



ZulekhaSpirit

September 2010

Volume 6

The Voice of Zulekha Healthcare Group

President's Message

Growth is perhaps the best scale to measure the realization of our dreams.

We are halfway in to this year and it is a good time to look forward to the promise and potential, and to improve what we've achieved in the first half. We have some very important projects lined up for immediate mobilization.

The buoyant breeze of growth is in the group and expansion at our Sharjah hospital augurs



well for spreading progressive vibes. We all have experienced how positivity can add pace to life and bring a spring to our step.

In addition to expansion, our JCI audits will happen simultaneously at Dubai & Sharjah. I see this as a wonderful measure of growth and an opportunity for us to realise bigger dreams.

Let us excel at our best!

Taher Shams

Earth Hour at Zulekha Hospitals



THE THOUGHT BEHIND THE IDEA

Zulekha Hospitals have actively implemented initiatives that are focused on Energy Conservation for the past three years since establishing EFFORT in 2008. An audit of these green activities have given several encouraging statistics that show the positive effects on our collective effort.

Hence it was natural for the Group to come up with an idea that symbolized our commitment to Energy Conservation during the Earth Hour that is observed on April 22 across the world.

THE CHALLENGE

The challenge faced by Zulekha Hospitals while participating in the Earth Hour was to avoid disruption of any medical process within both our hospitals and at the same time showcase support for this unique cause of 'Switching Off Lights' during the 60-minute Earth Hour.

THE IDEA

The idea suggested by Team Turrino was to switch off the Parking Area lights and light candles during Earth Hour at both hospitals in Dubai & Sharjah. The shape in which the candles would be arranged was the shape of our EFFORT logo representing the sustainable initiative of Zulekha Group. The total number of candles at each hospital would represent the staff strength in each facility thereby representing the commitment of every employee

towards this unique concept of Earth friendliness.

THE IMPLEMENTATION

- The idea was held together by Team Turrino and the activity was coordinated by four departments of the hospital - Marketing, Administration, Maintenance and House-keeping.
- The Marketing team informed everyone in the Group and The Administration dept. provided the necessary permissions.
- The Maintenance dept. coordinated the switching off of lights and Housekeeping helped the event to take place with arranging candles and their proper disposal after the event.
- Team Turrino drew the Logos at both venues.



THE RESULT

- We saved 1-hour long power supply that was utilised daily to light up the parking area.
- Every employee re-affirmed the commitment to practice earth-friendly habits and importantly to educate others with energy conservation tips.

Examples of how energy wastage can be reduced at our work places:

- We use printouts to send internal memo. If we use the 'Outlook', we can reduce the amount of electricity and paper used for printing the memos thereby conserving small amounts of energy. Count the number of papers that you saved by using the 'Outlook' and it will surprise you.



- Often we do not unplug or switch off devices when leaving office. Plugged appliances on stand by also utilise electricity. Imagine how much our organization can save if all of our electrical equipments at our workstation are not just put off, but unplugged (100 appliances use at least 2 units of electricity over a 10 hour period when not in use which equals to 4000 units of electricity wasted per month for no reason!)
- Thanks to good architecture, sunlight is ample in most of our office cabins, but still we switch on the lights. A big amount of electricity can be saved during the day time also.
- Water wastage. It requires a lot of electricity to pump water to overhead (loft) tanks. Avoid turning the taps to maximum and save almost 3/4th of water we use for normal ritualistic usage.
- Spread the word. Feel proud to share the results of energy conservation with friends who have not yet started the conservation act.

**Contributed by:
Team Turrino**

Zulekha Health Care Groups'
EFFORT
Earth Friends For Optimum Results Tomorrow

Our Champions

Employee of the Month - ZH Sharjah



Ms. Sumaia Mohd.
Medical Secretary
Winner JULY 2009



Mr. Ejaz Hafi
Messenger
Winner AUG 2009



Ms. Sariga Sasi
Executive-Human Resource
Winner SEP 2009



Ms. Gayani H
Asst. Insurance Coordinator
Winner OCT 2009



Ms. Estrella Perez
Health Care Attendant
Winner NOV 2009



Mr. A Hajji Mohd.
Messenger
Winner DEC 2009



Mr. Hidayatullah
Radiographer
Winner JAN 2010



Mr. Mohd. Hakeem
Public Relations Officer
Winner FEB 2010

Employee of the Month - ZH Dubai/ZMC



Mr. Vijayan Nair
Maintenance
Winner SEPT 2009



Mr. Domnic Michael
Asst. Mngr Customer Relations
Winner OCT 2009

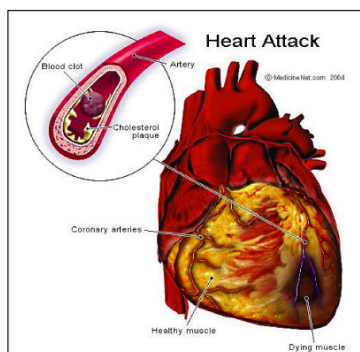


Ms. Hajer Kefi
Customer Relations
Winner NOV 2009



Mr. Michael I. Excija
Healthcare Attendant
Winner DEC 2009

"Importance of having breakfast"



Breakfast can help prevent strokes, heart attack and sudden death. Medical Advice: Don't skip breakfast!

Breakfast = Healthy living

For those who always skip breakfast, you should stop that habit quickly! You must've heard many times that "Breakfast is the most important meal of the day." Recent research confirms that one of the worst practices you can develop may be avoiding breakfast.

Why?

Because the frequency of heart attack, sudden death, and stroke peaks between 6:00a.m. and noon, with the highest incidence being between 8:00a.m. and 10:00a.m. What mechanism within the body could account for this significant jump in sudden death in the early morning hours?

We have an answer.

Platelet (tiny elements in the blood that keep us from bleeding to Death if we get a cut) can clump together inside our arteries due to cholesterol or laque buildup in the artery lining. It is in the morning hours that platelets become the most activated and tend to form these internal blood clots at the greatest frequency.

This is how breakfast helps.

