

ZulekhaSpirit

May 2008

Volume I

Zulekha Hospital's Newsletter

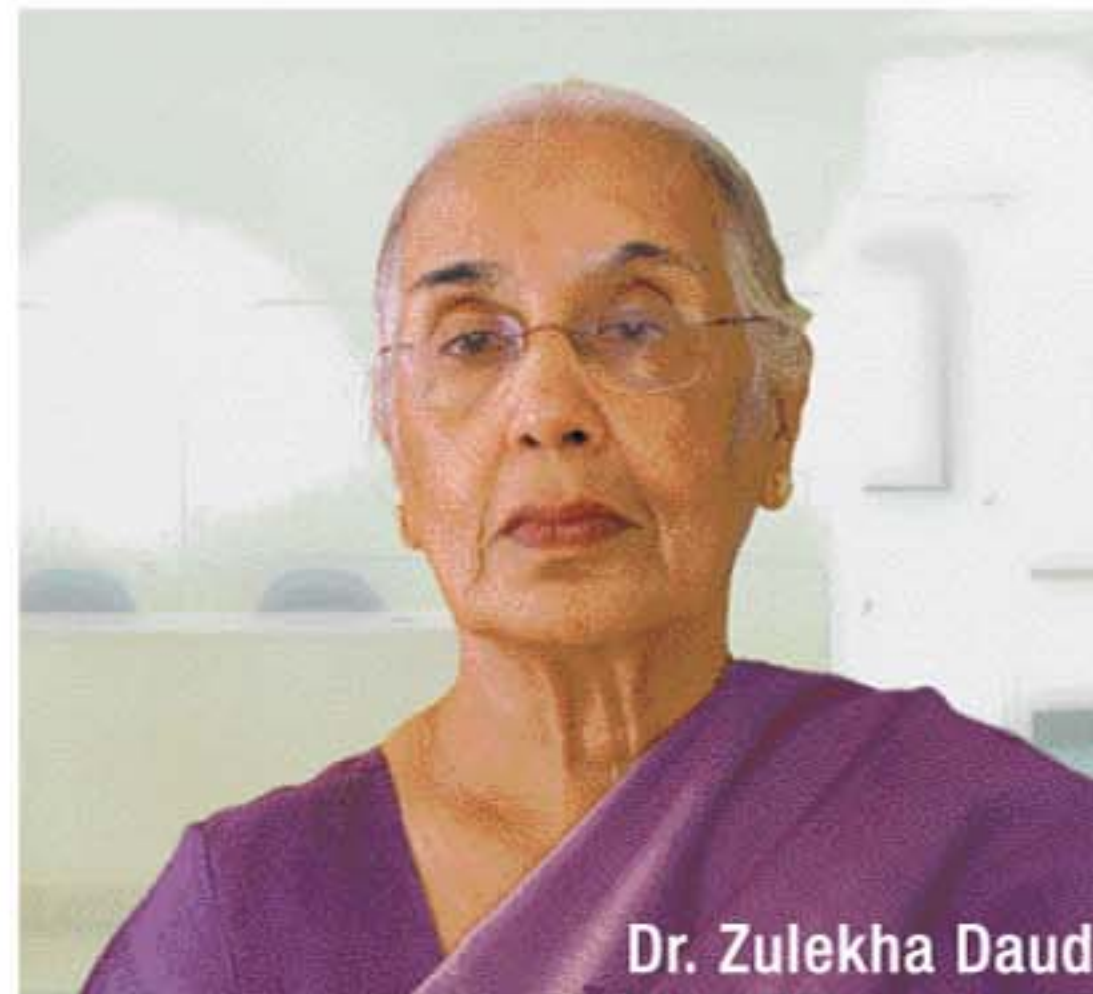
A very good day to you! We at Zulekha Healthcare (ZH) Group believe that, even healing gets better with care. We have always endeared to every type of medical emergency and the endearing spirit of Zulekha has shone through every member of the ZH family. We are proud of the fact that each member of our caring family nurtures a deep aspiration to serve with compassion, commitment and composure. These values will forever help us retain a humble spirit of servitude. For this, **'Zulekha Spirit'** will be the voice of ZH values and vision. A voice that will bring out the intonation of ZH compassion, assurance of ZH expertise, achievements of ZH commitment, warmth of ZH care and celebration of ZH spirit.

