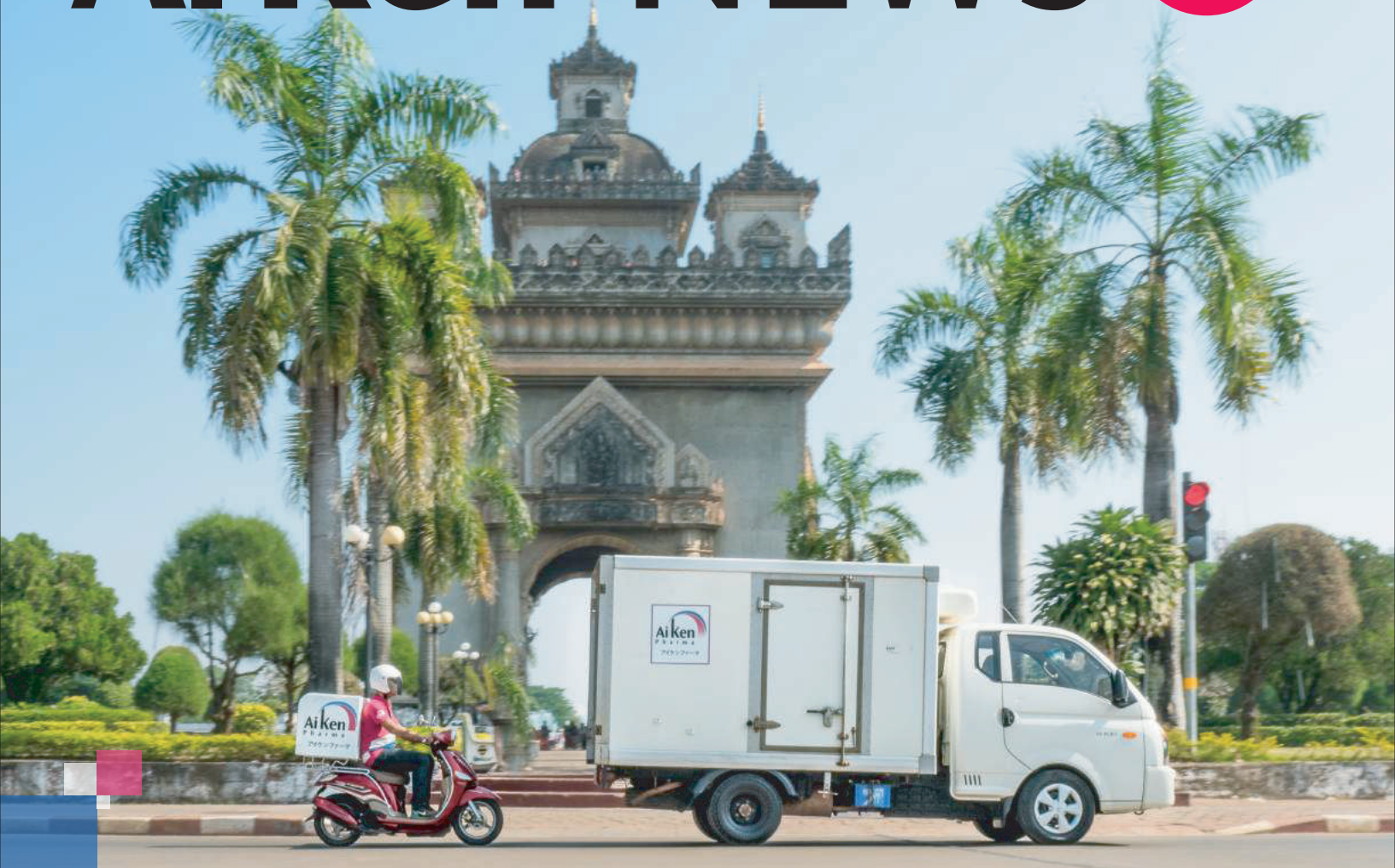


# Ai Ken NEWS

Q4  
2018



## Topics

**AI KEN Pharma Laos celebrated 2 years anniversary**

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## Management Message



**Founder & Managing Director, AI KEN PHARAMA Group**

### **Kentaro Imamoto**

Konnichiwa, all valuable customers. I am pleased to communicate with all our valuable customers here in Ai Ken News 2018 Q4 edition. First of all, Ai Ken Pharma Laos has 2 years anniversary on Oct 10th, and we have celebrated our birthday. It was supported by a lot of our customers to come this 2 years journey. I personally have so much appreciation to all customers.

