

ABEER PREMIER LEAGUE 2017 SEASON 5



MEDISPO SHARAFIYAH COMES OUT ON TOP

Medispo Sharafiya lifted Winners' Trophy in the 5th edition of Abeer Premier League. In the final fight, they defeated Al Ahli FC Makkah for 3-2. Shafeek Alias Kunhali, the Man of the Match of the game scored two goals where the third goal came from Moideen. For Al Ahli, Majirashi and Rayyan shot the goals.



Medispo Sharafiya jumping for joy while lifting the champion's trophy

Dr Jemshith Ahmed, Vice President – Strategic Planning and Mr Abdussamad - Corporate Facility Maintenance and Safety Executive Director presented trophies to winners and runners up respectively. In addition, prize money was declared for the winner and runner up teams by the management of Abeer Medical Group.

Other prize distributions were as given below:

| | |
|-----------------------|--|
| Best Player: | Aymen (Medispo Sharafiya) |
| Best Forward Player: | Bibek Pradhan (Medispo Sharafiya) |
| Best Midfielder: | Majirashi (Al Ahli FC Makkah) |
| Best Goalkeeper: | Basheer Kunhippa (Medispo Sharafiya) |
| Top Goal Scorer: | Shafeek Alias Kunhali (Medispo Sharafiya) |
| Best March past: | Bawadi Warriors |
| Fair play Team: | Abeer Sanayyah |
| Best Event Organizer: | E K Hyderali |

Social figures Mr Abdul Majeed Naha, Mr Shibu Trivandrum, media officials Mr Jaleel Kannamangalam, Mr Hashim and the staff and management of Abeer Medical Group were among the spectators of the final war of APL Season 5.

Abeer Doctors repaid, but failed to settle the debt

It was a sensational soccer scene in the second and final leg friendly match between Abeer Management and Abeer Doctors teams in APL Season 5. On top of the game's opening with a lead of two goals, each scored by Danish and Irshad by which they defeated the opponents in the first leg, Abeer Management perhaps because of this immoderate aplomb were a complete lackluster in the first half.

A clean counterstroke by Abeer Doctors put the Management on 0-2 in the first half with the two power-packed, well-timed shoots by Dr Safarulla and Arun Kumar. This made the aggregate goal status leveled 2-2. A brilliant comeback by Abeer Management team by virtue of their game moves in perfect poise and control in the second half rejuvenated the zest and spirit of spectators. The buddy pair passes played by captain Dr Jemshith Ahmed and Habeeb Faizee and the goal that ensued from the latter changed the game color which emerged Abeer Management as the war winners with an aggregate score of 3-2.



Abeer Management Team with winner's cup

Aqueel Ahmed, who played for Abeer Doctors, for his briskly animated action that frustrated the Abeer Management squad collected the man of the match award in the middle of the cheering applauses thrown by all including his rival team members.

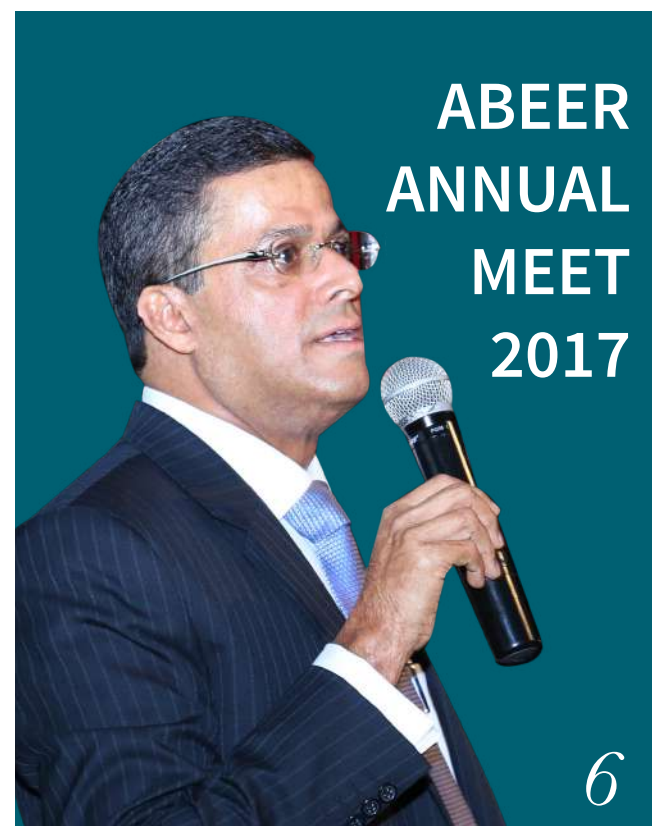
the abeerian

Official Newsletter of Abeer Medical Group

Volume 1

June 2017





Credits Spot

Creative Consultant Dr JEMSHITH AHMED

Creative Head DANISH AHMED QADRI

Editor AZEEM SAIT

Creative Contributions
 Abdul Razak • Nikhil Karthikeyan • Neil Noronha • Jamsheer Hamza
 Hashida Hamza • Sumaiya Razvi • Biju Kunhappan • Manzoor Elahi
 Abrar Hussain Mohammed • Basil Ali • Mohammed Hashim
 Najmunnisa Venkitta • Malik Makbool • Mohammed Ibrahim

Art and Design QUARTZ COMMUNICATIONS

Published by ABEER MEDICAL GROUP

Corporate Headquarters
 Floor 27, King's Road Tower, Jeddah, Saudi Arabia

Please send your feedback and comments to
 cco@alabeermedicalgroup.com

abeergroup.com abeermed

02 abeerian Newsletter



What's Inside

**MARKETING AND BUSINESS
DEVELOPMENT IN A
NEW SCENARIO**
 Manzoor Elahi
 page 18

**RENEWED STRUCTURE
FOR REFINED STANDARDS**
 Danish Ahmed Qadri
 page 19

ORGANIZATION CHARTS
 pages 20 to 23

ABEER, RIYADH
 page 25

ABEER, DAMMAM
 page 26

ABEER, MAKKAH
 page 27

ABEER, MADINAH
 page 28

ABEER, UAE
 pages 29 to 33

ABEER, KUWAIT
 pages 34 to 35

ABEER, QATAR
 pages 36 to 37

ABEER, OMAN
 page 38

ABEER EDUCITY
 page 39

ABEER PREMIER LEAGUE
 page 40

MESSAGES
 page 3&4

EDITOR'S DESK
 page 4

CHANGE IS THE ONLY CONSTANT
 Dr Mahira Alungal
 page 5

VISION, MISSIONS, VALUES
 pages 8-9

**ROADS TO OPERATIONAL
EXCELLENCE**
 Dr Mir Gayasuddin Ahmed
 page 10

**EMPLOYEE ENGAGEMENT
EVENTS - A SUCCESS FACTOR**
 Hamza Dagistani
 page 11

WE TAKE CARE
 Dr Tariq Zafar
 page 12

**INSIGHTS FOR
PRODUCTIVE GROWTH**
 Habeeb Faizee
 page 13

**TECHNOLOGY AND
HEALTHCARE INNOVATION**
 Operations Team, DHGH
 page 14

**EMERGING HEALTHCARE
DEVELOPMENTS**
 Dr Hassan Shabi
 page 15

NEW DOCTORS ONBOARD
 Saudi Arabia, UAE & Qatar
 pages 16-17

Abeer Educity

Abeer Educity, a project steered by the group is envisaging a cluster of institutions in both medical and non-medical streams on a green campus in the God's Own Country, Kerala, India.

At the outset, Abeer Educity will have a multispecialty hospital with the most advanced healthcare facilities on the serene, verdant ambience of Educity. The construction of this tertiary care hospital with a capacity of 750 beds is in the finishing phase. The future expansion phase of this hospital will upgrade it as a Super Specialty Medical College. The towering growth and abundant scope of medical tourism in Kerala is also part of the key objectives of this hospital project.

Following the materialization of this massive multispecialty hospital, other prospective ventures in medical and non-medical streams like International School, Technical

Academy, Management Excellence Centre, Ayurvedic Spa, Shopping Mall, Luxury Hotel, Residential Villas, Metro Library etc will be established here. To enable the student community for accomplishing academic fullness is the principal objective of Abeer Educity project. This idea has in fact been conceptualized as 'KG to PG' approach.

Student-exchange programs through collaboration with international institutions and universities also form an innovative vision of this project.

By virtue of this project, Abeer expects to offer direct and indirect employment to almost 5,000 and 10,000 people respectively.

Abeer Educity has a dynamic team already on board devoted with their endeavors in setting up impeccable operations in the areas of Human Resources Management, Finance Management, Supply Chain Management, Hospital Administration, Biomedical, Pharmacy and Nursing.



Abeer Multispecialty Hospital on the green campus of Abeer Educity - 3D view

abeerian Newsletter 39

Abeer · Oman

abeer is all set to arrive

The Sultanate of Oman has definite fundamentals in promoting national health. They fall in line with the productive plans and policies for the enhancement of health sector in Oman. The government here is making sincere attempts to manage the prevailing health issues and is gearing up with a long-term plan to achieve Health Vision 2050. The vision ensures that the nation's healthcare advancements are in tandem with the sophisticated technological growth of the world in the same sector.

Oman's healthcare domain has seen remarkable progress over the last several years, where the government has been supporting the promotion of advanced health solutions and patient care services for the people. The vital contributions of the private healthcare institutions which mainly consist of hospitals and clinics have been encouraged and welcomed well over the years. The establishment of such centers is understood to have a commendable role in the development of Oman's public health services.

Today, Oman has almost 70 top-tier hospitals, with the bed capacity of more than 6,400, providing a diverse range of specialized healthcare services across the country. Oman greets modernized trends and technologies for witnessing futuristic progress in the healthcare industry of the nation. The

nation relies on the long-term outcomes in public health services by nurturing foreign investments. The promotion of top-notch healthcare facilities in the country exemplifies this positive outlook of the government.

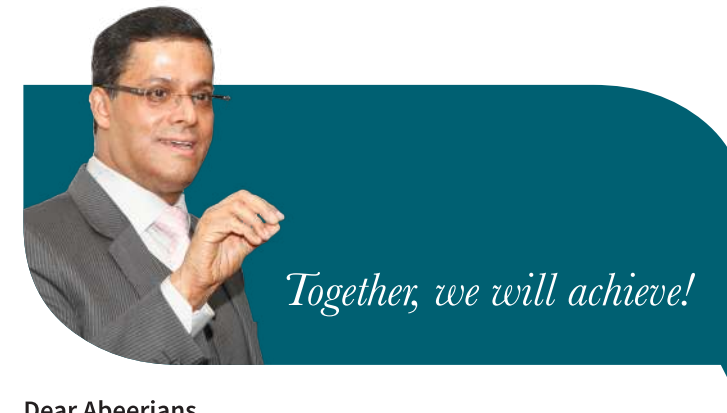
Abeer Medical Group is all set to create its own footprints of perfection and excellence in quality healthcare on the land of Oman. The tertiary care hospital of Abeer will start functioning at Ruwi, the core business center and commercial hub of Muscat, the capital and largest metropolitan city of Oman. An eight-storied multispecialty hospital with a built-up area of 7000 square meters, it will be one of the biggest private hospitals in the country, with a bed capacity of 100.