As a functional newsletter, this effort will also keep our people informed of the eventful tidbits that render ZH with its humane hues - an expressive mix of how as one professional family, we grow.

President's Message

Welcome to the launch issue of **'Zulekha Spirit'**, the voice of ZH values and vision. This informative effort will be instrumental in keeping everyone in tune with the latest happenings and new medical technologies at Zulekha Healthcare Group. I wish to see this as an opportunity that everyone at ZH will take, in order to contribute as a good human

MD's Greeting



Dr. Zulekha Daud

'Zulekha Spirit' brings new technologies for our fraternity, facility upgrades for our patrons, convenience for our employees, ZH news and previews for UAE citizens and lighter moments for

those who need a smile - in all, something of interest for everyone.

'Zulekha Spirit' will also be our mouthpiece and an informative reflection of every new foray of ZH. Recently, everyone contributed to experience the changes that were implemented with the JCI drills. And this ability to meet every challenging task with a smile has been a moving expression of our improvability - a compelling credit to every member of the ZH family. It gives us great hope for the future. We must take similar such challenging activities to make ZH excellence a sustainable reality representing world class quality. Through **'Zulekha Spirit'**, every one should lend your opinion, as the real voice of ZH. All the very best and god bless.

Dr. Zulekha Daud

being, additional to being a professional medico. We are much more than a group of professionals dedicated to excellence and servitude. We are also the caretakers of well being that affects entire populations and hence global progress. At the dawn of medical miracles, ours is an era that might have a poignant effect on the future of civilization itself. Our duty towards progressive contribution is hence multi-fold and **'Zulekha Spirit'** will be a

spangled banner of our group. One that unfurls our news, views and reviews to everyone concerned with health and wellbeing in UAE.

Let's make this the spirit of success through responsive, insightful and continuous contributions.

Thank you

Taher Shams

Zulekha Hospitals achieve JCI standardization for high quality health services

Zulekha Hospital, Dubai and Sharjah were accorded accreditation for their high quality health services from Joint Commission International (JCI), USA. In doing so, they became the first group to get both of their facilities accredited by this standardization authority. JCI is the largest accreditation body in America established to ensure standardized processes and practices in all settings of a healthcare organization. The stringent processes and procedures of JCI ensure Total Quality Service, total safety for patients and human capital.

After years of rendering quality healthcare, Zulekha Hospital deserves this commendation for its single minded pursuit of a better 'patient experience' (Right from the time a patients enters the hospital facility till their discharge and total recovery) in terms of quality of services and safety. With this, Zulekha Hospital stays committed to its vision of becoming the most efficient, competent and courteous provider of comprehensive healthcare in the world. The privilege of becoming one amongst only 150 hospitals in the world to practice such high quality standards of health services shows true endurance. The Zulekha hospital at Sharjah is also the first facility to be awarded JCI quality accreditation in Northern Emirates and lays a milestone for

