

Maybe terms like **CODE BLUE** needs to be educated



I was extremely busy in my Outpatient Pharmacy where I work. I was quickly calling patients as I was alone in the Pharmacy on night shift. It was completely full with people in the waiting room when an ambulance brings in a Code Blue - someone not breathing.

(Emergency Nurse suddenly rushed up to the pharmacy asking for injections. At the same time another patient's relative comes up...)

Relative: What's going on? Why haven't you called out my token number? We've been waiting over an hour!

Me: Ma'am, we have a Code Blue critical patient and the nurse came in to collect some injectables.

Relative: This is ridiculous! I'm waiting for 20 minutes!

Me: Ma'am, like I said, that patient is a Code Blue, so let me give the injection first to the nurse and then after this I'll call your token immediately.

Relative: This is unacceptable. My son is in back pain you should give him first priority.

(At this point, she went to the reception and asked him to call the Nursing Supervisor.)

Supervisor: Ma'am? Can I help you?

Relative: My son is in pain and doctor has prescribed pain gel for him and she (referring to me) attended this nurse first instead of my son.

Supervisor: Ma'am as this young lady has told you

several times, we have a Code Blue that needs our immediate attention right now.

Relative: What the hell does that mean?

Another Patient's Relative: It means that someone is dying. Your son's backache can wait a few minutes!

(The first relative looked absolutely ashamed of herself and quickly retreated. The other patient's relative later went on to buy some candy for the staff as a gesture of thank you for working so hard.)

By: Naureen Wajid
Pharmacist,
Zulekha Hospital-Sharjah



Breath of Fresh Air

I was sitting in the waiting room of the hospital after my wife had gone into labor and the nurse walked out and said to the man sitting next to me, "Congratulations sir, you're the new father of twins!"

The man replied, "How about that, I work for the Doublemint Chewing Gum Company." The man then followed the nurse to his wife's room.

About an hour later, the same nurse entered the waiting room and announced that Mr. Smith's wife has just had triplets.

Mr. Smith stood up and said, "Well, how do you like that, I work for the 3M Company."

The gentleman who was sitting opposite to me got up and started to leave. When I asked him why he was leaving, he remarked, "I think I need a breath of fresh air." he continued, "I work for 7-UP."

By: Naureen Wajid
Pharmacist,
Zulekha Hospital-Sharjah

A new, challenging journey...



Warm Greetings! At this juncture I'm reminded of this familiar phrase, "The journey of a thousand miles begins with a single step" and we have taken that quintessential step which promises to set our journey through an exciting path of comprehensive care. The new hospital building has begun its functional role in the

third quarter and a sense of achievement seems to be influencing everyone involved in the process. Instead of creating a sensation around the operational launch of the new hospital building we wish to see the pleasant surprise experienced by our patrons. The final frontier at our Sharjah hospital was space and it has been conquered with the Hospital Build Award that vindicates the sustainability and foresight taken into consideration while creating the new wing. As we begin this exciting journey, let us pledge to stay true to the values that were ingrained by Dr. Zulekha Daud. Let us exceed expectations and win true appreciation.

Best wishes,

Taher Shams
President,

Zulekha Healthcare Group



From the Editor

'With this edition we share our pride in reaching further in the Healthcare Skyline of Sharjah emirate as a state-of-the-art tall-standing tertiary care Hospital. This remarkable journey of growth has been acknowledged continuously by showers of awards and recognitions within UAE as well as internationally. Our Founder Dr. Zulekha Daud's vision of providing most comprehensive healthcare is realized by continuous additions of newer services, monitored and guided by quality protocols.

Our reach in the community by means of various CSR activities, and active concerns addressed for environmental safety is well acknowledged. The Clinical Research programme with just under two years of activity has already accomplished 24 studies till date. We are recipients of Best Sustainable Hospital Award in the Middle East. The competent team and inspiring leadership has made us reach enviable heights.

Let us dedicate our accolades to all the valued human resources associated with this illustrious journey.'

Dr. Chandrashekhar Jadhav
Deputy Director, Zulekha Hospital-Sharjah

New Zulekha Hospital in Sharjah Adjudged Best Sustainable Hospital by Hospital Build (Middle East)



The new extension building of Zulekha Hospital in Sharjah won the Best Sustainable Hospital Project Award at the Hospital Build & Infrastructure Middle East Exhibition & Congress in June 2013 at the Dubai International Convention and Exhibition Centre, Dubai, UAE. The Hospital Build & Infrastructure Awards seek

to recognize exceptional healthcare projects developed in the Middle East.

It's the latest plaudit for Zulekha Healthcare Group's continued commitment under the able guidance of Mrs. Zanutia Shams - CEO of Zulekha Healthcare Group.

You will find...