Abeer Multispecialty Hospital aims at bringing the state-of-the-art facilities under one roof with networks to acute services. The hospital will be equipped with super-specialty units along with 25 Outpatient Consultation Departments, 4 Modular Operation Theatres, 4 types of ICUs, Cath Lab, Dialysis Unit, well equipped Medical Imaging Departments, Physiotherapy Units and various other multispecialty services.

Abeer Medical Group's strategic expansion plan on the land of Oman is in the pipeline. 7 Specialty Medical Centers and a series of Retail Pharmacies are in this massive prospectus. A Specialty Medical Center and a Retail Pharmacy have already started functioning.



Abeer Tertiary Care Hospital in Muscat – a 3D view



Dear Abeerians,

I'm really glad to see this creative initiative of Abeer team. I expect many more such energizing endeavors from you. It is obvious from the pages that you accomplished this task with a lively spirit of teamwork. It deserves special commendation.

Every achievement Abeer Medical Group has made since its humble inception in 1999 is the result of our team work. We have been graced with the vigor and vibrancy of team spirit everywhere and every time in this success voyage.

Remember, a team makes the pillars of support and the foundation of success in all promising endeavors. And the formula of success is team work! I expect the same formula to work out with Team Abeer in generating productive resultants.

The real aim should be on taking responsible actions to realize our vision of achieving global trust and preference in quality and affordable healthcare. The part played by each team member is very important for its attainment.

We shall move ahead hand in hand. Let's anticipate the best days to come.

Best wishes,

Alungal Mohammed

President



Being a member of Abeer Family makes us feel great pleasure. The steady growth of Abeer Medical Group over the past 18 years has been a matter of inspiration for many other succeeding establishments in the private healthcare sector of Saudi Arabia.

The same sort of inspiration keeps scores of people in close association with Abeer.

We have to be proud and honored to work hard for achieving the growth of Abeer as the number one healthcare provider in the Kingdom.

May the Almighty shower His choicest blessings on all members of Abeer Family.

With prayers,

Saeed Mutlaq Al-Sulami

Director



'The Abeerian' is an appealing initiative by the enterprising team of Abeer. It is the positive outlook of the Abeerians that brings successful results to the group. It is their attitude that's made all the difference so far.

I'm sure that this creative work will make a big difference in the voyage of Abeer to excellence!

Good luck,

Dr Abdul Aziz Ahmad Dagistani

Director



It indeed is a pleasant start. 'The Abeerian' will serve as a platform for all the members of Abeer Family to express their views, voice their opinions and create an atmosphere and a culture of cooperation and innovation.

I hope it will also be a link to connect us at all times.

Good luck,

Khaled Al Maeena

Director



We are in a world of transformative powers. The corporate culture is seen rapidly transforming to newer realms of innovations.

Only those who think unconventionally and act differently would create impressive impacts.

They break the mould and change world. Be the game changer!

Wishing the best,

Nabeel Mohammad Adnan Abughazala

Director



*Nothing
is impossible*

Dear Abeerians,

“There is nothing impossible to him who will try” - Alexander the Great

I would like to extend a warm hand of gratitude to all my fellow Abeerians. It is with Allah's will and your passion that we are able to take such great strides towards achieving our vision.

I would also like to instill in you all, a confidence that will break all barriers and help you overcome all hindrances.

You are an Abeerian and as long as you trust yourself and your brothers and sisters in Abeer family, as long as you stand united, and as long as you try with your hearts, there is no such thing as an unachievable goal.

With prayers,

Dr Meshal Mohammed Al Sherif
Vice President – Medical and Operations



*Keep trying,
and we will reach*

Dear Team,

This is perhaps the first creative endeavor which links the entire Abeer Family spread over the Middle East and India together. It is a pleasure to feel the beats and breaths of Abeerian passions unanimously striving for the fulfillment of our dream goal.

For us, the targets to achieve are crystal clear; the ways to follow are well defined. What we are required to do is to choreograph our operations wisely and execute the tasks efficiently. Our productive actions will never go overlooked. Instead they will be duly recognized and rewarded.

We should not forget the destination of our career journey. The rhythm of coordination can tune up our tasks perfectly. As we have heard, an individual cannot play a symphony by himself; rather, a whole orchestra can.

Greatness starts with a clear vision of the future. No doubt, our vision is clear.

Let this newsletter be an interactive medium to share our ambitious thoughts and enthusiastic exertions to achieve it.

Best of luck,

Jabir Valiyakath
Vice President – Finance and International Business



*Let's build
the future!*

Dear Colleagues,

It is an honor to share a few thoughts through this creative portal of Abeer Medical Group.

We are on an all-important mission. Each Abeerian is a dreamer in the present. That dream is to become the builder of the future. An ideal dreamer is a conscious, cautious observer of the realities. Such a person is a keen and perceptive observer of the trends and transformations evolving around. Innovation develops as a brainchild of such focused mindsets.

It's my wish to see Abeerians ushering in and taking lead of innovations. Dreams and thoughts unless melded with proper plans and coordinated actions will not make innovations happen. We are embedded with a vast ocean of possibilities, the waves of which are too powerful to create the impact.

All dreamers don't come out with flying colors. A dreamer has to be a doer in order to be a winner. We should not forget this.

As a foreword of this publication, I take the privilege to encourage my team to realize the caliber you are bestowed with and unleash your vivacious actions. Stay focused so that you view the target with more clarity and precision.

Wishing the best,

Dr Jemshith Ahmed
Vice President – Strategic Planning

CME PROGRAM BY DR SAMA THOMAS, OPHTHALMOLOGIST

A CME (Continuing Medical Education) program was conducted by Dr Sama Thomas, Ophthalmology Specialist, on February 2, 2017 who presented a lecture on the topic 'Red Eye'. All physicians from Abeer Medical Center participated in the program to understand the recent trends in the management of patients with this condition.



Dr Sama Thomas, Ophthalmology Specialist, delivering a lecture to the team of physicians at Abeer Medical Center, Qatar

CNE PROGRAM BY DR GAFFAR ALI, ENT SURGEON

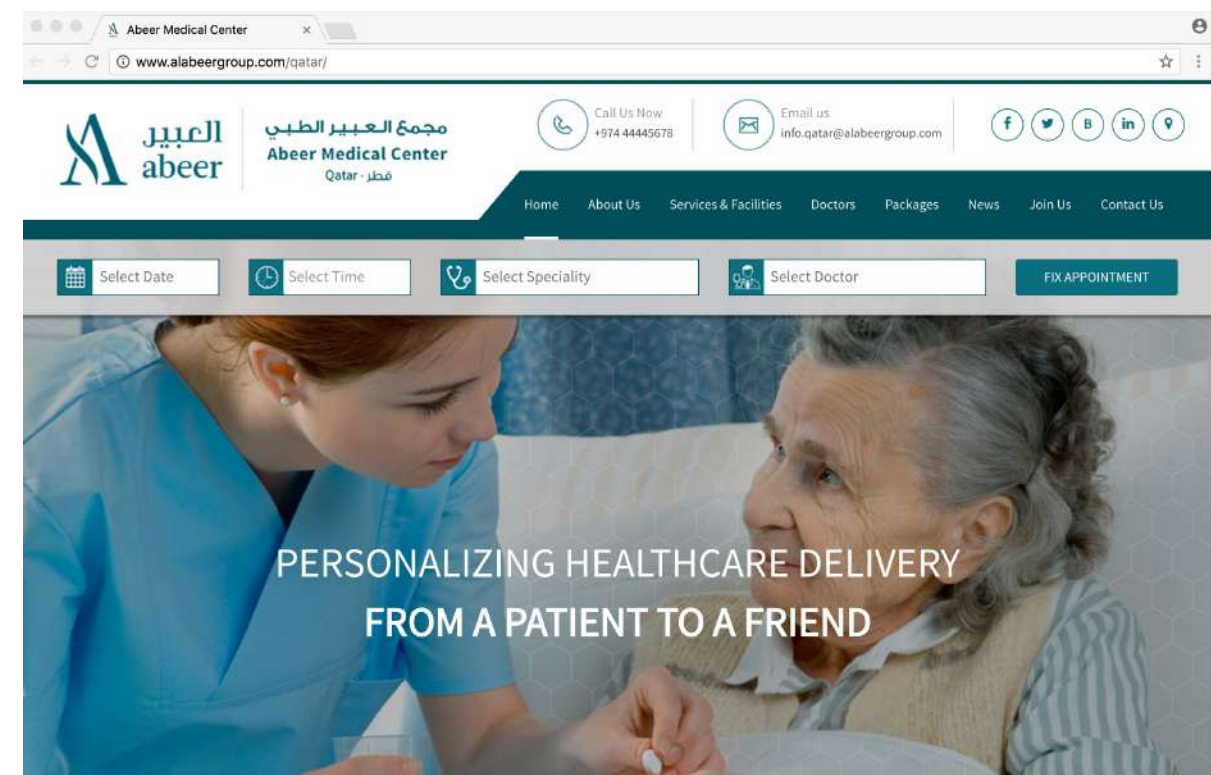
A CNE (Continuing Nursing Education) program was conducted by Dr Gaffar Ali, ENT Surgeon who presented a lecture on the topic 'Nursing Care in ENT'. All nurses from Abeer Medical Center were present in the program which discussed the role of nursing care in ENT Department and management of patients with ENT problems.



Dr Gaffar Ali, ENT Surgeon, addressing the nursing team of Abeer Medical Center, Qatar

WEBSITE LAUNCH

The new website created for Abeer Medical Center, Qatar has been officially launched. The site can be navigated from the landing page of Abeer Medical Group's official website, www.abeeergroup.com.



Editor's Desk

*We are one...
We will win...*

Dear Team,

'Abeerian' – the honorary designation entitling each and every member of the vast and diversified Abeer Family surely brings us pride and honor. We are Abeerians, with our integral roles and responsibilities instrumental for the prosperous growth of our family.

The close and harmonious bonding between an employee and the organization where he or she works attributes to many reasons. Here at Abeer, it is the warm, friendly work culture that stands out predominantly. We feel the flavors of interpersonal rapport and team spirit in our professional engagements, which play a vital role in inducing in us an esteemed sense of affinity to Abeer. This spirit of belongingness in every employee actually constitutes the Abeer Big Family, with all of us, the Abeerians as its members.

As Abeerians, we should be the guardians of our family's goodwill and social acceptance which ensued from our service ethics for almost two decades. The watchwords of Abeer have to be

reflected by us more brightly. We are obliged to comprehend the title 'Abeerian' as an exclusive expression of our values rooted deeply in Excellence, Diversity, Integrity, Compassion, Teamwork and Social Commitment.

This first volume of 'The Abeerian' pitches the theme 'Targeted Service Growth 2017' and the discussions based on it. The second and third volumes will feature the contents centered on the Progress Evaluation and Retrospection respectively.

We make up a dynamic workforce. Being an Abeerian, you and I trumpet the fervor of togetherness.

We are one. We will win.

Cheers,

Azeem Sait
Corporate Communications Officer

ABEER FAMILY MEDICAL CENTER, QATAR

LAUNCH OF DIABETIC FOOT CLINIC

On the occasion of World Diabetes Day, Dr Nazeem Shamsuddin, Head of Operations, Abeer Family Medical Center, Qatar inaugurated the 'Diabetic Foot Clinic' and launched the Diabetes Screening Package. Abeer designed an exclusive and highly discounted Diabetes Screening Package that included a series of laboratory investigations and consultations by a team of physicians including an Internist, Ophthalmologist and General Surgeon. Diabetic Foot Evaluation was offered in the package.



