JO LECOULLIARD VISITS GSK MALAYSIA
“I am proud that we are leading the industry in how we engage with healthcare professionals,” said Jo.

MARKETING CLINIC
Read more about the marketing clinic led by Sabrina Cheah from Commercial Analytics and External Insights

HEALTH ADVISORY
Learn more on personal hygiene by Dr. Vimal

KNOW YOUR COLLEAGUE
Interview with Evanisvri Surinarayanan, the newly appointed Field Training Executive

VEEVA CRM LAUNCH
Helping us to make a difference in interacting with customers

RELVAR HITS MILESTONE – 2000 UNITS SOLD
Exciting achievement by GSK team
Jo LeCouilliard Visits Malaysia

On the eighth day of Lunar New Year, Senior Vice President for Rx Asia Pacific, Jo LeCouilliard visited Rx Malaysia’s office in Quill 9, Petaling Jaya. In her two days visit here, she said, “I was impressed by the Malaysia team’s passion and desire to deliver. Everyone I spoke to had plenty of ideas on how we might be able to improve performance. It was fantastic to see such a motivated team in action. I am proud that we are leading the industry in how we engage with healthcare professionals,” said Jo.

As she reflected on 2015 and provided direction for 2016, she said, “We made a lot of changes last year and it is clear to me that the goal for 2016 is to consolidate and embed these changes. We are starting to see evidence that the new model is working and I believe in time it will become a true source of differentiation. In the meantime, we now have stability in the organisation and increasingly in the supply chain and we now just need to shift our focus back to the outside world and focus on execution. I think 2016 will be a great year for Malaysia and look forward to celebrating great growth with you all,” she continued.

Vice President, General Manager for Rx Malaysia and Brunei, Ramil Burden said, “Right now I am feeling very positive. January sales came in above plan, and we are very positive about resupply of key medicines that have been out of stock for most of 2015. In addition, we have just had a very good audit outcome. Taken together a great start to the year,” said Ramil Burden.

One-On-One Meetings With Leaders

The leadership team felt their top priorities are supported and endorsed. The area of focus are on the four priorities: (1) stability, (2) people, (3) simplification and (4) trust, which were aligned with GSK LOC direction. Furthermore, Jo was pleased with the medical team’s progress as it was highlighted as the best practice for the region in terms of talent capability.

Meet Up With Talents

Jo took the opportunity to meet up with key talents within the organization.

They were Jamie Leong, Jamie Lak, Lee Mee Liy, Calvin Tsen, Sam Teoh, Somanatha Subramaniam, Louis Poh, Koo Kok Feng, Sanjay Gajria, Maria Belinda Reyes, Dr Abhijith Padakudru Ganapathi, Dr Ashwini Sahathevalingam, Tharishini Mohan, Steve Yoong, Christine Yan and the Leadership Team.

What Do You Think?

“It seems to make sense and more align to PDP. Would this increase the paperwork of FLSM?”

“Moving away from the rigidity of classroom assessment. It is more realistic and aligned to PDP discussion”

“Timely and informative but a little complicated, need more simplification”

“A lot of thought has been put into the PRP, and a lot of details and mechanics are well prepared. However, at the moment, looking at it the first time, it seems a lot of manual work is needed”

“I feel confident that the new compensation model will fuel motivation and drive performance among the sales team. It gives an equal opportunity to everyone for growth and development”
Know Your Colleague

What is your current responsibility?

“I provide support to marketing and sales team by training the field force on disease knowledge and product knowledge.”

How is the change beneficial to you?

“It was a big change from my previous position as a medical representative. I will need to learn to transform myself from being a student to a teacher. There is a lot more for me to learn about, especially coaching and training people.”

How do you adapt to the change?

“Learn and adapt as the journey continues. I’ve had 13 years of experience as a medical representative. In terms of experience, it has added tremendous value to my current job. This has made my transition smoother.”

What are the values you hold dearly to?

“Trustworthy and honesty. I believe that whatever you are doing, you put in everything to make it happen.”

Lunar New Year Celebration

What is your personal development in GSK?

Share with us your biggest achievement.

“Getting into this position as a Field Training Executive. My biggest achievement as a Medical Sales representative is to have received numerous MD awards and sales achievement awards. I’ve also been the key catalyst in brand growth in the respiratory portfolio over the past 12 years. Currently, my transition into the role of Training Executive is a key milestone towards achieving my aspiration.”

So, what is your hobby?

“Cooking. I have cooked for Orange Day Event for nearly 300 people and we made a lot of profit. I learnt it from my mum and the rest, I just Google’d it.”

If you were given a choice to be someone in the company, who would it be and why?

“This is a tough one. I aspire to be a marketing director within GSK. I want to learn to manage a team of people, product and possibly gain as much experience as I could to grow.”

MIT-MISI

On 19 February 2016, Massachusetts Institute of Technology (MIT) Malaysia Institute for Supply Chain Innovation (MISI) visited GSK Malaysia in Quill 9, Petaling Jaya.

The visit by post-graduate students was to conduct a research in collaboration with GSK. It is a thesis project to determine a localisation strategy in the pharmaceutical industry.