Eating even a very light breakfast prevents the morning platelet activation that is associated with heart attacks and strokes. Studies performed at Memorial University in St. Johns, Newfoundland found that eating a light, very low-fat breakfast was critical in modifying the morning platelet activation. Subjects in the study consumed either low-fat or fat-free yogurt, orange juice, fruit, and a source of protein coming from yogurt or fat-free milk. So if you skip breakfast, it's important that you change this practice immediately in light of this research. Develop a simple plan to eat cereal, such as oatmeal or Bran Flakes, along with six ounces of grape juice or orange juice, and perhaps a piece of fruit. This simple plan will keep your platelets from sticking together, keep blood clots from forming, and perhaps prevent a potential Heart Attack or stroke. **So, take a bite of good health every morning with your breakfast.**

Contributed by:

Sudheendran Chandross
Asst. Insurance Co-ordinator

STROKE - You could save a life.

Remember the first three letters (S.T.R) of Stroke. My friend sent this to me and encouraged me to post it and spread the word. I agree. If everyone can remember something this simple, we could save some one.

Stroke usually strikes silently

During a party, a friend stumbled and took a little fall. She assured everyone that she was fine and just tripped over a brick because of her new shoes. (Someone offered to call ambulance but she brushed away the suggestion)

They got her cleaned up and got her a fresh plate of food. While she appeared a bit shaken up, Ingrid went about enjoying herself the rest of the evening. Ingrid's husband called later telling everyone that his wife had to be taken to the hospital after getting back home. Later that evening, Ingrid passed away. She had suffered a stroke at the party. Had anyone known how to identify the signs of a stroke, perhaps Ingrid would be alive today. Some stroke victims don't die. They end up in a helpless, dependent condition instead.

Stroke Identification and treatment

A neurologist says that if he can get to a stroke victim within 3 hours, he can totally reverse the effects of a stroke totally! He said the trick was to recognize a stroke, diagnose it, and then get the patient medically cared for within first 3 hours.

Importance of recognizing a Stroke

Sometimes symptoms of a stroke are difficult to identify. But the total lack of awareness can spell disaster for the victim.

The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke.

How to correctly identify a Stroke

Doctors say a bystander can recognize a stroke by asking three simple questions based on S.T.R:

SMILE - Ask the individual to SMILE

TALK - Ask the person to SPEAK A SIMPLE SENTENCE COHERENTLY (eg 'It is sunny out today').

RAISE - Ask him or her to RAISE BOTH ARMS .

If he or she has trouble with ANY ONE of these tasks, call the ambulance and describe the symptoms to the dispatcher.

NOTE : Another 'sign' of a stroke is

1. Ask the person to 'stick' out their tongue.
2. If the tongue is 'crooked', if it goes to one side or the other that is also an indication of a stroke.

Contributed by:

ZH-Sharjah-CRE Team

Healthcare Communication

In the bygone days of the old west, a cattleman would put his identification mark on his livestock with heated iron. Simple. Effective. By extension in modern marketing, it's much the same concept, but not nearly as simple. These days, it means putting your identifying mark on just about everything that is the business of the practice. Your brand is who you are, what you stand for, and how that information is communicated to others, as a total identity.

Achieving success in healthcare branding is all about consistently delivering on a promise of an exceptional patient experience. It is a matter of what we the staff expresses to every patient...with every visit. The actual experience must fulfill on the promise. Branding is an emotional connection between the practice and the people it serves. And the staff is the main conduit for making that people-to-people connection; from the first phone call, to the initial visit, to the chair side conversation.

Effective branding communicates to the tastes, attitudes, and sensibilities of the buyer, not the seller. And the wants and needs of the buyer (patient) are mainly rooted in results: improved appearance, a healthy body, self-esteem, and perhaps confidence in good health.

Deliver a consistent patient experience: People prefer consistent quality to nasty surprises, and a brand isn't really a brand if the practice doesn't deliver a consistent, high quality experience. Remember, just a few negative experiences can blow our brand credibility and betray the trust we've worked so hard to build.

How to build brand through staff, office and location: For any healthcare service provider the business of branding has many facets and they all need regular attention. Take the point of view of a first-time visitor to the group, practice, or hospital. The staff, the building, and the office collectively represent the 'patient experience'.

Strive to deliver consistent branded communications: In addition to delivering consistent in-office experiences, we must effectively communicate our brand message at every marketing opportunity. "Branding" brings to mind the logo design, the tagline, and brochure. And to be clear, these things help speak the branding message. But the actual experience must fulfill on the promise.

Our brand is how the world sees our organization. Hospitals and health systems typically fall into one of a handful of brand archetypes: The medical centre that's famous for its top academic staff and cutting-edge research. The regional hospital known for its specialities, the best place to go for cancer treatment or to deliver a baby. A small community hospital that's beloved among locals for its caring nurses and personal attention.

Before they become patients, people connect to a brand based on what others have told them, including the hospital in its advertising and branding. That information might come from their referring physician, friends and family who are former patients, or information gathered online. But once a person becomes a patient, once they enter the front doors of the hospital, the personal experience 'starts to overwhelm what you came into the facility with'. In other words, the real

experience quickly overwhelms the anecdotal experience.

The best strategy in developing a powerful brand is to create the perception of difference. Being seen as different and better than the competition is the biggest step in becoming a well-known brand and not just a well-known name. Strong consumer relationships underpin strong brands, but hospitals still tend to focus on capturing 'share of wallet' as opposed to 'share of heart'. Although this philosophy might generate short-term sales it will not build up enduring relationships. Achieving 'share of heart' by delighting customers will produce loyal customers.

Every touch-point with the consumer has to be handled with the utmost care to ensure that the total brand experience a person has is consistent and appropriate. It involves building a whole new culture that places the consumer first. It often entails changing strategy, systems, technology, processes, services, products and even premises to engineer a memorably better customer experience.

It's best to understand that branding begins with the proper alignment of literally everything from the inside outward. Our brand has to be clearly understood, believed and delivered by owners and staff of the practice just as much as we want it to be understood and embraced by our prospective patron.