Dr Nazeem Shamsuddin, Head of Operations, Abeer Family Medical Center, Qatar inaugurating 'Diabetic Foot Clinic'; Dr Rangaprasad Raju, Medical Director and General Surgeon, Mr. Subair Mulloli, Public Relations Officer and Ms Shijy Jacob, Nursing In-charge are also seen.

KARNATAKA RAJYOTSAVA CELEBRATION

61st Karnataka Rajyotsava Day was celebrated at La Cigale Hotel, Doha. The highlight of the celebrations was the presence of the veteran Kannada actor, Dr Shiva Rajkumar (Shivanna) who graced the event as Chief Guest. Abeer Medical Center, Qatar interacted with all guests who participated and registered over 450 families to the Abeer Qatar Privilege Card Program.

SAMEEKSHA LIVE

Doctors from Abeer Medical Center, Qatar were hosted live on a radio show, 'Sameeksha Live' on Pravasi Bharathi Radio 810 AM. Dr Reena A P, OBG Specialist, spoke on the topic 'Polycystic Ovarian Syndrome' (PCOS). Dr Jacob George, Pediatric Specialist presented a talk on 'Diet for Pre-School Children' and Dr Balagopal V, ENT Specialist, counseled listeners on 'Allergic Rhinitis'. The show got a good response from listeners through live calls to discuss their health concerns with doctors from Abeer.

DIABETES SCREENING CAMP FOR GULF MART EMPLOYEES

A diabetes screening camp was organized for the employees of Gulf Mart Group, a corporate client of Abeer Medical Center in Qatar. The camp was conducted on January 20, 2017 and a total of 113 employees of Gulf Mart were tested for Diabetes.



The employees of Gulf Mart undergoing Diabetes Test conducted by Abeer Medical Center, Qatar

Star of 4th Quarter 2016



Dr Rangaprasad Raju, Medical Director and General Surgeon presenting Star of 4th Quarter-2016 Award to Ms Sonia Kurian Kandathil from the Department of Nursing.

Star of 2016



Dr Nazeem Shamsuddin, Head of Operations presenting Star of 2016 Award to Mr Thamimul Ansari K K from the Front Office Team



Change is the only constant

Dr Mahira Alungal
Internal Audit Manager



For the past 18 years since its inception, Abeer Medical Group has been on the forefront of healthcare industry in the Kingdom of Saudi Arabia. Millions of people have been fortunate as the beneficiaries of Abeer's affordable, quality care-giving.

To propel our transition into the next phase, a series of changes are envisioned and being actuated in different phases. Abeer's identity has been transformed for redefining the proud legacy of premium care giving. The corporate logo is given an attractive makeover. The new logo has been simplified by adopting the first letter of 'Abeer' and retaining a definite element of the old logo representing the 'wings of excellence'. The new color introduced is teal which symbolizes clarity of thoughts, creativity, faith, hope, integrity, optimism, confidence, sophistication and stability.

It is surely an excitement to debut a novel exposure of Abeer Medical Group's identity as part of the ongoing evolution for branding our organization and its devoted healthcare services anew throughout the world. The emergence of this transformation is with a strong intention to contribute in attaining our Vision 2020 and to align it with the celebrated Saudi Vision 2030.

This is also to maintain a sense of uniformity among the various other entities into which we are diversifying.

Our vision, mission and value statements have been rephrased to encompass the broader perspectives to dwell on the future. The statements elaborate on the relevant objectives of our overall growth together with illuminating the strategic paths and enriching the decision making framework of the organization. They contain the core principles that define us and also establish the relevant guidelines that will take our journey forward.

This new branding brings us all on a single platform, creating 'one team, one family'.

With these steps solely riveting on a real transformation, let us manifest success as our recurrent practice by strongly implementing a revived passion, dedication and loyalty towards our big family, Abeer Medical Group.

Together We Make Abeer Big Family

ABEER ANNUAL MEET 2017

The regional Abeer Annual Meets were organized in the month of February. These auspicious gatherings gifted the employees a unique get-together opportunity where they reinstated the fervor and spirit of oneness in the Abeer Big Family.

All employees from Sharafiyah and Sanayyah Medical Centers in Jeddah region excluding doctors met on Thursday, February 09, 2017. For the employees other than doctors from Aziziyah, Bawadi Medical Centers and Dr Hassan Ghazzawi Hospital, the annual meet was on Monday, February 13, 2017. The doctors of all branches in Jeddah and Makkah regions met with their families on Friday, February 17, 2017. Dr Sabeena Shakir was honored for her exemplary service to Abeer since the very inception of the group.

The regional meet of Riyadh had the participation of the entire team there which was organized at Hotel Four Points on Friday, February 10, 2017 whereas the team of Dammam conducted their convention on the very next day. Sheraton Hotel and Convention Center was the venue for Dammam Branch Meet.

Abeer Annual Meets of Makkah and Madinah regions were held at Concorde Hotel on Tuesday, February 14, 2017 and at Hilton Hotel on Wednesday, February 22, 2017 respectively.

The presentations in the annual meets were centered on Financial Insights, Medical and Operational Excellence, Market Challenges and Opportunities, Service and Cost Effectiveness, Region-wise Strategic Objectives and Actions, Abeer's Vision, Missions and Values, Network Share and Cost and Service Optimization and other key subjects.

The key takeaways of the presentations delivered in the Doctors' Meet 2017 are given below.

- **Successful Organization:** A strong structure with clearly defined policies and procedures should be in place, with absolute implementation on the ground.
- **Promoting Absolute Safety:** Our top priority should also be to ensure workplace safety with no precarious incidents at all.
- **Ethics:** We are obliged to maintain a strong sense of professional ethics and moral code of conduct without fail.
- **Teamwork and Mutual Respect:** Teamwork is essential in every industry, so as in ours. An exemplary sense of team work has to be exhibited in our service actions.
- **Embracing Ownership:** All areas of service improvement and expansion should be explored that will add value to our service stream and financial growth in collaboration with the departments concerned.
- **Market Challenges:** The recent challenges in the economic and market scenario in the Kingdom have to be positively taken as novel opportunities for enterprising business growth.
- **Cost Management:** Significant steps at all levels to de-risk and strengthen our utilization and financials have to be adopted.
- **Punctuality:** Being prompt and punctual and valuing the time of others are the essential requisites for an efficient medical professional.
- **Care-seeker Delight:** It is important to greet and treat the care - seekers with pleasant manners and make their experience unique and memorable.

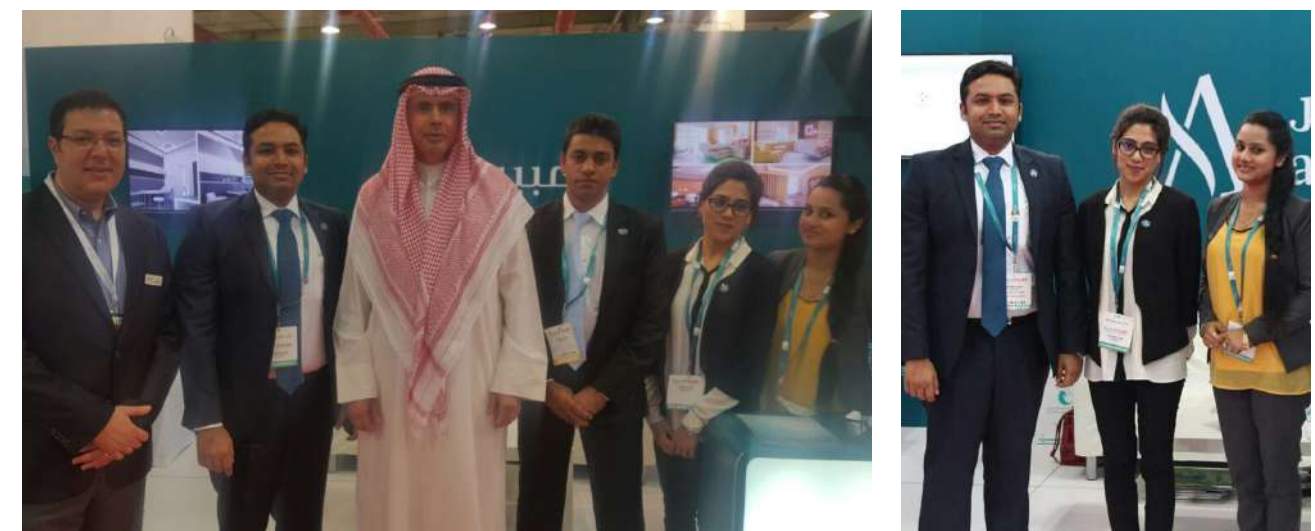
Also, it was stressed by the Corporate Leadership on the need for improving quality and efficacy in our dealings with care-seekers, their families and other stakeholders.

Mr Alungal Mohammed, President, Abeer Medical Group addressing the gathering at Abeer Doctors' Meet 2017 at Al Shallal Theme Park, Jeddah

abeer

The Proud Platinum Sponsor

Abeer Medical Group extended its proud association to Kuwait Health Exhibition and Conference 2017 as the Platinum Sponsor. It was a 3 day event held from March 06 to 08, 2017 at Kuwait International Fair, Kuwait City, Kuwait. The event connected internationally reputed healthcare organizations, traders and companies with Abeer Medical Group. It enabled Abeer to establish a long-term collaboration with the leading players in the industry and to share knowledge, build partnerships and create solutions with them.



Team Abeer with Dr Walid Al Falah, Deputy Minister of Health, Kuwait at Kuwait Health Exhibition and Conference 2017 - Photo Gallery

abeer • KUWAIT

ABEER'S ADVENT IN KUWAIT

The establishment of a medical centre with advanced facilities in Kuwait sets a new milestone in Abeer's Middle East expansion. The center will commence functioning shortly at Farwaniya in Kuwait.



*Affordable and Quality
Healthcare Coming Near you
Soon.*

Abeer Medical Group is a healthcare organization owning and operating high-end medical centers and hospitals across major cities in Saudi Arabia and in other nations such as Qatar, UAE, Oman and India.

Abeer's various clinical departments provide extensive healthcare services to patients through our skilled and compassionate medical practitioners.

Our departments work hand in hand to ensure the delivery of best in class patient care with a human touch.

Our Departments

Dermatology • Cardiology • Gynecology • Pediatrics • ENT & Ophthalmology
Laboratory Services • Dentistry • Urology • Orthopedics & Physiotherapy



ANNUAL MEET 2017



DOCTORS' MEET - JEDDAH AND MAKKAH REGIONS



MAKKAH REGION



MADINAH REGION



RIYADH REGION



DAMMAM REGION



VISION

To achieve global preference in healthcare through our distinctive services based on excellence and reliability.

MISSION

- To refine and redefine healthcare standards through consistent quality enhancement endeavors aiming at winning and retaining excellence
- To encourage the promotion of healthcare knowledge and innovation through comprehensive research for ensuring premium quality, affordability and safety standards
- To enrich our distinguished services and optimize the healthcare environment for creating a delightful experience to one and all
- To expand awareness on the enhancement of healthy lifestyles intended for early prevention and treatment of diseases
- To foster employee friendliness and colleague relations by filling the work atmosphere with ease and comfort

abeer *The Strategic Partner*

Abeer extended its strategic partnership to various public spirited programs and community gatherings in UAE.

