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Official Newsletter of Abeer Medical Group

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WHERE WE ARE
THE TIME TO ASSESS



23



18

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22

What's Inside

ABEER, UAE
page 28 - 32

ABEER, QATAR
page 33

ABEER, OMAN
page 34

ABEER, INDIA
page 35

**DESIGNED TO CHANGE THE
GLOBAL HEALTHCARE PARADIGM**
Dr (MAJ) Dinesh G K
page 36

**SPECTRUM OF MODERN
HEALTHCARE**
Gopi Nedungadi
page 37

EMPLOYEE OF THE MONTH
page 38 - 39

NEW DOCTORS ONBOARD
page 39

GUINNESS WORLD RECORD
page 40

PRESIDENT'S MESSAGE
page 3

EDITOR'S DESK
page 4

**GLORIOUS YEARS,
PHENOMENAL FEATS**
Salim Rawther
Abdul Samad
page 5

**REFINE, REDEFINE
LET'S REAP!**
Jayan K
pages 6 - 7

**HOLACRACY: THE FUTURE OF
MANAGEMENT SYSTEM**
Abdul Razak
page 8 - 10

**INFECTION CONTROL PROTOCOLS:
NEED AND IMPORTANCE**
Dr Ahmed Ramadan
page 11

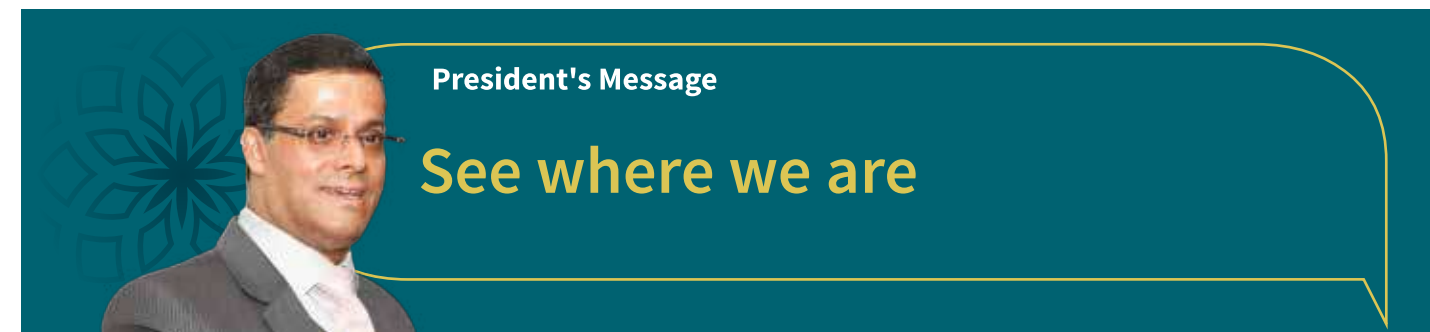
**ABEER ANTI-SMOKING
CAMPAIGN 2017**
page 12 - 21

TOP CEO CONFERENCE
page 22

**MALAYSIAN MINISTER
VISITED ABEER**
page 23

IT'S A CALL FOR CHANGE
Uzma Siddiqui
page 24

ABEER, KSA
page 25 - 27



All organizations take a keen eye on evaluating their human resource capacity. By way of assessment or appraisal, they mean evaluating the employees in action and the systems in operation. This inevitable process helps to find pragmatic measures for quality enhancement and efficiency growth of the organization.

In my view, equal or more importance has to be given by the top management to periodic self-assessment; I mean a regular monitoring to see whether the endeavors meant for achieving the short-term and long-term goals are rightly taking place. Only this can open the door to new strategic plans and operational modalities.

Evaluation is mostly seen being done on the past. However, spending your time too much chewing over the flaws and failures of yesterdays will lead to more disappointments. I second the corporate practice of critical performance introspection, but the interest has to be more on reflecting the possibilities of tomorrows. This exercise empowers the assessment process rigidly aimed at productive performance revitalization, which will assuredly bring better results. The theory of evaluation thus shall be "what gets measured gets produced".

I must say that the meetings and workshops being held at the branches of Abeer and corporate level serve this purpose. I would like to specially mention here the significance of the performance evaluation meetings and workshops conducted for the unit heads, which are enthusiastically welcomed by our team.

By taking a retrospective assessment of 2017, I can gladly say that the year has been eventful and wonderful. Abeer's core mission sticking on the need for educating and making aware of the public on the preventive and predictive dimensions of healthcare was successfully accomplished mainly through the multifaceted awareness campaigns. The events in connection

with the Anti-smoking Campaign and the Guinness World Record breaking Diabetes Campaign gained a grip in the public owing to their nature of social commitment in shaping a healthy humanity.

Since the official declaration of Saudi Vision 2030 and its various objectives, Abeer has been eagerly intense in deploying its resources meaningfully for the accomplishment of the national transformation. The service growth of a healthcare organization like ours in reviving a fit and healthy humanity that is well knowledgeable and aware of salutary lifestyle habits is very important in this context.

"Evaluation is mostly seen being done on the past. However, spending your time too much chewing over the flaws and failures of yesterdays will lead to more disappointments."

Assessing how far-reaching we are with respect to our initiatives in constructing a fit and robust future world is truly important. Let me exhort my whole team to contribute their best for this.

Let's see where we are, and where we are to.

Wishing the best,

Alungal Mohammed
President

"Since the official declaration of Saudi Vision 2030 and its various objectives, Abeer has been eagerly intense in deploying its resources meaningfully for the accomplishment of the national transformation."



Every employee is engaged in a creative or constructive field of activity. No matter what his or her type of work is and whether it bears fruit or not, a sincere attempt can often be witnessed with them. Streamlining their work is very important as it will enhance productivity and foster development.

Here comes the role of appreciation in bringing the desirable outcomes. A word of appreciation or a positive gesture of recognition can make a big difference in bringing out quality output from an individual. It's important that we make sure that this 'appreciation culture' is inculcated in our team.

An art teacher once told me so excitedly that she was just blissed out to see how her words of appreciation inspired a kid's brush of stroke to paint wonders on the canvas. I then realized the value of those five most important English words, "You did a good job".