Contributed by:
Lejpathroy S

Manager - Branding & Communication

B +ve

A positive attitude leads to happiness and success and can change your whole life. If you look at the bright side of life, your whole life becomes filled with light. This light affects not only you and the way you look at the world, but also your whole environment and the people around you. If it is strong enough, it becomes contagious. People with a positive frame of mind think about possibilities, growth, expansion and success. They expect happiness, health, love and good relationships.

Negative attitude says: you cannot achieve success.
Positive attitude says: You can achieve success.

The benefits of a positive attitude:

Helps achieving goals and attaining success, success achieved faster and more easily. More happiness. More energy. Greater inner power and strength.

The ability to inspire and motivate yourself and others. Fewer difficulties encountered along the way. The ability to surmount any difficulty. Life smiles at you. People respect you.



Developing a positive attitude that will lead you to happiness and success:

- Choose to be happy. Look at the bright side of life.
- Choose to be and stay optimistic. Find reasons to smile more often. Have faith in yourself and in the Power of the Universe.
- Contemplate upon the futility of negative thinking and worries. Associate yourself with people who think positively. Read inspiring stories.
- Read inspiring quotes. Repeat affirmations that inspire and motivate you. Visualize only what you want to happen. Learn to master your thoughts. Always sit and walk with your back straight. This will strengthen your confidence and inner

strength. Learn concentration and meditation. Following even only one of the above suggestions, will bring more light into your life! Think positive and expect only favourable results and situations, even if your current circumstances are not as you wish them to be. In time, your mental attitude will affect your life and circumstances and change them accordingly.

You'll live longer and be healthier and happier with a positive attitude toward life. In addition, you're more likely to be successful.



Contributed by:
Smitha Tony

OT Staff - Sharjah Nursing Department

Meals in a jiffy!

When living alone, doing shift duties or working long hours, it helps to plan your meals for the whole week on your weekly day offs. This will give you more time to plan a healthy meal rather than thinking at the 11th hour as to what to cook or eat!

1. Cheese and vegetable salad rolled in chapatis, khubus, burritos or tacos. Previously cooked minced meat / beans can be added too to increase the nutritive value.
2. Peanut butter, grilled chicken, egg whites or low fat cheese sandwiches with vegetable salad
3. Two or more varieties of drained canned beans mixed with corn, vegetable salad and readymade low fat salad dressing.
4. Vegetable pulao / pilaf or stir fry noodles with vegetables
5. Top a readymade whole wheat pizza pastry with your choice of vegetables, chicken or salami and cheese. Bake till done (about 10 mins)
6. Readymade soups (Choose the low fat & low salt variety) with baguette / brown bread
7. Readymade whole wheat noodles. To this add vegetables while boiling to improve the taste & nutritive value
8. Hummus or zatar or any other chicken, meat, cheese or vegetables with whole wheat pitas
9. Add grapes, sliced apples, and pears to a chicken salad made with low-fat or fat-free mayonnaise
10. Add 1-2 cups of frozen vegetables to canned soup before heating; place on top of rice in a shallow bowl

All the above can be accompanied by fruit to make a hearty, fulfilling yet quick meal.

Interestingly, many supermarkets nowadays are keeping a variety of readily available vegetable salads, combination of whole/cut fruits, soups, prepared chicken/fish/meat and cooked cereals. One should be judicious when selecting and buying these. It should be nutrient dense instead of calorie dense.

Remember to check the ingredients on the labels or inquire in case of cooked foods. Eg. If an individual is allergic to nuts or MSG, take care before you purchase the item.

Contributed by:

Ms. Nafeesa Ahmed

Director - Nutrition & Lifestyle Management
Zulekha Healthcare Group

"Be wise with the use of technology"

With deep pain, I share this sad story of a boy. One of my dear friend's elder son (Mr. Hassan), age 19, studying in 1st year of engineering, died in Mayo Hospital, Lahore. He was admitted in the Hospital as a burn patient.

Reason

A few days back this boy had gone to Islamabad (The capital of Pakistan) on study tour. After their study was over, he and his classmates with teachers, took a train to Lahore.

As soon as they arrived at Lahore Railway station, before leaving for their homes, many of them started taking pictures of their friends using Mobile Phones and Digital Cameras. Hassan was not able to capture all his friends in one frame. He was unable to catch the angle. Another boy suggested to climb on the train bogie and take pictures so that all of them can be accommodated in a single frame. At the station was parked a goods wagon train(all bogies were oil tankers) resting between the two main railway lines.

Hassan climbed on top of the oil bogie. Above his head, electrical lines with 40,000 volts was passing through. As soon as he pressed camera button, 40,000 volt current passed through the camera flash light to his camera and then from his camera to his fingers and body. All this happened within fraction of minutes. Next moment he was thrown from the top. His body was half burned on the spot. They instantly arranged ambulance, and his burned body was brought to Mayo Hospital. For one and a half day or so he was talking to his relatives. The doctor had informed his relatives to not keep great hopes at the time he was admitted. Hassan passed away the next morning.

A FEW POINTS TO PONDER

- How many of us are aware about these technological threats & dangers? Sadly, Hassan and his friends were not aware. Our entire friend circle of more than 12,000 were not aware. Now should we call ourselves as fully educated and fully knowledgeable people? Think about it. Please avoid mobile phones at petrol outlets. Please avoid talking on mobile phones while driving. I also know many of my friends who do not bother about such suggestions and each one of them have opted for "Chalta Hai Yaar Attitude" in English "Who bothers, its ok."
- Please avoid talking on mobile phones while they are in charging mode. Avoid charging mobile phones near your bed and/or near wooden furniture. Avoid mobile phones near high voltage electrical lines like railway stations. In the end I would like to request all of you, please don't use your phones while driving. Make your car a "NO MOBILE ZONE"

My friend, his family members and all our friends learnt a lesson but with the loss of a young life. Now would you like to learn this way or empower your friends with this accident so as to avoid future accidents? We can save human lives by sharing this with all frequent IT users who are in your social network? I have done my Karma by sharing this sad experience.

