



CAR That's ALLERGIC TO VANILLA ICE CREAM

This is a real story that happened between the customer of General Motors and its Customer-Care Executive. Please read on.....

A complaint was received by the Pontiac Division of General Motors:

‘This is the second time I have written to you, and I don’t blame you for not answering me, because I sounded crazy, but it is a fact that we have a tradition in our family of Ice-Cream for dessert after dinner each night, but the kind of ice cream varies so, every night, after we’ve eaten, the whole family votes on which kind of ice cream we should have and I drive down to the store to get it. It’s also a fact that I recently purchased a new Pontiac and since then my trips to the store have created a problem....

You see, every time I buy a vanilla ice-cream, when I start back from the store my car won’t start. If I get any other kind of ice cream, the car starts just fine. I want you to know I’m serious about this question, no matter how silly it sounds “What is there about a Pontiac that makes it not start when I get vanilla ice cream, and easy to start whenever I get any other

kind?” The Pontiac President was understandably skeptical about the letter, but sent an Engineer to check it out anyway.

The latter was surprised to be greeted by a successful, obviously well educated man in a fine neighborhood. He had arranged to meet the man just after dinner time, so the two hopped into the car and drove to the ice cream store. It was vanilla ice cream that night and, sure enough, after they came back to the car, it wouldn’t start.

The Engineer returned for three more nights. The first night, they got chocolate. The car started. The second night, he got strawberry. The car started. The third night he ordered vanilla. The car failed to start.

Now the engineer, being a logical man, refused to believe that this man’s car was allergic to vanilla ice cream. He arranged, therefore, to continue his visits for as long as it took to solve the problem. And toward this end he began to take notes: He jotted down all sorts of data: time of day, type of gas uses, time to drive back and forth etc.

In a short time, he had a clue: the man took less time to buy vanilla than any other flavor. Why? The answer was in the layout of the store. Vanilla, being the most popular flavor, was in a separate case at the front of the store for quick pickup. All the other flavors were kept in the back of the store at a different counter where it took considerably longer to check out the flavor.

Now, the question for the Engineer was why the car wouldn’t start when it took less time. Eureka - Time was now the problem - not the vanilla ice cream!!!! The engineer quickly came up with the answer: “vapor lock”.

It was happening every night; but the extra time taken to get the other flavors allowed the engine to cool down sufficiently to start. When the man got vanilla, the engine was still too hot for the vapor lock to dissipate.

Even crazy looking problems are sometimes real and all problems seem to be simple only when we find the solution, with cool thinking.

Moral: Never underestimate your Clients’ Complaint, no matter how funny it might seem!

Mr. Abdulkadar jheenah
IT Administrator

Tomato Story

A jobless man applied for the position of office boy at Microsoft.

The HR manager interviewed him then watched him cleaning the floor as a test.

“You are employed.” He said. “ Give me your e-mail address and I’ll send you the application to fill in, as well as date when you may start.”

The man replied “But I don’t have a computer, neither an email.”

I’m sorry”, said the HR manager, “If you don’t have an email, that means you do not exist. And who doesn’t exist, cannot have the job.”

The man left with no hope at all. He didn’t know what to do, with only \$10 in his pocket. During that season, tomatoes were in great demand. So, he thought of doing some business with it. He then went to the supermarket and bought a 10Kg tomato crate. He sold the tomatoes in a door to door round. In less than 2-3 hours, he succeeded to double his capital.

He repeated the Operation three times, and returned home with \$60.

The man realized that he can survive by this way, and started to go everyday earlier, and return late Thus, his money doubled or tripled every day. Shortly, he bought a cart, then a truck, then he had his own fleet of delivery vehicles.

15 years later, the man is one of the biggest food retailers in the US.

He started to plan his family’s future, and decided to have a life insurance.

He called an insurance broker, and chose a protection plan. When the conversation was concluded, the broker asked him his email.

The man replied, “I don’t have an email”.

The broker answered curiously, “You don’t have an email, and yet have succeeded to build an empire. Can you imagine what you could have been if you had an email?!!”

The man thought for a while and replied, “Yes, I’d have been an office boy at Microsoft!”

MORAL OF THE STORY: Internet is not the solution to your life. If you don’t have Internet, and work hard, you can still be a millionaire.