Hospital Build Award ...	1 & 2
Top Indian Leader Award - Forbes	2
Medical World	3
Events & Sports	4,5
Story & Motivation	6 & 7
Fun Zone	8

Continued from Page 1

THE EDITORIAL TEAM

Dr. Chandrashekhar Jadhav
Chief Editor

Diane Cunningham
Co Editor

Arshad Ansari
Sub Editor

Dr. Kishan Pakkal

Dr. Sushant Shetty

Mr. Adel Imtiaz

Mr. Sravan Kumar

Ms. Naureen Wajid

Ms. Betsy Thomas

Mr. Subash Lakshminarayanan

"This latest facility is testimony of our commitment to grow with sustainable development and innovation, in equal measure with the help of latest modern medical technology, focusing on Greenfield site development, water conservation, energy efficiency, material selection, intelligent and Green IT and indoor environmental quality" says Mrs. Zanubia.

"Hence we are thrilled to receive this award and accept it as recognition for our continued commitment to sustainable development and innovation. We hope to be responsible trend setters in sustainable healthcare development", Mrs. Zanubia added.

The awards in various categories are intended to encourage healthcare industry in Middle East to embark on various technological advances which effectively & efficiently reduces the consumption of natural resources and helps in contributing towards a greener environment. Zulekha Hospitals' new project was found to be an innovative and futuristic project that advances sustainable development through

initiatives which will demonstrate outstanding commitment to sustainability in terms of its design, development, construction and future efficiency. The project was evaluated by an expert panel of judges and is found to demonstrate an efficient use of resources, such as energy and water, and use of materials that reduce environmental and health impacts of the facility.

The 125-Bed new tertiary care facility once commissioned, is expected to cater to the healthcare requirements of the increased population of Sharjah & Northern Emirates. The Group offers over 25 super specialty services of expert doctors equipped with the most modern, state-of-the-art medical equipment for the best possible accurate diagnostic and therapeutic needs of the society in line with the vision & mission of the group. The new facility consists of high-tech Operating Theatres, Adult/Paediatric Intensive Care units, Heart care unit with Catheterization Lab, Emergency Care unit, Dialysis Centre, Radio Diagnostic & Clinical Laboratory, Physiotherapy with Rehabilitation Facilities, spacious In-patient and VIP rooms, Out-Patient & In-patient Pharmacies, etc. The project also consists of a 200 seat auditorium with Live Surgical conferencing facility which is expected to function as a catalyst for education of the medical fraternity which also portrays Zulekha Healthcare Group's keen interest in the Medical Education / Training sector in this region. Located in the heart of Sharjah, the new facility is fully functional now.



Dr. Zulekha Daud amongst Top Indian Leaders recognized by Forbes Middle East



Dr. Zulekha Daud was awarded the Forbes Middle East Top Indian Leaders award for her outstanding contribution in the healthcare industry by H.E. Dr. Shashi Tharoor (Minister of State for Human Resources and Member of Parliament, Govt. of India) and Nasser Al Tayyar (President of Forbes ME)

Medical World

Zulekha Hospital Surges Forward in Clinical Research

Zulekha Hospitals have made rapid progress in Clinical Research. In a little over a year we are among the leading sites for Clinical Research in the UAE! We have already crossed 100 patients recruited with over 25 of our doctors conducting these studies. Recently, in a study on Diabetes, we were the 4th highest patient recruiters in the world and the highest in UAE for the month of May 2013.

Clinical Research has also provided our doctors an opportunity to attend international forums and conferences. In March 2013, Dr. Saeid Taghizadeh attended an international conference on the Treatment of Agitation & Aggression in patients with Alzheimer's Disease in Milan, Italy and Dr. Masarat Mehboob attended an international conference on Diabetes at Athens, Greece from 3rd to 5th October, 2013.

Prior to 2010, 52 studies had been conducted in the entire UAE. In the past year and half, we have been awarded 24 studies in the fields of cardiology, endocrinology, internal medicine, neurology, gynaecology and urology. We have received over 90 feasibilities for research studies. Many of the recent ones are under review and we expect more studies by the end of the year.

We have conducted several training programs for our doctors with eminent national and international speakers. These workshops have had over 200 participants with more doctors joining in each time - an average of 19 fresh doctors attending each workshop.

Zulekha was also amongst the first hospitals in UAE to form an Institutional Ethics Committee. We look forward to exciting times ahead with more of our doctors participating in research.

Those interested should contact Ms. Kritika Katti on Tel No: 06 506 9235 or send her an email on: kkatti@zulekha-hospitals.com

Statistics Speak:

- 104 patients
- 90 Feasibilities
- 24 Studies, 4 Completed
- 25 Investigators
- 9 Workshops
- 201 Attendees
- 5 Ethics Committee meetings

Clinical research



Neonatology Cases



It is a great pleasure and honor to inform that there are two success stories for NICU team Dubai where with the efforts of the nurses and registrars we could send a 24 week (700gm) premie home few days back with intact neurological and lung outcome with no IVH/PVL/NEC and CLD managed without steroids and without home oxygen. The second case was a baby with severe birth asphyxia. The baby had so many ups and downs with times when we were loosing hope as well but the optimistic approach, dedication and hard work played a vital role when we could make this happen.