Instead of using negative expressions like, "bad", "not good", "rubbish" etc, why don't we say "You can do it better", "There is scope for improvement, and you can do it" and so on? Such expressions when coupled with the right guidance on what that is really expected will route the results through the right track.

Imagine a night sky full of stars which have no shine at all; can we enjoy the stellar charm of the sky? We can never. Likewise, a person if not recognized properly or appreciated rightly for his or her attempts will produce lackluster results. Low-powered and less-motivated employees can badly affect the whole system of any organization as they have nothing to give from their energies. They simply go through the motions and do things just for the sake of doing.

Nevertheless, a highly flourishing organization needs energy-driven and highly motivated employees who apply their hearts instead of hands. To engender such a vibrant workforce, appreciation is a must! By doing so, talents will become assets, and you will see a starry constellation in place of employees. Remember that the little things we see and enjoy today may grow and become the wonders of tomorrow.

At the same time, we should not forget to appreciate and acknowledge the beautiful world around us and the mightiest blessings in it. It should be poured from our inner selves in our prayers, meditations and divine remembrance.

Also, the power of self-motivation should be realized by every one of us. Even though you are engulfed in an ocean of praises and recognitions, don't forget that the best source of your appreciation is yourself! The greatest appreciation comes from within, which perpetually boosts your confidence and optimism. This sense of self-motivation transforms you as a potent professional and powerful individual.

Come on. We shall appreciate the world around and within us!

Cheers,

Azeem Sait

Corporate Communications Officer

"Low-powered and less-motivated employees can badly affect the whole system of any organization as they have nothing to give from their energies. They simply go through the motions and do things just for the sake of doing. "



Abeer Medical Group owns and occupies an unswerving position in the healthcare arena of the Middle East now. This achievement is on the grounds that the top brass of the organization have always had a keen interest in the constant exercise of revamping quality and service standards. With a rigid aim on preserving Abeer's eminence as a healthcare group par excellence, the management is often seen beating their brains out to turn over a new leaf and elevate the organization to higher levels.

Since the beginning in 1999, Abeer has been winged by the twin towers of strength, Salim Rawther and Abdul Samad. Looking back at the eventful, momentous times of past, they feel elated by the outcomes over the years. "We've longer roads to take and many more destinations to reach"; they think. This is a precise account of their retrospection, in other words, a reflection of an inspirational journey to success.

When we started in 1999, it was a 30 member team; a very small team of medical and non medical professionals as compared to the present. We had only limited number of specialties then, comprising General Surgery, Obstetrics and Gynecology, Orthopedics, Internal Medicine, Ophthalmology and Dentistry.

Sharafiyah in Jeddah, where our first medical center was established had been a deserted region; a wasteland in every sense during the nineteen nineties. Advent and growth of a high end healthcare facility was a barren thought then – absolutely, an unproductive idea. Hardly anyone was confident of the success we bagged in the later years.

Today, Khaled Bin Al Waleed Street near Sharafiyah is a well-known commercial street in Jeddah. It is a truth that the industrial growth and business development in this region were all followed by the advent of Abeer.

Despite the struggles and challenges in the first six months, Abeer shifted to the right track in the second half of the year, followed by the group's grand run on the fast track of healthcare business sector. We started receiving an enthusiastic support from native public and the mixed public from various nations who all flocked into Abeer's first polyclinic with their families.

With deep admiration and sincere gratitude, we remember Dr Hussain Khoja, the then Medical Director. His farsighted visions and supportive guidelines were remarkable in the developmental phases of Abeer. Also, we are ever thankful to the small, but substantial team of doctors efficiently overseen by Dr Abdurahiman Ambadi.

Gradually, we grew in quick stages. New doctors and healthcare professionals from other countries joined Abeer. Some of the specialties we introduced during that time were the maiden launch in the region. This contributed to the headmost position of Abeer among the polyclinics in the Kingdom of Saudi Arabia. Equipped with the facilities for CT Scan, Mammography, BMD Test, Echocardiography

and others, we were perfectly in place to cater to the wide-ranging needs of the care-seekers.

We adhered to, and still adhere to the policy that no healthcare need should be left unaddressed in our facilities. To address all such needs,

we were in liaison with other healthcare facilities including four major hospitals in the city. The readiness of the management in this regard was highly appreciated. This rewarded Abeer with an outstanding impression of an advanced medical center catering to all patient needs. We became a referral clinic for other smaller clinics too.

Following the establishment of a chain of advanced medical centers, two hospitals, Dr Hassan Ghazzawi Hospital and Saudi National

Hospital were taken over by Abeer in 2010 and 2011 respectively. The latter is renowned as the first hospital in the private healthcare sector of Saudi Arabia.

It is all because of the devotion to work shown by our doctors, healthcare professionals, operations team and others, Abeer is what it is. Retention of care-seekers is as equally important as increase in their number. Different business development strategies, marketing campaigns, service improvement methodologies, induction of ultra modern trends and sophisticated technologies etc can lead up to the manifestation of Abeer as a world-class health provider in the near future. Soon-to-be-opened facilities like Dialysis Center, Cath Lab, MRI Unit and others are expected to draw more patients to Abeer.

With pride, we can say that all healthcare services we have operated and rendered so far have been well accepted by the people in the Kingdom. We respect the laws, rules and regulations of this noble land where the seed of Abeer was planted 18 years ago. That seed germinated and has grown up as a tree which is expanding the roots and widening the branches now.

Let this tree bear innumerable fruits.

May God bless!

REFINE, REDEFINE

Jayan K currently oversees all facilities of Abeer Medical Group in his capacity, Vice President – Projects & Business Development. A dynamic professional having an awesome track record of 15 years with the leading players in the healthcare scenario of the Middle East in setting up and establishing healthcare facilities across the GCC and India, Jayan's versatile experience and fecund visions are sure to catalyze the growth of Abeer. His pioneering leadership played a crucial role in the execution of more than 10 hospitals, 25 medical centers and nearly 50 pharmacies so far. In a decade, he established two major healthcare organizations in the Middle East.

"Jayan is bringing off innovative and impressive attempts to realize groundbreaking transformations in the growth trajectory of Abeer."

The Process Reengineering Strategy he executes in Abeer involves creative action plans meant for the precise analysis of the existing processes and workflow and their vast and wide restructuring to achieve significant improvements in productivity, cycle times and quality. The strategy that has been conceived to tour through different phases and stages, is expected to navigate Abeer Medical Group to the intended target point on the maturity roadmap.