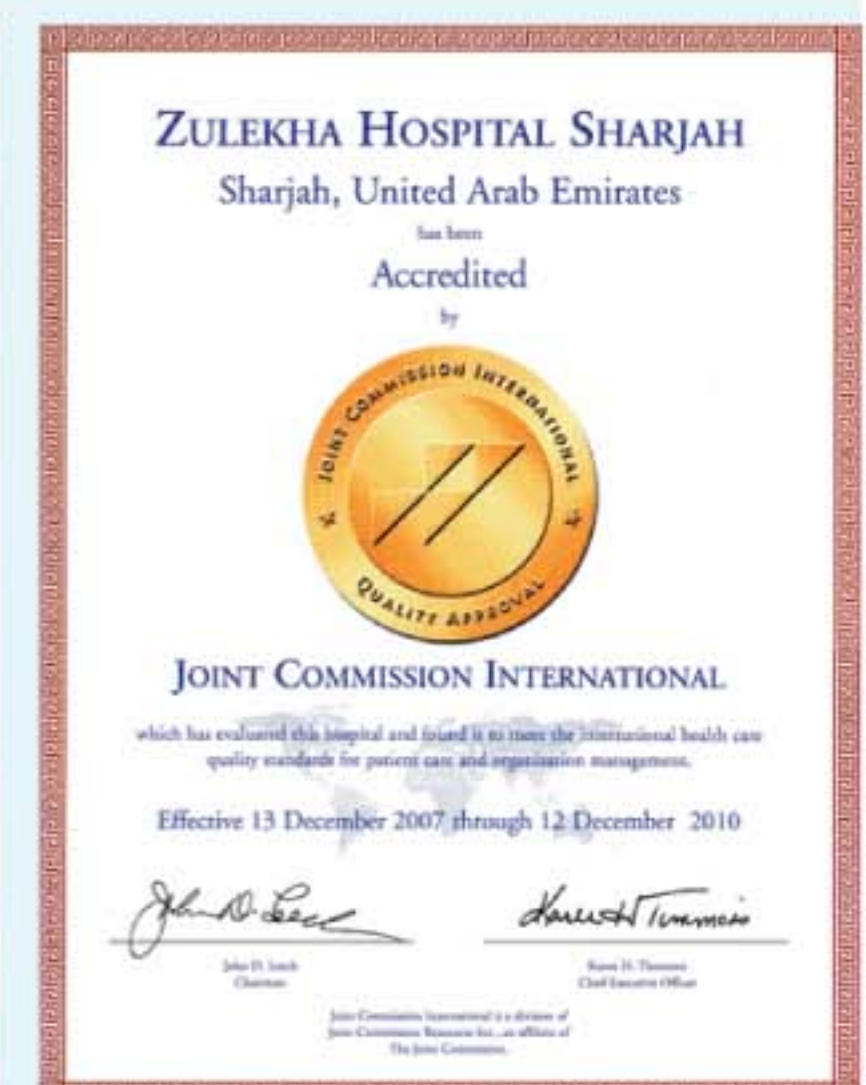
others healthcare providers in the region to emulate.

The quality accreditation to Zulekha Hospital, in simple terms, translates to complying with international standard patient procedures and care methodology that ensures a better care methodology. The benefit of JCI processes (for a patient) encompasses total quality of care, awareness and education about their health problem. JCI standard also lays emphasis on patient safety from hospital acquired infections, patient's rights while undergoing medical care and other possible risks.

"Along with patient care and safety, the JCI accreditation also ensures best practices at all phases of medical management. This is a welcome approach in assessing the clarity of leadership's responsibility towards facility management processes and broad strategic planning" says Mr. Taher Shams - President, Zulekha

Healthcare Group.

"While undergoing the year long process of accreditation, the eager cross-functional teamwork amongst the entire Zulekha team remarkably uplifted our levels of satisfaction. This spirit to take that extra step will continue contributing to the total patient experience at Zulekha Group", says Mrs. Zanubia Shams - CEO, Zulekha Healthcare Group.



Our Champions

EMPLOYEE OF THE MONTH - DUBAI



Mr. Dante Salang
CSSD Technician
May '07



Mr. Bijoy
Bio Medical Engineer
June '07



Mr. Moiz Slatewala
Cashier
July '07



Mr. Shakir Hussain
Insurance Co-ordinator
Aug '07



Mr. Sabu Cherian
CSSD Technician
Sept '07



Mrs. Anna Lorraine B
Receptionist
Oct '07

EMPLOYEE OF THE MONTH - SHARJAH



Ms. Sheela Kurian
Nurse - Casualty
May '07



Mr. Eldho Kurikose
IP Co-ordinator
June '07



Mr. Anvar Shad
Data Entry Operator-Lab
July '07



Mr. Bakhtiyar
Messenger-Marketing
Aug '07



Mr. Dollar
Medical Record
Assistant - Sept '07



Ms. Maya Das
Infection Control Nurse
Oct '07

The learning continues



We March on....

