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## OUR HIGHEST QUALITY OF CARE IS DEDICATED TO YOU.



Zulekha Hospital in Dubai & Sharjah are recipients of successive Dubai Quality Awards in 2012 & 2015.

## TITLES CHANGED. FOCUS AND COMMITMENT STAYS.



**Dr. Zulekha Daud**  
Chairperson



**Mrs. Zanubia Shams**  
Co-Chairperson



**Mr. Taher Shams**  
Managing Director

## FROM THE EDITOR

### Embedding science into technology

Technology has embedded dynamism into the speed at which the world functions today. It is constantly changing shape as seconds tick away, out-pacing the phrase 'change is constant'. With changing times in healthcare forte, the one with vibrant and objective power can give you an edge over others or can edge you out of competition. In this tough market, it is pertinent to adopt technology to your advantage, then it has the power to place you in a different league, a cut above other.

In this edition of Zulekha Spirit, we will travel a little into the past, a little with the present and a bit into the future of Zulekha Healthcare Group. We will try to glimpse, how this award-winning group manage to serve the community with life-saving expertise combined with technology and remained as one of the leading healthcare brand in UAE.

## EXCELLENCE OR NOTHING

If you don't lead, you lose. If you don't set the trend, you become obsolete. At Zulekha Hospital, there are pioneers and leaders who built a strong team who now have created the brand Zulekha. Let's get some insights from its leaders about the healthcare evolution on technological front merged with excellence.



**Ms. Zanubia Shams**

Co-Chairperson, Zulekha Healthcare Group

"Excellence is the building block and major pillar for success. It is an attitude that says, 'I leave nothing to chance, let me do my best'. With multiple advancements and innovations, there are now many different pieces of technology. Healthcare industry has definitely gained more out of these advancements. Digital innovations have now made it possible for consumers to use portable devices to access their medical information, monitor their vital signs, take tests at home and carry out a wide range of tasks."



**Mr. Taher Shams**

Managing Director, Zulekha Healthcare Group

"To remain excellent you need to take yesterday's excellence as today's mediocre. It is of no use basking in how "excellent" it used to be. As we continue to advance into the future, technology also continues to advance. This advancement is extremely wide spread. By virtue of the technological innovation, it amazes me how much times have changed. We can remotely and continuously monitor each heart beat, moment-to-moment blood pressure readings, the rate and depth of breathing - all the things that make us tick."



## NEW PARTNERSHIP & MILESTONES



Zulekha Hospital join hands with Metito International to provide clean drinking water to the school children in Nagpur, India.



Zulekha Hospital signs a Memorandum of Understanding with Sharjah Charity International to provide healthcare facilities to those in need at Sharjah and the Northern Emirates.



Dr. Zulekha Daud along with Mr. Ahmed Hasan Al Shaibh and Mr. Saad Bakheet Saad inaugurated Zulekha Medical Centre Branch in Deira, Dubai



Zulekha Hospital received the honorary certificate of membership for the Dubai Medical Tourism Club.

## AWARDS & RECOGNITIONS

### Dubai Quality Award

Zulekha Hospital was felicitated with The Dubai Quality Award for 2014 Cycle by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. Zulekha Hospitals, Sharjah and Dubai, is among the forerunner in healthcare in UAE to have won Dubai Quality Appreciation programme (DQAP) in 2007 and Dubai Quality Award (DQA) in 2012 and 2015 which is the testimony to the organization's belief that sustainability is Quality.



### Emirates first LSTC at Zulekha Hospital Sharjah

Zulekha Hospital is the first private hospital in Sharjah and the Northern Emirates to be affiliated with the American Heart Association as an international Life Support Training Centre. The accreditation means the multidisciplinary hospital is authorised to conduct the official Cardiopulmonary Resuscitation (CPR) and Emergency Cardiovascular Care (ECC) courses to UAE healthcare professionals and those in the community who wish to develop lifesaving skills.



### 'Mother-friendly Healthcare' Facility

Zulekha Hospital, Sharjah was officially recognized for advanced healthcare facilities for mothers and babies. The announcement was made in the presence of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, during a ceremony held to reveal the results of the Sharjah Baby-Friendly City Campaign (SBFC) at Al Jawaher Reception and Convention Centre.