The group was a Strategic Partner in Year of Giving Festival 2017, conducted by General Women's Union Abu Dhabi.



Snapshots from Year of Giving Festival 2017

abeer

The Gold Sponsor

The Healthcare Recruitment and Training Fair is a global platform for healthcare career solutions. Abeer Medical Group was a Sponsor of the recent edition of the fair which was held at Abu Dhabi National Exhibition Center. An exhibition clubbed with a series of conferences with the objective to assist healthcare organizations in recruitment process by providing a platform to meet and connect with healthcare professionals was also organized in connection with the event.



abeer

The Proud Platinum Sponsor

The 2017 edition of Arab Health, the largest gathering of healthcare and trade professionals in the Middle East and North Africa region took place at Dubai International Convention and Exhibition Centre from January 30 to February 2. This mammoth event was marked with the vital participation of more than 4400 world's leading healthcare companies coming in from 70 countries and the presence of around 1,15,000 healthcare and trade professionals.

What made Arab Health 2017 so special was the proud association of Abeer Medical Group as the Platinum Sponsor of the event. It's really a matter of immense joy and honor to the entire Abeer Family which has its care-seekers, caregivers, supporters, associates and well wishers as well.



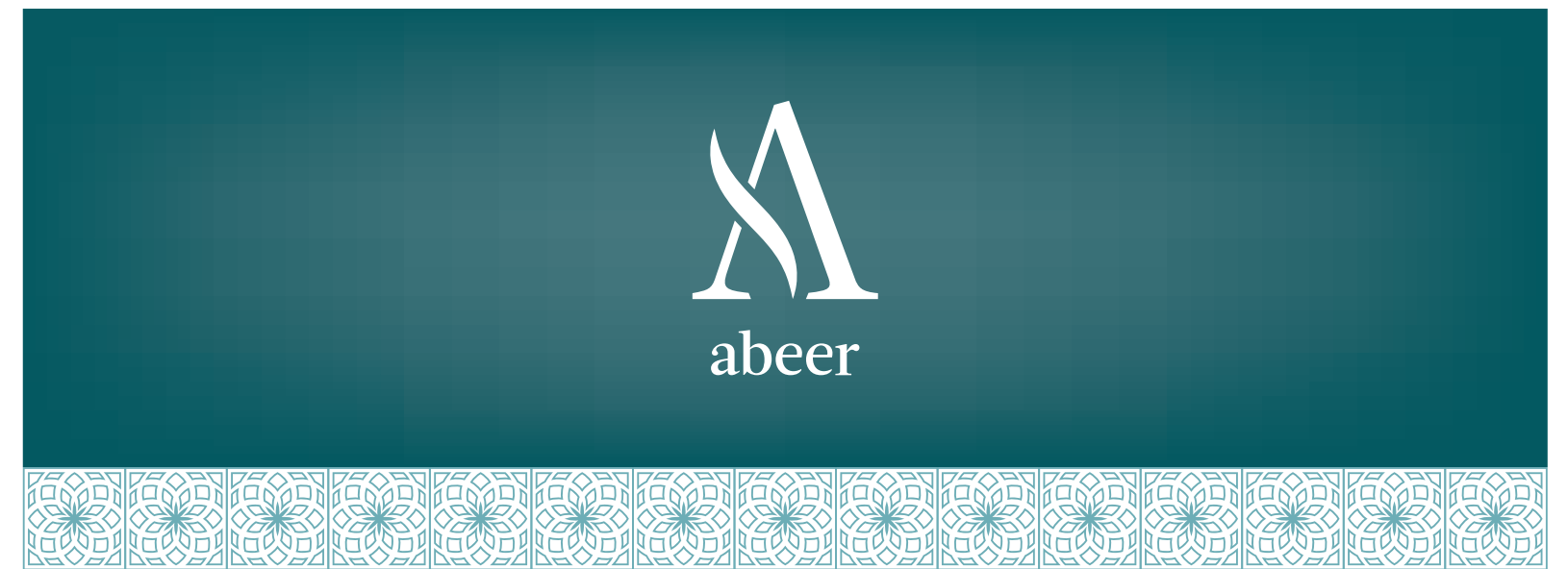
Team Abeer during the press conference at Arab Health 2017; Mr Abdul Razak, Director – HR and Administration, Abeer - UAE, Dr Jemshith Ahmed, Vice President – Strategic Planning, Abeer Medical Group, Dr (MAJ) Dinesh G K, Chief Operating Officer, Abeer Educity and Mr Jamsheer Hamza, Operations Manager, Abeer - Oman are seen from left to right.



Dr Jemshith Ahmed, Vice President – Strategic Planning addressing Team Abeer



Mr Syed Shibli Imam, Chief Financial Officer of Abeer, UAE being honored by Mr Alungal Mohammed, President – Abeer Medical Group



VALUES

EXCELLENCE

Delivering our professional best, providing the highest quality of services constantly, being maximal in reliability and thus becoming the benchmark in the industry.

DIVERSITY

Diversity for us is about understanding and accepting the differences individuals have geographically, physically, intellectually, emotionally, culturally and in finding the value this diverse association brings, in order to be effective, innovative and resourceful.

INTEGRITY

Having the courage to act on convictions, upholding fairness, honesty and trust in whatever we do and being 100% when it comes to respecting processes, people and systems are the critical elements of integrity for us.

COMPASSION

Understanding the point of view of others, recognizing the effect of one's actions on others, placing high regard for human dignity and ensuring affirmative action that supports these elements is what compassion means to us.

TEAMWORK

Teamwork for us is about striving towards the common goal through collaboration while relying on each other's strength and commitment founded on mutual trust and shared values.

SOCIAL COMMITMENT

Our focus is on the positive impact we make on the communities, environment and the lives we touch. Our responsibilities extend to having the highest legal and ethical standards that coexist with our service priorities.



Roads to Operational Excellence

Dr Mir Gayasuddin Ahmed
Corporate Executive Manager
Medical and Operations

The Operations Department is the heart and center of any facility and the same is true for healthcare facilities as well. The Operations Department has the responsibility of major functions in our healthcare facilities. The department performs daily functions ranging from patient support to monitoring the day-to-day healthcare services. Hence I view it as a significant department in any healthcare institution.

Over the years, Abeer Medical Group has proved that the development of Operations Department directly corresponds to the growth of the group. The smooth and swift journey on the new roads to travel very much depends on operational efficiency.

For Abeer, the history of Operations Department is as rich as the history of the group itself. Even the persons from a variety of backgrounds ranging from lawyers, nurses and even just graduates with no prior experience in healthcare operations management were inducted into the system at a very young professional age where they started handling all aspects of the administration under the guidance of our leaders, mainly Mr Salim Rawther. It is commendable that some of them are at the helm of the operations in our facilities.

It seems that the success rate of the managers do not just depend on their skills set but mainly on their individual personalities, their own understanding of service strategies, ability to solve problems and foster their relations with the medical teams together with their aptitude to orchestrate and develop the facility for care-seeker satisfaction.

With the change in times, it is quite evident that the role of Operations Department is intensifying with more crucial and relevant responsibilities to bear. At present, the operations team is mostly involved in day-to-day affairs such as crisis management, patient problems, cancellations etc. Our team has gained versatile experience over the time and is undergoing the required development to lead. Our managers/supervisors work honestly and diligently to the best of their abilities. Still, the team needs to have a more target oriented direction and need-based training. They are to be provided with the tools to monitor key indicators relating to patient care and expected outcomes.

As a very important task, we are taking the essential initiatives to develop our team and bring it up to par with the required skills and tools to run the facility as a service leader. They are being instilled with enough knowledge to gain confidence and to understand their roles, the organization's vision, missions and values, the strategies to run the organization and the ultimate pathway to synchronize their capacities with the achievement of the envisioned goals. We are setting up such dedicated teams to take care of various activities that occur in the facility so that the Operations Manager has an efficient role in certain key departments of the facility.

Technological advancements, mainly pertaining to IT make a very important area for achieving operational excellence. In this digital age, all information related to patients, quality of treatment, referrals, admissions, patient waiting times etc should be available at a click of a finger so that the operations can work with the respective departments towards continuous improvements. For example, developing a dynamic tracker for KPIs related to patient care and business development should be a priority as it will enable the Operations Manager to monitor outcomes, develop and implement required strategies and see outturns of the implementation. Hence the managers become more involved in creative thinking, building teams and implementing solutions. This, in turn, will lead to a paradigm shift moving from a crisis-management role to a planned task-oriented one for the operations.

Offering trainings to the team in such areas as time management, communications skills and other relevant subjects so as to enhance their understanding of healthcare quality projects is in prospect. This will help them organize their work on priority bases (proactive v/s reactive roles), target the areas of improvement, follow the provided deliverables and shape their facilities towards patient safety and quality service. Hence, with the renewed understanding of their scope of work, they will be more confident and able to take team-based decisions. Needless to say, there has to be an environment of continuous education, comprehensive improvement, skill-development etc which will really encourage team-building.

Therefore, rather than dealing directly with all departmental affairs, the Operations Manager has to be escalated to a more supervisory role compared to what it was previously. The environment should favor team meetings for brainstorming, developing solutions, implementation and monitoring the results. Only then, would the team become linear and take well-timed interventions for preventing incidents with careful planning.

The performance-based appreciation programs actually recognize the individual's feats with respect to his/her peculiar professional capabilities. No doubt, it is a reward for his/her team as well for their cooperative endeavors. This provides the teams with something great to look forward to and work for and positively influences their own personalities making the goals appear with more clarity.

Through continuous teaching, skill-development, monitoring and appreciation, the current team is transforming to a more organized and motivated crew which is skilled, focused and confident and will lead the group to new heights of achievements and success. As I said in our meetings earlier this year, "Don't see a seed, instead see the possibilities....."

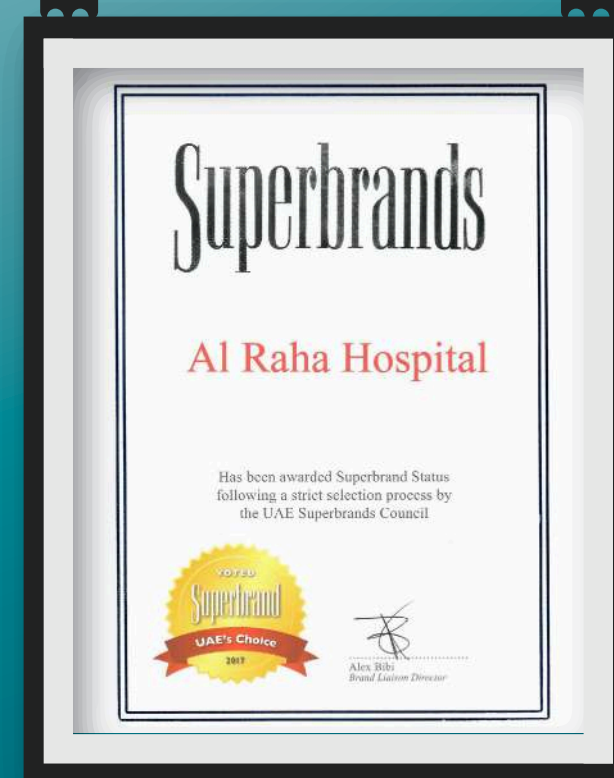
As Martin Luther King Jr. said, "I have a dream", we will continue to succeed when we continue to dream and our dreams will become realities when we have a devoted team to do so. I am sure that the operations team will make continuous improvement to rise and rise again until they achieve excellence.