Mikdad Gangardariwala

Zulekha Spirit

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The Voice of Zulekha Healthcare Group

President’s Message



It gives me immense pleasure to welcome you to the 9th Edition of The Zulekha Spirit – which has gradually grown to live up to its name. It augurs well then that this Edition should celebrate the core of our spirit – ‘quality care’ provided with passion. The Dubai Quality

Award 2012 (Hospitals in Dubai & Sharjah), College of American Pathologists (CAP) accreditation (Lab in Dubai Hospital) and the recent JCI reaccreditation of our hospitals in Dubai & Sharjah is testament of our dedication to provide our patrons with highest quality care. These milestones are evidence of the true ‘Zulekha Spirit’ - the continued passion of our caregivers.

I congratulate each one of you for these glorious successes and encourage you to take this recognition in your stride as we continue to pursue better benchmarks in the world of health and care.

Taher Shams

Zulekha Hospital - Dubai & Sharjah bags the prestigious Dubai Quality Award 2012



The ceremony was conducted under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum to recognize organizations being conferred with the Dubai Quality Award, Dubai Human Development Award and Dubai Service Excellence Scheme for the 2012 cycle.

On receiving the award, Dr. Zulekha Daud - Founder & Managing Director of Zulekha Hospitals, said: “It is an honour for us to receive an award by His Highness Sheikh Mohammed. Recognition always motivates us and helps us to strive for the best in everything we do. The unique thing about the excellence model is it gives a holistic approach of running an organization. It emphasizes on knowing and addressing the needs of all stake holders and in the process achieve and sustain continual improvement.”

“Dubai Quality Award recognition is also our commitment to adhere to be the best in healthcare providers for the people in the UAE and the rest of the region. We will continue to strive being the benchmark in our category



Editorial Note

After the first edition of Zulekha Spirit we enter the journey of 2nd edition and believe me each station of journey brings about enhanced care and array of articles, which involves all departments.

It is very heartening to know that the contribution from all the staff has been tremendous and enthusiastic. This is the via media to bring each one of us closer to the facts of life - medically and otherwise.

Keeping up the Zulekha Spirit, we are the proud recipient of CAP accreditation for the laboratory at Zulekha Hospital Dubai and Dubai Quality Award, the consistent adherence to high calibre quality care was rewarded in April 2012 when Zulekha Hospital, Dubai and Sharjah were conferred the Dubai Quality Award 2011. It is a very prestigious award and the gold standard here in the UAE for an organization to run with the highest quality standards in mind - for which each one of you has given expertise and experience which we value the most.

Keep up the good work.

Dr. Vineet Luthra
Director - Administration
Zulekha Hospital, Sharjah

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Best of healthcare jokes

Health care is often a very serious business-but once in a while, it does an allied health care professional good to laugh. In that spirit, here are some hilarious health care stories!

1. During a patient’s two-week follow-up appointment with his cardiologist, he informed, his doctor, that he was having trouble with one of his medications. “Which one?” I asked. “The patch. The pharmacist told me to put on a new one every six hours and now I’m running out of places to put it!” I had him quickly undress and discovered what I hoped I wouldn’t see. Yes, the man had over fifty patches on his body! Now, the instructions include removal of the old patch before applying a new one.

2. I was performing a complete physical, including the visual acuity test. I placed the patient twenty feet from the chart and began, “Cover your right eye with your hand.” He read the 20/20 line perfectly. “ Now your left.” Again, a flawless read. “Now both,” I requested. There was silence. He couldn’t even read the large E on the top line. I turned and discovered that he had done exactly what I had asked; he was standing there with both his eyes covered. I was laughing too hard to finish the exam.

3. A mechanic was removing a cylinder-head from the motor of a Harley motorcycle when he spotted a well-known cardiologist in his shop. The cardiologist was there waiting for the service manager to come take a look at his bike when the mechanic shouted across the garage, “Hey Doc, want to take a look at this?”

The cardiologist, a bit surprised, walked over to where the mechanic was working on the motorcycle. The mechanic straightened up, wiped his hands on a rag and asked, “So Doc, look at this engine. I open its heart, take the valves out, repair any damage, and then put them back in, and when I finish, it works just like new. So how come I make \$39,675 a year and you get the really big bucks (\$1,695,759) when you and I are doing basically the same work?”

The cardiologist paused, smiled and leaned over, then whispered to the mechanic... “Try doing it with the engine running.”

Ms. Naureen Wajid
Pharmacist

BEHIND THE CONCEPT

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Zulekha Hospital - Sharjah, Dubai
bags the prestigious
Dubai Quality Award 2011.



by introducing the most innovative and highest quality services and procedures in our hospitals," she added."

