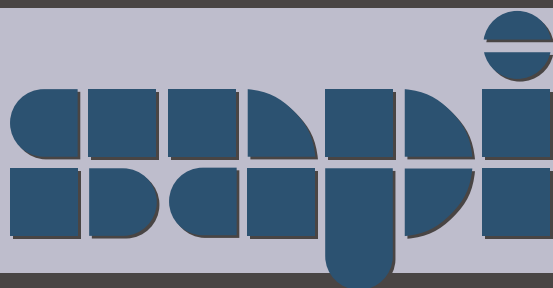


September 2000



NEWS

Newsletter of Singapore Association of Pharmaceutical Industries

MITA (P) 087/11/1999

Industry

Issue

PhRMA POLICY PAPERS: THE PROMISE OF GENETIC RESEARCH

Genetic research - the study of genes, the basic units of heredity, and their function - holds the promise of changing the practice of medicine from treating to preventing disease. Says Dr. Christopher Scott of Stanford University: "Modern genetics creates a powerful form of preventive medicine that easily eclipses the tools of today's doctors. And when patient care moves from disease treatment to disease prevention, the cost of health care drops dramatically.



Genetic research can reveal the sources and biochemical pathways of disease, leading to the development of safer, more precise, and more powerful treatments. Already, genetic research has yielded new and more effective medicines to treat heart disease, stroke, cystic fibrosis, AIDS, hemophilia, diabetes, and other diseases.

Scientists are mapping the human genome, trying to identify all of the approximately 100,000 human genes by 2005. So far, some 4,000 diseases of genetic origin have been identified, and many specific gene mutations associated with disease can now be detected with genetic tests. Existing tests can screen for cystic fibrosis, breast and colon cancer, Gaucher's syndrome, hemophilia, Huntington's disease, Duchenne muscular dystrophy, sickle cell anemia, and Tay-Sachs disease.

Scientists expect that progress in genetic research will be incremental, with each step building on the previous one. Tests for a disease often will become available before a treatment is found, which can cause great anguish and pose difficult legal and ethical questions. But such tests provide a precise target for a new treatment and thus can enhance its development.

By facilitating a more focused attack on the underlying causes of disease, genetic research helps scientists develop more effective medicines with fewer side effects. Genetic technology also enables proteins that are difficult to isolate in adequate amounts from natural sources to be readily produced and used, as in the treatment of hemophiliac and diabetic patients.

Though in its early states, genetic research provides a realistic hope for a new and better approach to health care in the 21st century.

Board of Directors

Message

A NEW BEGINNING WELCOME THE NEW BOARD OF DIRECTORS

June 2 marks the day for a new beginning in SAPI. Mr. Jimmy Chan, Diethelm Singapore, takes over the helm from Mr. Tan Chwee Choon, AstraZeneca Singapore, as President of SAPI.

Jimmy thanked members for their confidence in electing him as President, and thanked Chwee Choon and his Board of Directors for a job well done.

Jimmy has been involved with SAPI since 1977 and has witnessed many changes in SAPI. As President, Jimmy will work with his Board of Directors to ensure that SAPI continues to play an important role for its members and in its relations with the Ministry of Health.

Among other areas of concern are Internet advertising and e-commerce.

Welcome on Board

A new Board of Directors was also elected and presented.



*Standing(left to right): Daniel Tan, Peter Poon, Philip Lim, William Lui, Michael Khor, Alex Mah
Sitting(left to right): Shakila Shahjihan, Cecilia Teoh, Jimmy Chan (President), Winnie Chan, Karen Yeap, Tan Shew Leng*

Fond Farewells

Mr. Tan Chwee Choon stepped down after having served SAPI for 6 consecutive terms as President, 1 term as Vice President and 2 terms as a Director. Chwee Choon is the longest continuous serving President. During his presidency, SAPI and its relevant sub-committees have built a strong relationship with officials of Ministry of Health.

Among the highlights of his parting speech are:

- roll out of several training courses and talks at competitive rates for the benefit of members' employees
- good working relationship with Ministry of Health, with Mr. Chan Soo Sen, Parliamentary Secretary, Prime Minister's Office and Ministry of Health, as the Guest of Honour at the 33rd Annual Dinner & Dance
- on-going dialogue sessions with senior officials

of Ministry of Health, with an opportunity to discuss CASEMIX with Dr Paul Chui, Head of CASEMIX Project Office, Ministry of Health.