"Learn from the mistakes of others, because you can never live long enough to make them all yourself."

Contributed by:

Chaudhry Amir Aziz
Manager - Customer Relations

Health Desk

ZH Health Desk at Sharjah Co-operative Society in connection with World Health Day



Health Desk at Scheffeld School - Fun & Fare Day



Corporate Social Responsibility

Employee donating blood at the Mobile Blood Donation camp.



Blood donation camp in association with MOH



Health talk at Mashreq Bank by Ms. Nafeesa Ahmed-Director Nutrition & Lifestyle Mgmt



Health talk at Al Talaa School, Sharjah by Dr. Adnan Abdul Wahid-Rheumatologist



Work-Life Balance

Imagine Life as a game in which you are juggling five balls in the air. They are Work, Family, Health, Friends and Spirit, and you're keeping all of these in the air.

You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four Balls – Family, Health, Friends and Spirit – are made of glass. If you drop one of these; they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand and strive to balance life accordingly.

Work efficiently during office hours and leave on time. Give the required time to your family, friends & have proper rest. Value your life.

Value has a value only if its value is valued

Bryan Dyson

Contributed by:

Gururaj Rai

Business Development Manager

Welcome to the Operator Room!

We would like to share with you some amusing incidents at the operator room. This is only for comic relief and we don't intend to hurt anyone's sentiments by sharing this.

Caller 1: (Incoming call)

OPERATOR: Good Morning this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

MALE CALLER: May I speak this Virginal Department?

OPERATOR: I beg your pardon sir?

MALE CALLER: Give me this Virginal Reception!

OPERATOR: (Shocked) Sorry sir we don't have virginal reception, Sir do you mean Gynaecology?

MALE CALLER: What?! I want Doctor for pregnant!!!

OPERATOR: Sir it's called Gynaecology, I will transfer your call to that department. Thank you for calling Zulekha Hospital Dubai.

Caller 2: (Incoming call)

OPERATOR: Good morning this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

FEMALE CALLER: Aaaa.... I want to see TV cause am having baby I want to know If this a Boy or Girl?

OPERATOR: Ma'am it's called Ultra-Sound, I will transfer your call to Ultra-Sound Department, thank you for calling Zulekha Hospital Dubai.

Caller 3: (Incoming call)

OPERATOR: Good Morning this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

MALE CALLER: Do you have Doctor for cutting the down part of baby?

OPERATOR: Sir, I beg your pardon?

MALE CALLER: I want to cut my baby's down

OPERATOR: (Oops!!!) Sir it's called circumcision. I will transfer your call to General Surgery Dept, thank you for calling Zulekha Hospital Dubai.

Caller 4: (Incoming call)

OPERATOR: Good afternoon this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

MALE CALLER: Do you have Doctor for crazy people?

OPERATOR: Sir, may I know what's the problem with the patient?

MALE CALLER: I'm the patient and I want Doctor for mad people.

OPERATOR: Sir, it's a Psychiatrist, I will transfer your call to our Psychiatry Department, thank you for calling Zulekha Hospital Dubai.

Caller 5: (Incoming call)

OPERATOR: Good evening this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

FEMALE CALLER: Do you make hole for earring?

OPERATOR: Pardon me?

FEMALE CALLER: I want to make hole for my baby earring

OPERATOR: Ma'am it's called ear piercing, I will transfer your call to the Emergency department.

Caller 6: (Bouncing call from previous call)

OPERATOR: Good evening this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

FEMALE CALLER: Please give me Doctor for making earring for my baby. You are just putting me on hold I have emergency, I want to put earring for my baby!!

OPERATOR: Ma'am for ear piercing you can come any time, you don't need to book an Appointment.

Caller 7: (Incoming call)

OPERATOR: Good evening this is Zulekha Hospital Dubai (Name) speaking; how may I help you today?

MALE CALLER: Give me this Iraqi Doctor!

OPERATOR: Sir which Iraqi Doctor do you want because we have more than one Iraqi Doctor?

MALE CALLER: Doctor for all problems!!

OPERATOR: Sir, I will transfer your call to the Emergency department. Thank you for calling Zulekha Hospital Dubai.

Hope we made you smile.

Thanks a bunch!

Contributed by:

The Operators

Zulekha Hospital, Dubai

Letter to the Doctor

I give you thanks for all the care, or the
helping hands that you had share;
A painful heart was kept aside,
And all the worries were been subside.

In the middle of the nights when pain arise,
You come along in my surprise;
You take away all the yoke and burden,
For all the problems, you comprehend.

At the late hours even not on-call,
You ring me back to reassure;
With my crying voice you lend your ears,
On the other line you stop my tears.

After a struggle everything was lost,
My child is gone that I loved the most;
Until the end you had played your part,
And I am grateful from the very start.

You are the hero in my child's journey,
As you had lessened all the misery;
In his life that he was fighting for,
You are the first man that he adores.

The final words that he wanted to say,
"Keep all my memories while I'm away;
I wish I could be a doctor like you,
But hopelessly I didn't make it through".

Contributed by:

Jonah Judilla

CRE, Zulekha Hospital, Dubai

Cleanliness and Godliness

Shockingly unhygienic conditions in Europe and the United States during the 18th and 19th centuries, missionaries of that period preached what might be termed "a doctrine of cleanliness." This doctrine equated filth with sin, whereas cleanliness was said to bring one closer to God. Perhaps this is what made popular the axiom "Cleanliness is next to godliness."

Cleanliness means different things to different people. For instance, when a little boy is told by his mother to wash his hands and face, he may think that holding his fingers under a running faucet and wetting his lips is enough. But his mother knows better. She takes him back into the bathroom and scrubs his hands and face with plenty of soap and water despite his protests!

Of course, standards of cleanliness are not the same around the world, and people grow up with varying concepts of cleanliness. In times past, a clean, well-ordered school environment in many countries helped students develop good habits of cleanliness. Today, some school grounds are so full of litter and debris that they resemble a garbage dump more than a place to play or exercise. And what about the classroom? Some students take the instruction "Pick it up" or "Clean it up" to mean that they are being punished. The problem is that some teachers do use cleaning as a means of punishment.