Ms. Zanubia Shams, the CEO of Zulekha Hospitals, said, "It is a great achievement by the Zulekha Team. As much as the success of the Dubai Quality Award, the journey of achieving it was incredibly satisfactory and fulfilling. It not only helped us in identifying the best approaches of providing value to our patients and stake holders but also helped in engaging our people bringing the best in them in our continuous quest towards providing high quality care to our patients."

Implementation of Result Approach Deployment Assessment Refine (RADAR) approach of the Excellence Model at our hospitals helped in identifying gaps in our approaches, their refinements and use of results

in refining and developing new approaches. One of the best things this model has brought to Zulekha Hospitals is engagement of our patients and knowing their needs on a continuous basis and meeting them, she added.

Mr. Taher Shams, the President of Zulekha Hospitals said "Dubai Quality Awards is one more feather in our cap and reemphasises our commitment to providing high quality healthcare to our patients. As an organization we continuously strive towards living our promise "Your Health Matters". Addressing the patients' needs and providing them with the best in everything has been a constant endeavour at Zulekha."

The Hospitals have been recognized for the quality processes and procedures it follows in its facilities. The Dubai Quality Award testimonies the commitment to providing high quality healthcare at the Zulekha Hospitals.



Dr. Zulekha Daud Honoured

11th International Women's Day
Excellence Award – 2012



Dr. Zulekha Daud, Founder and Managing Director, Zulekha Hospital was conferred International Women's Day Excellence Award by 'Dhwani'.

Doing something for the women is always a fortune, in honour of this day celebrating female empowerment, am extremely happy that my services have been recognized and it's a special award for me as this is on a special day dedicated to women, thanks to Dhwani, said Dr. Zulekha.

Like every year, Dhwani, celebrated 11th International Women's day on 8th March 2012. On this occasion, Dhwani has honoured eminent women with an Award for excellence in their chosen fields of activity.

Eleven women were honoured at the 11th International Women's Day Excellence Awards held on Thursday, March 8th 2012 in a glittering function held at Holiday Inn, Dubai. The award ceremony recognized a range of talent in the community, placing women from different cultural backgrounds in the limelight.

According to M. G. Uma, the Managing Director of Dhwani School of Arts and Cultural Institute, the organizing company, "The goal is to applaud the woman who does something that benefits the community – the scale doesn't matter. Neither does her position. It isn't a competition. Each woman is an achiever in her own right. We have chosen eleven women from Dubai and Abu Dhabi respectively this year."

GMC Award



As part of the International Women's Day celebrations, the Management and Academic Leadership of the Gulf Medical University had bestowed "Special Award and Honor" to Leading Gynecologists from UAE.

Dr. Zulekha Daud, founder and Managing Director Zulekha Healthcare Group was conferred with this

"Special Award and Honor", in recognition to her exemplary achievements in the field of Gynaecology and her service to the community.

Dr. Zulekha receives award from HE Sheikh Dr. Majid Bin Saeed Al Nuaimi, Chairman Ruler's Court Ajman



**Zulekha
Healthcare
Group**

welcome

Dr. Murtaza Kasim Pithawala
Specialist Surgeon,
Zulekha Hospital, Sharjah

Dr. Veena Narayana Varma
Specialist Internal Medicine,
Zulekha hospital, Sharjah

Dr. Hamdy Mohammed Selim
Specialist Internal Medicine,
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Dr. Shaimaa Hamza Hamza Ibrahim
Specialist General Surgeon, Zulekha

Dr. Qutbuddin Saify
Specialist Internal Medicine,
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Dr. Charanjeet Singh Notay
Specialist B ENT Surgery,
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Dr. Arvind Kumar Gangwal
Specialist A Neurosurgery,
Zulekha Hospital, Sharjah

Dr. Fekry El Deeb
Consultant Interventional Cardiologist
Zulekha hospital, Dubai

Dr. Gautam Lahiri
Specialist General Surgery,
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Dr. Henry Galuba Jr.
Specialist Internal Medicine,
Zulekha Hospital, Dubai

