What can we do?

I am going to play golf!
I have something good for my patients!

This boy here saved my life when he told me about it!

This child would not have been here!

As a sportsman I owe to it my career.
DANGEROUS CURE
“Dangerous Cure” is a title of Tiri for the Aga Khan Development Network Civil Society Programme. It includes a series of other comic strip booklets that challenge the reader on the role of ethics and integrity as contributors to success in the conduct of business.

The materials are for use by Tiri.

However no part of this publication may be used for personal or business profit in any form by any means, be they electronic, mechanical, photocopying, recording or otherwise.

Visit our website: www.tiri.org
Original Story written by Dr. Stephen Schwenke and the Tiri team.

Edited by the Tiri team.
Drama Script written by Joel Mulumbi Peter.
Drawings and layout by Bahizi Jovan - Burhan Khatib.

Dangerous Cure ©2008
OK PHARMACEUTICAL LTD. IS A STRUGGLING COMPANY BUT THINGS ARE ABOUT TO CHANGE

It is so peaceful.

Welcome to OK Pharmaceuticals, may I help you?

Any drugs for Viral Heart Disease (VHD)?

Don’t give up. Our research department is working on something.

There is no cure for VHD. The only remedy is an operation!

No cure for VHD… How shall I help my people?
HAAGH! The day is not ending, no clients, a few drugs that no one wants... It is terribly boring.

Yawn carefully, you could swallow a giraffe! Anyway cheer up!

Remember the drug we have been testing for VHD treatment?

Yes!

It has passed all tests for safety and effectiveness. We are ready for mass production.

We have named it EXCOL because it is a product of Excellent Collaboration.
OK PHARMACEUTICALS IS A HIVE OF ACTIVITY BECAUSE EXCOL, THE NEW DRUG, IS IN HIGH DEMAND

Mzee! You just have to wait outside. There are 10 trucks loading EXCOL for export... Just be patient.

My God, when will we have some rest... EXCOL has made this place too busy... Now cash is carried in bullion vans... We will soon demand a salary increase.

The President has expressed gratitude to OK Pharmaceuticals for their role in the fight against VHD... Thousands of lives have been saved by EXCOL.

Darling! Remember behind every successful man there is...

The sales manager of OK Pharmaceuticals, Mr. Obia hands ten cartons of EXCOL to the Minister of Health... But this is a drop in the ocean against the need for EXCOL countrywide!

Ha! Ha! Ha!

OBIA AND HIS WIFE ARE WATCHING TELEVISION

NEWS CONTINUES
MR. OBIA IS BECOMING A HOUSEHOLD NAME ALONG WITH OK PHARMACEUTICALS

Is that the man we saw on TV last night?

You mean that one! He is the manager of the OK thing!... Pharmaceuticals. Dad said they saved his life!

Oh my God! Even the children know me!

Fred, we are succeeding. I cannot hide my joy.

Mr. Obia, I can only say thanks be to God for this turn of events.

Maina, you are the man to handle the advertising campaign: Splash EXCOL everywhere!

MR. OBIA IS OVERJOYED

MR. OBIA DECIDES TO START A BIG ADVERTISING CAMPAIGN FOR EXCOL

Trust me!
Mr. Maina, it is a completely new drug that has been well received.

Mr. Maina, you must be absolutely creative, to build more trust in the users!

Mr. Maina, we are putting aside big money for this campaign!

The contract is ready, after signing it just go pick up your cheque!

That is why I am here!

Save your breath to cool your porridge!

Thank you!
Fred, I am very happy with the performance of the marketing department. It is because we are marketing an excellent product, EXCOL!

EXCOL is a wonder drug! Our No. 1 Weapon.

The demand for EXCOL is very great. The delivery vans are very busy. Ha!

Many lives have been saved by EXCOL. ... And maybe OK Pharmaceuticals has also been saved! Ha!

Many heart patients who usually had to wait for surgery in India... or South Africa...

... are up and running because of EXCOL!
I have just received this medical journal from London... EXCOL is on the front page, I hope for good reasons.

Let me attend to business while you read.

It can't be! We are doomed! If this is true we are in trouble!

This is a slap in the face, maybe consulting Mr. Muthani the CEO could help.

Is it well, Mr. Obia?

This is a slap in the face, maybe consulting Mr. Muthani the CEO could help.

Never mind Sussie! It is something small. What shall I do?
EXCOL is in trouble... We are in trouble, Mr. Muthani!

This report claims EXCOL can have fatal side effects for some patients!

Calm down Mr. Obia, what is it?

It also says 75% of the users are completely cured after using Excol!

...That 5% of the users have lost their lives to the side effects of EXCOL...!

It says 75% of the users are completely cured after using Excol!

75% cured! Only 5% dead... Why worry Mr. Obia?

OK! Read on!
In short, EXCOL is being declared dangerous... unsafe.
To me this is malicious!

5% is a big number of patients, out of every... 1000 that is... 50 people dead from EXCOL!

This report is dangerous! What can we do Mr. Muthani!?

Mr. Muthani, we are doomed if this story is true... EXCOL is our Master Card! The side effects of this report may be worse. Our credibility is at stake!

Does that scare you?

This report is dangerous! What can we do Mr. Muthani!?

I know!

I don't know!
Mr. Muthani, you alone have the experience to handle this!

Yes! Pharmakia is read in this industry... Millions of copies are printed monthly...

Mr. Obia, you are upset and rightly so!... But I have an appointment...

Do you trust this source?

... And I have committed big money to Mo Advertising, emphasizing our integrity and EXCOL’s safety

Gosh!

Appointment?
You need to sort this out quickly!

Should the competition find out... we are finished! So act!

With something like this, we risk a massive staff layoff! About 30 or more may have to go!

Mr. Obia, EXCOL was turning OK Pharmaceuticals around... You can't afford this mess!
I know this very well, but say it in a whisper!

Mr. Obia! Your job is in danger!

Remember, in Africa information travels slowly... By the time they get to know about EXCOL we shall have made our money...

Say! Why don't we do it the cigarette way?... You know that invisible print "warning": "Cigarette smoking is dangerous to your health". Can't we do that for EXCOL?

You don't feel sorry for the 5% who are our clients?
Find a way to make the problem go away! Anyway, I have an appointment to play golf. I am a bit late, excuse me!

Golf!

Mr. Obia, I am just helping! This is your challenge, face it as a manager!

Should I call the press and hold a press conference immediately to pre-empt this report? And also save the 5% of vulnerable patients?

Or call Mo Advertising and cancel the contract - and maybe get a 50% refund?

Or should I call back the EXCOL delivery vans until we are sure of the report? What about calling our lawyers?
Should Mr. Obia:

a) Immediately inform the media, so that any existing customers may be advised of the risks?
b) Cancel the advertising campaign and try to get at least a partial refund?
c) Stop the large shipment that could be sent out to area hospitals?
d) Decide on his own that risking 5% of users is not an unreasonable trade-off for helping 75% of the users?
e) Challenge the lab’s findings while continuing to sell the product?
f) Ask someone else’s firm for guidance?
g) Do something else?