Through a series of team meetings and workshops mainly with the operations team, Jayan is implementing a stable, systematic and an effectively engaging approach which accommodates knowledge, tools and resources for the agile, efficient, competitive and sustainable growth of Abeer Medical Group as one among the most sought-after healthcare providers in the GCC and India.



Snaps from a recent Operations Management Workshop lead by Jayan K

Let's REAP!

Jayan K
Vice President • Projects and Business Development

Dearest Abeerians,

I am extremely proud and honored in being associated with Abeer Family. It's a great feel and it's going to be a great experience for me.

Over last 17 years, the hard work done by our leader to achieve a noble vision is highly respectable and commendable. Without having commitment, devotion and hard work of all members in this group, it couldn't have created today's remarkable position. Today, Abeer is one of the most sought after healthcare destinations in the Middle East.

The path travelled so far has not been easy at all, but the journey appears fabulous. The path ahead is challenging for us with many more milestones to achieve.

Present Market Reality

The private healthcare market is becoming unpredictable in its nature, especially in KSA. Creating predictable business goals in this market is going to test our limits of imagination and accuracy of thought process. Forecasts indicate that many established bigger competitors are eying this market and entering here with ambitious plans to tap the untapped potential of the nation. The market is getting mature very fast. The future is with those who are capable to upgrade themselves, those who are fast and accurate in their actions, those who are highly competent in innovation, and those who are extremely good in making their customers feel delighted.

Can we face it? Yes, we can.

We need to be more organized, more innovative and more customer centric. We thoroughly need to evaluate and identify our strength and weakness. We need a plan to move further; a comprehensive but challenging road map.

Vision 2022

We are working on Vision 2022 for our operations in GCC and India. An ambitious and remarkable road map is on the anvil and is ready to roll out in a few months' time.

To achieve the vision, we need to make ourselves armed and equipped with expertise and structure. To fine-tune our systems and build up further from the existing structure, we are starting a Change Management Plan. The project, REAP (Re-Engineering Abeer's Productivity) which has just been rolled out gives us a great impetus to move ahead. The project is aimed at the examination and redesigning of the business processes in all levels to achieve a dramatic improvement in performance, productivity and quality.

Fast track yourself!

Obliterate unproductive managerial layers, wipe out redundancies, and remodel processes with a different approach. REAP is redefining and redesigning our existing systems for enhancing the overall organizational performance. Our systems need to sync with our long term missions and goals. We need to look beyond the defined boundaries. We need to bring in vibrant changes. It's a game of transformation.

We need to be more innovative to survive and grow further in this pace of competition. We need to undergo huge lot of changes in terms of operational streamlining, business development, quality, customer satisfaction, employee satisfaction, branding and many more. We need to strengthen our arms to win this battle.

Until and unless every member in this family sees the whole picture, contributes and upgrades him/her to be ready to face such challenges, the goal cannot be achieved. It also brings in huge lot of opportunities of growth for our employees.

The expected results are increased effectiveness, reduced overall cost, meaningful work for staff, improved organizational approach, business growth etc.

Let us take it as a challenge. This change is essential for our survival as well as growth. Let it be our soul and passion.

Come. Let's do it together.
Let's REAP!



“People have lots of ideas on what we should do, but we don’t do it.”

Going forward, Abeer in its evolving phase is ultimately targeting to be a Holocratic Organization. Instead of the phenomenal evolution process, we are thinking of a conscious change management approach which may last for a period of 5 years and continue.

In this article, I would like to give some highlights about the new management system which is going to be the better way of working and the future of management system globally – ‘Holacracy’.

The concept was invented by Mr Brian Robertson 10 years back but companies started adopting this only from the mid of this decade. Management experts and a few successful corporate organizations have already realized the potential of the system earlier and started effectuating the same.

Evolving Organizations

It is becoming increasingly apparent that the structure of modern organizations is at odds with the chaotic, fast-changing reality of today’s world. Corporations still tend to be built on an industrial-age hierarchical model that seeks to achieve stability and success through centralized control and up-front planning. It’s a model that was effective in the simpler times for which it was designed, but as Management Expert Gary Hamel points out, “the world is becoming more turbulent than organizations are becoming adaptable. Organizations were not built for these kinds of changes.”

In our post-industrial world, organizations face significant new challenges: increasing complexity, enhanced transparency, greater interconnectedness, shorter time horizons, economic and environmental instability, and growing pressure to be sustainable and ethical and high demand of generational intelligence. The top-down, predict-and-control structure often fails to provide the agility desired and needed in this landscape of rapid change, and it rarely ignites the passion and creativity of the workforce comprised of 5 generations, in the way peer-to-peer networks are igniting the marketplace. The structure of our organizations is ripe for reinvention, and a few creative companies’ thinkers are taking up the challenge. “Today’s most disruptive organiza-tions,” observes Aaron Dignan, CEO of Undercurrent and author of Game Frame, “are beginning to organize around a new pattern: the ability to evolve in real time.

Among various attempts to replace top-down management with a peer-to-peer model that balances hierarchy and collaboration, is Holacracy, a proven management system currently used by Zappos, the David Allen Company, Precision Nutrition and hundreds of more courageous and visionary organizations worldwide.

Holacracy is a complete, packaged system for self-management in organizations. Holacracy replaces the traditional management hierarchy with a new “peer-to-peer operating system” that increases

transparency, accountability, and organizational agility.

Through a transparent rule set and a tested meeting process, Holacracy allows businesses to distribute authority, empowering all employees to take a leadership role and make meaningful decisions

A Better System for Authority Distribution

Holacracy offers a new “social technology” for governing and operating an organiza-tion - one that authentically distributes authority, and embeds flexibility and self-orga-nization into the rules and processes through which the organization structures itself and goes about its business.

Understandably, many business leaders have reservations about shifting to a more distributed power structure, fearing that they would be failing in their fiduciary respon-sibility by allowing their organizations to descend into leaderless anarchy. Many find the idea of self-organization appealing, but self-organization doesn’t happen by itself. It requires smart, conscientious, forward-thinking leaders who know that authoritarian control is not the best recipe for success. Obviously, leaders can’t afford to abandon structure altogether, and anyone who has tried running an organization by consensus knows that it can be cumbersome at best. In Holacracy, top-down leadership is replaced with a robust and comprehensive process that keeps everyone aligned and unified as they navigate the complexity of their daily business.