J.C.I. Accreditation – At Zulekha Hospital

Dr Suresh Menon, Director Admin. & Quality

Today all hospitals and healthcare organizations are striving towards quality standardization. The industry is going in the same direction to meet the patient's satisfaction. When one talks of quality, it is the sum total of characteristics of a product, process or services that render it for satisfying specific or pre-defined requirement.

The two concepts of quality are:

1. Performance Related

It is the sum of the levels of properties that characterize services or products, and quality is measured by applying 'objective criteria' once these have been laid down. This is where the Joint Commission International Accreditation has given us the 'objective criteria' and has shown us the way for improvement in our existing processes.

2. Patient's Point of View

It is where the quality of properties characterizing a product or service is determined by the patient's perceptions. Quality is measured according to subjective criteria since every patient determines for himself or herself, an individual level of quality and the patient can rightfully expect and/or

As always, ZH doctors benefitted from insightful paper presentations during Synapse and Revelations.



demand a specific level of performance.

Zulekha Healthcare group has successfully undergone Joint Commission International (JCI) Accreditation covering both these concepts of quality. Credit goes to our Chief Executive Officer; Mrs. Zanubia Shams and our President; Mr. Taher Shams who lead the 'Total Quality Improvement' programme with zest. Their vision of making ZH "the most efficient, competent and courteous providers of comprehensive healthcare in the world" has realised the JCI accreditation process and reflects their total commitment in the process. The overall quality improvement process of our hospital is the result of every single individual performance and overall quality is divided into quality components which help in determining the quality of individual areas, individual processes by way of performance and quality indicators.

Ever since this transformation has started, there has been a notable difference in the betterment of processes and outcome. We in the quality team believe that JCI accreditation is something that we achieved for our two hospitals with the effort and contribution of each and every employee of ZH.

My Kaleidoscope

The 'interest' of humanity

Dr. P. Balachadran

This incident is very personal but could prove to be worth the while since it taught me 'how we can make a change'. Won't you like that? Well, tracing back to 7 years ago, I remember a brilliant post graduate student who proved herself unparalleled in my medical discussion classes. Her theoretical grasp, practical approach to patients, cheerful and bright disposition made her an immensely promising intern. Then one day during discussions, I noticed she was totally distracted, moody and somber. I could see her moist eyes from a distance. After the session, I called her to my office and with genuine concern, I enquired about her melancholy mood. She refused to reveal anything claiming it to be too personal an issue to be discussed with her professor. Fearing the worst and with added persuasion, I stressed that she was almost like a daughter to me and said that "I could be helpful too." In no time, she lost her emotional restraint, letting her tears and sad story flow. She is the younger of her parents' two daughters, the elder having got engaged to be married in 3 months. Sadly the only earning

member, her father had a terrible accident the previous month, banishing him to bed rest and the family into many financial crises. It had become so bad that even after a bank loan she couldn't afford hostel fees. Now she was unable to think of studying when she knew her parents were starving, her sister's marriage was nearly shattered, things were only getting bleaker and she was contemplating suicide. All my other worries (dark possibilities that a girl could be trapped in) drifted away. I took her to my house and introduced her to my wife as the brightest girl I had ever taught. Since we were financially stable at that point in life, my wife helped me force her to accept the money (which seemed huge for her to be able to return). We reassured her that, her caliber, commitment and integrity will ensure financial success soon. Finally, she accepted the money with joy that resembled my own daughter's. Four months ago, my student came home with her husband (physician) and a cute little daughter. She is working in UK now, after doing her MRCOG! She even returned the money after 7 years (which I accepted). It was unbelievable. No bank in the world could've offered me such a huge interest for my money... An MRCOG (Royal College of Obs & Gynae, UK) Doctor, that too, my own student!!!