- formation of Consumer Health Care Committee in response to the increasing importance of self-medication products
- set up of www.sapi.org.sg
- submission of an article entitled "Registration Requirement in Singapore" on the invitation of Regulatory Affairs Journal Ltd; this article was published in January

Chwee Choon noted that SAPI has evolved over the years and is being recognised as a voice for the pharmaceutical industry. He is glad our members are very supportive of SAPI for the common cause that we stand for, despite competition in the market.

Thank you Chwee Choon and welcome to the new Board of Directors.

EVENING TALK

"THE SERVICE ENCOUNTER- YOU MAKE A DIFFERENCE"

28 APRIL 2000



We live in an era of increasing customer sophistication. While most people expect product quality - that the product performs as advertised - today's customers are seeking and demanding excellent service

quality as well.

We all know that when customers are satisfied and see value in the service an organization provides, they are more likely to become repeat customers. The question then becomes, "What factors contribute to customer satisfaction?"

To explore how you can make customers come back repeatedly to you, an evening talk on "The Service Encounter - Can You Make A Difference?" was jointly organized by Singapore Association of Pharmaceutical Industries (SAPI) and Society of Certified Medical Representatives (SCMR) on 28 April 2000 at Hotel Royal. The speaker was Ms Cindy Yeo, Senior Consultant and Account Manager of DDI Asia Pacific International, a Human Resource Consulting firm based in Pittsburgh, USA.

More than 50 participants from member and non-member companies attended the event. Cindy helped the audience to understand service through the eyes of the customer. She shared best practices of global organizations,

illustrated local examples and facilitated our discovery of skills to make customers feel valued. From the responsiveness from the audience and the numerous questions, it was apparent that we all enjoyed Cindy's talk.

"The ability to respond to service failures has come to be called recovery, because the organization is able to recover from its typical behavior and do something extraordinary."

- Benjamin Schneider and David Bowen.
Winning the Service Game

One of the things we learnt from Cindy was turning a dissatisfied or angry customer into a satisfied, loyal customer takes the utmost in skillful professionalism. Rescuing a bad situation demands a process called Taking the HEAT which stands for

H - Hear them out

E - Empathize

A - Apologize

T - Take responsibility for action

One part of Taking the HEAT is recognizing the "walker" and the "talker". The talker will complain about poor service, which the provider can then remedy by Taking the HEAT. The walker is more difficult. He or she doesn't complain, but will probably become an ex-customer unless the service provider intervenes. Hence, learning to turn the walker into a talker was one of the highlights of the night.

by STEVEN FOO

CHIT CHAT

WITH MR FOK TAI HUNG,
EXECUTIVE DIRECTOR OF SAPI

The staffs of the SAPI have been the engines for the smooth and efficient running of SAPI functions. As all the Directors on the Board are volunteers, much of the co-ordination and paper work has to be done through the SAPI office staff. It is indeed fortunate for SAPI to have a dynamic and dedicated Executive Director like Mr. Fok Tai Hung. We must thank the 1996/1997 Board of Directors for being farsighted in grabbing the opportunity to offer the position to Mr. Fok Tai Hung when he retired from his previous job in 1996.

Mr. Fok has vast experience in the pharmaceutical industry, since 1963. Throughout his career, he has been very active in SAPI. All those who have the opportunity to work with him will definitely agree that he is approachable and capable. Miss Shakila Shahjihan (SS), the current Chairman of Public Relations, Education & Publications Committee took this opportunity to seek out views of Mr. Fok Tai Hung (FOK)....

SS: How long have you been with SAPI?

FOK: I joined SAPI as its Executive Director in Jan. 1997.

SS: Why have you decided to join SAPI?

FOK: I have been associated with the association since the time it was known as the Pharmaceutical Trade Association (PTA). I was then working as a Sales Manager with Parke Davis, which had since merged with Warner Lambert.

Throughout my working life in the industry, I have in some way or other been involved with the association's work. I served on the Board of SAPI for several years before becoming its President for 5 consecutive years from 1989 to 1994.

When I retired from my previous job in 1996, I was approached by SAPI to "come back" and help out. I saw it as an opportunity to be associated with the association again. And I must say that I have been enjoying working with the people in this industry.

