

SUDABELT
Medical



"Building a healthier future"



BREAST CANCER AWARENESS



THE INNER CIRCLE

OCTOBER, 2025.
5TH EDITION



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FROM THE EDITOR



Dear Readers,

October is Breast Cancer Awareness Month, a time to reflect on the impact of this disease and the importance of early detection, support, and research. Breast cancer affects millions worldwide, but advancements in screening, treatment, and awareness have improved outcomes significantly.

We encourage our community to prioritize regular screenings, support loved ones affected by breast cancer, and contribute to organizations driving research and care. Together, we can make a difference in the fight against breast cancer.

#OneSudabelt

#OneSudabeltTeam

Warm regards,

ALLAN ALBERTO-KLEIN

Editor-in-Chief

EXECUTIVE INSIGHTS & PERSPECTIVES

Processes, SOPs, and Organizational Structure: The Keys to Success

Processes and Standard Operating Procedures (SOPs) are the lifeblood of any organization, crisscrossing different departments like operations, sales, finance, people and culture, and projects. When adhered to, they make a company move seamlessly and efficiently, increasing productivity and reducing stress, mental health issues, and burnout.

ISO 9001 Quality Management Systems Requirements

Adhering to ISO 9001 requirements ensures:

1. Customer Focus: Meet customer needs and expectations.
2. Leadership: Demonstrate leadership commitment and engagement.
3. Process Approach: Ensure processes are effective and efficient.
4. Continual Improvement: Foster a culture of continual improvement.

Implications of Not Following Processes

1. Decreased Productivity: Inefficient processes lead to wasted time and resources.
2. Increased Errors: Lack of standardization leads to mistakes and rework.
3. Non-Compliance: Failure to meet regulatory requirements leads to fines and reputational damage.

Benefits of Following Processes

1. Increased Efficiency: Streamlined processes reduce waste and improve productivity.
2. Improved Quality: Consistent processes ensure high-quality outputs.
3. Enhanced Collaboration: Clear processes facilitate teamwork and communication.
4. Leadership Development: Adapting to change and leading teams through process improvements.

Organizational Structure and Communication

1. Clear Lines of Communication: Follow the organizational chart and communicate through designated channels.
2. Respect for Hierarchy: Respect the chain of command and avoid bypassing line managers.
3. Information Flow: Ensure information flows accordingly, reducing misunderstandings and errors.



Benefits to Individuals, Companies, and Nations

1. **Career Growth:** Demonstrate competence and leadership potential.
2. **Company Success:** Drive efficiency, productivity, and growth.
3. **National Development:** Foster a culture of excellence and contribute to economic growth.

Teamwork and Collaboration

1. **Cross-Functional Teams:** Collaborate across departments to achieve common goals.
2. **Gender Balance:** Foster diversity and inclusion to drive innovation and success.
3. **Leadership Commitment:** Demonstrate leadership commitment to processes and SOPs.

Change Management and Leadership

1. **Adapt to Change:** Embrace change and lead teams through process improvements.
2. **Process Excellence:** Foster a culture of process excellence and continual improvement.
3. **Leadership Development:** Develop leaders who champion processes and SOPs.

#OneSudabelt #OneSudabeltTeam

At Sudarbelt Medical Company Limited, we're committed to creating a great place to work, where processes and SOPs drive success and growth. Let's work together to:

1. Embrace processes and SOPs.
2. Respect the organizational structure.
3. Foster a culture of excellence.
4. Drive change and innovation.

Together, we can make Sudabelt Medical Company Limited a beacon of success and a safe place to work.

Allan Alberto-Klein
Operations Director



HELEN PETERS AND ZARA MUKAILA

The management of Sudabelt Medical Company Limited recognizes and appreciates the outstanding contributions of Zara Mukaila and Helen Peters, two dedicated and hardworking support staff in the Lagos office.

Zara Mukaila, who joined the company in November 2019, and Helen Peters, who joined in June 2022, have consistently demonstrated exceptional industriousness and a supportive attitude, creating a clean, safe, and comfortable office environment that promotes mental well-being and productivity.