Dr. Hanan Kandil
Specialist Psychiatry,
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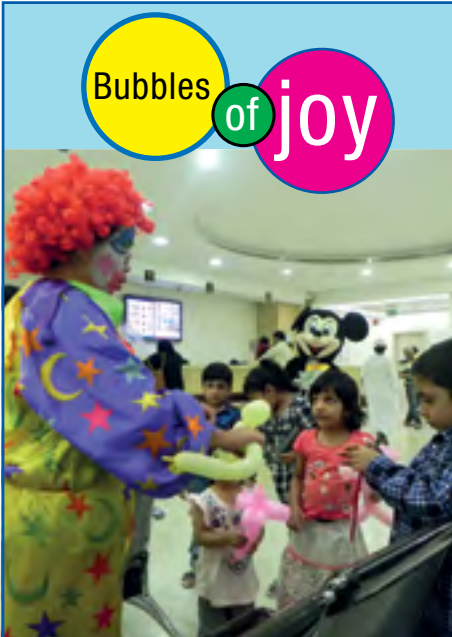
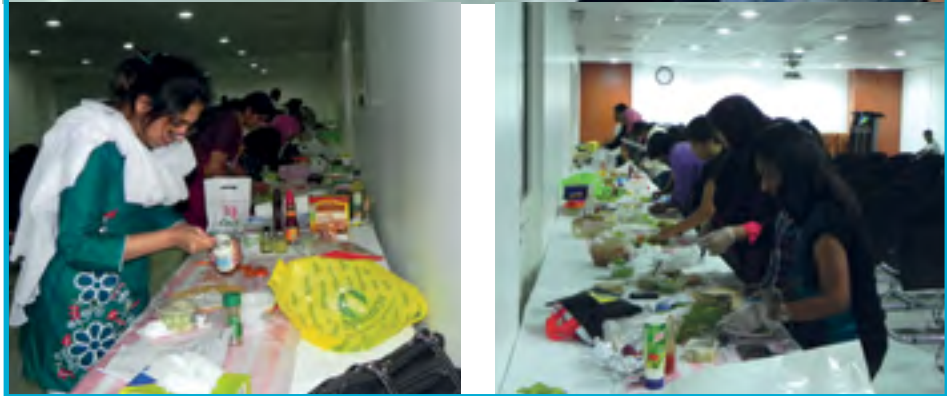
Dr. Sudha Panicker
Specialist Obstetrics & Gynecology,
Zulekha Medical Centre, Al Quasis

ZH Events



Diet Education @ EROS

Sandwich Competition @ Zulekha Hospital



Free Health Check Up



Sports & Games



Cricket



Badminton



Volley Ball

Hospital Window



Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back. The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, where they had been on vacation.

Every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window.

The man in the other bed began to live for those one hour periods where his world would be broadened and enlivened by all the activity and color of the world outside.

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. There were flowers of every color and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite detail, the man on the other side of the room would close his eyes and imagine the picturesque scene.

One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band – he could see it.

Days and weeks passed.

One morning, the day nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep

As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was

happy to make the switch, and after making sure he was comfortable, she left him alone.

Slowly, painfully, he propped himself up on one elbow to take his first look at the real world outside.

He strained to slowly turn to look out the window beside the bed.

It faced a blank wall. The man asked the nurse what could have compelled his deceased roommate who had described such wonderful things outside this window

The nurse responded that the man was blind and could not even see the wall.

She said, "Perhaps he just wanted to encourage you."

Mr. Sravan Kumar

Asst. Manager - Quality



A case of stroke successfully managed at Zulekha Hospital, Dubai

Stroke is a common neurological emergency, but for a patient or family to recognize it and rush to hospital within minutes is uncommon. This happened with Poonkunderan, a successful Manager in a big company in Dubai. A very outgoing, compassionate and loving person, Poonkunderan is loved by everybody in his office from the peon to the CEO.

He was in the midst of work when tragedy struck and the whole office was electrified; he was rushed to the Emergency Room at Zulekha Hospital, Dubai. He was first attended by the Emergency Response Team headed by Dr. Hussam Khanjar; it was their quick reaction and early recognition of stroke that paved the way for quick diagnosis and treatment of stroke.

At the time of presentation, Poonkunderan was conscious and alert, and was even able to walk, though only a mildly noticeable limp on the right side was detected by Dr. Khanjar; his main difficulty was in talking. He did not seem to fully understand what he was being told, and was virtually mute.

He was rushed to the CT scan room, where a normal CT scan of brain established that the stroke was due to blockage of a blood vessel and not due to its rupture. This made him a candidate for "thrombolysis" or "clot-buster therapy" since less than an hour had passed from symptom-onset. Now his wife had to give the crucial Informed Consent, because of a slight risk of bleeding with this therapy.