SS: Can you share with us your experience in the pharmaceutical industry?

FOK: I started as a Medical Representative with Parke Davis in 1963, covering Singapore, Sabah, Sarawak and Brunei.

In 1972, I joined Ciba-Geigy following their merger in 1971 as Sales Manager for Singapore and Malaysia.

I retired from Ciba in 1996 as the Operations Manager for Singapore and Brunei.

SS: Are there experiences with SAPI that are memorable?

FOK: There were many memorable experiences, but the one that stands out was when SAPI was given the rare honour of hosting the 16th IFPMA World Assembly at the Westin Plaza Hotel in September 1992.

I was then the President and had the daunting task of organising this grand Assembly, which was only the second time held in this part of the world. The first was held in Japan several years before.

Many senior executives of our member companies from all over the world attended this Assembly with Mr Yeo Cheow Tong, the then Minister for Health and Community Development as the Guest of Honour.

SS: How do you think of the future of SAPI?

FOK: SAPI has come a long way since its incorporation in 1966. The last few years were very active ones, especially with the dialogues and meetings with officials of the MOH. We have, through these meetings, developed a very cordial relationship with the MOH. SAPI has come to be recognised as the "voice" of the pharmaceutical industry in Singapore.

It is my sincere hope that the industry will continue to enjoy this special relationship with the MOH, especially in the face of rapid changes to the way business is being conducted in the new economy.

I have the confidence that our members will continue to see the important role SAPI can play in this development. We can only succeed with the strong support of our members, especially in times of crises. Our members have exhibited this quality on many occasions in the past.

So far, SAPI has been fortunate in that, there are staffs of our member companies who are willing to come forward to serve it. And I sincerely hope that member companies recognise the fact that the association needs volunteers and good ones too, in order to be effective.

Calendar of Events

Date	Event	Organiser	Contact no.
11-19 Oct 2000	Annual Meeting of the American Society of Nephrology Toronto CANADA	American Society of Nephrology	Tel: (202) 857 1190 Fax: (202) 223 4579
15-20 Oct 2000	International Congress of Allergology and Clinical Immunology, Sydney AUSTRALIA	PSL Rheumatology Norway	Tel: (215) 955 8534 Fax: (215) 95 5 854
20-23 Oct 2000	20th Annual ASEAN Orthopaedic Association Pattaya THAILAND		Email: rcost@loxinfo.co.th WebSite: www.thaidoctor.th.org/ortho
20-22 Oct 2000	3rd Workshop In Rheumatology - Updates in Paediatric & Adult Rheumatology, Penang MALAYSIA	Malaysia Society of Rheumatology & Singapore Society of Immunology Allergy & Rheumatology	
22-25 Oct 2000	Annual Meeting of the American Academy of Ophthalmology Orlando USA	Michelle Stephens	Tel: (415) 447 0221 Email: mstephens@ao.org
29 Oct - 02 Nov 2000	64th National Scientific Meeting of the American College of Rheumatology Philadelphia USA	ACR, Ronald F. Olejko, Director of Conferences and Meetings 60 Executive Park South, Suite 150 Atlanta, GA 30329, USA	Tel: (404) 633 3777 Fax: (404) 633 1870
03-08 Nov 2000	Annual Meeting of the American College of Allergy, Asthma and Immunology, Seattle USA	American College of Allergy, Asthma and Immunology	Tel: (847) 427 1200 Fax: (847) 427 1294
04-09 Nov 2000	International Bone and Hormone Meeting Hamilton Island, AUSTRALIA	Rosemary White, IPT, 135 Macquarie St., Sydney NSW 2000 AUSTRALIA	TEL: 61 2 92473663 FAX: 61 2 92523375 Email: rosemary@solnet.com.au
12-15 Nov 2000	73rd Scientific Sessions of the American Heart Association New Orleans USA	American Heart Association	Tel: (214) 706 1543 Fax: (214) 706 5262 Email: sessions@heart.org
17-19 Nov 2000	International Headache Research Seminar Copenhagen DENMARK	Ms. V. Halling, Department of Neurology Blosup Hospital, DENMARK	Tel: (45) 4396 4333 ext. 6121 Fax: (45) 4342 3570

EDITORIAL COMMITTEE

The opinions expressed in this publication are solely those of the authors and may not reflect those of SAPI.

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