The Touch of ZH

Zulekha Hospital conducts health awareness campaigns that highlight importance of early detection, better management and prevention of diseases to the UAE community. Some are also educative like Childrens Week, Breast Feeding Campaign. But Kidney Care Weeks are always tuned to UAE lifestyle. The purpose of this campaign was to raise awareness about the importance of drinking water for our kidneys and to spread the message that kidney disease is common, painful, but importantly - treatable and preventable.

Background: While they don't sound as important as the heart and lungs, kidneys are critical to our health. The kidneys, along with liver and urinary tract rid our body off toxins. If the kidneys were to stop operating for two days, it would cause retention of metabolic toxins and uremia would set in. The accumulation of toxins, normally excreted in the urine, would cause metabolic poisoning.



The 'Children's Week' brought smiles and focus on the little angels.

Build-up of bacteria and proteins can cause crystals to form as kidney stones. These are very painful to pass. Some studies show that dehydration increases the chances of having kidney stones, and drinking plenty of water may prevent the formation of these stones. People living in UAE are more prone to kidney stone formation, and it is thought that the cause may be related to temperature and dehydration.

Avoiding situations or controlling the other diseases that contribute to kidney disorders may sometimes prevent chronic kidney disease, where patients may have to rely on a kidney simulator for survival. The earlier a person can alter factors that damage the kidneys, the better. Among the ways to help prevent chronic kidney disease are:

- Maintaining blood pressure at less than 130/85 mm Hg
- Maintain strict blood glucose control in people with high sugar levels
- Maintain healthy levels of fats (lipids), such as cholesterol and triglycerides
- Stop smoking or using other tobacco products.



The 'Breast-feeding campaign' was also carried out for patient benefit.

One of the easiest and most effective ways is to avoid dehydration. Dehydration is not only a symptom, but also the cause of many ailments, especially related to kidney infections and other disorders that can lead to more serious matters. If someone is prone to kidney and urinary ailments, they should avoid dehydration at all costs. People must drink at least 8 glasses of water per day, and should promptly treat any illnesses that cause dehydration, such as diarrhea, vomiting, or fever. During hot weather and while exercising, it is even more important to replenish body fluids that may have been lost through sweat by drinking water and even the occasional sports drink. Avoiding caffeinated beverages, such as coffee and colas will be helpful as they increase urine output and dehydrate the body faster, like alcoholic beverages.

Other than screening and treating patients, Zulekha Hospital implemented the importance of drinking water by distributing water cups to visitors at the reception desk.



Water bottles were distributed to every visitor during the 'Kidney Care Week'.

A Parallel world

YOGA - A wise way of life.

Background: In ancient times, Indian saints observed the movement and breathing of animals and birds to formulate laws that would preserve good health in humans. That is how Yoga Asanas came into being. The purpose of Yoga is to produce a physiological balance between different systems of the body - the muscular, the respiratory, the circulatory, the digestive, the urinary, the nervous, the glandular and to provide all of them with maximum organic vigor.

The main objectives of Yogic exercises are two fold; a) to cultivate natural beauty of the body and attain a highly liberated state of health, and b) to awaken our inner power which lies dormant within us and utilize it for developing one's unique potential.

Rules and Technique: Practice yoga only after daily bowel relieving. Do them only on a flat surface - on a mat or a pad. Select a quiet, well ventilated area where you will not be disturbed. Remove your watch and spectacles before doing Asanas. Wear clothes that allow unrestricted freedom of movement. Remember that Asanas have to be practiced gently, patiently, without haste and with great care. Practice according to

your health condition and nature of work. After Asanas, do not eat anything for at least half an hour. Eat moderate but wholesome food. Breathe normally while holding a posture for long time periods.

Note: People suffering from any ailment should select, in consultation with experts in the field, an exercise routine, specific to their requirement, omitting or adding certain Asanas.

Effects of Daily Yogic Practices: Daily yogic practices gradually bring about a change in one's thoughts, conduct, attitude, behaviour, words and deeds, and also a total transformation in your personality on the whole. One feels a unique enthusiasm, intrepidity, fearlessness, happiness, dedication, faith, self confidence, courage, boldness, satisfaction, peace and contentment, culminating into physical fitness, mental stability, emotional quietness, dexterity in your dealings and ultimately a fruitful life.