Their punctuality, dedication, and commitment to excellence have made a significant impact on the office atmosphere, making it a great place to work. The management, along with their Head of Department, Mr. Allan Alberto Klein congratulates and appreciates these two shining lights for their fantastic performance.

Please join us in celebrating Zara Mukaila and Helen Peters for their outstanding service and commitment to Sudabelt Medical Company Limited. Keep up the excellent work, ladies!



EXCLUSIVE WITH MRS ETIENE SAMUEL

1. Describe your role as a modality manager.

As a Renal Modality Manager at Sudabelt, my role spans across sales, application training, and branding. I don't just sell equipment; I ensure that healthcare providers are fully trained to maximize their use, while also strategizing on how to build Sudabelt's brand and expand our market share. I act as a bridge between the client's needs and the company's solutions, making sure we deliver value across modalities.

2. What's the most unexpected challenge you've faced while managing different modalities, and how did you turn it into a win?

The most unexpected challenge has been the way clients see us as "one face" for Sudabelt. Even when a particular issue isn't from my portfolio, I often face the frustration directly—sometimes to the point where clients refuse to place orders or settle payments. Instead of deflecting, I take ownership and follow up closely with colleagues across modalities until the issue is resolved. This not only restores the client's trust but also strengthens collaboration within our team. What began as a potential setback often turns into a win by reinforcing client loyalty and showcasing Sudabelt's reliability.

3. If you could instantly master one skill to make managing multiple modalities easier, what would it be—time travel, mind reading, or super-speed—and why?

I would choose mind reading. Managing multiple modalities means constantly aligning with both clients and internal teams. Clients often don't fully voice their concerns, and colleagues may not always communicate the challenges they're facing. If I could read minds, I'd be able to anticipate client expectations before they escalate into complaints, and proactively understand my colleagues' limitations or resource needs. This skill would allow me to resolve issues faster, customize solutions better, and maintain stronger relationships—all of which are crucial in a highly interwoven role like mine.

Etienne Samuel
Modality Manager





Breast Cancer Awareness: Early Detection Saves Lives

Every October, the world unites to raise awareness about breast cancer, one of the most common cancers affecting women worldwide. While it remains a serious health concern, advances in detection and treatment have significantly improved survival rates. The key message is simple yet powerful — early detection saves lives.



Understanding Breast Cancer

Breast cancer develops when abnormal cells in the breast grow uncontrollably, forming a lump or mass. Although it occurs primarily in women, men can also be affected, making awareness and vigilance important for everyone.

Risk Factors

Certain factors can increase the risk of developing breast cancer, including:

- Family history of breast or ovarian cancer
- Genetic mutations
- Aging and hormonal changes
- Obesity, poor diet, and lack of exercise
- Alcohol consumption and smoking



Having one or more of these factors does not necessarily mean a person will develop the disease, but it underscores the importance of regular screening and healthy lifestyle choices.



Early Detection Is Key

When breast cancer is detected early, treatment is more effective, less invasive, and survival rates are significantly higher.

Important early detection steps include:

- **Self-Examination:** Perform monthly breast self-checks to identify unusual changes.
- **Clinical Screening:** Regular checkups and mammograms are recommended, particularly for women over 40 or those with higher risk.
- **Awareness of Symptoms:** Be alert to signs such as lumps, swelling, dimpling, or nipple discharge.

Prevention and Healthy Living

While not all cases can be prevented, maintaining a healthy lifestyle can help reduce risk:

- Eat a balanced diet rich in fruits, vegetables, and whole grains.
- Engage in regular physical activity.
- Avoid tobacco and limit alcohol intake.
- Manage stress and maintain a healthy weight

Creating Awareness and Offering Support

Breast cancer awareness is more than wearing pink — it's about education, empathy, and empowerment. Encourage friends and colleagues to schedule screenings, share reliable information, and support survivors and patients.

Together, we can build a culture of health, early detection, and hope — because every check, every word, and every act of support counts.

ADANMA UGWUNNA

HEAD, P & C/ LEGAL SERVICES

MY JOURNEY THROUGH DREAMS & REALITIES . . .