## HEALTHCARE CAMPAIGNS

### Smear Don't Fear - Cervical Cancer Campaign

Zulekha Hospital launched the Smear Don't Fear, a cervical cancer screening and prevention initiative to help reduce the incidence of cervical cancer and focus on its prevention, greater awareness and early detection. The initiative aims to educate women about the symptoms, risks and prevention of the second most common cancer affecting a record number of women worldwide and help save lives across the Emirates.



### Pink It Now - Breast Cancer Campaign

The Pink It Now campaign, supported by Ford Warriors in Pink, a Ford Motor Company initiative and Dubai Islamic Bank, was a massive success. The hospitals recorded a significant increase in the number of female patients registered for screenings and mammograms.



### Obesity Campaign

'Obesity Keeps Good Health Away' was the core message of the obesity campaign, as it is a life-threatening health issue. During the campaign, people of the UAE community had the privilege of free consultation and assessment.



## KEY MEETINGS



His Excellency **Sheikh Nahyan Bin Mubarak Al Nahyan**, Minister of Culture, Youth and Community Development, UAE received **Dr. Zulekha Daud**. One of the highlights of the meeting was a discussion on community development initiatives and forward plans to work as a team and continue serving the community.



**Mr. Taher Shams** greeted Indian Prime Minister **H E Shri Narendra Modi** on his maiden visit to UAE at the reception hosted by Consulate of India.



**Arun Jaitley**, Minister of Finance, Corporate Affairs and Information & Broadcasting, Government of India, met **Dr. Zulekha Daud**. One of the highlights of the meeting was a discussion on Zulekha Healthcare Group's project plans and development progress of Alexis Hospital in Nagpur, India.



**Dr. Zulekha Daud** and **Mr. Taher Shams** was welcomed by **HE Expert Major -General Khamis Mattar Al Mazeina**, Commander-in-chief of Dubai Police.



World Heart Day



World Diabetes Day



Free Measles Vaccination



"She Works", Initiative to improve Women Employment



Donate Blood. Save Life. - Blood Donation Drive



National Breastfeeding Week



Skin Cancer Awareness Walkathon



World Sight Day



Global Handwashing Day



Health Checkup Camps

HEALTH DRIVES



World Nurse Day



World Nurse Day



Diabetes Day



Diabetes Day



Diabetes Day



World Heart Day



Diabetes Day



Diabetes Day

## HEALTH AWARENESS AT CORPORATES



Cervical Cancer Awareness at Air Arabia



Free Medical Checkup for Nakheel Employees



Breast Cancer Awareness at GEMS Millenium



Cervical Cancer Awareness at SCIENTECHNIC



Cervical Cancer Awareness at AW Rostamani



Obesity Awareness Campaign



Cervical Cancer Campaign



Breast Cancer awareness session at SLC



Breast Cancer awareness session for ZH doctors



Cervical Cancer Awareness at Zabeel Ladies Club



Cervical Cancer Awareness at Oxford School



Cervical Cancer Awareness at EROS Head Office



Iftar Party



Iftar Party



Earth Hour



Earth Hour



Doctor's Party



Doctor's Party



Doctor's Party



Doctor's Party

## UPCOMING PROJECTS

### Extending Compassionate Care

Zulekha Healthcare Group will soon be launching its state-of-the-art Cancer Care facility in Dubai. The upcoming facility aims at significantly improving cancer diagnosis and treatment in the UAE. The new building will house an advanced oncology unit with over 100 inpatient rooms, 8-bed IC Unit for critical care, modern dialysis service, sleep lab and ample parking space. With innovative strategies in place, the new cancer care unit will be equipped with nuclear medicine, PET-CT, radiation oncology with linear accelerator & brachytherapy and medical oncology services. The facility is slated to be launched in the mid of 2017. Environmental sustainability is the pinnacle of this project, as green building guidelines are adopted to ensure water conservation, energy efficiency and to provide a healthier space for patients and staff.