Holacracy includes the following elements:

- A constitution, which sets out the “rules of the game” and formally redistributes authority
- A new way to structure the organization and define people’s roles and accountabilities
- A unique decision-making process for updating those roles and their areas of authority
- A meeting process for keeping teams in sync and getting work done together

More Organic in Structure

Holacracy replaces the traditional pyramid-shaped management hierarchy with a struc-ture based on the idea of holarity. A holarity looks like a series of nested circles. Each circle (i.e. team) is made up of a set of roles, grouped together around a specific function—whether it be a specific project team, a department, a support function, or a business line. Some circles will contain sub-circles, and all are contained within the largest super-circle, usually called the “General Company Circle.”

Again, each circle is a holon—both a self-organizing entity in its own right, and a part of a larger circle. As such, it has autonomy and

authority to manage itself, but must also coordinate with other circles in the system. This allows companies using Holacracy to have both alignment and agency without the typical pathologies of “leaderless” groups or autocratic micromanagement.

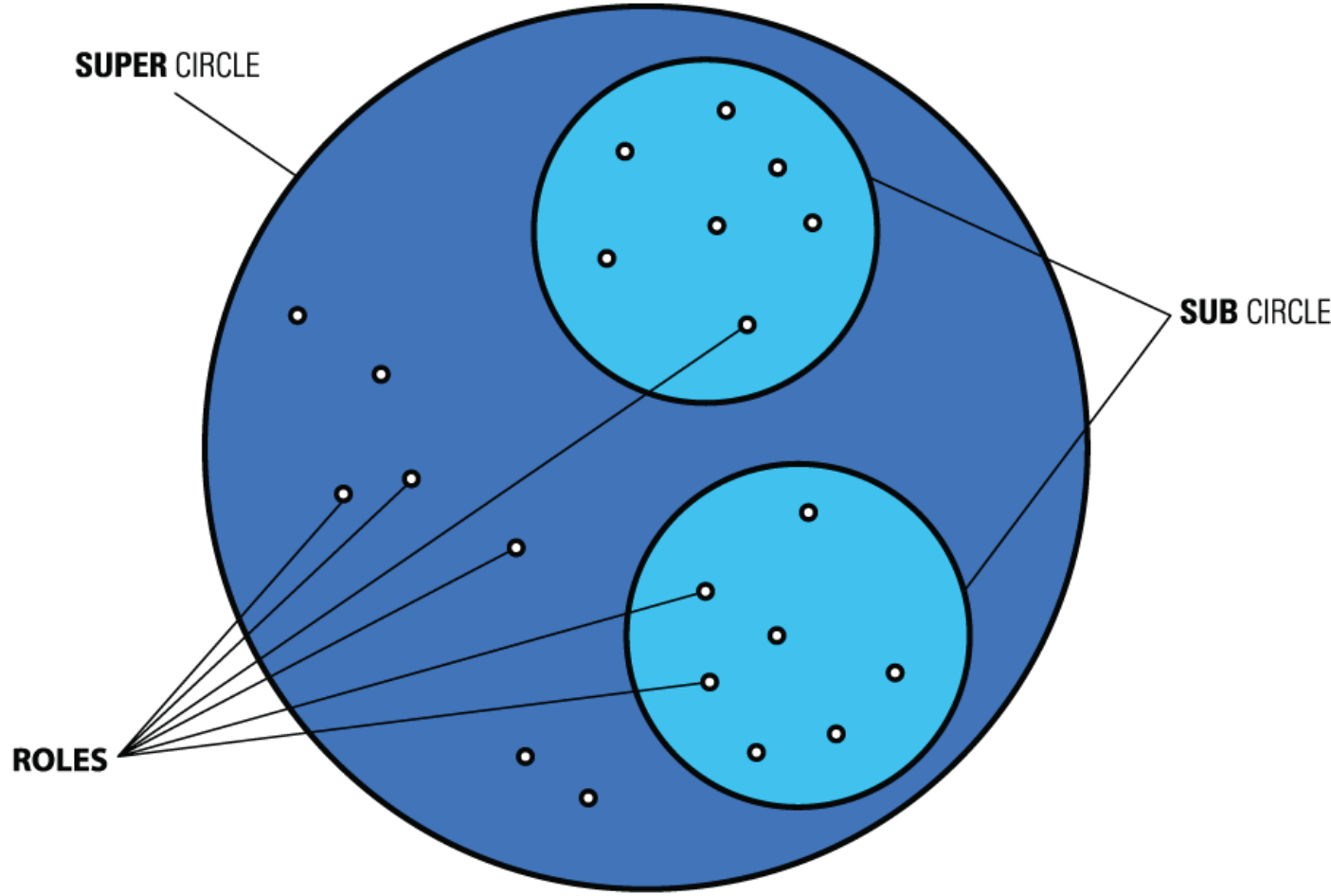
Peer-to-Peer Governance

In conventional organizations, “governance” tends to happen only at the top, among the board of directors or the executive team. Typically, the organizational bylaws (or equiv-alent) formally vest the power of governing the organization’s operations with a single leader—a CEO, president, or managing director. Job descriptions, reporting structures, and responsibilities are handed down from on high, and often have little relationship to the reality of the day-to-day running of the company.

One of Holacracy’s most significant innovations is making governance something that happens at every level of the organization. Governance is no longer the function of the leadership, but becomes

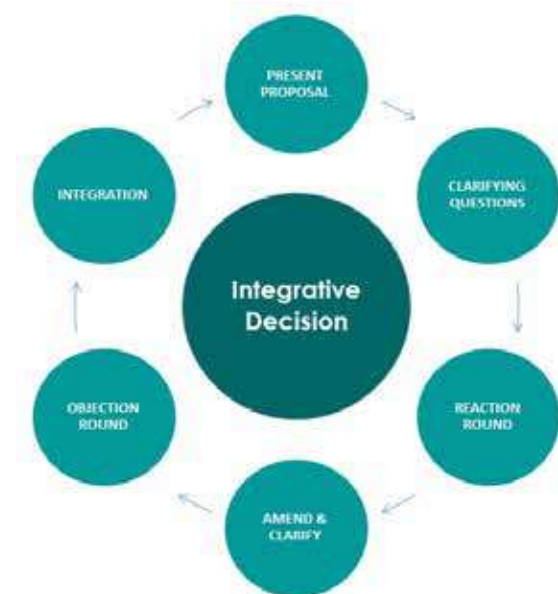
an ongoing process that happens in each circle, during regular “governance meetings.” Holacracy thus takes some of the organizational design functions that traditionally reside with a CEO or executive team and places them into peer-to-peer processes that are enacted throughout the organization, with everyone’s participation.