(L-R) Present at the meeting were Stephen Wong, Commercial Operations and Access Director, Ruby Lau, Supply Strategy Director, GMS Classic and Established products based in Singapore and Angela Chau, Market Access and Strategy Manager.
Marketing Clinic

Enhancing Capability on Market Insights
By Sabrina Cheah

Market Insights and Intelligence is one of the critical success factors and foundations of GSK’s vision to be “the” trusted healthcare partner and employer of choice, helping people do more, feel better and live longer.

Making the Move

Building on this aspiration, a marketing clinic was organized on 26th November led by Sabrina Cheah from Commercial Analytics and External Insights to pique the interest and inspire the capability of the commercial team.

Sponsored by Commercial Excellence and endorsed by the Marketing Leadership team, this one day event involved over 20 representatives across various departments from Pharma and Vaccines Marketing, Multi Channel Marketing (MCM), Sales, Government Business and Commercial Operation & Access (COA).

The meeting kicked off with updates from Sabrina Cheah on how Malaysia’s pharmaceutical market was performing and the opportunities for GSK to support, drive and grow the market.

The IMS Health Malaysia team led by General Manager TK Koh was also invited to refresh participants on the various elements of IMS data and its relevance and applicability throughout the product lifecycle.

"It is important to understand the Patient journey and uncover the emotional layers they are experiencing while living with such medical condition to gain insightful input for marketing”

Renaud Laune, Co-Founder and Regional Director of H-Research Asia

This was followed by the launch and presentation of a new and refreshed External Market Dashboard by Market Insight Champions Christine Yan and Louis Poh.

The dashboard provides market and brand level analytics, the culmination of cross functional collaboration, ideas and feedback throughout the year.

Marketing and representative sales leaders then went into working teams to establish and commit to where, when and how they can maximize the analytics made available.

Post lunch, our data and insight partners from H-Research Asia and Kantar Health shared valuable patient insights from BPH and Asthma sufferers in Malaysia with the purpose of creating awareness on the importance of patient insights aligned with our “patients first” motto in all marketing planning and execution.

The marketing team represented by Boey Pei Lin, Punitha Samutharapandian, Kok Feng Koo and Aaron Ong also took turns to share their learning on Integrated Marketing and the power of digital in today’s world.

Workshop feedback

“Very informative event and good exposure for both sales and marketers”

“Good mix of topics presented and excellent content from all presenters”

“All the data was insightful. Both marketing and sales team should sit together and discuss learnings and increase effectiveness.”

“Very good sharing on digital marketing”

“Clear sharing on market insight.”

“Good sharing by IMS on pharmacoeconomics studies services for BB Enlistment”

“Good effort in localizing the dashboard to our need.”

“Patient insight session reminds us on our patient centricity approach based on our patient focus value.”
Personal Hygiene

By Dr Vimal

Healthy Habits

Wash Your Hands

The most important way to help reduce the spread of germs is through regular hand washing with soap and warm water, particularly before and after preparing or eating food and after using the toilet. You can still keep your hands clean even if water isn't available. Hand sanitizers are designed to help kill germs on hands that are not visibly dirty, without the need for water or towels.

Traveling To Work

If you travel to work on public transport then your daily commute can expose you to many germs. This will be mainly from other people but there will also be germs left on surfaces such as handrails. Over crowded public transport together with lack of air movement means that peoples' germs can spread easily to others. To help stop the spread of germs, if you have a cold or flu, make sure you cover your nose and mouth with a tissue when you cough or sneeze, and dispose of the tissue properly to a bin. Use a hand sanitizer to kill germs on your hands or person to the mouth or nose. Washing the hands with soap and water is helpful in reducing the bacteria content on the skin thus reducing the possibilities of infectious diseases like hepatitis A, staph infection, and streptococcus.

At Your Workstation

Research has shown that the average office desk area has an enormous amount of bacteria and viruses on it. This is particularly true of areas like the computer keyboard and mouse, and telephone handsets. Make sure you clean these items regularly using a disinfectant wipe. Don’t eat lunch over your keyboard, as food can fall in between the keys and because it is difficult to remove, this can become a hygiene hazard.

The Pantry

Store pre-prepared meals and snacks in the refrigerator while at work to help prevent food poisoning. Ensure that any communal mugs, dishes, or other crockery items and cutlery are clean before you use them. Afterwards, wash them with hot, soapy water. Use disposable cloths instead of a communal sponge to wash up as sponges can harbour germs. Even better, use a dishwasher if one is available.

Stay At Home

Stay at home if you are unwell as germs can easily be transferred to others, especially cold and flu. Use disposable cloths instead of a communal sponge to wash up as sponges can harbour germs. Even better, use a dishwasher if one is available.

Outcomes of Poor Hygiene

General Illness

Hygiene practices, like regular hand wash, are the best ways to avoid diseases of different diseases. The reason is that hands are in continuous contact with the face as well as the environment thus providing for easy transportation of germs from an infected surface or person to the mouth or nose. Washing the hands with soap and water is helpful in reducing the bacteria content on the skin thus reducing the possibilities of infectious diseases like general illness and development of various infections and diseases. Regular bathing and brushing and thorough hand wash are the best ways to prevent the attack of bacteria, fungus, virus, and parasites thus maintaining the body health in long run. It is, therefore, essential to avoid being ignorant with good habits of personal hygiene to stay healthy.