It could have not been possible without the support of our dedicated NICU nurses.

ZH Events

Health check-up at Al Bustan Residence



Health check up at Ansar Mall - Sharjah on 1st July 2013



2013 Earth Hour Observance at Dubai & Sharjah



Health check at Barakat



As medical service provider - Go Red campaign



Health check-up on World Health Day



Health talk to chefs associated with Fanar Al Khaleej at Radisson Blu Hotel Dubai



ZH Events

Medical Service provider Holi - Beach Party



Medical Camp at GAC



Health Talk at Rosy Blue



The soft launch of our new facility at Sharjah on 15th July 2013



Annual Sports Day



Supporting the cause - Terryfox Run



Supporting the cause - Walk for Autism





How Can I Manage Stress?

It's important to learn how to recognize how stress affects you, learn how to deal with it, and develop healthy habits to ease your stress. What is stressful to one person may not be to another. Stress can come from happy events (a new marriage, job promotion, new home) as well as unhappy events (illness, overwork, family problems).

What is stress?

Stress is your body's response to change. The body reacts to it by releasing adrenaline (Hormone) that causes your breathing and heart rate to speed up, and your blood pressure to rise. These reactions help you deal with the situation. The problems come when stress is constant (chronic) and your body remains in high gear, off and on, for days or weeks at a time. Chronic stress may cause an increase in heart rate and blood pressure. Not all stress is bad. Speaking to a group or watching a close football game can be stressful, but they can be fun, too. The key is to manage stress properly. Unhealthy responses to stress may lead to health problems in some people.

How does stress make you feel?

Stress affects each of us in different ways. You may have physical signs, emotional signs or both.

- It can make you feel angry, afraid, excited or helpless.
- It can make it hard to sleep.
- It can give you aches in your head, neck, jaw and back.
- It can lead to habits like smoking, drinking, overeating or drug abuse.
- You may not even feel it at all, even though your body suffers from it.

How can I cope with it?

Taking steps to manage stress will help you feel

more in control of your life. Here are some good ways to cope.

- Try positive self-talk — turning negative thoughts into positive ones. For example, rather than thinking "I can't do this," say "I'll do the best I can."
- Take 15 to 20 minutes a day to sit quietly, relax, breathe deeply and think of a peaceful situation.
- Engage in physical activity regularly. Do what you enjoy - walk, swim or do yoga. Letting go of the tension in your body will help you feel a lot better.
- Try to do at least one thing every day that you enjoy, even if you only do it for 15 minutes.

How can I live a more relaxed life?

- Here are some positive healthy habits you may want to develop to manage stress and live a more relaxed life.
- Think ahead about what may upset you. Some things you can avoid. For example, spend less time with people who bother you or avoid driving in rush hour traffic.
 - Learn to say "no." Don't promise too much.
 - Give up bad habits. Too much alcohol, cigarettes or caffeine can increase stress. If you smoke, make the decision to quit now.
 - Slow down. Try to "pace" not "race." Plan ahead and allow enough time to get the most important things done.
 - Get enough sleep. Try to get 6 to 8 hours of sleep each night.
 - Get organized. Use "To Do" lists to help you focus on your most important tasks. Approach big tasks one step at a time.

Reference: Life style + Risk reduction, American Heart Association.

By Dhanya Nair

Knowledge is Gold

During a robbery in china, the robber shouted to everyone, "No one move! The money belongs to the state, life belongs to you" everyone in the bank laid down quietly. This is called 'Mind Changing Concept' – changing the conventional way of thinking.

One lady lay on the table provocatively, the robber shouted at her " Please be civilized! This is a robbery not a rape!" This is called 'being professional' - focus only on what you are trained to do!

When the robber got back, the younger robber (MBA trained) told the older robber (who is only primary school educated) "Big bro, let's count how much we got". The older robber rebutted and said "You are very stupid. There is so much money, why to count! Tonight the TV will tell us how much we robbed from the bank!" This is called 'Experience' - now a days experience is more important than qualifications.

After the robbers left, the bank manager told the bank supervisor to call the police quickly. The supervisor says "Wait, wait, wait. Let's put the 5 million dollars we embezzled into the amount the robbers robbed." This is called 'Swim with the tide' - converting an unfavorable situation to your advantage.

The supervisor said "It will be really good if there is a robbery every month." This is called 'Killing boredom' - happiness is the most important.