Still, some feel that cleanliness is a personal matter and should be of no concern to anyone else. Is that really so?

The importance of cleanliness cannot be overemphasized when it comes to our food whether we buy it at a market, eat it at a restaurant, or have a meal at a friend's home. A

high standard of cleanliness is expected of those handling or serving the food we eat. Unclean hands (theirs or ours) can be the cause of many sicknesses.

What about hospitals of all places, the place where we expect the highest standards of cleanliness? Even the rising cleanliness standards of many hospitals cannot stop the spread of infection due to unwashed hands amongst care professionals. However, we rightly expect that no one will endanger patients by unclean habits.

It is also a very serious matter when someone deliberately or thoughtlessly pollutes our water supplies. And how safe is it to stroll barefoot along a beach where one may see used syringes left behind by drug addicts and others? Perhaps of even greater personal importance is the question: Is cleanliness practiced in our own home?

Suellen Hoy, in her book *Chasing Dirt*, asks: "Are we as clean as we used to be?" She answers: "Probably not." She cites shifting social values as the main reason. As people spend less and less time at home, they simply pay someone else to do the cleaning for them. Consequently, maintaining a clean environment is no longer a matter of personal importance. "I don't clean the shower. I clean myself," said one man. "At least I'm clean even if my house is dirty."

Cleanliness, however, is much more than outward appearance. It is an all embracing ethic of healthy living. It is also a state of mind and heart that involves our morals and worship.

Contributed by:

Ajitabh Ranjan

Astt. Manager - House Keeping

The Vision for Ophthalmology

The Ophthalmology Club Meet was started in July 2009. The first Monday of every month, the department of Ophthalmology at Zulekha Hospital organizes 'Ophthal Club Meet' and have been doing so consistently to encourage exchange of ideas. Apart from our group's doctors, these meets are attended by several Ophthalmologists from Sharjah and Northern Emirates.

Ophthalmologists from different clinics and hospitals are encouraged to present interesting cases. It's a huge success in the exchange and advancement of Ophthalmology and CME certificates are given at the end of every meet.



Social Initiatives

Zulekha Hospital has been in the fore-front for providing medical assistance to various charitable medical camps



Thinking out of the box!

Let us not forget that in an Interview, No one gets a second chance to impress. In context, here are some quick witted and observational answers that leaves a definite impression.

Scenario 1:

This is a moral/ethical dilemma question that was once actually used as part of a job application.

Interviewer: You are driving home with your friends on a stormy night. It's raining heavily, when suddenly you pass by a bus stop and see three people waiting for the bus:

- 1) An old, sick lady who looks as if she is about to die.
- 2) An old friend who once saved your life.
- 3) The perfect partner you have been dreaming about.

Which one would you choose to offer a ride to, knowing very well that you have only space for one more passenger in your car?

- You could pick up the old lady, because she seems very sick and thus save her life
- or you could take the old friend as he once saved your life, and this would be the perfect chance to return the favour
- however, you may never be able to find your perfect partner again

The candidate who was hired (out of 200 applicants) had no trouble coming up with his answer.

"I would give the car keys to my old friend and let him take the sick lady to the hospital. I would stay behind and wait for the bus with the partner of my dreams."

Moral: Sometimes, we gain more if we are able to give up our stubborn thought limitations.

Scenario 2:

This is a shock question that was used to check the best candidate's composure.

Interviewer: What will you do if I run away with your sister?"

The candidate who was selected answered "I will thank you because I might not get a better match for my sister than my boss"

Interviewer summarised reasons for selection - Candidate did not lose his composure. I liked his confidence because his answer ended with 'my boss' thereby implying that he had already secured the job.

Moral: Skill sets and Academic grades are usual assets that Interviewers see a lot while confidence and composure can be the strongest asset that one can showcase during an interview.

Scenario 3:

This is again a moral/ethical question that was used during the interview of a young unmarried female candidate.

Interviewer: What if one morning you woke up and found out that you were pregnant.

Candidate: I will be very excited and take a day off to celebrate with my husband.

Normally an unmarried girl could have reacted differently, but the candidate said "Why should I take it in the wrong sense?"

Moral: A clear mind helps in clarity of thought. Often we misunderstand things due to tricks that our own mind plays with us.

Scenario 4:

The interviewer ordered a cup of coffee for the

candidate which arrived soon and was promptly placed in front of the candidate.

Interviewer: What is before you?

Candidate: (After a pause, replied) "Tea"

He got selected and the interviewer clarified his reason for selection as follows. "Despite the fact that coffee was kept in front of the candidate, my question was 'What is before you (J - alphabet) and his reply was 'Tea' (T - alphabet), which is correct."

Moral: Speed is good but thought out is better. It always helps if we take a few seconds to listen and understand the thought behind the question. Keep speed for deed.

Scenario 5:

After several questions during the interview, the Interviewer had this little riddle for an Engineer.

Interviewer: This is the last question of your interview. Please tell me the exact position of the center of this table where you have kept your files?

The candidate confidently points his finger at some point around the center of the table.

Interviewer: That was quick but how are you so confident about the central point of the table?

Candidate: Forgive me sir but I'm not sure if that is the exact center point of the table either. Since you had mentioned that was my last question, I had not expected one more question after that.

Moral: Sometimes wit can be used impressively but only wisely.

Contributed by:
Ms. Sariga Sasi
Executive HR

In Pursuit of Excellence

**Zulekha Healthcare Group appreciates
the successful completion of B.L.S. & A.C.L.S. Trainer course**



Sr. Sheeja Varghese



Ms. Prathima



Ms. Shinol



Mr. Sajith Pillai

DRAE Campaign

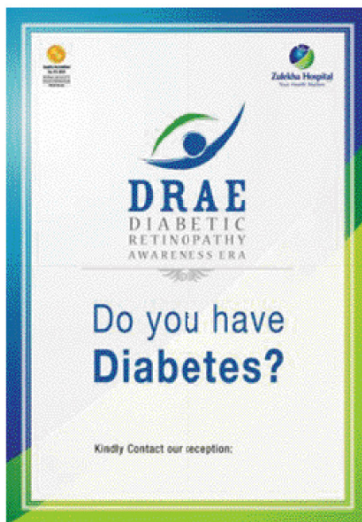
In March 2010, a pioneering healthcare awareness campaign in the UAE was initiated. This campaign addressed one of the leading diseases that cause blindness all around the world, Diabetic Retinopathy.