Abeer THE MARK OF EXCELLENCE

Abeer Medical Group bagged the Mark of Excellence for Innovation in Employee Engagement in the HR Excellence Awards at the HR Summit and Expo organized at Dubai International Exhibition and Convention Centre, UAE.

This achievement brings immense pride and delight to Abeer family. This well-deserved recognition gives us an opportunity to spread our wings to wider horizons.



Abeer THE SUPER BRAND

The Superbrand Certificate awarded to Al Raha Hospital, run and managed by Abeer Medical Group

AL RAHA ANNUAL DAY

The Annual Day of Al Raha Hospital was celebrated with festive gaiety. The mirthful performances by the employees were teemed with scintillating colors and artistic grandeur.

Out-And-Out Thrills and Funs



Employee Engagement Events A Success Factor

Hamza Dagistani
Corporate Executive Director
Human Resources and Administration

Employee Engagement Activities in any corporate setup are conducted to generate highly motivated manpower which will give the organization a better strategic advantage. The key objectives of organizing such events in Abeer Medical Group are focused on cultivating the behavioral traits of enthusiasm, stress relief, interaction, diversity, commitment, self-motivation, togetherness and teamwork in the employees.

The department of Human Resources in Abeer is engaging the employees for boosting them to foster the culture of constant learning and development in order to retain the best talent. Our main goal is to generate a work environment where Abeer members are committed to the company's success and values and enjoy their works for an outstanding organizational growth. An engaged person exhibits inspiration, dynamism and positive energy in job where he or she can introduce meaningful changes in the work culture which in turn will reward remarkable outcomes to the organization. Such an employee, by virtue of his exquisite caliber and capabilities will act as an influential impetus for the other team members.

In Abeer Medical Group, the department of Human Resources is playing a vital role in creating and supporting ample employee engagement opportunities by building a potential, healthy and professional work environment for its existing and new recruits. In this prospective, we are preparing a productive manpower plan to attract and recruit the right talent who can meet the changing requirements of modern and fast growing business of Abeer. This adept and precisely chosen human capital facilitates the standard practice of human resource management and its objectives.

Human Resource Department in Abeer has ever effectuated progressive phases of renewal and reconstitution of its systems, processes and practices. The department possesses its own proficiency to meet the work force requirements and give opportunities to have professional and personal developments through conducting manpower development programs, induction trainings, skill-based trainings and orientation programs. A well-defined HR Policies and Practices are also helping to set a clear path for providing personal and professional guidance. In addition, we are concentrating on the preparation of a more advanced strategic agenda in developing ownership through employee incentive programs and engagements. We will be dedicated to keep up an Open Door Policy to develop employee trust and to encourage open communication, feedback or any subject of importance to an employee.

Abeer's top management is always stressing its commitment for promoting the emotional bondage in all its employees to the organization through the sense and feel of 'Abeer Family'. This is supported by the department of Human Resources through the employee engagement activates such as annual employee gatherings where all the employees get to meet each other and interact from various branches across the Kingdom. Abeer Management is always in a top interest in promoting cultural art programs, sport and game events etc like the recently organized football tournament, 'Abeer Premier League Season 5'.

Abeer's supreme strength lies in the hands of its motivated employees who are actively engaged in the developmental process of the company and most of the team members are feeling proud to be the brand ambassadors of the group.

The department of Human Resources is constantly developing robust and innovative HR Strategies which reflect in the overall business processes to lead Abeer to the position of the most preferred employer in the region.

It is to be remembered that the vibrant engagement of employees in their work, work place and work culture decides the triumphant success of their organization.





We Take Care

Dr Tariq Zafar
Corporate Manager - Patient and Family Relations

As we all know, Abeer Medical Group is creating a different expression of its department of Customer Services. For the department which is the most crucial one, thanks to its remarkable role in extending the supportive services of care, a patient, bystander or any visitor, be it a mere passerby who comes to Abeer's centers for certain information, is a "care-seeker" to whom we are privileged to serve in the role of "caregiver". This has prepared the ground for a meaningful transition of the department of Customer Services to the department of Patient and Family Relations. This change also underlines the fact that care is not at our mercy or liberality, but it's the right of everyone who approach Abeer's centers. In fact, it is the care-seekers who are serving us with worthy opportunities to serve.

It is true that every department has its own importance. As far as Patient and Family Relations Department is considered, it is in direct touch with care-seekers. This is how the department of Patient and Family Relations has been revived with the theme of a family constituting care-givers and care-seekers. Patient and Family Relations Executives are gifted with the fair job of greeting and guiding the care-seekers throughout their stay within Abeer premises. They are and often have to be receptive to the suggestions, grievances and other remarks by the care-seekers and show an attitude of politeness to support and help them where and when needed.

The framework and functions of this department are interlaced with the vital points of the rephrased vision, mission and value statements of Abeer Medical Group.

Our preeminence of care-seeker satisfaction has the following aims.

1. To get more care-seeker loyalty

This is measured using the yardsticks of quality and affordability. It's proven that organizations with high customer loyalty offer quality services in affordable pricing. The same is the motto of Abeer too.

2. To proliferate service growth

A sense of satisfaction when experienced by someone who comes for care will disseminate our values as well as their experiences in high regards, which will in turn proliferate our service growth.

3. To enhance consistence in organizational growth

4. To achieve accreditations, of Joint Commission International (JCI) and Central Board of Accreditation for Healthcare Institutions (CBAHI)

5. To increase personal and professional satisfactions

The healthier the care-seeker is, the happier the caregiver becomes.

Patient and Family Relations executives are engaged in surveys to get care-seeker feedbacks, to know how they feel about our services and to look into the areas of improvement. Similarly, these satisfaction survey results are significantly related to progressive levels of positive word-of-mouth about recommending the facility to patients. It will generate the real ambassadors of Abeer, who trust our culture of caretaking.

We have also started monitoring the feedbacks from individual care-seekers and making sure that such remarks recorded with respective serial numbers are subjected to due follow-up actions and timely resolutions. Phone call services have been continuing for the last five years with special consideration for elderly care-seekers enquiring about their health and updating to them new services and health programs which we have started.

As we all know, care-seeker satisfaction is an attitude; a real motivating factor. We, the team of Abeer are committed to provide best care and augment care-seeker delight through our distinguished services. Remember, it is Abeer's trusted care that has made all the difference in their lives!



abeer · UAE



Al Raha Hospital in Abu Dhabi is run and managed by Abeer Medical Group. The establishment of this hospital marks the grand entry of the group in the healthcare sector of UAE. The specialties of Family Medicine, Dermatology, Paedodontics, Oral and Maxillofacial surgery, Sports Medicine, Urogynecology, Pediatric Endocrinology etc have started functioning here recently. The department of Obstetrics and Gynaecology has been restructured with added facilities. Out Patient Department services are working for 16 hours on 6 days per week whereas Outpatient Pharmacy is made operational for 16 hours every day. Friday Clinics, 24-hour Emergency services etc are the other features of this hospital.

Al Raha Hospital will soon attain the position of a leading tertiary care hospital in UAE with a bed capacity of more than 150. Also, a 30-bedded hospital for Women and Children in Abu Dhabi will be dedicated by Abeer Medical Group in the near future. This hospital will be a high-end referral center equipped with ultramodern facilities, especially for the departments of neonatology, gynecology etc. The advanced feature of this hospital will be luxurious LDRP (Labor Delivery Recovery Postpartum).

INAUGURATION OF NEW HOSPITAL ENTRANCE

In order to have a clearer visibility of the hospital, a new entrance from the front side of the building has been formed. This entrance was inaugurated by Respected Mohammed Ismael Al Khouri.



Respected Mohammed Ismael Al Khouri inaugurating the new entrance of Al Raha Hospital



abeer • MADINAH

FREE DIABETES KIT DISTRIBUTION

Diabetes monitors were distributed at Abeer Medical Centre, Madinah to selected patients. Medical Director Dr Hussain Fathani handed over the machines to patients. A special awareness session was also organized on the causes, symptoms and preventive mechanisms of diabetes. Lot of patients and by standers attended the program, which received an outstanding response.



Free Diabetes Monitors distributed to the care-seekers at Abeer Medical Centre, Madinah

MEDICAL CAMPS

Two medical camps were organized recently in cooperation with the leading socio-cultural organizations in the region, KMCC and Navodaya. Each had a grand participation of around 1000 people. General health check up and vital monitoring including GRBS analysis were offered. The camps enabled so many people to familiarize with the services offered at Abeer Medical Center, Madinah. Mr Fahis Arabi Abdul Rahman, Customer Relations Executive was the chief coordinator of these camps.

SUPERFICIAL PAROTIDECTOMY

Mr Khalil-Ur-Rahman, a 35 year old Bangladesi citizen was referred to Abeer Medical Center, Madinah with a swelling on the left side of his face in February 2017. After the diagnostic procedures and required medical examinations, Dr Abrar Hussain Shah, ENT Surgeon recommended the removal of a portion of the parotid gland superficial to the facial nerve. Dr Abrar successfully performed the surgery on Superficial Parotidectomy on Mr Khalil with the assistance of Dr Shahid Ibrahim of General Surgery Department. The patient got completely recovered off his facial swelling within two weeks of postoperative period following wound healing.

This challenging surgery is not being done at any other public sector hospital in Madina except King Fahad Hospital.



Dr Abrar Hussain Shah and Dr Shahid Ibrahim performing Superficial Parotidectomy on Mr Khalil-Ur-Rahman at Abeer Medical Center, Madinah



Khalil-Ur-Rahman at Abeer Medical Center, Madinah

INFECTION CONTROL AWARENESS CAMPAIGN

The Infection Control Awareness Campaign at Abeer Medical Centre, Madinah was coordinated by Dr Faisal Rahman. It got well appreciated as a very informative and motivational event. Most of our medical and non-medical employees attended the program.



Dr Faisal Rahman speaking at the Infection Control Awareness Campaign at Abeer Medical Centre, Madinah



Insights for Productive Growth

Habeb Faizee
Corporate Finance Manager

Abeer has come a long way since the time of having a lonely polyclinic on a deserted street at Sharafiyah to a reputed medical group with branches all over the Kingdom and outside.
And, we are growing every day!
We have in our patient count, members of every hue and nationality and they come from various economic strata of the society.

Every business has its Key Performance Indicators (KPIs). The KPIs from a patient's point of view for the medical industry may include patient satisfaction, quality service, patient waiting time etc. This list of inclusive metrics has the yardsticks based on which a patient decides whether to re-visit a medical service provider or not. The regulatory authorities on their part keep a strict tab on the defined compliance norms. This is in the interest of the patient at large as it helps the patient to have confidence that he/she is in safe hands. Abeer Group has taken a head start in the process of ensuring that all these KPIs among others are met. The initiative has been taken at the top by the President, Mr Alungal himself. The President's stress on exceeding quality standards in each of his meetings cannot be undermined. His decisions keeping in view social benefits at large are the fundamentals of our success.