Zulekha Hospital – Cancer Care Center, Dubai



Alexis Multi-Specialty Hospital, Nagpur, India

### Caring for the future

Alexis is a soon-to-be launched world-class, tertiary care hospital in Nagpur, India. This state-of-the-art, 200-bed facility would be the first multi-specialty hospital offering secondary and tertiary care services including cancer, cardiology, orthopaedic and neurology treatments in the region. We envision to see over hundred thousand patients in one year thereby stimulating the healthcare landscape at the epicentre of India. The facility is slated to be launched in the second quarter of 2016. Dr. Zulekha Daud, Chairperson of Zulekha Healthcare Group and a native of Nagpur, envisaged the idea of Alexis Hospital. The parent company, Zulekha Healthcare Group is renowned for its chain of super-specialty hospitals, medical centres, educational institutes and pharmacies in UAE & India.

### THREE CHEERS TO WOMEN POWER !!! - Dr. Namita Pawar

Upon seeing the gloomy and dreary face of a pregnant patient, I enquired about the reasons of her despair. Her husband revealed that she is in agony the moment she has come to know that she is carrying a female foetus.

Subsequently in a friendly chat, I cited the example of our stupendous hospital work force which is largely female and how incredibly they are making their families proud.

Also how many of the leaders of our distinguished organization who belong to the female fraternity, with their prodigious vision and exemplary effort, have made it reach the zenith of success! I told her that with her love and affection, and the right guidance and support, her daughter would not only glorify their lives making them proud parents, but also be an inspiration for so many.

As the patient stepped out of the clinic I could clearly witness hope in her eyes and a lilt in her steps.



Social Media has become a part of our lives. When a person wants to update others about his or her life, it is simply updated on webpage.

Being on social media, like Facebook, Twitter, Instagram or LinkedIn, is essential. Although I believe in keeping our lives private, I can no more deny the importance of being a part of the social media. It is no wrong either, but the most important aspect is the "Reputation Management" on the webpage. Once we are there, we are out and being scrutinized by someone or the other every single day. We are being judged of who we are by our online presence and I think some pointers wouldn't hurt to manage our reputation:

- Selection of the display photo: I think the profile photo is the best representation of its account bearer. It represents the personality of the person. A high quality professional photo not only emphasizes the professional focus of the account bearer but it also plays a major role in attracting potential crowd to his or her account.
- Trim the fats: I often use this term "fats" to call on all those unnecessary accounts and people lying idle in our list. I mean why do we even need fats? We need to trim it right? A huge numbers of friends indicate the casual approach of the account bearer towards accepting every friend request he or she is receiving. I am not saying having added hundreds of friends is wrong, no way if they are active and participating ones. What I want to suggest is keeping all those inactive

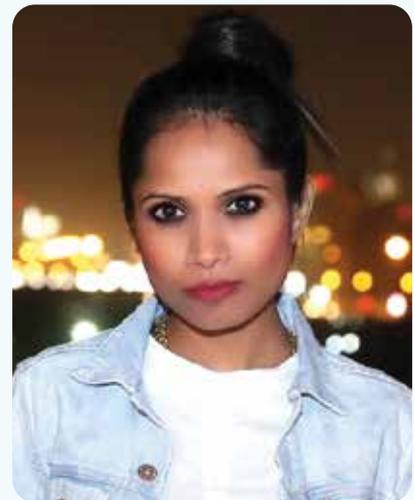
people who just visit our page to see what's happening and do not practically hold their own opinion about anything, must certainly be trimmed! A slim and healthy account represents a healthy and professional state of mind of its bearer.

- Keep the profile to current: Gone are the days when people used to frame the photos in the beautiful wooden frames and keep them over the table for the rest of their lives. The technology is fast; the world is changing every moment. So, does it make any sense when I say, "keep it updated?" I mean who is interested in knowing what you did last summer or what professional accolade you received last December? We need to know what happened yesterday or maybe this morning. The recent updates make complete sense.
- Chose the groups carefully: Couple of days ago I added one person in my Facebook account. I, out of curiosity, went through the groups he had added and to my surprise he was an active member of some dark, mysterious cult groups. Next moment, I was clicking on the "Unfriend" option. I think our webpage represents who we are. Our selection of groups plays a major role in conveying the messages about our personality. Even though it's your page, keep it clean, classy and brilliant would give the right kind of vibes to the right kind of crowd.
- Stay Connected: As I already mentioned above, just lying there like a slob and leafing through the pages of other people is not the sole purpose of being online.

