

MEDIA SUMMARY REPORT

HEALTH ISSUE

Media : Koran Sindo
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Tone : Neutral

Glucagon hormone causes obesity

A German study published in Journal of Clinical Endocrinology and Metabolism found that glucagon hormone plays important role in causing obesity that encourages an individual to eat more. The pancreas-made hormone basically signals human body to release glucose reserve when blood glucose level is low, but it is found that the hormone may repress satiety. However, further study is needed to investigate why glucagon hormone is no longer effective to repress appetite, said Aryman Arafat, researcher at Chariti University Medicine. When an individual consume rich protein food, glucagon level in blood will rise. For individual with diabetes, glucagon may raise blood glucose level too high due to lack of insulin.

Person quoted (s): Dr Aryman Arafat, researcher, Chariti University Medicine

Media : Sinar Harapan
Page : 10
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Pentavalen vaccine is launched

Health Minister, Nafsiah Mboi, inaugurated Pentavalen vaccine for infants. The vaccine is a development from Tetravalen by adding haemophylus influenza (Hib) vaccine. Hib antigen can prevent pneumonia and meningitis for children which accounts for 17.2 percent death rate among infants. In 2013, the Biofarma-made Pentavalen vaccine will be given to 800,000 children in four provinces (West Java, Yogyakarta, Bali and West Nusa Tenggara) and will be given to all provinces in 2014. Based on 2012 data, 85 percent of Indonesian toddlers (26.4 million) have been given basic immunization. Health Minister emphasized the importance of immunization for Indonesian children.

Person quoted (s): Nafsiah Mboi, Health Minister

PHARMACEUTICAL INDUSTRY AND GOVERNMENT POLICY

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Affordable drugs for people

Drug price accounts for significant portion in health expenditure. The government already has drug provision policy and pharmaceutical industry continues to grow in Indonesia, some of pharmaceutical companies have exported their products. Generic drugs are much cheaper than patented drugs. However, generic drugs can be produced after its patent expires thus a newly developed drug (such as drug for cancer) is still expensive due to its prevailing patent. The implementation of Health and Social Security in 2014 is expected to cover all kinds of disease. Each drug needs to be registered in Food and Drugs Monitoring Agency (BPOM) to protect consumers from hazardous products.

Person quoted (s): -

Media : Koran Tempo
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Kalbe farma anticipates rupiah weakening

PT Kalbe Farma Tbk (KLBF) claimed that it has anticipated rupiah weakening against US dollar during the last week. The state-owned pharmaceutical company imports most of its raw materials. PT KLBF has sufficient inventory for 3-6 months and will cover exchange rate loss by adjusting portfolio products and boosting new product launching, said Vidjongtius, Finance Director for PT KLBF. The corporation will not raise prices soon despite the rising price of raw materials and it has not revised sales target in 2013. In 2013, PT KLBF targets net profit and sales growth of 15-18 percent. During first semester of 2013, Kalbe generated net profit Rp922 billion (+14.2%) and sales Rp7.42 trillion (+16.5%). However, profit margin decreased 16.5 percent due to the slower macroeconomic condition. In PT Indofarma Tbk (INAF), its financial performance is hampered by manufacturing costs during first semester of 2013, said Elfiano Rizaldi, Chairman for PT INAF. PT INAF generated negative sales growth to Rp346 billion (-14.4%).

Person quoted (s): Vidjongtius, Finance Director, PT KLBF
Elfiano Rizaldi, Chairman, PT INAF

Media : Indo Pos
Page : 9 & 15
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Utilizing social media application to educate people on health issues

PT Merck Indonesia encourages health program as a part of corporate social responsibility program. Klik Hati Merck 2013 purpose is to educate people on health issues. Since its initiation in 2010, Klik Hati Merck program via social media proves effective to increase participation of people, online and offline. Nielsen data shows that Internet users in Indonesia reach 63 million (24 percent of total population) and 75 percent of them use social media to interact. Klik Hati Merck is divided into five categories: health, environment, social, education, and culture. At the end of program, five winners will be chosen representing each category and judged from the social action program concept, program dissemination and execution, and complete information on Klik Hati Merck. The five best social actions in Klik Hati Merck 2013 are Nebengers, Kartunet, Istana Mengajar, Komunitas Peduli Skizofrenia Indonesia, and Lagu Anak Indonesia.

Person quoted (s): Markus Bamberger, President Director, PT Merck Tbk
Niken Suryo, Head of Corporate Communication, PT Merck Tbk
Alissa Wahid, Judge at Klik Hati Merck 2013

Media : Suara Pembaruan
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Klik hati merck 2013 (photo caption)

Klik Hati Merck 2013 is an appreciation to communities throughout Indonesia that conduct social actions via social media. PT Merck Tbk gave honors to five best social actions in health, education, social issues, environment and culture.

Person quoted (s): Markus Bamberger, President Director, PT Merck Tbk
Serono Evie Yulin, Director, PT Merck Tbk
Alissa Wahid, Judge at Klik Hati Merck 2013