We at Abeer Group must not only ensure that we keep up the good work of the past but are on our toes all the time and exceed expectations. The need of the hour is to be pro-active, especially in today's economy which is truly global. We need to follow the desirable standards. Infact, we need to start setting standards for the time to come. Now is the time to leverage our advantages and make a mark and truly go global.

The key to the future lies in providing premium quality services at acceptable cost.

We all notice that the world we are living in is getting more and more expensive day by day. The question is, "Can we control cost"? The answer is a simple, "Yes". Our costs among others include the cost of pharmacy medicine, consumables and disposables, payroll costs, facility costs, selling expenses etc.

There are two elements of cost. One is the volume of consumption and secondly the cost to procure the volume. At our level of operations, the volume of consumption of various items is very high. We have seen a lot of wastages going un-noticed. This is primarily because we haven't had a robust control system.

Towards the goal to control the volume of consumption, we are in the process of developing a "Component Costing" approach. Herein at the stage of consumption, our medical staff will feed into the system the volume of inventory consumed for each OP consultation, procedure, surgery, lab test, radiology test etc. We will be setting up standards and at the end of each period the consumption of each department/individual will be compared with the standards. This will be an important criterion for 'Performance Management System', whereby overconsumption will be seriously addressed and standard consumption or innovative steps to reduce consumption will be duly rewarded. The department heads should be taking ownership of the system. Secondly, we need to take advantage of our growing consumption needs based on our ever-increasing scope of operations. We need to put the message across, loud and clear to

the suppliers that we are their primary consumers and we will frequently be ensuring our mutual loyalty. Of course, without compromising on quality, we need to have more of cash discounts, trade discounts and other contractual benefits, thereby reducing the overall cost of consumption.

Our group employs the best talents in the region. Our emphasis on procuring and retaining quality manpower cannot be undermined. Especially in the last couple of years, we have recruited top Saudi medical/non-medical experts. The quality of our services has gone up by a notch. But all this comes at a cost. We have to ensure that Abeer manpower is optimally utilized. We are at such a stage, that we need to start analysing our manpower requirements critically. Department heads need to ensure that only quality staff is retained and awarded. If there is training required, we should go ahead. At the end, Abeer Group should have the best human resource at optimal cost.

Lot of emphasis will be on marketing as we go out and showcase our brand. Though the advantage of a sustained advertising campaign cannot be undermined, it has to be ensured that the costs do not go out of hand. Utility costs which may see a huge hike because of the likely increase in tariff rate by the government need to be controlled. Sense of ownership and propriety needs to be inculcated.

With our commitment to the adage, "A penny saved is a penny earned", we will throw the ball in the competitors' court to set a standard which will be hard to emulate.

One has to bear in mind that the current scenario demands only the best in the business to survive. We have the base to be the best. We know that small healthcare centres in the Kingdom are shutting down due to greater regulatory demands that might not be met or due to improper planning arising from lack of experience. It is the right time to pick up on this scenario.

We need to get our doctors and support staff be ready to meet the demands of the business, both in terms of encouraging them to accommodate more patients in their schedule and to be more care-centric. We have come up with the concept of 'Doctor's Cap', wherein each doctor has been given a fixed number of patients to be served on a daily basis. This will ensure that the doctors are utilizing the available support services in turn consequently satisfying the patients. The thrust on serving more customers should be at no cost compromise on the quality of service provided. Our support services both in terms of lab, radiology and pharmacy need to be on their toes, by providing high quality service with no delay. This will in turn win the trust of the patients thereby positively impacting on our growth.

The ownership of Abeer Group is committed to staff welfare also. The concept of performance based rewards is being encouraged. This year onwards, it has been decided to base the benefits of the employee only on performance. The better an employee performs, the better his/her department does. The better the department does, the better the branch performs. The better the branch performs, the higher the employee is rewarded.

In short, we have a huge opportunity in front of us. It is just that we need a proactive approach with a care-seeker-centric attitude.

Technology and Healthcare Innovation

Operations Team
Dr Hassan Ghazzawi Hospital

Our team has the confidence to mount innovative steps on the ladder of healthcare excellence. Undoubtedly, we can say that the potential of our unity can accomplish positive results.

No obstacle is invincible. What matters is the organization's potential which relies on manpower and their technological sophistication. Our well-planned and smartly organized development projects upon timely implementations will catalyze quality-oriented endeavors for attaining CBAHI accreditation. Immediate implementation of digital projects will add values to the efficacy of other improvements and facilitate accuracy of statistics and guarantee objective remote supervision as well.

In a healthcare facility, technological innovations in radiology and laboratory operations are inevitable requisites for service excellence and also for income generation. The laboratory, if not interfaced with the Health Information System (HIS) will end up as a time wasting source and will be prone to human errors. An uncompromising approach in keeping up the quality standards of critical areas, with a special attention to ICU, NICU, OR etc in terms of safety, infection control, therapeutic protocols and resource utilization will take our vision forward. High quality critical areas usually have morbidity and mortality rates minimized.

It is high time our actions turned well-timed in execution. For a hospital, the departments of Quality, Safety, Infection Control, Patient and Family Relations and even Administration have to be more aligned with and adhered to time factor.

Re-distribution of staffing according to their capabilities and needs is a key factor for quick change. Proven policies and procedures available in soft and hard copies for employees in addition to job descriptions and employee privileges will add more advantages.

Evidence-based practice of therapeutic protocols for top ten diagnoses in each department will standardize the healthcare process and encourage future research. Standardizing the dress code for each specialty can reflect unique identity of the organization. Actions when get channelized with respect to the organization chart will increase productivity and minimize time waste.

Our achievements in Dr Hassan Ghazzawi Hospital to date are overwhelming. They include digital bar-coding, mini-PACS, lab interfacing, official email communication with all employees, 57 implemented policies and procedures, 14 currently functioning essential committees, restructuring of Infection Control Department, Biomedical Department, IT Department, Quality Department and Patient Education Department, improvement of patient file documentations, organization of monthly departmental meetings with action plans and educational lectures and HR achievements in the following subjects: personnel files, employee insurance, employee contracts, employee job description, employee vacation plans and many others. However, we stay optimistic to achieve many more milestones in the coming days.

Teamwork has made it all possible. The strength of the team relies on its members. The strength felt by every team member is because of their team. We are proud to be part of Team Abeer.



abeer • MAKKAH

COMMUNITY AWARENESS PROGRAM

A Community Awareness Program on Post-Natal Care of Mother and Child was organized at Saudi National Hospital in Makkah, owned and operated by Abeer Medical Group. It was for the first time such an awareness program got initiated here by the department of Gynecology. The program organized on March 15, 2017 had selected fifty patients as the invitees.

There were altogether eight different sessions in the program. The inaugural session by Dr Hassan Shabi, Hospital Director and the key note address by Dr Mahira Alungal, Internal Audit Manager were followed by the sessions 'Importance of Postpartum Care' by Dr Gulnaz Yousuf, 'Postpartum Exercise' by Dr Zainab Said, 'Breast Feeding' by Dr Shazia Andleeb, 'Contraception' by Dr Shafia Zaib, 'Wound Care' by Dr Shazia Saleem and 'How to Reduce Weight?' by Ms Uhood. Following this, the interactive session was lead by Dr Hassan Idris, which saw a very active participation of the attendees.

The second edition of this program will be held soon and the department is planning to set up a clinical facility for addressing the issues discussed in the program.



Snapshots from the Community Awareness Program organized at Saudi National Hospital, Makkah

WORLD SOCIAL WORK DAY

The World Social Work Day was observed in Abeer, Makkah region on the theme 'Promoting Community and Environmental Sustainability'. As part of the observation, the Social Work Department of Saudi National Hospital held a session on March 21, 2017 including a lecture on this topic and a variety of entertainment activities performed by the staff members.



A group interaction on the 'Scope, Significance and Necessity of Social Work in Hospitals' was lead by Dr Sayed Bosrati, Professor of Social Work Department at Umm Al-Qura University, Makkah. This fruitful session had the auspicious presence of the employees working in various departments of Abeer Medical Center and Saudi National Hospital in Makkah.



Dr Sayed Bosrati, Professor of Social Work Department at Umm Al-Qura University, Makkah leading the group interaction on the 'Scope, Significance and Necessity of Social Work in Hospitals'

WORLD KIDNEY DAY FLYER RELEASE



Popular Mappila Singer Mr Kannur Shareef officially releasing the flyer of World Kidney Day 2017 at Abeer Medical Center, Dammam

FREE HEALTH KIT DISTRIBUTION



Honorable Panakkad Sayyid Sadique Ali Shihab Thangal inaugurating the Free Health Kit Distribution Program



A care-seeker welcomed at Abeer Medical Center, Dammam with Free Health Kit

INAUGURATION OF MINI AUDITORIUM



Honorable Panakkad Sayyid Abbas Ali Shihab Thangal inaugurating the mini auditorium at Abeer Medical Center, Dammam

MEDICAL CAMPS

A series of medical camps were conducted by Abeer Medical Centre, Dammam in cooperation with various social organizations and corporate firms. Camps at Grand Mart, Lulu Hypermarket etc are a couple of these.



A snapshot of one of the medical camps organized by Abeer Medical Group in Dammam region

VISIT BY PROMINENT PERSONALITIES

Many prominent national and international personalities visited Abeer Medical Centre in Dammam. This paved the way for an increasing popularity of the centre among the common public.



Mr M A Baby, Former Minister of Kerala for Education received at Abeer Medical Centre, Dammam

EDUFOCUS MEET



A pic from 'EduFocus Meet' organized by Focus, Dammam in collaboration with Abeer Medical Centre, Dammam with an aim to give academic motivation to students



Emerging Healthcare Developments

Dr Hassan Shabi
Hospital Director, Saudi National Hospital

Day by day, the demand for fast and safe health care services is increasing simultaneously with the high level of healthcare awareness among the public. As we know, the extensive use of social media by the common people makes it challenging for the current healthcare providers to meet and cater to their high expectations.

The governments worldwide are looking for expert partners to help in carrying out quality care giving. Experts who take the responsibility of healthcare services satisfy the needs of the patient communities along with aligning their services with the requirements of World Health Organization (WHO). In the Kingdom of Saudi Arabia, the government has taken the major responsibility of healthcare services for the public and started to concentrate on quality and patient safety as mandatory requirements. These are made strictly applicable for every healthcare institution including those functioning in private sector. These institutions get licensed by the authorities concerned only on fulfilling such fundamental requirements.

We know that insurance companies are playing a major role in the strengthening of these requirements. All are aiming to provide a high quality and safe healthcare to the public.

At the same time, the development in healthcare industry is becoming very fast and enterprising. Using smart technologies needed by the patients for a perfect, timely and quality healthcare delivery anywhere, anytime, unlike the conventional ways of waiting in the queue or at the front desk, the care-giving culture is complying with renewed and refined standards.

In Saudi Arabia, modern technological developments make it easy to see and identify the advances in health and medicine. Still, more research practices have to be encouraged in the application of healthcare management and knowledge. An in-depth study of management networks is important for us to fulfill our healthcare objectives. It is the right time to understand how management networks develop and influence the spread of knowledge and practice in healthcare sector. Also, we need to know how management training and development contributes to the adaptability of healthcare organizations in challenging conditions and how such conditions play a crucial role in shaping the nature of management in healthcare.