The quantity of patients suffering from diabetes increases daily and with it the incidence of such drastic complications like neuropathy, nephropathy and retinopathy also.

DRAE, or Diabetic Retinopathy Awareness Era, was conducted in both Zulekha Hospitals (Sharjah – Dubai) under the supervision of its specialists Dr. Arif Adenwala & Dr. Souhad Lawand and aimed at screening diabetic patients for ocular changes with the help of new tech equipment OCT (optical coherence tomography), broadly used overseas for such purposes. Special reductions on consultations, staff training and specially designed USB flash cards for digital archiving of the information were all made possible in order to provide a diabetic patient with all the attention and care they deserve. Special informational brochures and multilingual posters contributing to the awareness of the patients were also prepared and made accessible for the patients.



Although the campaign itself lasted for 2 months only, the word Era which determines indefinite time of such an approach will keep the spirit of the campaign going, hence allowing its specialists to continue using their newly obtained OCT machine and screen diabetic patients for any ocular complications derived from such a ferocious disease, thus decreasing its blinding outcome.



The balance of life

Don't just have career or academic goals. Set goals to give you a balanced, successful life. Balanced means ensuring your health, relationships, mental peace are all in a good order. There is no point of getting a promotion on the day of your breakup. There is no fun in driving a car if your back hurts. Shopping is not enjoyable if your mind is full of tensions.

Life is one of those races in Nursery School where you have to run with a marble in a spoon kept in your mouth. If the marble falls, there is no point coming first. Same is with Life where health and relationships are the marble. Your striving is only worth it if there is harmony in your life. Else, you may achieve the success, but this spark, this feeling of being excited and alive, will start to die.

One thing about nurturing the spark don't take life seriously. Life is not meant to be taken seriously, as we are really temporary here. We are like a pre paid card with limited validity. If we are lucky, we may last another 50 years. And 50 years is just 2,500 weekends. Do we really need to get so worked up?

It's ok, bunk a few classes, scoring low in couple of papers, goof up a few Interviews, take a few leaves from work, Enjoy with your Friends, fall in love, little fights with your loved ones. We are people, not programmed devices.

"So don't be serious, be sincere"

- Chetan Bhagat

Contributed by:

Murtuza Ali

Executive - Branding & Communication

An argument of faith.

An atheist professor of philosophy speaks to his class on the problem science has with God, The Almighty.

He asks one of his new students

Prof: So you believe in God?

Student: Absolutely, sir.

Prof: Is God good?

Student: Sure.

Prof: Is God all-powerful?

Student: Yes.

Prof: My brother died of cancer even though he prayed to God to heal him. Most of us would attempt to help others who are ill. But God didn't. How is this God good then?

(The student remains silent)

Prof: You can't answer, can you? Let's start again, young fella. Is God good?

Student: Yes.

Prof: Is Satan good?

Student: No.

Prof: Where does Satan come from?

Student: From God.

Prof: That's right. Tell me son, is there evil in this world?

Student: Yes.

Prof: Evil is everywhere, isn't it? And God did make everything. Correct?

Student: Yes.

Prof: So who created evil?

(The student does not answer)

Prof: Is there Sickness? Immorality? Hatred? Ugliness? All these terrible things exist in the world, don't they?

Student: Yes, sir.

Prof: So, who created them?

(The student has no answer)

Prof: Science says you have 5 senses you use to identify and observe the world around you. Tell me, son, have you ever seen God?

Student: No, sir.

Prof: Tell us if you have ever heard your God?

Student: No, sir.

Prof: Have you ever felt your God, tasted your God, smelt your God? Have you ever had any sensory perception of God for that matter?

Student: No, sir. I'm afraid I haven't.

Prof: Yet you still believe in Him?

Student: Yes.

Prof: According to empirical, testable, demonstrable protocol, science says your GOD doesn't exist. What do you say to that, son?

Student: Nothing. I only have my faith.

Prof: Yes. Faith. And that is the problem science has.

Student: Professor, is there such a thing as heat?

Prof: Yes.

Student: And is there such a thing as cold?

Prof: Yes.

Student: No sir. There isn't.

(There's shocked silence in the lecture hall)

Student: Sir, you can have lots of heat, even more heat, superheat, mega heat, white heat, a little heat or no heat. But we don't have anything called cold. We can hit 458 degrees below zero which is no heat, but we can't go any further after that. There is no such thing as cold! Cold is only a word we use to describe the absence of heat. We cannot measure cold. Heat is energy. Cold is not the opposite of heat, sir, just the absence of it.

(There is pin-drop silence in the lecture hall)

Student: What about darkness, Professor? Is there such a thing as darkness?

Prof: Yes. What is night if there isn't darkness?

Student: You're wrong again, sir. Darkness is the absence of light. You can have low light, normal light, bright light, flashing light. But if you have no light constantly, you have nothing and it's called darkness, isn't it? In reality, darkness isn't. If it were; you would be able to make darkness - darker, wouldn't you?

Prof: So what is the point you are making, young man?

Student: Sir, my point is your philosophical premise is flawed.

Prof: Flawed? Can you explain how?

Student: Sir, you are working on the premise of

duality. You argue there is life and then there is death, a good God and a bad God. You are viewing the concept of God as something finite, something we can measure. Sir, science can't even explain a thought. It uses electricity and magnetism, but has never seen, much less fully understood either one. To view death as the opposite of life is to be ignorant of the fact that death cannot exist as a substantive thing. Death is not the opposite of life: just the absence of it.

Now tell me, Professor. Do you teach your students that they evolved from a monkey?