Second, Ai Ken Pharma Cambodia initiated first booth in medical association. We had very positive feedback from many medical doctors for our high quality package design and certificate of our medicine such as PIC/S GMP. It is already December, last month of 2018, and it was a year of big leap for us. We grow business always with customers. Wish you a happy new year days ahead. Thank you very much.



**General Manager, A member of the Board Director, AI KEN PHARAMA LAOS**

### **Kaisone Souvannasan**

Sabaidee. I am pleased to communicate with all our customers here in the Ai Ken News Q4 2018 edition. First, we are pleased to announce that we have signed distributorship agreement with Taiho pharmaceutical, No1. Oncology company in Japan and we plan to launch the product in January. I am confidence this partnership will contribute oncology medication of Lao for the future. Second, we are also pleased to announce to launch new products for Cardiology and Psychiatry segments which will contribute patient access to high quality medicine from Thailand with reasonable price for Laos market.

We had many events in 2018, Internal Medicine Association, VIP trip to Thailand, Cardiology association, and Thaatlun festival. We deeply appreciate our Laos customers who support and advice us a lot in this year. Wish all the best for your new year days. Thank you very much.

### **Ai Ken Pharma Laos celebrated 2 years anniversary**



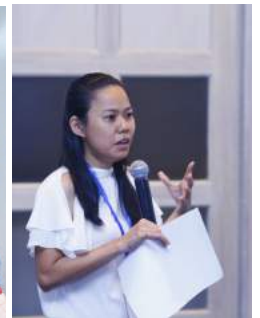
Ai Ken Pharma Laos celebrated 2 years anniversary on Oct 10th. The about 20 team members visited Pakkayoung temple to play for health of team and future success. Ai Ken Pharma Laos deeply appreciate to all our customers for their very kind cooperation, relationship and advice to Ai Ken Pharma. We keep challenging to make ourselves better for our future, and create value for our customers. Thank you so much to all customers.

# Cambodia VIP Customer visit to Unison Factory



Unison Laboratories and Ai Ken Pharma Cambodia invited 24 VIP customers to Unison laboratory factory in Bangkok to observe their high quality production facility. 24 attendees from Cambodia pharmacy and hospital visited production facility, R&D facility, Laboratory and warehouse which has certified with PIC/S GMP, ISO 9001, ISO 14001, ISO 5001 and Green Industry Award.

They have also joined Unison Ai Ken joint roundtable meeting and provided highly valuable and priceless advice to the future of Ai Ken Pharma Cambodia for their high-expected better service to Cambodia healthcare professionals and patients. Ai Ken Pharma Cambodia took those advice with promise and deep appreciation.



## Top Runner in Asia



### **Dr. Khammai Phengvansavanh Laos**

Director of Baeng District Hospital

**Mr Ken: First, I would like to ask your background? Where you are from?**

Dr Khammai: I was born in Pakse, Champasak province, April 20th, 1980. My parents are rice farmer of a big family with 11 brothers and sisters. I was 9th and grown up closely to my younger sister, and two brothers.

**You went to all schools in Pakse?**

Yes, I went to high schools in Pakse but Champasak doesn't have university, so I decided to come to Vientiane to enter into University of Laos.

**2 years in Dongdok (NUOL), then, medical school in 5 years.**

Luckily, I got No.1 score from University of Lao first 2 years studying liberal arts, so I decided to choose medical school. My parents also wanted me to study Medical.

During my medical school time, I decided to study and work in Hospital as an assistant even on my holiday. I worked as an assistant in Internal Medicine, Pediatric, ICU and Ob&Gyn. It was a great experience to see actual practice out of lecture.

**What was difficult? What was fun?**

First time, I was not confident how to communicate with patient when I had to give an injection to patient it might be painful. However, I was gradually learning how to communicate with patients to make them comfortable. Everyday was a great practice for me learning from patients, Nurses and doctors in practice. My 3rd year and 4th year, I was in internal medicine of Mitthaphap hospital for assistant, then 5th year, I explored to Ob&Gyn, and 6th year I was in ER, ICU, and Anesthesia treatment. At the moment, I was full of passion to experience everything as much as possible so that I could choose my specialty which way to go.

**What was your first job after medical school?**

After medical school, I was working at Numtum 2 company for 4 months as medical doctor. The company gave me interesting experience as finance, administration, etc.. it was fun. However, I applied medical doctor quota in Champasak Province, Mitthaphap hospital and Oudomxay Province. Finally, Oudomxay province accepted me.