Poonkunderan's wife took the courageous decision to go ahead with the treatment, and the drug (Actilyse) was administered, followed by strict monitoring for 24 hours as per protocol. Poonkunderan's Health actually worsened even before this drug could be administered, making the treating team very jittery. At the peak of his weakness, he was unable to move his right-sided limbs at all, but it later improved gradually. Ultimately, his recovery was dramatic.

Thereafter began the arduous task of rehabilitation; for this, we should laud not only the Physiotherapy team at Zulekha Hospital, the nurses who attended him, and his

office colleagues, but most of all, his wife Aruna who stood by him like a rock through all this without ever shedding a tear.

Today, barely 3 months after his devastating stroke, Poonkunderan is doing all his own work, including driving, shopping, and dressing. His only remaining hurdle is fluency in English, though his speech in Tamil (his mother tongue) has largely returned.

If stroke is recognized early and treated pro-actively, then all the physiotherapy and rehabilitation that follows will be much more fruitful and can help to make the ultimate recovery of the individual more complete. At Zulekha Hospital, Dubai, we have the complete support systems to treat such cases.

Dr. Rajshekhar Garikapati

Specialist Neurologist



Insights to Clinical Engineering

Biomedical Engineering (BME). The BME provides a very crucial and inseparable bridge between the medicine & technology. The BME can be broadly classified/or can be considered as a culmination of various categories depending on its specialization, some of them are clinical engineering, bio-informatics, bio-technology, genetic engineering, bio-materials, etc.

To summarize, Biomedical Engineering is the application of engineering principles and design concepts to medicine and biology. This field seeks to close the gap between engineering and medicine: It combines the design and problem solving skills of engineering with medical and biological sciences to improve healthcare diagnosis, monitoring and therapy.

Clinical engineering deals with the actual implementation of technology in medical devices in hospital/clinical settings. This branch of science is blessed with rapid development for the benefit of patients, in turn, helps the physicians for their diagnosis and is poised for more advances &

development through research.

In Zulekha hospitals, we are using some of the state of the art devices in various specialities and have replaced old work culture for the benefit of patients. Some of the innovative new additions are Laser assisted Surgeries/ treatment, Coblation surgery, Spectroscopy, Ocular Tomography etc.

With this introduction, we would like to familiarize some of the simple and basic medical devices/ enhancement in technology to you in the forthcoming editions of Zulekha Spirit under the column Tech Chatter. The idea behind is to understand the science behind these devices/technology and how they help the physicians in diagnosis/treatment. Also we would be explaining about the new technologies / innovations happening in the clinical engineering adopted in our setup.

Team Biomed

Story



A woman came out of her house and saw three old men with long white beards sitting in her front yard. She did not recognize them. She said "I don't think I know you, but you must be hungry. Please come in and have something to eat."

"Is the man of the house home?" they asked.

"No", she replied. "He's out."

"Then we cannot come in", they replied.

In the evening when her husband came home, she told

him what had happened.

"Go tell them I am home and invite them in!"

The woman went out and invited the men in"

"We do not go into a house together," they replied.

"Why is that?" she asked.

One of the old men explained: "His name is Wealth," he said pointing to one of his friends, and said pointing to another one, "He is Success, and I am Love." Then he added, "Now go in and discuss with your husband which one of us you want in your home."

The woman went in and told her husband what was said. Her husband was overjoyed. "How nice!!", he said. "Since that is the case, let us invite Wealth. Let him come and fill our home with wealth!"

His wife disagreed. "My dear, why don't we invite Success?"

Their daughter was listening from the other corner of the house. She jumped in with her own suggestion:

"Would it not be better to invite Love? Our home will then be filled with love!"

"Let us heed our daughter's advice," said the husband to his wife.

"Go out and invite LOVE to be our guest."

The woman went out and asked the 3 old men, "Which one of you is Love? Please come in and be our guest."

Love got up and started walking toward the house. The other two also got up and followed him. Surprised, the lady asked Wealth and Success: "I only invited Love, Why are you coming in?"

The old men replied together: "If you had invited Wealth or Success, the other two of us would've stayed out, but since you invited Love, wherever he goes, we go with him. Wherever there is LOVE, there is also Wealth and Success!!!!!!"

Mr. Mikdad Gangardiwala