Holacracy’s approach to governance is tension-driven, meaning that issues are added to the agenda when any team member senses “a gap between how things are and how they could be.”A tension could be a problem—something that’s not working—or an opportunity that is not being harnessed. In governance meetings, typically held monthly, team members can raise specific tensions around roles, accountabilities, decision-making authority, and ex-pectations of each other. These tensions are “processed” using a very specific “integrative” meeting format to gather and consider each circle-member’s input, without relying on a sin-gle leader to arbitrate or needing to come to consensus (see the figure below) The process is facilitated by an elected facilitator following the steps set out in the Holacracy constitution.



We’ve been using Holacracy in the Conscious Capitalism, Incorporated Executive Team for nine months, and the effect that using Holacracy has had on our small organization is extraordinary. It’s incalculable.

-Jeff Klein, Member of the CEO team of Conscious Capitalism



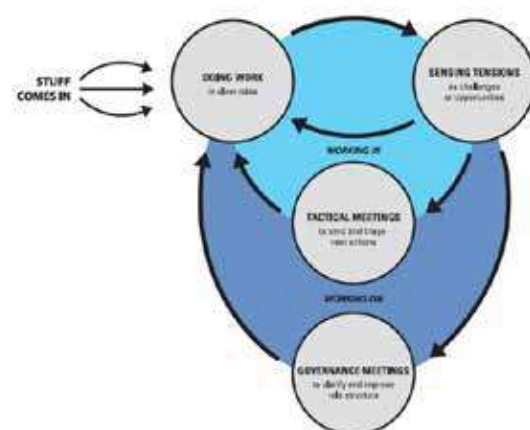
Lean Operations

Within the foundational structure created through governance, Holacracy provides further rules and lightweight processes that help a team get work done together. Good governance enables more efficient, effective, and productive operations, because it clarifies exactly what is expected of each individual and what they can expect of each other, and gives individuals the authority to take action within their domains of responsibility.

In the sphere of operations, Holacracy encourages and empowers individuals to “lead” their own roles, taking action as they best see fit to fulfill the organization’s purpose. In order to keep teams coordinated, weekly Tactical Meetings offer a fast-paced forum to deal with ongoing operations, synchronize team members, and “triage” any issues that are preventing forward progress.

In order to maintain efficiency, both governance and tactical meetings focus not on coming to “perfect” solutions but on quickly reaching workable decisions, knowing that any decision can be revisited any time should it create tension for any circle member. This frees teams to move swiftly from discussion and planning to actually testing decisions in reality and learning from the results. Solutions that start out imperfect can quickly become well aligned with actual needs through a continual process of incorporating feedback, and the team avoids the time-consuming trap of trying to “predict and control” outcomes during meetings.

How it Works



A Better Way of Working

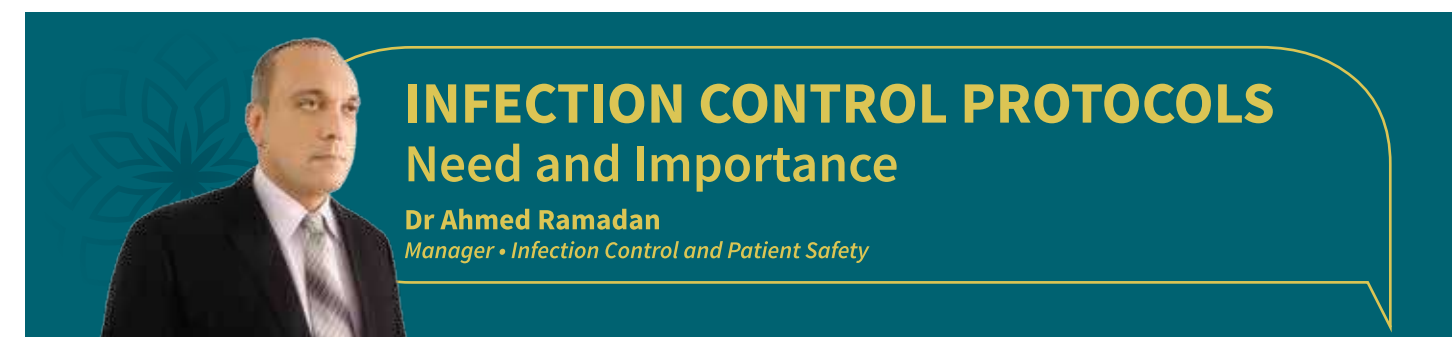
With Holacracy in place, the potential result is an organization that is “not just evolved, but evolutionary,” as Robertson puts it. He cites the work of Oxford University economist Eric Beinhocker, who describes evolution as an algorithm, “an all-purpose formula for innovation ... that, through its special brand of trial and error, creates new designs and solves difficult problems.” “The key to doing better,” Beinhocker argues, “is to ‘bring evolution inside’ and get the wheels of differentiation, selection, and amplification spinning within a company’s four walls.” Holacracy offers the possibility of doing just that, embedding within the organizational DNA an enhanced capacity to dynamically and continually evolve.

Ultimately, Holacracy is just one example of a system that uses peer-to-peer self-organization and distributed control in lieu of more traditional approaches to achieving order. It reflects a broader societal trend toward a new way of structuring human systems and interactions, and it aspires to contribute to that shift by modeling the benefits of leaving behind outdated autocratic models.

Holacracy helps create organizations that are fast, agile, and that succeed by pursuing their purpose, free from the tyranny of top-down planning or the impossible pursuit of consensus. It’s not a silver bullet—it takes hard work and practice to make the shift into such a dramatically different way of organizing.

“Holacracy is not a panacea: it won’t resolve all of an organization’s tensions and dilemmas. But, in my experience, it does provide the most stable ground from which to recognize, frame, and address them.”