The continued growth and success of healthcare industries are also because of the results of strong leadership in healthcare management. The dedicated leadership is proving to be an added-value that is making an impact on service outcomes and the healthcare industry every day. Integrated and experienced team of professionals supported by right leaderships is committed to create a positive impact and enhance healthcare through technology-enabled process improvement.

Technology-enabled process improvement is inevitable to optimize clinical and operational performance and for strategic optimization of services. IT-related guidelines are turning out more action-oriented for delivering speedy results. IT objectives and services have a remarkable part in deciding the care-delivery standards, culture and internal capacity of a healthcare organization. All emerging industrial trends including those in healthcare are aligning with the revolutionary transformations introduced by information and technology. Leveraging befitting tools and resources in information technology will enable us with the competence to achieve our strategic objectives.

Change is the best motivator for progress. The march of progress in our journey to excellence has to be inexorable. As far as the healthcare practices and systems are concerned, the clarion call to change is in an ever-highest pitch.



NEW DOCTORS ONBOARD

SAUDI ARABIA

| | | | |
|---|---|---|--|
|  | Dr Hussam Mohammed M Saleh Radiologist MBBS, Masters in Diagnostic Radiology Abeer Medical Center, Dammam |  | Dr Adeel Zaman Chaudhary General Practitioner MBBS Abeer Medical Center, Aziziyah, Jeddah |
|  | Dr Sohail Sarwar M Sarwar General Practitioner MBBS Abeer Medical Center, Bawadi, Jeddah |  | Dr Hina Ahmad Abdul Farooq Obstetrics and Gynecology Specialist MBBS, FRCPS in Gynecology Abeer Medical Center, Shumaisi, Riyadh |
|  | Dr Naseer Gulam Ahmed Internist MBBS, MD (General Medicine) Abeer Medical Center, Batha, Riyadh |  | Dr Sathish Gopinath Prabhu General Surgeon MBBS, MD (General/Pediatric Surgery) Dr Hassan Ghazzawi Hospital, Jeddah |
|  | Dr Azra Fathima Dentist BDS Abeer Medical Center, Madinah |  | Dr Sharafath Ali Internist MBBS, MD (General Medicine) Abeer Medical Center, Aziziyah, Jeddah |
|  | Dr Ghada Abdelaziz Khedr Clinical Pathologist MBBCh, MSc (Clinical and Chemical Pathology) Abeer Medical Center, Madinah |  | Dr Abdelmohsen Elshikh Anesthesia Consultant MBBCh, MSc, MD (Anesthesia) Dr Hassan Ghazzawi Hospital, Jeddah |
|  | Dr Hoda Mahmoud Hebish Pediatrician MBBS, Master Degree in Pediatric Medicine Abeer Medical Center, Bawadi, Jeddah |  | Dr Rehana Majeed Gynecologist MBBS, FRCPS (Gynecology) Abeer Medical Center, Bawadi, Jeddah |
|  | Dr Suphiya Muhammad Obstetrics and Gynecology Specialist MBBS, MS (Obstetrics and Gynecology) Abeer Medical Center, Sharafiyah Jeddah |  | Dr Hemavathi Ballal Gynecologist MBBS, MD (Gynecology) Abeer Medical Center, Batha, Riyadh |
|  | Dr Praveen Kumar Pulmonologist MBBS, MD Abeer Medical Center, Batha, Riyadh | | |

abeer · RIYADH

DENTAL CAMP

A Dental Camp was organized by Abeer Medical Group, Riyadh region at Al Alia International School located at Malaz near Batha. To create awareness on Oral Hygiene among the students of the school was the key objective.

OPHTHALMOLOGY CAMP

The camp was conducted at Abeer Medical Center, Batha in association with Lions Club, Riyadh. Free eye checkup for school students was conducted and Lions club distributed discount coupons for lenses to the needy patients.



RENAL HEALTH AWARENESS PROGRAM

An awareness program on Renal Health was conducted at Sri Lankan Embassy in collaboration with the Colombo-based charitable foundation MEI (Motivation Encouragement and Inspiration) for Sri Lankan community members. The event was inaugurated by honorable Sri Lankan Ambassador His Excellency Mr Azmi Thassim.



GENERAL HEALTH AWARENESS PROGRAM

This event was organized for the employees of Best Way Taxi Services. The awareness session was handled by Dr Balachandran working at Abeer Medical Center, Shumaisi.



KIDNEY CARE CAMP

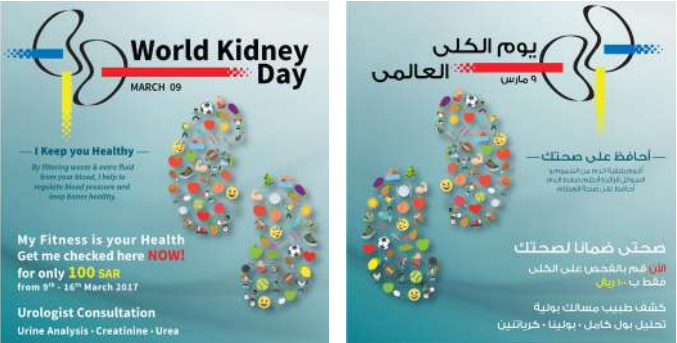
Kidney disease usually progresses silently, often destroying most of the kidney functions before causing any symptoms. Initiatives for creating social awareness on the early detection, cure and prevention of renal disorders are being done by Abeer Medical Group, mainly through Kidney Care Exhibition.

A Kidney Care Camp organized in association with 'Focus Riyadh' at Sanaiyah in Riyadh on February 24, 2017 gained wide public attention. The total visitors who came were more than 500. Free diagnosis of kidney diseases was offered in the camp which was volunteered by 40 employees of Abeer, Riyadh region.



WORLD KIDNEY DAY OBSERVATION

World Kidney Day was observed in all branches of Abeer, Riyadh region from March 09 to 16, 2017 with a discounted price for Kidney Checkup and Urology Consultation.



MEDICAL CAMP

The camp was organized at Al Bilad Mall in Rawdah region with the services of an Internist and Dermatologist along with other staff members of Abeer Supreme Medical center.





EMPLOYEE HANDBOOK



Mr Alungal Mohammed, President and Mr Hamza A Dagistani, Corporate Human Resources and Administration Executive Director unveiling the Employee Handbook of Abeer Medical Group, Saudi Arabia.

EMPLOYEE HANDBOOK RELEASED

A handbook which is a one-stop information point containing vital guidelines about the benefits, services, policies and procedures essential for the professional development of all employees working in Abeer Medical Group, Saudi Arabia got released. The first copy of the Employee Handbook was received and acknowledged by Mr Alungal Mohammed, President from Mr Hamza A Dagistani, Corporate Human Resources and Administration Executive Director.



Mr Alungal Mohammed, President acknowledging the receipt of the first copy Abeer Medical Group's Employee Handbook for Saudi region.

AL RAHA HOSPITAL, ABU DHABI



Dr Nagi Mostafa Ahmed Amer
Anesthesia Consultant
Head of Anesthesia and
OT Bachelors in Medicine
Masters in Anesthesiology



Dr Rania M I Aburahma
Internal Medicine Specialist
MBBS, Arab Board in Internal Medicine
MRCP



Dr Akshaya Ashok Kulkarni
Oral and Maxillofacial Surgery
Specialist and Implantologist
BDS, MDS (Oral and Maxillofacial
Surgery), Fellowship in Cleft Lip and
Palate Surgery



Dr Noha Mohammed Ghoneim
Dermatology Specialist
Bachelors in Medicine
Masters in Dermatology



Dr Neha Bhargava
Paedodontic Specialist
BDS, MDS (Paedodontics)

ABEER MEDICAL CENTRE, DOHA, QATAR



Dr Tanveer Nawab
Pediatric Specialist
MBBS, MD (Pediatrics)



Dr Heba Ahmed
Dermatologist
Bachelors in Medicine, MSc
(Dermatology)



Dr Jayaprakash Boyapati
Internal Medicine Specialist
MBBS, MD (General Medicine), MRCP,
Fellowship in Medical Oncology and
Clinical Immunology



Dr Chandrashekar M
Pathologist
MBBS, MD (Pathology)



Dr Maria Colavita
Urogynecology Consultant
MBBS, MD (Specialized in Gynecology
and Urology)



Dr Baby Sailaja
Periodontist
BDS, MDS (Periodontics)



Dr Mohnish Singh Basur
Orthopedic Surgeon
MBBS, DNB, MRCS, Fellowship in
Knee Surgery and Sports Medicine



Dr Sreenivasa Moorthy Badrinath
Dermatologist
MBBS, MD (Dermatology)



Dr Rania Mhd R A Abdelhady
Radiology Specialist
Bachelors in Medicine
Masters in Radiodiagnosis
Diploma in Hospital Management



Marketing and Business Development in a New Scenario

Manzoor Elahi
Marketing and Business Development Supervisor

2017 is a challenging year for Abeer Medical Group's department of Marketing and Business Development. In the light of the new governmental regulations, we are to confront with a challenging scenario. Yet, the possibility of a new approach towards innovative marketing and business trends can never be set aside.

The target of 50% service increase set by our President, Mr Alungal Mohammed for overall group is an impetus for ameliorating our plan of action. When we talk about increase in terms of service, then we need to increase care-giving potential in all our centers by doing various marketing activities to attract new patients and to retain the existing patients.

There are certain challenges in 2017 for Marketing and Business Development Department which are due to the new regulations which will be surfaced during the 3rd quarter of the year. The speculations are that it will affect the financial normalcy of the expatriate populaces and there are possible chances for a reduction in their population.

If there is such a reduction in the population of expatriates, then we have to implement new ideas to attract new patients and focus on providing the best services which we are known for in the health industry.

The manifold health awareness campaigns and healthcare-related observations focused on the preventive and predictive aspects of healthcare conducted in our centers every month have started driving new care-seekers. Also, through the wide-ranging rebranding initiatives, Abeer Medical Group is riding on a wave of promising healthcare delivery coupled with quality and affordability.

As Abeer is undergoing transformation with the new identity and the process is expected to complete with in the end of 2nd quarter, it is our main focus to spread the awareness that this change is for a smoother advancement and to restrengthen the confidence of our existing patients by giving them the best care and services in the health care industry.



Ambulance of Abeer Medical Group with the rebranded identity

Digital Marketing, particularly through social media will be the main focus of our strategy. This area was remaining untapped or dormant for some while. We surely have a fair chance of succeeding, if we use new and innovative ideas to market and promote our services through digital and social media channels. The reach

thus will be maximal due to the surge of digitalized trends and technologies in the recent years.