The next day, TV news reported that 100 million dollars was robbed from the bank. The robbers counted and counted and counted, but they could only count 20 million dollars. The robbers were very angry and complained "We risked our lives and only took 20 million dollars, the Bank Manager took 80 million with the snap of his fingers. It looks like it is better to be educated than to be a thief." This is called 'Knowledge is worth as much as gold.'

The Bank Manager is happiest because his Bank's loss in the Stock Market is now covered by this robbery. This is called 'Seizing the opportunity' - daring to take risk.

By: Anonymous

Compiled by: **TRISTAN BRYAN UBALDO**

Staff Nurse,
Zulekha Hospital- Sharjah

Speak These 5 Lines To Yourself Everyday

- *Nothing is impossible.....*
- *I can do it*
- *I am an achiever....*
- *Today is my day*
- *God is always guiding me.....*

Always remember, if your problem in life is as BIG as a ship do not forget that your blessings are as huge as the ocean!

Author: Mar Rezan

Contributed by **Dr. Suyashree Palkar**



Importance of Communication in Nursing Care

Unspoken thoughts of a patient to a health care professional:

I am a patient. Receiving professional treatment is an uncomfortable experience for me because I do not fully know what is going on. Usually I know more about me than anyone else. It is rare that another person can tell me something about me that I do not already know or understand. Now, however, I find myself in a situation that is an exception to this rule. I believe that because of your authoritative position, your expertise and your accessibility to my health records you know more about me than I know about myself. As a result, when you speak I listen and I probably will remember a lot of what you say.

I am eager to find out as much as I can about myself from you, as I discover more about myself, I feel more secure and comfortable in my position as patient. Not only are your words important to me but how you say these words and what you do while you talk to me are equally important. If you withhold information about me, you make me feel like a child; I feel less secure. If you do things for me without any input from me, or if you take me for granted as you do your duties, I feel powerless.

From: Interpersonal Communication - A handbook for health care professionals. By George M. Gazda, William C. Childers, Richard P. Walters.

The oft-repeated words "customer satisfaction" is as important in the field of health as they are in any other successful venture. It is important for health care personnel to understand the doubts, fears and the anxieties of the patients who come to them for treatment. This empathy is possible only if there is proper communication. Both the physical examination and surgery can often become routine for health care professionals and thus can make many of us blind to the doubts and concerns that are so obvious in the patients' faces. One tends to be preoccupied with the examination of the patients and neglects their concerns. Answering questions and wearing a reassuring smile can go a long way in improving patient satisfaction.

An experienced and devoted nurse or health care professional not only performs the given job but is sensitive to and aware of the patients' other needs.

She/he takes time to ease the patients' fear and help them become more comfortable in the given situation. The patients usually have several doubts and questions in their minds.

While walking around the hospital, one normally sees patients who seem to be lost, patients who might need a wheelchair or who need to be physically helped. There are also circumstances in which patients are afraid to ask for help, but the request is evident in their faces. It is very important for the caregiver to sense the patients' fears and doubts and volunteer to help.

For example, a patient admitted for surgery might say, "There's something that is really bothering me about the surgery and I am scared." The patient has voiced a real concern, and the nurse can listen attentively and respond sympathetically to his questions. It is equally important to talk in an understanding tone to those who have not voiced their fears but are obviously scared.

Certain situations may arise in which the patient might say, "I have been sitting here for the past 2 hours waiting for a doctor to examine me, while patients who have come after me have already been taken inside." Engaging in this dialogue could lead to negative talk about the staff or decrease patient's confidence in the hospital. The nurse's response in this situation must be very polite. She can explain why the other person was taken inside. Patients may be angry about the long wait and demand a reason for the delay. The best approach is that nurses listen to patients' complaints and either explain the reason or apologize for the delay. Nurses must be very careful to remain calm while they communicate.

Every day the caregivers at Zulekha Hospital and other institutes encounter situations in which an empathetic smile, pleasant manners and a good sense of humour can help a great deal. Good Communication, which involves more listening than talking, cannot be over-emphasized. An ability to communicate well orally, through friendly gestures and with a compassionate outlook that makes one sensitive to pain and fear are some of the admirable qualities in a nurse.

OPD Staff Nurses,
Zulekha Hospital, Dubai.

By Your Side

Everyday i rise up
With new dreams of hope,
To change your life,
And touch your soul.
I enter into a world,
of needy hearts,
Like a rain for the,
Thirsty land.
Forgetting myself,
And all in mine.
Just to bring back,
The smile in you.

Once again i wish to be
The reason for your smile.
When all you seek is a helping hand,
In the clumsy, desperate time.
As a brother and sister
For you,
I would be a hope for you,
Not for fame or any gain
Just to be, at your side.

By: **Mr Denis Alex**

Staff Nurse,
Zulekha Hospital- Sharjah