David Allen, Author of Getting Things Done



Studies allude to the fact that the prevailing worldwide healthcare landscape has undergone a rapid transformation over the last four decades. It is, of course, different today than what it was 40 years ago.

Quality healthcare delivery with optimum infection control measures is one of the most important factors alluring individuals to supreme healthcare centers these days. In developed countries, quality healthcare delivery has become systematized in and attuned to the national healthcare standards. Modern world is the fascinated onlooker of newer enlightenments in all aspects of the healthcare ecosystem, where governments, public/private enterprises, corporate entities and even individuals are overwhelmingly involved in improving healthcare. It is mainly in this context of enlightened healthcare ecosystem where we need to put the spotlight on the effective ways and protocols to ensure infection control.

Recently, several groups are seen laying direct influence on the development of Infection Prevention Protocols (IPP) ranging from professional societies, government agencies, nonprofit organizations, and payors. This complex landscape for infection prevention has led to the development of quality initiatives, legislative reforms and shifts in payment for Health Associated Infections (HAIs).

This is a promising but challenging time for infection prevention and control. General perceptions on infections in healthcare environment and preventive ways have been changing for the past several years. This consecutively reflects on policy changes, increase of transparency and the collaborated initiatives of organizations and the agencies in both state and central levels. IPPs are caught amidst contentions and debates on how increasing regulatory requirements and hospital efforts can be illustrated to accomplish the remarkable objectives of ‘zero infections.’

At Abeer Medical Group, we have released the first version of Infection Prevention and Control Manual, which gives an overarching detail of the guidelines to be applied in all departments of our facilities and also in ambulatory care facilities. This manual includes 51 policies and procedures which are all compliant with CDC, WHO, GCC and Saudi MOH guidelines.

At Abeer Medical Group, we understand the importance of education and training and hence treat them as the cornerstones of HAI prevention. As per WHO guidelines, it is recommended that IPC education should be in place for all healthcare workers by utilizing team and task-based strategies that are participatory. According to the guidelines, it should include bedside and simulation training to reduce the risk of HAI and antimicrobial resistance.

Regarding implementation, Abeer Medical Group focuses on the use of scientific studies to promote and integrate evidence-based practices into daily routine practices to improve quality, reliability and safety in healthcare. Our Infection Prevention experts are integrating multidisciplinary actions to ensure maximum benefits and minimum barriers. They are keen into developing strategies to remove implementation barriers such as workflow, space, or access to supplies and design process and outcome measures to enhance the long-term consistency of our endeavors.

According to updated research studies, IPC activities should be biased

to the actual needs of the healthcare facility. They need to be based on the local HAI situation and in compliance with IPC practices. For these reasons, surveillance systems for HAI, including AMR patterns, are an essential component of both national and facility IPC programs. National IPC surveillance systems also feed into the general public health capacity building and the strengthening of essential public health functions." At the acute-care facility level, the WHO guideline recommends that institution-based HAI surveillance should be performed to guide IPC interventions and detect outbreaks, including AMR surveillance, with timely feedback of results to healthcare workers and stakeholders and through national networks.

The WHO guidelines emphasize that highly functioning IPC programs should encompass monitoring/auditing of IPC practices and feedback: "IPC interventions require the consistent practice of preventive procedures, such as Hand Hygiene, Respiratory Hygiene, use of Surgical Antimicrobial Prophylaxis, Aseptic Manipulation of Invasive Devices and many others. The appropriateness with which these procedures are performed depends on the individual healthcare worker’s behavior and the availability of the appropriate resources and infrastructures.

Abeer Infection Control Program is a center wide discipline that develops effective measures to prevent, identify and control Infections. It includes the following items:

- Announcement of IPC Link Designee in all branches
- Education/IC Awareness Activity
- Implementation
- Monitoring
- Data Analysis
- Reporting, Tracking and Control of Communicable Diseases
- Antimicrobial Review
- IPC Strategy Improvement
- Strict Attention to Hand Hygiene (Zero Tolerance to Non Compliance Approach)
- Aseptic Technique
- Disinfection/Sterilization of items and equipment
- Close Liaison with Environmental Care Department to make sure a Clean, Dust-free Environment
- Surveillance of HAI Infection to identify problem areas and set priorities
- Introduction of the concept of Employee Health and its activation in all branches



ABEER ANTI-SMOKING CAMPAIGN 2017 Official Launch

The official launch of the Anti-smoking campaign initiated by Abeer Medical Group was held in the evening on Sunday, May 21. The event was inaugurated by Dr Mohammed Bajobair, Regional Director of MOH - Private sector, Jeddah. His Excellency Mohammed Noor Rahman Sheikh, Honorable Consul General of India in Saudi Arabia was the guest of honor on the occasion. Saudi Gazette was the official media partner of this campaign in connection with World No Tobacco Day which falls on May 31.

In the inaugural speech, Dr Bajobair stressed on the relevance of awareness initiatives in healthcare sector. He added that voluntary endeavors taken by healthcare organizations like Abeer Medical Group are to be appreciated and given optimum promotion for generating a healthy living in the Kingdom. He spoke about the possible

Khaled Al Maeena, veteran Saudi Journalist who is in the position of Director at Abeer Medical Group mentioned that it should be felt as a core commitment by every individual to lead public-spirited visions. "Everyone in the society has to be on the forefront of such initiatives and live exemplary lives which will inspire others", Al Maeena said.

Dr Jemshith Ahmed, Vice President of Abeer Medical Group delivered a presentation on the dreadful and hazardous effect of smoking on common man's life. He pointed out that more than 6 million deaths are occurring in the world every year due to smoking and that this unhealthy trend, if not curbed will turn out as a human destroyer.

Stating that Abeer's awareness campaigns including the present one will have its prolonged and extended versions among the public and



Dr Mohammed Bajobair - Regional Director of MOH (Private Sector), Jeddah and H.E. Mohammed Noor Rahman Sheikh - Honorable Consul General of India in Saudi Arabia with the leadership of Abeer Medical Group, Khaled Al Maeena - Director, Alungal Mohammed - President, Saeed Sullamy - Senior Management Consultant and Dr Jemshith Ahmed - Vice President (Strategic Planning) at the official launching ceremony of Abeer Anti-smoking Campaign 2017

collaboration by the Ministry of Health to promote and support this endeavor for a noble cause.