**Why Oudomxay province?**

Actually (Laugh), I had a girlfriend from Oudomxay who recommended to take a chance for a job there. Then, my girl friend and myself move to Oudomxay. I was born in Champasak, country side, and moved to Vientiane for study. So moving to another city was not a big deal for me. And that girlfriend is my wife now.

**As you studied long time in practice in Mitthaphap hospital. Did you have any other will or option to be**

I actually wanted to be specialist of Nephrology or Endocrinology. Especially Nephrology, I was thinking about many poor people who didn't have right knowledge about healthy diet and healthy lifestyle and got kidney failure in poor condition. I wanted to help those people with special knowledge about nephrological specialty. However, I decided to move to Oudomxay Province due to my family reason, to get married with my wife. Also it was not easy to get quota from Mitthaphap at the moment as a reality. When I decided to move to Oudomxay, I already start feeling of moving forward for the people waiting for my experience and knowledge.

**Your new life in Oudomxay started. How was first impression?**

Yes, I was assigned to work in Beng District Hospital in 2007. I started to work in General Internal Medicine Department, but in reality, I had to help many departments as well, such as ICU, ER, Pediatric and Ob&Gyn. Even small surgery and dental clinic too! When I start working there, things are not systematic. So I had to set up everything there, way of treatment, human resource, and management.

**Normally, it is not easy to change things if you're junior career. How did you manage it?**

Even though I was young and junior, I was trained well knowledge and experience already from Medical school and assistant in Mitthaphap hospital with confidence and passion. But first, I started to make trust relationship with hospital staff, nurses, working closely with them. People asked me to support them a lot for everything, I never say "I can't" even on busy time, night time, or weekend. Then I guess people started to have trust on me little by little. skill and service.

## Top Runner in Asia



**After that, you were selected as one of Residence doctor.**

Yes. Actually, first, I was assigned as deputy director 2009. After that, I was seeking opportunity to learn more, and applied for residence doctor selection. In my time, around around 30 doctors applied and 7 passed (I was No.3 in the list). The selection process included paper exam, interview, patient diagnostics and patient communication. Out of 30, 5 doctors were from district hospital, and I was the only one to be selected.

**How was life as residence doctor?**

We had to study in hospitals in Vientiane and Khonkaen for 3 years learning different specialties in different departments, such as GI, Endocrinology, Nephrology, Neurology, Hematology, Rheumatology, ICU, GI, CV, Infection... many department. I was able to go back to Oudomxay only 1 time per year. It was not easy time, but it was one of the most wonderful learning moment of my professional life to see so many different patients.

**You were already deputy director of hospital before applying for residence exam. Was that difficult to keep motivation to study? How did you keep motivation to study by yourself?**

Of course I was busy, work in the hospital, take care of my baby at home as well! But I had a strong passion to improve my hospital. All I needed was to focus what I need to do time to time and keep studying everyday little by little. Focus and continue is very important for study.

**After residence training?**

I tried to implement new system into our hospital. For example, in OPD, we started new screening system which patient we treat by ourselves, which patient we send to the other hospitals or Vientiane. Everyday was challenge something new, something better for our patients coming for help to Beng District Hospital. After 7 months going back to Oudomxay, I was promoted to be director of hospital, July 2014.

**You were 34 years old at the time. How was your feeling to be promoted as the youngest hospital director in Laos?**

I was surely very happy that many people admitted, and accepted me as hospital director after all my effort and

contribution. I appreciated to former director who advised me a lot, and a whole staff in Beng hospital who supported me, and Oudomxay government department of province as well. I also personally thank to my 3rd old brother to advise me a lot as great role model for me. Encouraged me a lot since I was young.



**What is your future plan for hospital management?**

We have total around 50 people working in Beng hospital including 4 Medical Doctors, 17 Nurses, and the other staffs. We have the same objective as better quality of treatment and service of Beng district hospital. My responsibility is to lead all members to take the same direction to the goal. We still have many things that needs to improve such as team management, human resource evaluation system, etc. However, I strongly believe we all improved ourselves that finally improve quality of total service of Beng district hospital for our patients.

**Editor's Note:** My first meeting with Dr.Khamai was early 2017, introduced as one of the youngest hospital director in Laos, and enjoyed conversation for leadership and team building over beer. I was impressed by his responsibility and trust to his team in the hospital which he was explaining me with some jokes but I was sure it was not easy way to achieve. I believe his strong motivation create a strong team and culture.