Prof: If you are referring to the natural evolutionary process, yes, of course, I do.

Student: Have you ever observed evolution with your own eyes, sir?

(The Professor shakes his head with a smile, beginning to realize where the argument is going)

Student: Since no one has ever observed the process of evolution at work and cannot even prove that this process is an on-going endeavor, are you not teaching your opinion, sir? Are you not a scientist but a preacher? (The class is in uproar.)

Student: Is there anyone in the class who has ever seen the Professor's brain?

(The class breaks out into laughter)

Student: Is there anyone here who has ever heard the Professor's brain, felt it, touched or smelt it? No one appears to have done so. So, according to the established rules of empirical, stable, demonstrable protocol, science says that you have no brain, sir. With all due respect, sir, how do we then trust your lectures, sir?

(The lecture hall is silent again. The professor stares at the student, his face unfathomable.)

Prof: I guess you'll have to believe and accept my knowledge in good faith, son.

Student: That is it sir. The link between man and god is Faith. That is all that keeps things moving and alive.

This is a true story, and the student was none other than APJ Abdul Kalam, the Former President of India

Contributed by:

Dr. Kishan Pakkal

Director-Operations

SYNAPSE - Continuing Medical Education Meets



ENT Live Demo at Zulekha Hospital, Dubai - Jan 2010



Neurology Synapse at Hotel Radisson, Sharjah - March 2010



Synapse on Childhood Asthma at Hotel Radisson, Sharjah - May 2010

'Avatar' of happiness



"Poor" Mentality

One day a rich father along with family took his son to a trip to the country to show the boy how poor people lived.

They spent a day and night in the farm of a very poor family.

After returning home the father asked, "Son, how was the trip?"

"Very good Dad!"

"Did you see how poor people live?" the father asked.

"Yeah!" the son smiled and replied.

"And what did you learn?" enquired the father. Son answered "I saw that we have a dog at home, and they have four."

We have a pool that reaches to the middle of the garden, they have a creek that has no end.

We have imported lamps in the garden, they have millions of stars.

Our patio reaches to the front yard, they have a whole horizon."

The father was speechless as the little boy finally added, "Thanks Dad for showing me how poor we are."

Contributed by:
Mr. Murtuza Abdeali
Asst. Manager Finance

A Glass of Milk

One day, a poor boy who was selling goods from door to door to pay his way through school. He noticed that he had only one thin dime left, and he was hungry.

He decided he would ask for a meal at the next house. However, he lost his nerve when a lovely young woman opened the door. Instead of a meal he asked for a drink of water. She thought he looked hungry so brought him a large glass of milk. He drank it slowly and then asked, "How much do I owe you?"

"You don't owe me anything" she replied, "Mother has taught us never to accept payment for a kindness." He said "Then Ma'm, I thank you from the bottom of my heart."

As the boy left that house, he not only felt stronger physically, but his faith in God and goodness was further strengthened. Because he received kindness when he had been ready to give up and quit. This poor boy grew up to become the renowned Dr. Howard Kelly.

Many years' later that same young woman became critically ill with a rare disease. The local doctors were baffled. They finally sent her to the big city, where they called in specialists to study her rare disease.

Dr. Howard Kelly was also called in for the consultation. During discussions when he heard the name of the town the woman came from, he felt a familiar glow. Immediately he rose and went down the hall to her room.

He recognized her at once but she could not recollect him.

Dr. Kelly went back to the consultation room determined to do his best to save her life. From that day he gave special attention to her case. After a long and persistent struggle, the mission was accomplished. Dr. Kelly requested the Hospital to pass the final bill to him for approval. He looked at it, and then wrote something on the edge and the bill was sent to her room.

Even though cured, she feared to open the bill, for she was sure it would take the rest of her life to pay for it all. Finally she looked, and something caught her attention on the side of the bill. She read "Paid in full with one glass of milk"

(Signed) Dr. Howard Kelly.

Tears of joy flooded her eyes. "Thank you, God for your love has spread well through human hearts."

There's a saying which goes something like this: Bread cast on the water comes back to you.

It means, the good deed you do today may benefit you or someone you love at a time you least expect. Even if you never see the deed again, at the least you will have made the world a better place. And, after all, isn't that what life is all about?

Contributed by:
Mr. Ratheesh Bhaskaran
IP-CRE

Talking a way forward in Gynaecology



All the Gynaecologists from Zulekha Healthcare Group along with other fraternity Gynaecologists get together every month and make case presentations, discussions on the advancement in the field and exchange cases while clarifying clinical doubts.



Nursing Hazards: Tips for staying healthy and safe on the job



Who knew that choosing a career in nursing could be hazardous to your health?

A National Institute for Occupational Safety and Health (NIOSH) report points out that health care workers are faced with not only the same types of dangers as other fields of employment like electric shock, falls, repetitive motion injuries and noise pollution but also dangers that workers in other industries rarely, if ever, encounter.

Those dangers include exposure to dangerous chemicals and drugs, exposure to perilous infections and diseases, and regular contact with radiation and other potential carcinogens during patient treatment, X-rays and surgery.

But the most common injuries by far are musculoskeletal; it is estimated that up to 80% of nurses will experience some form of back injury in their lifetime.

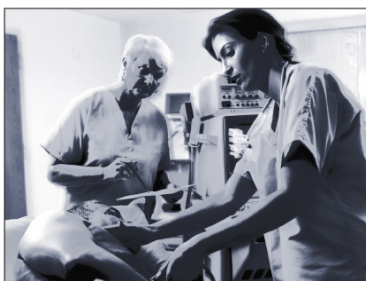
"Many injuries occur when the unexpected happens," said Lori Schaumleffel, RN, COHN-S, Manager of Employee Health and Infection Control at Sierra Nevada Memorial Hospital in Grass Valley, California.

"Nurses are often at risk of injury due to the inconsistency of patient behavior. It is the nature of patient care; dealing with a patient who is awake and alert in the morning but who can be a very different person, perhaps confused and combative, in the evening.