H.E. Noor Rahman expressed deep concern for the unhealthy habits like smoking which is gaining more prevalence in the youth and adolescents these days. Efforts to curtail tobacco users and enhance healthy lifestyle practices are the need of the hour, he stated. He added that smoking incidence has to be cut down in order to lead the nation to health progress. The first social media material of Abeer Anti-smoking Campaign 2017 was posted on Facebook by him.

Alungal Mohammed, the President of Abeer Medical Group commented that pervading social awareness on the predictive and preventive aspects of medicine should be the fundamental mission of every healthcare organization. "Expanding awareness on the enhancement of healthy lifestyles intended for early prevention and treatment of diseases is the core mission of Abeer. We are proud to unveil this mass awareness campaign along the lines of the health perspectives of Saudi Vision 2030", said Alungal.

the students, Dr Jemshith announced that Smoking Cessation Clinics have been set up in the branches of Abeer in Saudi Arabia to cater to those who wish to quit smoking.

Ram Narayan Iyer, Executive Editor of Saudi Gazette felicitated the occasion. Ehab Sousa, an ex-smoker narrated on how his life underwent a positive change after he quit smoking. The event was attended by media officials, social media community members, bloggers, principals and management of prominent schools in Jeddah region, community leaders and other dignitaries.

Dr Ahmed Ramadan and Noufal Niyas were awarded for being the Social Media Brand Ambassadors of Abeer in the event.

ABEER ANTI-SMOKING CAMPAIGN 2017 Takeaway



- 315360000** seconds are reduced from the lifespan of a chain smoker.
- 94608000** seconds are reduced from the lifespan of a normal smoker.
- 1800** seconds are taken for a positive change in the body after a person quits smoking.
- 600** seconds are reduced from a person's lifespan by a cigarette.
- 6** seconds - a death occurs in the world due to smoking within this time.

Just **1** second is required to decide to **quit**.
Let Now be that Second!!!



ABEER ANTI-SMOKING CAMPAIGN 2017

Takeaway



69

chemicals in tobacco are known to cause cancer.

7000

chemicals are contained in tobacco smoke.

0.60

million deaths occur in the world every year due to passive smoking.

6

million deaths occur in the world every year due to smoking.

100

million deaths occurred in the world in 20th century due to smoking.

1000

million deaths are estimated in the world in 21st century due to smoking.

1100

million people in the present world are tobacco users.

18000

million cigarettes are sold in the world every day.

ABEER ANTI-SMOKING CAMPAIGN 2017

Takeaway

HELP YOURSELF AND OTHERS TO QUIT

- Be in the cheerful company of kids, family and non-smoking friends.
- Choose smoke-free areas in office, public places etc.
- Get leisure time fully occupied with reading, swimming, sports and games, music and other funs and entertainments.
- Use nicotine chewing gum for 2-3 months until smoking tendency is completely gotten rid of.
- Drink lots of water, especially whenever the thought of smoking is felt.
- Keep hands and mouth busy with tooth picks, water, fruit juice, candy etc.
- Practice yoga and other meditative exercises.
- Throw away smoking paraphernalia like cigarettes, lighters and ash trays.
- Make non-smoking friends and companions.
- Take Nicotine Replacement Therapy if required, which prescribes nicotine patches, chewing gums, tablets and other smoking cessation modalities.
- Take daily physical exercises.
- Adhere to specific reasons to quit like family's well-being health hazards and so on.
- Announce to dear and near ones, "I quit".

ABEER ANTI-SMOKING CAMPAIGN 2017 Pledge, Awareness Video

Anti-smoking Pledge

"I promise not to smoke or use any tobacco products now and forever. I understand that tobacco in any form is harmful to individual and social health. I will always try to stay away from secondhand smoke, which is hazardous to my health. I will do my best to encourage people who do smoke or use tobacco products to quit smoking and tobacco products, and will do my best to support them as they try."

"For the well being of my society and the nation, I will commit myself to all possible health awareness endeavors and do my best for promoting healthy lifestyle practices."

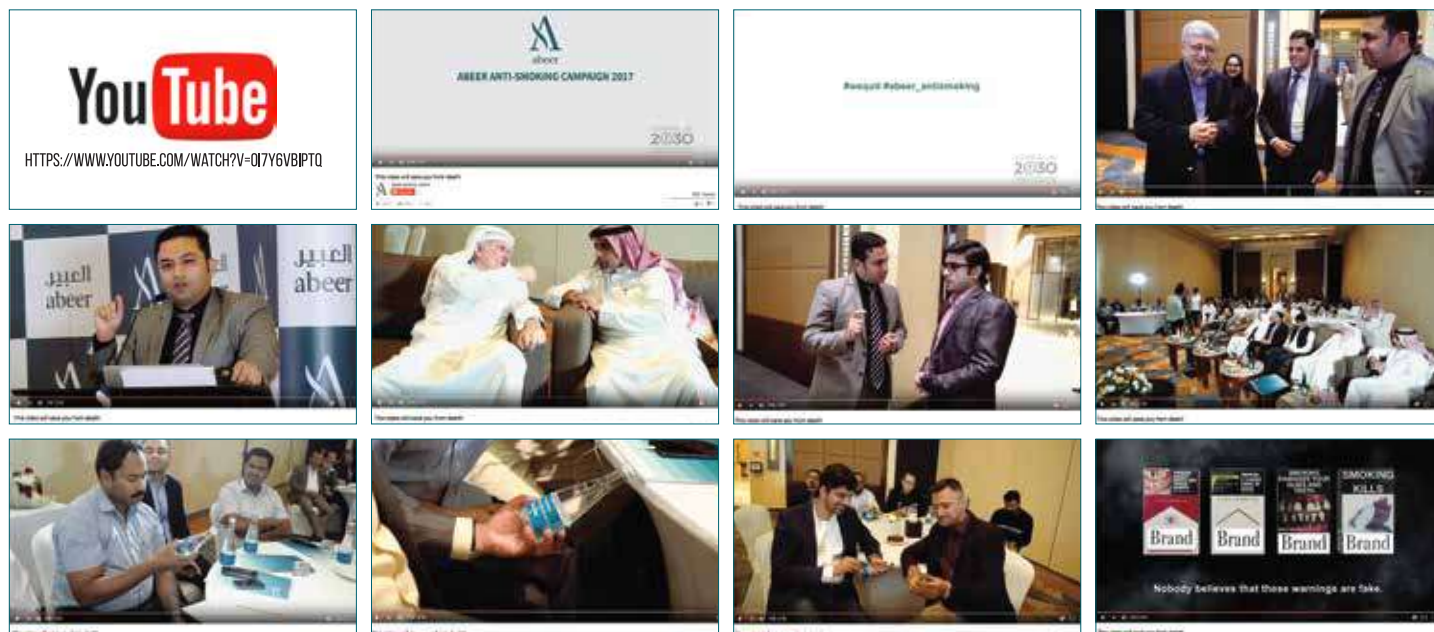
(Taken by all attendees during the official launch of the campaign)



