctor Conversion, Conduct of activities and achieving sales objectives.*

The Conference helped ignite further enthusiasm among all participants and recommit to the goal of *making 2021-22 a hugely successful, record-breaking year for Blue Cross!*



RELIEVING ACIDITY!!!



Acidity problems affect up to 20% or more of adults on a regular basis.

The most common problems associated with acidity are **heartburn and acid reflux.**

Heartburn typically feels like a burning in the center of your chest, especially after eating a large meal.

Acid reflux occurs when you taste regurgitated food or sour, bitter liquid at the back of your mouth or throat.

Acidity symptoms can be very unpleasant and can strike at the most inconvenient of times, but they can usually be managed quickly and simply.

In case of repeated episodes of heartburn, or any other symptoms of acid reflux, there are a few changes that one can make in order to avoid these.

1. Eat sparingly and slowly

When the stomach is very full, there can be more reflux into the esophagus. Try what is sometimes called "grazing" which is eating small meals more frequently rather than three large meals daily.

2. Do not keep long gaps between meals.

Keeping long gaps between meals can trigger acid secretion and cause heartburn or reflux. Try eating or drinking something every couple of hours instead of waiting till extreme hunger sets in.

3. Avoid certain foods

People with acid reflux were once instructed to eliminate all but the blandest foods from their diets. But that's no longer the case.

However, there are still some foods that are more likely than others to trigger reflux, including mint, fatty foods, packaged foods, spicy foods, tomatoes, onions, garlic, coffee, tea, chocolate, in some cases citrus fruits and alcohol. If you eat any of these foods regularly, try

eliminating them to see if doing so controls the reflux, and then try adding them back one by one. It is necessary to identify which foods cause the symptoms and avoid them.

4. Avoid carbonated beverages

They make you burp, which sends acid into the esophagus. Drink flat water instead of sparkling water.

5. Stay up after eating

When you're standing, or even sitting, gravity alone helps keeps acid in the stomach, where it belongs. Finish eating three hours before you go to bed. This means no late suppers or midnight snacks.

6. Don't move too fast

Avoid vigorous exercise for a couple of hours after eating. An after-dinner stroll is fine, but a more strenuous workout, especially if it involves bending over, can send acid into your esophagus.

7. Sleep on an incline

Ideally, your head should be 6 to 8 inches higher than your feet. In case of recurrent acidity problems, using extra pillows to support the head while sleeping can be helpful.

8. Lose weight if it's advised

Increased weight spreads the muscular structure that supports the lower esophageal sphincter, decreasing the pressure that holds the sphincter closed. This leads to reflux and heartburn.

9. Quit smoking

Nicotine may relax the lower esophageal sphincter that may trigger the reflux.

10. Check your medications

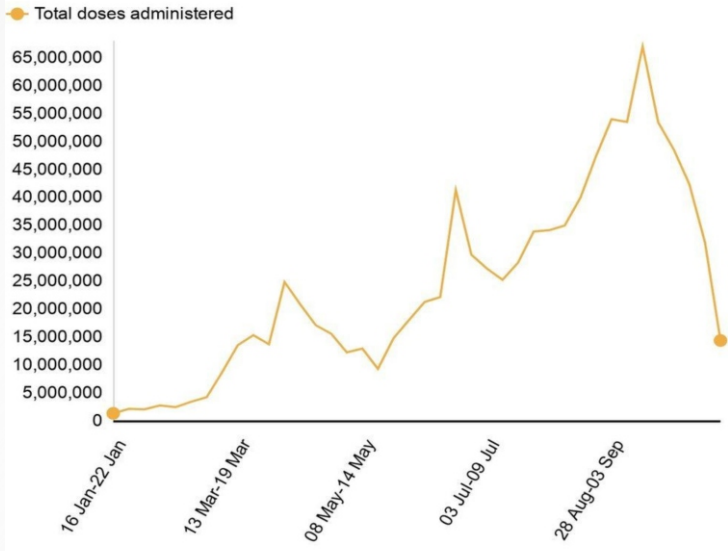
Some medicines like antidepressants, and anti-inflammatory painkillers can relax the sphincter, while some can irritate the esophagus leading to reflux and heartburn.

Acid reflux is a common problem. Many of us would have experienced it at some point in our lives. Often acid reflux is nothing to worry about. Nevertheless, people who experience severe episodes of acid reflux more than twice a week should make the necessary changes to their lifestyle and diet. Following the measures discussed above can help such people relieve the symptoms of acid reflux naturally. If you still don't get relief consult your Doctor, who will prescribe medicines like antacids, proton pump inhibitors to reduce the heart burns.