The only thing constant in Life is change and adaptability by every human born of a woman. From birth as you watch children grow, one moment the child looks like the father, the next moment like the mother. Desire to be a doctor when grown quickly changes to wanting to be an Engineer or even recently a footballer, musician or politician. Experiences, engagement and associations easily forms these desires in the growing child. Life is a journey, not a destination.

I was born and bred in Jos, buttered in Bauchi, roasted in Lagos, and now I find myself thriving in Abuja.



Growing up, I had many dream careers. First, I wanted to be a pilot—every plane in the sky inspired me. But in my third year of secondary school, upon learning the cost of aviation college, I wrote to my father giving up that dream. Geography became my new fascination, as it aligned somewhat with flying.

Next came architecture. I loved beautiful buildings and even dreamed of designing structures shaped like pins. Although I never studied architecture, every time I see the Burj Khalifa, I'm reminded my dream was possible.

After secondary school, my excellent results sparked family debates: doctor, pharmacist, engineer? I rejected medicine because I couldn't stand blood and pharmacy because I hated hospitals. I insisted on architecture again, but with my father being a building contractor, pharmacy won out for JAMB admission.

Then came a twist. University strikes and admission mix-ups landed me studying Computer Science at Abubakar Tafawa Balewa University Bauchi—a surprise choice but one that opened doors.

During my industrial training at Dunlop Nigeria in Lagos, I saw a pattern: most top executives were chartered accountants. Wanting more than to stay stuck in IT programming, I enrolled with ICAN, aiming to be a Chartered Accountant.



DREAM

Despite hopes, after NYSC, I left Lagos for Abuja to manage a family business center with no clear career path yet—just a desire to earn and be independent.

During my industrial training at Dunlop Nigeria in Lagos, I saw a pattern:

Eventually, I landed a job in IT sales. My first role was setting up computers, but my knack for selling accessories quickly moved me into business development. From then on, sales became my professional calling.

I have sold everything from furniture to satellite TV, diagnostic imaging equipment to diesel generators, and medical equipment. Though I never pursued architecture, medicine, or piloting formally, my work connected me to all those worlds—furnishing architect-designed spaces, selling to hospitals, and traveling extensively like a pilot.

A beautiful irony: while I never became a chartered accountant or architect, my son is studying accounting and my daughter architecture—choices they made freely.

The lesson? Whatever your hand finds to do, do it well. Give more than 100%. As for me, I give 120% in anything I do. And trust me if you do, your name will be remembered and doors will open. Every dream is achievable!

“Do a good job. Whatever you're doing, fully invest yourself. When you give your best, the universe rewards you.” — Dejà Rae



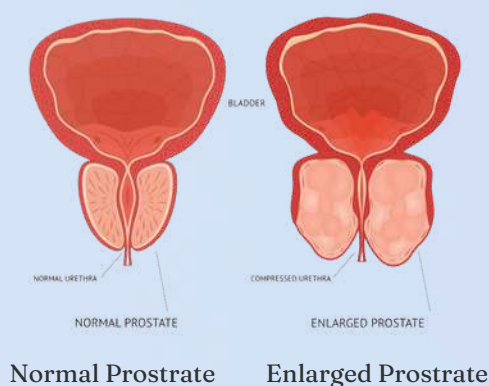
BUKKY ADETUNJI
National Sales Director

My Prostate; Your Prostate

Is Prostate strictly for men? Yes, ONLY men have prostate and ONLY men over 40 years but the healthcare enlightenment is for everyone. There is no woman who does not know a man 40 years and above, father, uncle, brother, son, friend, neighbour, colleague...

Essentially Responsible health promotion must provide three things:

1. Information
2. Reassurance
3. A plan of action.



Let me start with a background on prostate health.

Everyone has a pair of kidneys. The job of the kidney is to remove waste. It is the LAWMA (waste management company) of your body. Everyday your blood passes through the kidney several times to be filtered. As the blood is filtered, urine is formed and stored in a temporary storage tank called the urinary bladder.

If there were to be no urinary bladder, as a man walks on the road, urine will be dropping.

Now think of the plumbing work in your house. Think of the urinary bladder as the overhead storage tank. From the storage tank, a good plumber will run pipes to other parts of the house, including the kitchen. God in His wisdom ran pipes from our urinary bladder to the tip of the penis. The pipe is called the urethra. Just below the bladder and surrounding the urethra is a little organ called the prostate gland.