## Taiho Pharma launches TS-ONE in Laos



Taiho Pharma Singapore Pte Ltd and Ai Ken Pharma Laos have signed exclusive distribution agreement for TS-ONE in Laos market. TS-ONE has been registered to Laos FDD already, and is planned to be launched early 2019. Taiho Pharma is the No.1 oncology company in Japan, and their TS-ONE is the first choice medicine for Japanese oncology care. We are very pleased to introduce such a high quality medicine from Japan to Laos market to contribute to cancer medication of Laos future. TS-ONE will be introduced in launching event on December 15th in Crown Plaza Vientiane.

## Event Cambodia

### Ai Ken Pharma Cambodia initiated first booth in medical association



Ai Ken Pharma Cambodia initiated first booth in Pulmonology association in Oct 30th, 31st, and Cardiology Association on Nov 1st to introduce Unison product to medical doctors.

Many doctors are interested in our high quality medicine with beautiful package and unique products such as Uniren spray. Ai Ken Pharma provide high quality medicine to clinics, cabinet and hospitals.

## Event Laos

### Cardiology Association Laos



Cardiology Conference was place at International Cooperation and training center (ICTC). There were more than 200 cardio doctors from nationwide had joined on October 5th 2018. Ai Ken Pharma Company introduced our cardio products to doctors such as Matenol (Trimetazidine dihydrochloride 20 mg), Bisloc (Bisoprolol Fumarate 2.5 mg and 5 mg), Amlod (Amlodipine 10 mg).



We also had small activity to get free hand gel by pressing Like, shar our Facebook Page "Ai Ken Pharma Laos Company", it was great to see many doctors interested in our booth and trust in our quality. We appreciate all of the customers for your support. Thank you very much!

### Surgery Association Laos



The conference of the Lao Surgeons Association was place on November 7, 2018 at Mittaphap Hospital, with the participation of doctors from many provinces in country. Ai Ken Pharma has introduced cancer medicine called "TS ONE" from Taiho Pharmaceutical, No.1 Oncology company in Japan.



Many doctors are highly interesting such a brand new cancer medicine from Japan which is going to launch in December 2018. We would like to thank you all of doctors who visited our booth and took photo with us. We would also like to celebrate new committee members of Laos Surgery Association for their future success

**Bain Syrup at Thatluang Festival Laos**



Bain Syrup booth celebrated Thatluang festival from 15th - 25th November 2018. Many parents and children visited our booth and tried Bain Syrup taste. We were happy to see their tasty and happy smile!! We have also introduced our Bain Syrup facebook photo shooting as well. Aside from Bain Syrup, we have introduced Bonical Type II for strengthen bones for aging. Our customers really liked taste of Bonical Type II for daily drinking. Bonical Type II is introduced in hospital and clinics by medical doctors as well. Wish all the happy Thatluang festival for all for new year!!

**AI KEN Crew Snapshot**



**Profile:**  
**Name:** Hom Keomany  
 Born in Mead district Vientiane province, Laos  
 Speciality: Registered Pharmacist, Bachelor of Pharmacy  
 Education: University of health and Science, Pharmacy School

Today we would like to introduce Ms Hom, our sale in Ai Ken Pharma Laos

**What is your career experience?**

After graduate from pharmacy school, I start working at Roche Pharma Laos as Medical Representative for primary care group such as Rocephin, Rocaltrol and others medicines. I spend 2 years and half in Roche Pharma, and learned a lot there as my first pharmaceutical company. After that, I found opportunity at Ai Ken Pharma, and started working at Medical Representative in North and Vientiane Capital since January 2018.

**What motivate you to work with Ai Ken Pharma?**

I learned a lot in Roche Pharma time for basic as medical representative, KOL management. However, I wanted to develop myself more for leadership, high level KOL management, and Area Management including pharmacy channel. Ai Ken Pharma provides many trainings to develop my skill in the area, so I decided to move here.

**When do you feel happy to do this job?**

I feel happy when I get positive feedback from my customers about our product, company, and my sales service. And of course, when I achieve 100% of sales target!!

**What is your most difficult challenge on your job?**

The difficult part for me is Area Management. Different customers, different channel, different trends, and make all of them to trust on me, company and our product. But it's also fun part.

**How is your family?**

I am still single (looking for a husband). I live in Nongviengkham village, Vientiane Capital with my mother and younger brothers.

**What do you like to do on holiday?**

I like to eat and drink beer with my friends on weekend, hahaha. I also like to go picnic to outside of Vientiane capital, waterfall, BBQ, and sing a song! I sometimes go Karaoke with my customers in North and Vientiane. Let's go together next time!!



**Any message to our customers?**

Thank you to all our customers who support me and our company throughout the year. I wish all of you success and continue great relationship on upcoming new year and forever.

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