

PHARMANIAGA LOGISTICS MOVES FORWARD

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Pharmaniaga Logistics Sdn Bhd — a subsidiary of Pharmaniaga Bhd — has received a Special Recognition for High Performance award at its maiden participation in the Aon Best Employers — Malaysia 2017.

Pharmaniaga's managing director Datuk Farshila Emran notes that Pharmaniaga Logistic's high-performance culture has been cultivated through the years by ensuring that each member of its workforce embraces its four core values — respect, integrity, teamwork and excellence. In addition, she says, the company enforces and maintains strong leadership.

Previously known as Remedi, Pharmaniaga Logistics is responsible for distribution of medicines for Pharmaniaga, such as vaccines, disposable medical equipment, surgical instruments and diagnostic tools. The company has expanded considerably throughout the years. Its first warehouse was in Shah Alam and, today, it has three other warehouses in Juru, Kota Kinabalu and Kuching.

Says Farshila, "A great company often has leaders who not only keep a company on track towards a common goal, but make everyone committed to that goal. Therefore, we always encourage our leaders to practise 'coaching' and 'mentoring' with their subordinates to enhance the skills, knowledge and performance around specific skills and goals. We strongly emphasise leadership by example.

"We also practise a '360 Degree' evaluation, which enables subordinates to rate their superiors. This is one of our ways of obtaining a balanced view of an employee and how others view his or her contribution and performance in areas such as leadership, teamwork, interpersonal communications and interaction, people management and other related aspects."

Pharmaniaga Logistics' commitment towards a high-performance culture is strengthened by its ongoing Do It Right Campaign (DIRC), an effort to instil a compliance culture among employ-

ees. Farshila says the campaign, which was introduced in 2015, has activities planned until 2020.

"DIRC is implemented throughout the group with specific targets to encourage and inspire the staff to carry out their duties diligently. This has proven to have a positive impact on working processes as well as on the company," says Farshila.

She adds that employees are reminded daily about DIRC via multiple channels, including email blasts and through the public address system. Activities such as training and group discussions with employees are held regularly to ensure that the campaign's philosophy is embraced continuously.

Throughout the years, periodical evaluations have been made to gauge the campaign's effectiveness and to look for more ways to enhance the activities.

As part of the strategy to create a high-performance culture, the company provides a wide range of learning and development opportunities for employees, emphasising the importance of continuous learning. The key performance indicators of every employee are also closely monitored to ensure that they are achieved.

At Pharmaniaga Logistics, employees are free to voice their opinions over various channels to give ideas that can help improve the work environment. "In

striving for success, we always motivate and provide avenues for employees to explore their potential by providing and sharing new ideas and innovation.

"We have also introduced various benefits and programmes for employees and their family members to motivate them to deliver their best performance. These include birthday leave, daily meal subsidies, monthly RoyalePharma vouchers and major school examination rewards for children," says Farshila.

As a major pharmaceutical player in Malaysia, Pharmaniaga Logistics ensures that employees strive to commit to excellence in their daily tasks, as their contribution is vital for patients. "Our philosophy, 'passion for patients', reflects our passion in everything we do in delivering our best products and services because we know that, at the end of the supply chain, is a patient who depends on us.

"We ensure all employees understand why their contribution is very important and why they should never slack, because it could be a matter of life and death for a patient in a hospital. With this in mind, they know that their contributions matter and they are valuable," says Farshila. ■

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> Farshila

HOW PHARMANIAGA RESEARCH CENTRE KEEPS EMPLOYEES ENGAGED

Pharmaniaga Research Centre (PRC), a subsidiary of Pharmaniaga Bhd, has an impressive attrition rate of less than 10%, compared with the industry average of 19.5% in 2015 for contract research organisations. These organisations provide research support to the pharmaceutical, biotechnology and medical device industries. The company recently received a Special Recognition for Commitment to Employer Brand award at Aon Best Employers — Malaysia 2017.

Datuk Farshila Emran, managing director of Pharmaniaga Bhd, points out that PRC not only provides its employees with hi-tech facilities but also offers career advancement opportunities through both local and international training to help them grow and advance in their careers.

Farshila says these initiatives, on top of good remuneration packages, have made PRC an employer of choice in Malaysia. She points out that winning special recognition for commitment to the employer's brand is good branding for the company because it shows that it is a good place to work.

She says, "[Over] the years, we have managed to gain the confidence and trust of our stakeholders — including consumers, employees and patients — to grow and sustain our brand among competitors in the market."

Founded in 1998, PRC conducts R&D of pharmaceutical products for Pharmaniaga. It develops products catering for various categories such as cardiovascular, respiratory, gastro-intestinal, analgesics, anti-infectives and anti-diabetics.

It is committed to ensuring the quality and efficacy of its products, placing priority on carrying out compliance in pre-clinical and clinical studies, in accordance with Good Laboratory Practice and Good Clinical Practice guidelines. Currently intensifying its R&D efforts, the company aims to develop 250 new products by 2024.

As an employer, PRC strives to promote a conducive work environment for its employees by listening to their needs and responding to their feedback. Farshila says this is very important, as it enables the employees to explore and develop their skills and potential.

"Above all, PRC has a clear direction for all employees — to formulate generic medicines that are affordable and accessible to Malaysians. Therefore, employees realise that their jobs are very important and that they are contributing significantly to the well-being of the nation," says Farshila.

In its effort to promote employee well-being, the company encourages them to participate in its in-house activities, including sports competitions, religious programmes and community programmes. It also provides additional benefits such as birthday leave, meal subsidies, RoyalePharma vouchers as birthday gifts and tuition subsidies for their children.

Biannual medical surveillance is also conducted on all PRC employees as required by the Occupational Safety and Health Act 1994.

At PRC, 70% of employees are millennials. To retain them, the company provides them with opportunities to lead and participate in various projects and programmes.

"These employees are eager to develop their potential and show their capabilities. Through this platform, they have the avenue to express themselves in sharing ideas and knowledge, and continuously develop their skills. On top of that, they are also encouraged to ask questions and share their experiences with others, which is part of an effective learning process," says Farshila.

She adds that the company has been proven to have a high level of engagement with employees, scoring 76% in the internal Employee Engagement Survey (EES) conducted last year. This is 9% higher than the Asia-Pacific average of 67%, and 18% higher than the national average engagement score of 58%.

EES is aimed at measuring the degree to which employees connect to their work, the company and its goal. It also identifies areas that affect the company's performance in terms of profitability, productivity and services. ■