Social Problems

The society expects you to maintain personal hygiene to a specific extent. When a person ignores the cleanliness and care of the body, he may find himself ostracized by family, friends, and society as well. A repulsive smell from your body, tooth decay, or dirty and unhygienic clothes may adversely affect situations like finding a date, making friends, or finding a new job. Personal hygiene may also detach from the society thus leaving you alone.

Can your body keep up? The importance of cleanliness and its effect on your mind and body

By now, many of us know the damage we're doing in sedentary desk jobs. Emerging research shows that sitting for long periods of time contributes to risk of metabolic syndrome, heart attack and stroke risk and overall death risk, among others. Those who sit a great deal also have lower life expectancies, larger bottoms and slower metabolisms.

Prolonged sitting has been shown to disrupt metabolic function resulting in increased plasma triglyceride levels, decreased levels of high-density lipoprotein cholesterol, and decreased insulin sensitivity.

Tips to Avoid Prolonged Sitting

- Drink enough water during the day that you will need to get up and urinate every two hours.
- Set your watch, phone, or computer to beep at regular intervals to remind you to get up and move.
- Keep you office trash can and office fax machine a few feet away from your desk to force you to get up to use them.
- Stand up during office meetings.
- Walk around during your lunch break.
- The most important times to avoid prolonged sitting are in the immediate 1-2 hours after eating.
- Make all your phone calls standing up.
Congratulations to All! On 1 February 2016, Veeva Customer Relationship Management (CRM) was successfully launched in GSK Malaysia.

Malaysia is the fifth country within the APNA network to launch Veeva CRM. Being one of the first few countries to launch Veeva CRM, it is definitely an exciting time for us. The effort and commitment from the entire organisation from sales, medical, marketing and sales force analysts has paid-off as we are one step closer to our goal to integrate multichannel marketing into our ways of working.

Previously, GSK’s medical representatives and other customer-facing teams do not have full visibility into all our interactions with our customers. As we change our customer engagement model, the number of interactions across different channels will increase.

Veeva CRM enables us to embark on our multichannel strategy and helps us introduce our customers to experience the interaction with GSK as a logical flow of events and information.

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Besides that, Veeva CRM supports our medical representatives and other customer-facing teams in becoming more customer-centric by providing a 360 degree views of all customer interactions with GSK and enabling orchestration of interactions tailored to customers’ preferences.

I’m delighted to be given the opportunity to lead this project. Veeva is an amazing tool which will make a difference in the way we interact with our customers. To me, this excitement only begins now and builds as we embark in the Veeva journey with more new functionalities and also the launch of the new Business Intelligence analytics tool in March 2016.

Jamie Lak, Veeva Project Lead

On 18 and 19 January 2016, a train-the-trainer session was held comprising a cross-functional team from sales and medical.

Led by regional trainers, Bryan Cronk, Francois Poirier and Kate Sun, the event saw 29 attendees from GSK Malaysia and 8 attendees from GSK Singapore.

It was an interactive and fun-filled session.

By the end of the workshop, the trainers are adequately equipped with the relevant knowledge and are confident to deliver the information to end-users.

You name it, Veeva CRM has it. It is easy, fast and saves time. It incorporates multichannel strategy, agile CLM content, provides support to medical team, Patient Focus Scientific Selling (PFSS) and provides a 360 degree view our interactions with customers.

You Hock Sam, Veeva System Lead

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The End Users Training was held on 1 and 2 February 2016 during Annual Conference at Sunway Hotel.

Veeva APNA Deployment Lead, Liam Nolan joined and supported the two days workshop.

This session includes theoretical and also interactive hands-on activities.

Role plays and games were incorporated to make these session fun while learning about Veeva CRM.

Positive results were received from end-users.

Veeva CRM is simple, easy to use, designed with an intuitive and user-friendly interface.

By having it available on an ipad, Veeva CRM helps ease the interaction medical representatives have with HCPs, as they can access detailing aids - visuals and videos - anytime and anywhere, both online and offline with automatic synchronisation.

This will ultimately increase their productivity as they are able to obtain a complete customer insight with continuously updated and accurate customer data where we need it, directly within Veeva CRM.
On 1 March, more than 50 colleagues from sales, medical, marketing and training team hit the nation’s road on an awareness blitz about Relvar, our newest asthma product.

With the aim to increase the noise level about Relvar in the market, teams were grouped in threes and armed with cards on easy to remember key messages, they detailed diligently to healthcare professionals. Sky-blue Relvar Launch Pack filled with leave-behind-materials were distributed at clinics and hospitals.

Vice President, General Manager for Malaysia and Brunei, Ramil Burden who also participated in the blitz received positive feedbacks about Relvar in his visits to the hospitals. The healthcare professionals were pleasantly happy to have him there with them.