Covid vaccine: India administers more than one billion Covid jabs

India has administered more than a billion Covid jabs since it started its vaccination drive in January this year. India is using two Indigenous vaccines viz. Covishield and Covaxin; and one non-indigenous from

Total vaccine doses administered in India



Source: CoWin dashboard, data to 17 Oct



Russia (Sputnik V). The third Indigenous vaccine ZyCoV-D has been recently approved, which is administered as three-doses and for the age above 12 years.

India achieved this milestone in 278 days - the first

vaccine was given on 16th January. Out of one billion, 707 million have had the first dose and 291 million have had second dose (fully vaccinated). India aims to fully vaccinate about a billion people by the end of 2021.

Celebrating Indian Prime Minister's 71st birthday, India administered more than 20 million doses in this single day which was a record-breaking effort.

On an average, India administered 3.6 million doses per day. However, the number of doses actually administered each day since January was not consistent, and varied widely as observed in the graph.

The milestone of vaccinating huge population was achieved despite many challenges / obstacles like logistical problems, supply bottlenecks, vaccine hesitancy and a debilitating second wave of Covid-19.

The massive ramping up of this vaccination drive was done with public private partnership. Even drones were used to reach out the vaccines to difficult territories/terrains.

This achievement of vaccinating huge population was possible because of the political commitment and will, & successful implementation by the dedicated healthcare workers. Kudos to all the health care workers for their efforts.

Bluecross Diabetes Day !!!

Every 14th of the month is observed as BCL Diabetes Day by every field staff. On this day NPDCs (New Patient Detection Camp) are conducted all over India to detect New Diabetics early so that treatment can be initiated by Doctors. A number of Prediabetics are also found during these camps which gives them a chance to make lifestyle changes thus reducing chances of progression to Diabetes. These patients also benefit from Blue Cross's Affordable and Quality Diabetic Medicines prescribed to them by participating Doctors.



Long Servers Felicitated

30 years

Ajit Kumar M



25 years

Ashish M. Shirsat

20 years

Tanmoy Roy

Bhagwant Kudalkar



10 years

Sadanand Singh

Rajendra Mishra

M Jeevan Kumar

Vipin M

M Vamshi Krishna

15 years

Amit Raut



5 years

Vijay Kumar Rambariki

C Madhu

M Anantha Raja

Jitendra Mishra

Mohammed Javeed Attar

Asish Kumar Gaud

Shailesh Vijay Gawai

Avinash Bharti

Sandeep Kumar Rajak

Congrats on Your Promotion

Sr. Manager - Systems

Jyotsna Kumbhare

Asst. Mgr. Regulatory Affairs

Vikas Laddha

Zonal Manager

Vinod Manchanda

Haridas V.M

Dy Zonal Manager

Jagdish Munjal

Somsubhra Dutta

A.P. Raghuraman

Regional Manager

Manish Malhotra

Rameshwar M

Sunil Kumar Mishra

Sr.Area Business Manager

Rakesh Baweja

Anil Kumar Gogineni

P.Arul Jothi

Gajanan N Mujumdar

Bogadi Venkata Prasad

Area Business Manager

Ms Pratibha Jay Patil

Dattatray N Garje

Dipak Ashok Hattikar

Gaurav Mandavagade

Piyush Shukla

Milind Satish Borse

Pravin K Shelar

Deepesh Prajapat

Biju M

Ragesh K R

Rafat Kalim

K Maruthi

Bhaskar Vancha

Pruthvi Ganesh Babu

Suman Paul

Aruri Karuna Sagar

Prashant V Mandi

Hemant Sharma

Ankit Mehta

Shanthakumar Reddy G

Jakka Mallikarjuna

Territory Manager

Pavan Giri

M.Imran Kabutarwala

Zuber Salat

Dhaval Patel

Alkesh Dhakad

Nand Kishore

Nizamuddin F

Malay Kolley

Amit Sengupta

Bhagwat Dhakne

Rahul B Lohar

Amit R Wadskar

Amar Singh

Ms Kirti V Asare

Mohd Farukh

Navratri Celebration

Corporate Office



Winners for Theme Write up

Goa



Dress Color Code

Nasik



Dussehra Puja

Did You Know?

Fun Nutrition Facts



Apples are more effective in working you up in the morning than Coffee!



Just 2 bananas will provide you with enough energy for an intense 90-minute workout, and the antioxidants and potassium present in banana helps prevent menstrual cramps.



Eating two kiwis daily, one hour before bed time, is linked to improved quality and length of sleep! Kiwi also helps you fall asleep faster. This is because kiwi fruits is rich in serotonin the happy hormone!