The prostate gland is the size of a walnut and weighs about 200grams. Its job is to make the seminal fluid which is stored in the seminal vesicle. During sexual intercourse, seminal fluid comes down the urethra and mixes with the sperm produced in the testicle to form the semen. So semen technically is not sperm. It is sperm + seminal fluid. The seminal fluid lubricates the sperm.

After age 40, for reasons that may be hormonal, the prostate gland begins to enlarge. From 20 grams it may grow to almost 100 grams.

As it enlarges, it squeezes the urethra and the man begins to notice changes in the way he urinates.

If you have a son under 10, if he has a little mischief like we all did at that age, when he comes out to urinate, he can target the ceiling and the jet will hit target. Call his father to do same, wahala dey. His urine stream is weak, cannot travel long distance and sometimes may come straight down on his legs. So he may need to stand in awkward position to urinate. Not many men will be worried their urine stream cannot hit the ceiling. Toilets are on the floor and not on the ceiling. But other symptoms begin to show.

TERMINAL DRIPPLING: The man begins to notice that after urinating and repacking, urine still drops on his pants. This is the reason why after an older man urinates, he has to ring bell. A younger man simply delivers to the last drop and walks away. Just see an older man coming from the bathroom. Sometimes he may clutch the newspaper closely to hide the urine stains, particularly on plain colored trousers.

HESISTANCY: At this point you wait longer for the urine flow to start. There are 2 valves that must open for you to urinate - the internal and external sphincters. Both open but because of obstructions in the urethra, you wait longer for the flow to start.

INCOMPLETE EMPTYING: You have this feeling immediately after urinating that there is still something left.

As all these things happen, the bladder begins to work harder to compensate for the obstruction in the urethra. The frequency of urination goes up. Urgency sets in. Sometimes you have to practically run into the toilet. Nocturia also becomes common. You wake up more than 2 times at night to urinate. Your wife begins to complain.

Men being men may not talk to anyone even at the point. Then the more serious complications start. Stored urine get infected and there may be burning sensation when urinating. Stored urine forms crystals. Crystals come together to form stone either in the bladder or in the kidney. Stones may block the urethra.

Chronic urinary retention sets in. The bladder store more and more urine. The size of the bladder is 40-60cl. A bottle of coke is 50cl. As the bladder stores more than urine it can enlarge up to 30cl. An overfilled bladder may leak and this leads to wetting/urinary incontinence. Also the volume may put pressure on the kidney and may lead to kidney damage.

What may likely bring the man to hospital is acute urinary retention. He wakes up one day and he is not able to pass urine.

Everything I have described above is associated with prostate enlargement, technically called benign prostate hyperplasia.

ALEXANDER UDOH
B.Sc, M.A, MRH, MASN



HOW ONE TOXIC INDIVIDUAL CAN DERAIL A TEAM

At an Australian university, Professor Phelps ran an experiment that's still eye-opening today.

For a month, he divided students into teams of four and gave them 45 minutes to solve management problems. The best team would win a \$100 prize.

What the students didn't know was that some groups had "plants" — actors instructed to play very specific roles:

- The Indifferent One — lounged back, feet on the table, glued to their phone.
- The Cynic — interrupted with cutting sarcasm: "Are you serious?" or "You've clearly never managed anyone before."
- The Pessimist — looking like they'd just lost their best friend, muttering that the task was hopeless and the team couldn't possibly succeed.

The results? Even when the other three members were highly capable and motivated, the negative behavior of just one person dragged down the group's overall performance by 30–40%.

The conclusion was striking: a team's effectiveness depends less on how many strong performers it has — and more on whether it carries even a single toxic presence.

