

DATE: THURSDAY March 21, 2018

EVENT: Memorandum of Understanding (**MoU**) Signing Ceremony between **ST.RACHEAL'S™** Pharma & **HealthPlus** Pharmacy on Retail Pharmacy Distribution. (**The 1st in Nigeria**).

VENUE: ST.RACHEAL'S Pharma, Africa Headquarters, No 5a Kafayat Abdulrazaq street, Off Fola Osibo road, Lekki 1 Peninsula, Lagos, Nigeria.

PATIENT FIRST

Protocol

Access to basic quality healthcare is one of the most important domestic issues facing our nation.

The **preamble** of the 1946 **World Health Organization** (WHO) Constitution defines **health** broadly as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." The Constitution defines the right to health as "the enjoyment of the highest attainable standard of health," and enumerates some principles of this right as healthy child development; equitable dissemination of medical knowledge and its benefits; and government-provided social measures to ensure adequate health.

Two (2) major challenges face the healthcare industry in Nigeria and they both limit the attainment of good health as espoused by **WHO**. They are:

1. Low Life Expectancy of Patients
2. Low Business Longevity

In Nigeria, the Life expectancy for males is 53 years & 56 years for females. Factors responsible are Poverty, Poor & Inequality in Education, Chronic Diseases & Poor Life Style. **ST.RACHEAL'S** Pharma is intervening by producing high quality & bioequivalent drugs at half the price of multinational innovators.

We can count few private healthcare establishments that are over 50 years old in Nigeria. However we have several multinational organizations in Nigeria that have lived for over a century. Some of the factors militating against business longevity are: Poor corporate governance, lack of succession planning, low utilization of systems, policies, and Sop's; low application of technology; low ingrain of Profit & Loss (P&L) and lack of trust. As an organization we have comparative advantage to assist stakeholders to building a virile and long lasting organizations.

To build a long lasting enterprise, three (3) Peaks of Transformation are critical:

1. **VISIONING** (defining why the business exists, communicating & ensuring stakeholders' buy in & ownership);
2. **DESIGN** (Create Short, medium and Long haul execution actions) and
3. **DELIVERY** (Ensuring sustainable results are achieved and measured).

The purpose of our organization is to tackle these challenges (with partnership with critical stakeholders) in Africa. This is in resonance with our Quest – ***'to improve life expectancy through the availability of top-quality affordable pharmaceuticals in Africa'***

Today we are demonstrating what we can do if we join hands together to tackle the myriads of challenges facing us keeping in mind our No 1 customer – The **PATIENT**.

I am pleased to announce our professional partnership with **HealthPlus** Pharmacy.

ST.RACHEAL'S™ Pharma will upskill **HealthPlus** staff in our area of comparative advantage of Soft Infrastructure – This is a Human Capacity Development execution program targeting:

- Strategic Marketing Planning
- Supply Chain Management

- Customer Service
- Corporate Co- branding of Below the Line (BTL) and Above the Line (ATL) advertising.

Our collection of antibiotics are currently available in all the Fifty (50) premises of **HealthPlus** Pharmacy in Nigeria & there is a commitment to high shelf pressure and pharmacovigilance reportage of our brands by **HealthPlus**.

This significant milestone in the history of our organizations will ensure improved access to medicines and is in tandem with our philosophy of **PATIENT FIRST**.

Today, by signing this MoU, we have begun a Symbiotic/ Mutualistic Relationship putting **PATIENT** first. Access to medicine will be improved in communities **HealthPlus** pharmacies are situated across the length and breadth of Nigeria and improvement in the knowledge base of healthcare workers who look after our patients with the ultimate goal of improvement in treatment outcomes.

Finally I will like to implore Healthcare Practitioners in Nigeria to work as a team & embrace peace because everybody is important in the execution of the **PATIENT FIRST** Philosophy.

Maya Angelou “People will forget what you said, people will forget what you did, people will never forget how you made them feel”.

God bless **ST.RACHEAL'S** Pharma & **HealthPlus** Pharmacy and may God continue to bless the Federal Republic of Nigeria.

Merci, Thank you.

Akinjide **ADEOSUN**,
Chairman & CEO

ABOUT ST.RACHEAL'S PHARMACEUTICAL NIGERIA LIMITED

ST.RACHEAL'S™ is a pharmaceutical company with headquarters based in Lekki 1 peninsula, Lagos, Nigeria. Our Quest is to improve life expectancy through the availability of top-quality affordable pharmaceuticals in Africa. The enterprise is founded on Excellence, Integrity & Empathy virtues.

The CEO is a licensed pharmacist and Founder of the Akinjide Adeosun Foundation (**AAF**). Prior to founding **ST.RACHEAL'S™** Pharma in 2016, Mr. Akinjide **ADEOSUN** was the Head of Branded Generics & a member of the Africa Leadership Team (ALT) at GlaxoSmithKline Pharma, Africa. He served meritoriously at various functional & management roles at GSK for over 2 decades including secondment to South Africa.

The Akinjide Adeosun Foundation (**AAF**) is a non-profit, non-religious and non-political organization. It was set up to leave a leadership legacy in Africa by strengthening capabilities in today's leaders and build a pipeline of ready future leaders by 2035. The foundation is executing a five (5) Year leadership MoU at MeadowHall College in Lekki, Lagos, Nigeria.

He has attended several development programs in General Management & Executive Leadership all over the World. **His Proudest accomplishments** are development & nurturing of talented people and impacting knowledge.

His Lifestyle includes Walking/ jogging, reading & Travelling. His **Passion** is community service without Asking for anything in return.

ST.RACHEAL'S™ Pharma. Is aligned to the United Nations (UN) Sustainable Development Goals (**SDG's**) 3- Good health and well-being and 4-Quality education.