One must be active enough to participate in interesting conversations. Nobody is going to kill you for writing a comment or initiating a conversation. This is why we are there after all. Being opinionated is a good thing, intelligent trait indeed!

- Beware of Online bully: I have seen my friends going crazy over the imprudent remarks made by their online friends and I wonder how does it even matter? Apparently it does! Online bullying is very common and even the biggest celebrities could not escape it. Psychologists say it is one of the common causes for making the teens mentally disturbed and unhappy. People don't think twice before they post something very nasty about other and it might give nightmares if taken seriously. I think not taking it seriously and staying headstrong is the only solution. Who are they to judge us over the Internet after all!

Be there, but manage it well!



Afreen Khan - Marketing



**ENHANCE YOUR BODY, HEART AND MIND WITH ONLY 5 SIMPLE THINGS.**



Unhealthy lifestyle: It's a general contributor of the gravest health problems; stroke, diabetes, heart disease, and cancer. In order to keep the diseases at bay, it is pertinent to have your body, heart and mind optimally tuned to good health.

**EXERCISE DAILY 1**

Stay away from technology and exercise for at least 30 minutes a day. Aerobics is good for your heart. Try outdoor workouts like biking, walking, jogging, swimming, etc. Walking is the best form of exercise, but ensure to get at least ten minutes here and there during the day as well. After all, it all counts. This will fetch you the benefits of stress reduction and relaxation.

**HEALTHY DIET 2**

Quit on junk and high-fat fast food. The brain and heart are harmed by foods high in saturated fats, salt, and cholesterol. Alter eating habits by including lots of fruits, vegetables, fish, nuts, olive oil, etc.

**WEIGHT LOSS 3**

Did you know that heavy body weight puts your health at high risk? When intake of high calories is more than what is exerted and burned, that's when an individual becomes fat – it's that simple. Eat less, exercise more!

**REGULAR PHYSICAL EXAMS 4**

Meet the doctor once in while and assess the health. For women it is significant to have regular screening for cervical and breast cancer. For men, it is important to do screening for prostate cancer PSA tests. Other regular screenings include diabetes, blood pressure, and cholesterol.

**LESS STRESS 5**

Reduced stress is critical to your health and longevity. To be healthy, it is vital to draw boundaries and set limits on working hours. There is a need to achieve near perfect balance between work and health. This is important advice too for adults who take care of elderly parents or even young children. Ensure proper exercise and get sound sleep.

**VALUE ADDED SERVICES**

Zulekha Hospitals introduced three major value added services like Fast Track Clinic, Meet Specialists on Fridays and Chauffeur-driven Buggies, at Zulekha Hospital in Dubai and Sharjah. With these new additions, the guests and patients will receive exclusive benefits from a relaxing environment, to priority access and appointments to suit their lifestyle.



**WAIT NO MORE.**  
Introducing **Fast Track Clinic**

**Fast Track Clinic**

In an effort to save precious time for our patrons, the hospital has recently launched the Fast Track Clinic. The Fast Track clinics are located within the Zulekha Hospital premises in Dubai and Sharjah, and offer patients with quicker appointment.



**Meet Specialists on Fridays**

Health is important to every one of us. Sometimes it becomes equally important to save a day's leave as well as the time and energy spent on visiting specialist on a weekday. In order to ensure the convenience of patients, Zulekha Hospital has extended its clinical services like specialist consultation and treatment procedures even on Fridays.



**Chauffeur-driven Buggies**

To beat the hot weather as well as to enhance customer experience, the hospital has introduced a fleet of chauffeur-driven buggies at Zulekha Hospital in Dubai and Sharjah. This is initiated as a part of the new 'meet and greet' services at the hospital.

**FEEDBACK :** We value your feedback and welcome any comments you may have to help improve Zulekha Spirit. We also look forward to your contributions and articles for our next edition.

Send your mails to [marketing@zulekhahospitals.com](mailto:marketing@zulekhahospitals.com)