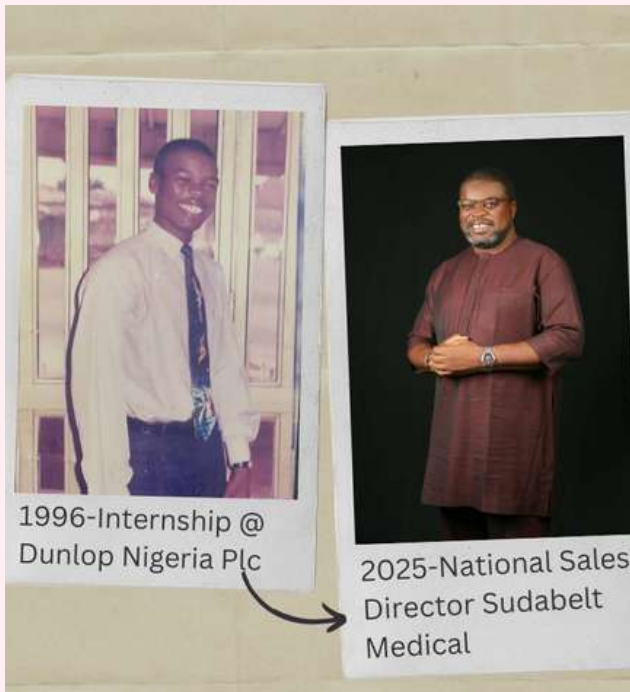
Lesson for leaders and HR managers:

The real challenge isn't just supporting high performers. It's removing those who consistently drain energy and derail collaboration. Strong employees will thrive on their own, as long as there isn't one person poisoning the team dynamic.

**Sudabelt Lady Of The
Month, October 2025**

SOLAGBADE RUTH
Principal Accountant

Birthdays



Pius Emmanuel



Olokede Tolulope



Allan Alberto-klein



Olusegun Oladele Soyinka



Iwouha Ifechi Lucia



Afolabi Femi Olumakin



Aliyu Murtala



Adetayo Oluwasegun Awokoya

Here are some inspiring quotes from renowned coaches and thought leaders:

On Coaching and Leadership

- "Coaching is unlocking people's potential to maximize their own performance. It is helping them to learn rather than teaching them." - John Whitmore
- "A good coach can change a game. A great coach can change a life." - John Wooden
- "The best coaches understand that their role is to be a guide, not a commander. Leadership is about empowering others to reach their full potential."

On Success and Motivation

- "Believe you can and you're halfway there." - Theodore Roosevelt
- "Success is not the absence of failure; it's the persistence through failure." - Aisha Tyler
- "The mind is everything. What you think you become." - Buddha

On Resilience and Perseverance

- "Our greatest glory is not in never falling, but in rising every time we fall." - Confucius
- "If you run into a wall, don't turn around and give up. Figure out how to climb it." - Michael Jordan
- "The pain you feel today will be the strength you feel tomorrow." - A.R. Rahman

On Personal Growth and Development

- "The greatest good you can do for another is not just share your riches, but reveal to them their own." - Benjamin Disraeli
- "A mentor is someone who sees more talent and ability within you than you see in yourself and helps bring it out of you." - Bob Proctor
- "Coaching is not about giving advice. It's about guiding the client to find their own answers." - Shams Rahman.



IN-HOUSE OPERATIONS MEETING



Commissioning our installed CT at TH Gombe





Operations Training at the Lagos Office

VISIBILITY > VOLUME

Hitting targets is important—but true sales leaders know that visibility wins markets, not just volume.



Ask yourself: Are your products seen in every corner of your territory?



The secret is there is no secret.

Consistency over intensity.
Progress over perfection.
Fundamentals over fads.

Over and over again.

21 skills that will pay you forever

1. Ability to sell and negotiate.
2. Ability to convey what you think and feel.
3. Ability to break a process down into smaller steps.
4. Ability to shut up, listen and learn from others.
5. Ability to adapt, improvise and overcome obstacles.
6. Ability to read, understand and memorize.
7. Ability to walk away.
8. Ability to manage time effectively.
9. Ability to stay positive and optimistic.
10. Ability to make decisions based on facts not based on emotions.
11. Ability to speak in front of large audience.
12. Ability to keep trying even after failure.
13. Ability to invest money on own.
14. Ability to do things irrespective of situation.
15. Ability to self-analysis.
16. Ability to learn how to learn.
17. Ability to understand what others feel.
18. Ability to remain consistent.
19. Ability to master your thoughts.
20. Ability to write words to persuade and influence others.
21. Ability to ask for help.