

# Promoting quality of life made us win

Beta Healthcare won the Corporate Citizenship and Environmental Award during the 2017 COYA/SMOYA gala night. BOAZ KISERO talks to Dr. Sanjay Advani, Director and Chief Executive Officer, about the achievement.



BY BOAZ KISERO

**1. Beta Healthcare is respected for great product quality. Some of your brands like Action, Hedex and Mara Moja have achieved Super Brand status. What makes the company lead in pain management?**

At Beta Healthcare, we combine cutting edge technology, stringent quality control, state of the art infrastructure and innovative research to create quality yet affordable products. As a company, we focus on reducing

the production time using quality but affordable packaging material and intense research to improve existing products. Our strong distribution and sales network ensures that our products reach the farthest kiosk and consumer. Through this, we receive customer feedback which is used as a tool to assess our quality of service and products as a continuous improvement strategy. Besides pain management products,

our product portfolio comprises of over 100 products, which include products manufactured at Beta Healthcare's facility and those from affiliate and partnering companies. 2. Give a brief about your journey to winning the Corporate Citizenship and Environmental award during the 2017 COYA/SMOYA gala night. We are proud to say that Beta Healthcare has won this award twice in a row and look forward to

retaining this title next year. Our journey started long before we began participation in the COYA awards. In 2008, when Aspen Group, a global pharmaceutical company from South Africa, acquired ownership of Beta Healthcare, one of the major changes that occurred was the focus on safety and environment. We have a vibrant Department of Environment, Safety and Health Department with several policies and strategies that ensure we do not cause adverse impact on the environment. Further, we proactively engage in projects that impact on reduction of our carbon footprint, waste generation and management, fuel, water and electricity consumption as well as setting up an effluent treatment plant for the treatment of processed waste water before discharge. These measures result in safeguarding the employees' health

and safety; conservation of the environment while the company makes a financial saving too.

**3. How has the OPI model affected your business processes, staff and clients?**

The OPI model has helped us evaluate our processes and procedures vis a vis global standards, not only in Corporate Citizenship and Environmental areas but also in strategy execution, efficiency, staff satisfaction, customer satisfaction as well as resources utilisation. This model encourages continuous evaluation and improvement in all our operations. We believe that excellence is a journey, not a destination and so we keep improving each time in our quest to attain excellence.

**4. Beta Healthcare was competing against some of the most respected brands in this region. What made you stand out in the Corporate Citizenship and Environmental Focus determinant?**

The answer lies on what the judges noted during the gala dinner. The citation read; "This company has a Corporate Citizenship Policy and Responsible Corporate Citizenship Philosophy. It has established departments such as Human Resources, Safety-Health and Environment, Quality, Governance and Legal Departments so as to realise the Corporate Citizenship and Environmental objectives. The company celebrates the recognition of the international days pertaining to Corporate Citizenship and Environmental matters."

**5. Does the company actively practice corporate conscience or**

**corporate citizenship as a business model? How do you ensure that you promote higher standards of living and quality of life for the communities that surround you while still maintaining profitability?**

Indeed, Beta Healthcare International is dedicated to social responsibility in the communities we live and work. We have adopted corporate citizenship as an organisational practice with emphasis on philanthropic practice all round the year. Some of the initiatives taken are aimed at conservation of wildlife and environment. This also applies to activities towards children/elderly homes and "Beyond Zero" campaigns. Other initiatives are done purely on humanitarian grounds to assist those in need.

**6. Where would you want to see Beta Healthcare in the next five years?**

The business environment facing the pharmaceutical industry continues to evolve in Kenya and around the world. In the midst of these changing conditions, we are determined to contribute to the enrichment of the quality of life, through the creation of innovative pharmaceuticals and through the provision of pharmaceuticals that address diverse healthcare needs. Beta Healthcare is rapidly expanding in Africa. We want to expand our product basket to cater for the communities we serve while maintaining our quality and affordability; for our products to reach very market they are needed throughout Africa and beyond.

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