Also to be considered is the aging of the nursing workforce. The physicality involved in lifting and transferring patients can be damaging to older workers, who should also be accommodated and protected."

Here are some of the top health risks nurses face and tips for avoiding them:

Musculoskeletal disorders (MSD):



Follow the rules. Since the majority of MSDs are the result of lifting and transferring patients, most hospitals have instituted smart patient handling policies that mandate the use of lift teams (two to four workers operating as a team to move one patient) or ancillary devices appropriate to the situation (slip sheets, rollers, slide boards and mechanical lifts).

Cuts and needle sticks:



Respect the potential risk for cut and stab injuries when handling sharp objects (needles, scalpels) and the attendant risk of blood borne pathogens (Hepatitis B and C, HIV-AIDS) from those objects.

Ask for assistance in restraining an unruly or confused patient before attempting an injection or other procedures involving sharps.

Wearing gloves when handling sharps reduces the chance of blood transfer by cuts or needle sticks considerably, NIOSH reports.

Safely dispose off sharps according to hospital policy.

Infection:



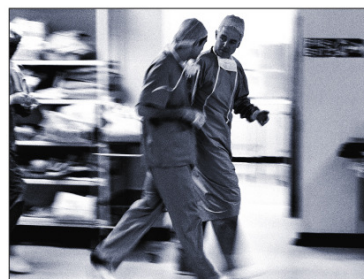
Frequent hand washing with soap and water or cleansing with an alcohol based hand sanitizer is the frontline defense in warding off infection by contact.

Wear gloves when dealing with mucous membranes, bodily fluids, non-intact skin and if you have a cut or open sore on your hands.

Surgical masks offer protection from air borne or droplet infections.

Violence:

Emergency departments are the most common sites for displays of violence but they can occur anywhere. Perpetrators can be patients, their family members and even physicians or co-workers.



Threatening behavior can be brought on by stress, drug use and alcohol intoxication, among other causes.

Nurses should be prepared to diffuse potentially volatile situations (in-service classes preferred) or recognize a situation that is getting out of hand and call for help.

Fatigue:



Health risks in the form of accidents increase when nurses are fatigued.

Nurses working mandatory overtime shifts, for example, are more likely to suffer work place injuries or after-shift auto accidents, according to NIOSH.

To combat the possibility of injury due to fatigue, Schaumleffel offers this advice: "Maintain a healthy lifestyle by getting plenty of rest, eating a healthy diet, exercising regularly and taking time to relax."

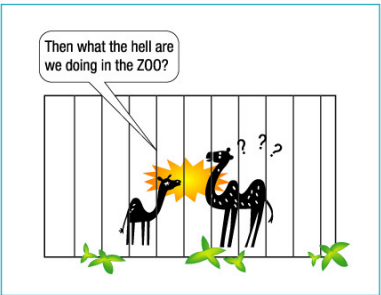
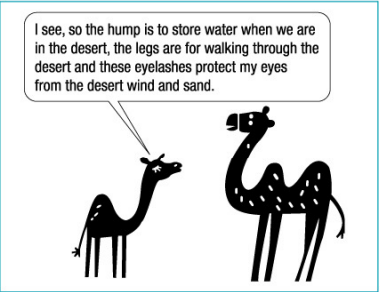
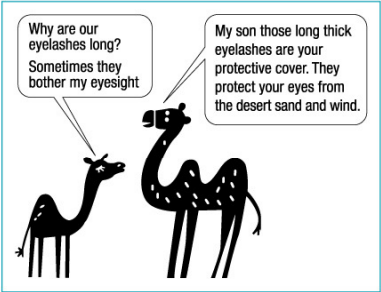
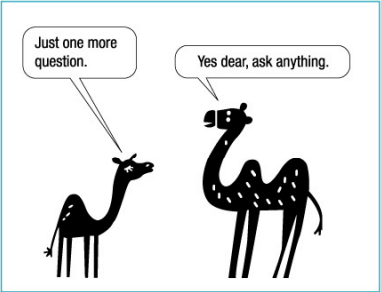
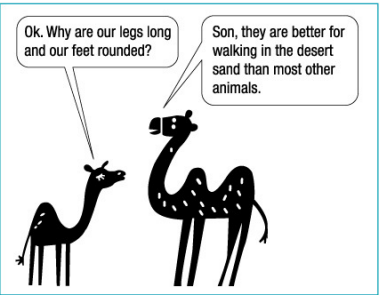
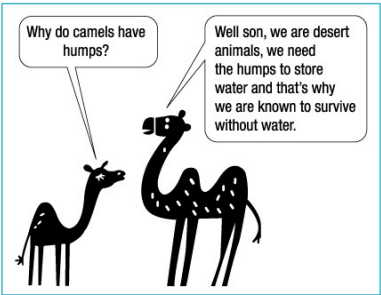
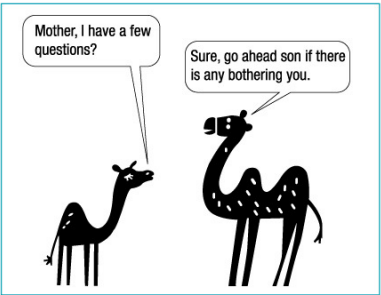
Conclusion: Nurse's regardless of how much busy or stressful our job is; keep in mind that your safety and patient safety lies in your hands; be alert, be attentive and be extra careful in all the things you do at all times.

Contributed By
Nursing Team, ZH Sharjah

References: Nurse connect article April 2010

Positive practice environment:
quality workplaces = quality patient care ICN
publication 2007

Corporate Lesson



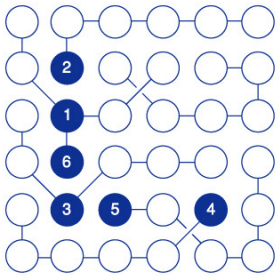
Moral

Skills, Knowledge, Abilities and experiences are only useful if you are at the right place!

Where are you now?
DESERT OR ZOO

Puzzle

Fill in a grid so that each row, column, and stream contains different numbers.



The family picnic at Jumeirah Park