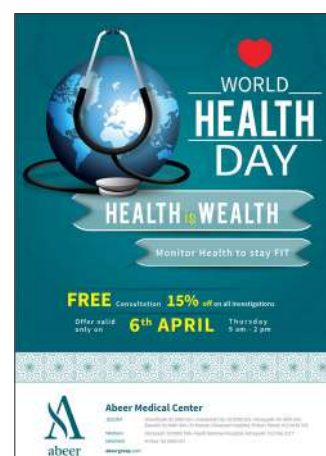
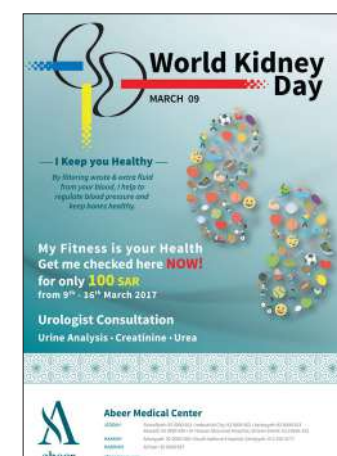
Pharmacy carry bags with the new brand icon of Abeer Medical Group

As a group we are also committed to our society and we conduct lot of activities like free medical camps for laborers, free consultation, discounts on investigations and distribution of free medical kits for the needy patients.

We have ample ways of marketing. But the best and most effective way is Internal Marketing. We can do it by providing the best services in all departments and make our team feel happy in being part of Abeer family.

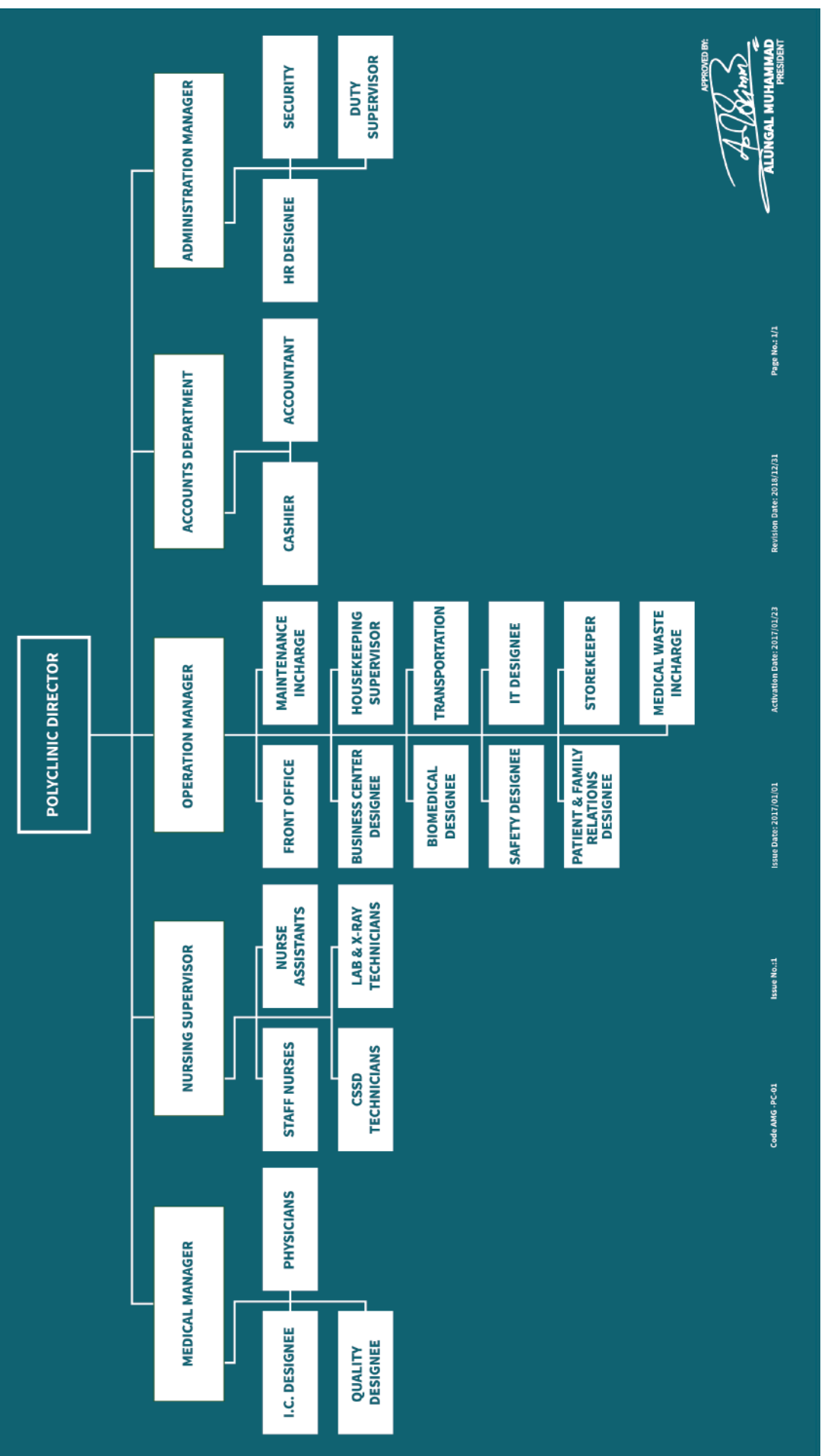
As Abeerians, it is the duty of every individual to give the best of their knowledge and expertise for the optimal promotion of the organization in healthcare sector. In view of the major role played by the Department of Operations in ensuring the delivery of the finest care-giving, a coordinated effort with them is imperative in ushering in the new waves of change. What we are currently doing is good, but there is always immense scope for improvement. We also have to upgrade and enrich the art of caring.

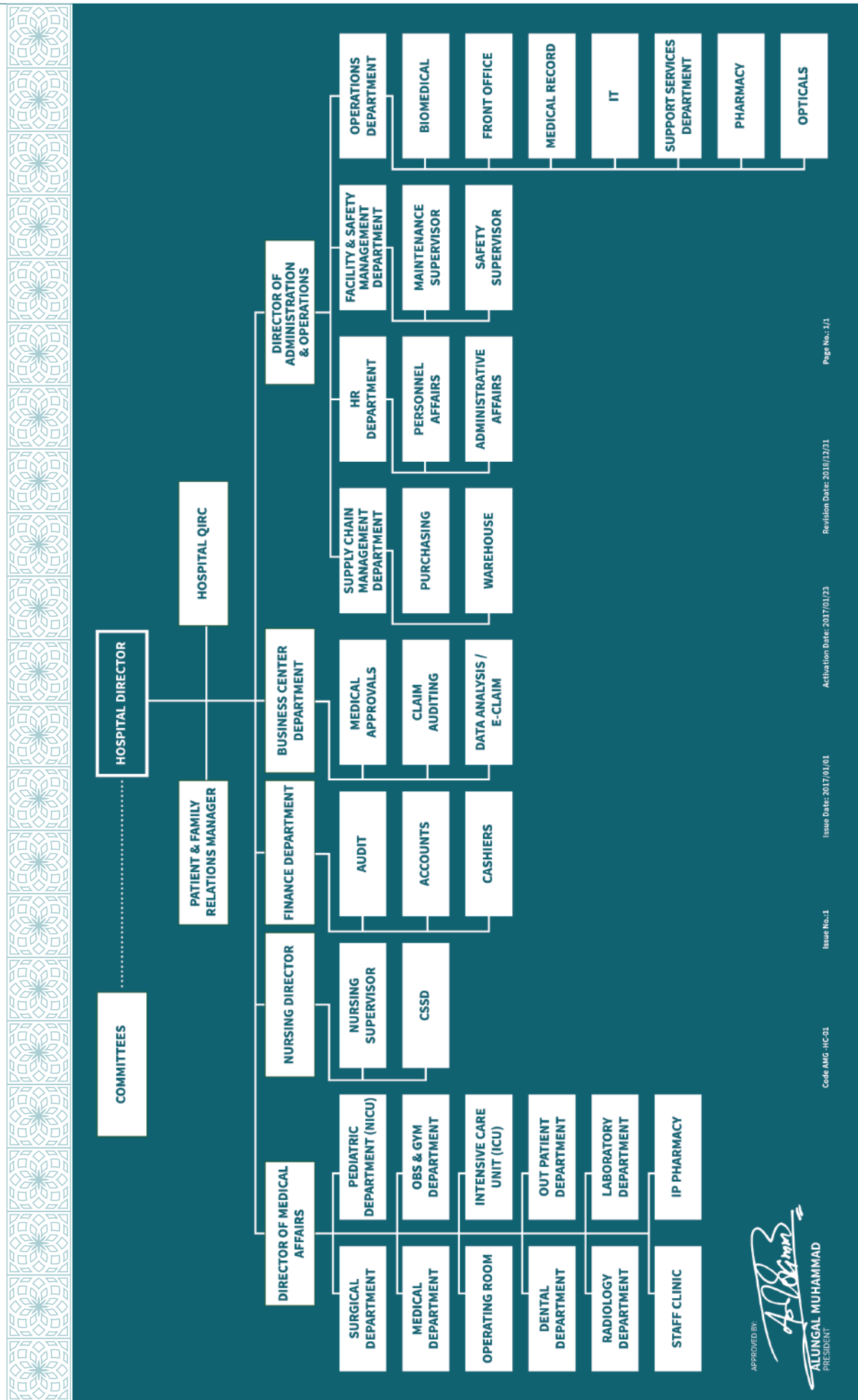
For us, it is highly important to win the trust and preference of the care-seeker communities by giving them supreme services which will remain with them as memorable experiences.



Materials released by Abeer Medical Group for promoting free checkups in connection with the observations of World Kidney Day and World Health Day, 2017

ORGANIZATION CHART - POLYCLINIC





Renewed Structure for Refined Standards

Danish Ahmed Qadri
Corporate Affairs Manager

For any company to function properly, there needs to exist a strong framework around which the group is organized. It serves as an operating manual that tells members how the organization is put together and is expected to work.

The structure type that fits best keeps changing as an organization grows. We've come a long way since 1999 when Abeer started with a few people and we now find ourselves ready to enter a new era of greater growth and expansion; with greater opportunities in healthcare across the GCC countries and elsewhere.

We now have a fast growing group of motivated colleagues and greater opportunities ahead of us. In order to provide the best experience to our employees and the highest quality services to our care seekers we realized that a reformation of our structure is necessary. We are delighted to present our new corporate and branch organizational structure that will support us in our growth and drive greater efficiency by streamlining the group's leadership and communication and increasing operational agility.

As previously announced, Dr Meshal Mohammed Al Sharif, Dr Jemshith Ahmed and Mr Jabir Valiyakath are the Vice-Presidents for Medical and Operations, Strategic Planning and Finance and International Business respectively, all reporting to the President, Mr Alungal Mohammad.

Unlike the conventional hierarchy which typically sees one-way communication and only a few hands at the top with all the information and authority, our new organizational structures seek to clearly define and strengthen the collaboration by linking numerous individual departments to optimize their interactions in order to accomplish the broad-ranging missions of Abeer Medical Group.

The new organization structure empowers Abeer's manpower through a shared vision and team-centric approach. It is designed to help people in getting things done promptly. The structure will ensure a strong focus on communication and collaboration. It is geared to make our working style more receptive, adaptive and generative with a greater attention on meeting the needs of all our stakeholders.

The structures, at the corporate and in both the hospitals and the polyclinics will be supported by permanent or ad-hoc teams like steering committee, task forces, coordinating committees etc that will share common goals or work together around broad objectives.

I am sure, you all will be able to comply and adapt with the new structures.

Let's continue to work together towards a common vision of achieving global preference in healthcare through our distinctive services based on excellence and reliability.