Yoga for the Quarter: Dhanurasana (Bow Pose)
Description: The word "Dhanu" in Sanskrit means a "Bow". In this posture, the bent body resembles a bow.

Procedure: Lie in a face down position. Reach your hands from behind towards your legs, raising your head. Also, raise your legs upwards, bent at the knees. Hold the ankles with your hands. Breathe in; raise both legs further; raise your head

and chest off the floor. (The weight of the body should be borne by the region above the navel.) Slowly release the ankles and come down, exhale and relax. Repeat this asana for 2-5 times.



Benefits: The entire alimentary canal is recharged. The liver, abdominal organs and muscles are stretched. This removes constipation and cures rheumatism and gastrointestinal disorders. Stretching reduces the fat, improves digestion and invigorates the appetite. It works best towards the management of diabetes, colitis, and menstrual disorders. Various chest ailments (including asthma) are relieved.

Precaution: People with high blood pressure, heart ailments, hernia, colitis and peptic ulcer should not practice Dhanurasana without the proper guidance of a therapist.

- Duration of the Asana - 15-30 Seconds

Tasty tidbits

Here are some tips from the dietician for general well being and healthy eating habits -

Eat fresh fruit instead of drinking fruit juice:

Juice is often sweetened but fresh fruits have natural sugar. When you eat fruits, you are taking in a lot of fiber, which is needed by our body and fruits are excellent sources of vitamins.

Do not skip meals:

Eating small frequent meals help to balance your calorie intake throughout the day and also keeps your blood sugar level balanced. Instead of eating 3 big meals, try to eat 5-6 smaller meals throughout the day.

Don't be overly restrictive:

Everyone has their favourite treats. Simply allow yourself a little indulgence, but watch out for the frequency and quantity. Having small treats once in a while can be rewarding to your weight loss experience.

Quit snacking between meals:

Do not go for snacks between proper meals. The main problem with most snacks (mostly junk food) is that they contain lot of fats and calories, and still are not filling enough to substitute a meal.

Avoid crash diets:

They are bad for health and you will gain what you have lost once you take a break. Crash diets are not a solution to weight loss. Remember that it is not possible for a person to survive on a crash diet for the rest of their life.

Insights

Zulekha Hospital communications are always focused on prevention and the tone of advertising is decided on the basis of our brand personality. Through out the years, Zulekha Hospital has worked closely with Turrino Advertising LLC to come up with communications that are more than mere advertising and beyond information. The tone of a concerned well wisher is carried through as the primary premise of communications from ZH. Medical awareness for masses, done in the simplest manner has been the continuing focus of all ZH communications. From our web portal to sign slats, from sign boards to press ads, every communication carries the reputed Zulekha concern. Here are some of the communications that set us apart from the rest and we can take pride in the fact that Zulekha Group has set our own benchmarks in healthcare communication.



Let's live life to the fullest



1



2



3

The year 2007 witnessed some exuberant moments of elation, celebration and joyful participation. It's true, pictures speak a thousand words.

1. This marks a special outing where ZH front office personnel went out for a rejuvenating swim and merrily lost count of the sunlight hours.

2. The first-ever combined "Gents and Ladies of ZH" party began pretty enthusiastically and everyone looked gleeful and excited.

3. The true reflection of ZH celebration was portrayed by none other than the President and the CEO who set the dance floor ablaze in rollicking fashion.

4. The rain dance had everyone throwing caution to the wind, revealing the fun loving side of every caring ZH professional.



4



CEO's sign-off

Every day the Zulekha spirit breathes, lives and cares within us; our promise to reach out and provide quality care to ailing individuals will remain the top-most priority and promise. I take this opportunity to thank every one of you who keeps this flame of servitude burning brightly in the Zulekha Group and I am sure we will better our benchmarks in the same spirit.

Wishing you the very best.

Zanubia Shams