Aman Akbar, student of International Indian School, Jeddah reads out Anti-smoking Pledge

Anti-smoking Awareness Video

The Anti-smoking Awareness Video created after the event reached thousands of viewers through social media pages, WhatsApp and YouTube and turned out a viral hit! The video was conceptualized by Dr Jemshith Ahmed, Vice President – Strategic Planning and directed by Azeem Sait, Corporate Communications Officer.



The YouTube link of the video is <https://www.youtube.com/watch?v=0i7y6VBIPTQ>.

ABEER ANTI-SMOKING CAMPAIGN 2017 Event and Media Associates

Saudi Gazette Official Media Partner

Abeer is glad to acknowledge the positive gesture shown by Saudi Gazette in becoming the official media partner of the Anti-smoking Campaign. The mass antimoking propaganda inspired by Saudi Vision 2030 when got supported by the esteemed media organization, Saudi Gazette deepened the purpose and reach of Abeer's crusade for a social cause.

Saudi Gazette gave a great exposure of this initiative through their print and online versions and social media pages also by publishing the art-works on the evil effects of smoking, special write-ups promoting the campaign etc.



NOVARTIS Event Sponsor

Abeer was glad to have a wonderful association with Novartis Pharma for the campaign launch event. Their interest in collaborating with Abeer for a public-spirited mission was very much appreciated.

ABEER ANTI-SMOKING CAMPAIGN 2017 Why do we smoke?

Dr Jemshith Ahmed
Vice President • Strategic Planning

Usage of tobacco has been with mankind for about 3500 years now. Earliest evidences of usage of tobacco date back to 5000 BC. What that started as rituals in religious ceremonies is now being religiously practiced across the world for other reasons.

Anyone who buys a pack of cigarettes is greeted with a death warning. Statutory mandates require 60% of the area of the packet to be having a cautionary image or message. More than one billion people who smoke conveniently overlook this farce.

Smoking kills 50% of its users. It is the major contributor as an etiology to the leading causes of death in the world. Heart attack, stroke, lung infections and other pathologies and lung cancer are just some of the ailments contributed by this addiction. World health Organization in 2008 granted tobacco the status of the world's single greatest preventable cause of death.



Tobacco killed more than 6 million people in 2016 and is continuing to do so at a rate of one death due to tobacco related illnesses in every 6 seconds. This number is expected to reach 10 million deaths by 2020.

Of the 6000 plus identified chemicals in tobacco smoke, around 70 are carcinogenic. Tobacco smoke contains dangerous ingredients like Carbon Monoxide, Formaldehyde, Arsenic, Nitrosamines, Cadmium, Polonium etc.

The annual estimated economic burden of tobacco use is 200 billion USD. Premature deaths, morbidity expenses, loss of pay due to illnesses related to smoking etc add up to this figure.

In spite of all the overwhelming data convincing us on the harmful effect of smoking and the huge financial burden it imposes on mankind, the habit thrives in all countries of the world. If this argument were put up to a court of law, the case would be won with full jury majority.

The culprit to be blamed is the highly addictive Nicotine. Its addictive powers are comparable to notorious cocaine. The molecular similarity between Nicotine and Acetylcholine, which is a major neuro-transmitter in the brain leads to the release of certain chemicals like Dopamine that creates a pleasurable feeling for the person using it.

F-17 is a fighter jet used by the US Navy. In medical terms, it carries significance. According to ICD-10 (International Statistical Classification of Disease and related health problems- 10th revision), F-17 denotes nicotine addiction.

Habituated smokers are in a never ending battle with the addictive powers of nicotine to maintain a level in blood. The grasp that nicotine has on body's metabolism is formidable. Smokers try to get over this

by quitting multiple times, only to be snared back into the trap.

The battle can only be won by strong determination by the person involved. Medical therapy aims to replace nicotine in low dose through different delivery mechanisms and medications that alter the chemical milieu in the brain.

The benefits of quitting are immediate. Within 30 minutes, the blood pressure starts dropping and within a week breathing starts to get back to normal. In 15 years time of abstinence, the risk of heart attack reverses back to that of a non smoker.

The fight against tobacco is much effective in prevention. About 80-90% of people start smoking in their adolescent age. It is at this age and probably in schooling years that anti-smoking initiatives should focus on. Awareness campaigns, restricting availability, banning commercials and building a

social stigma around the habit are some of the proven measures.

Saudi vision 2030 has identified smoking, along with obesity as the two principal illnesses to address. Coordinated efforts from the public and private sector in this regard are needed to achieve the target of reducing the incidence of smoking by 2%. The Ministry of Health has undertaken several initiatives in the regard. Private players like our group are also encouraged to participate to take the edge off this menace.

Our vision is to build a healthy nation. To achieve it, unhealthy habits like smoking have to be curtailed. Now is the right time, not just to put a pause to smoking, but to take a solemn resolution to quit the habit forever.



(Slightly edited version of the article published in Saudi Gazette following Abeer Anti-smoking Campaign launch)

ABEER ANTI-SMOKING CAMPAIGN 2017 Sin Tax and Proposal to the Ministry

Kudos

to the Government of Saudi Arabia for imposing Sin Tax on Cigarettes. Our battle against Smoking gets an extra-mileage!



ABEER ANTI-SMOKING CAMPAIGN 2017



Abeer Medical Group
abeergroup.com

Saudi Gazette
Official Media Partner

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

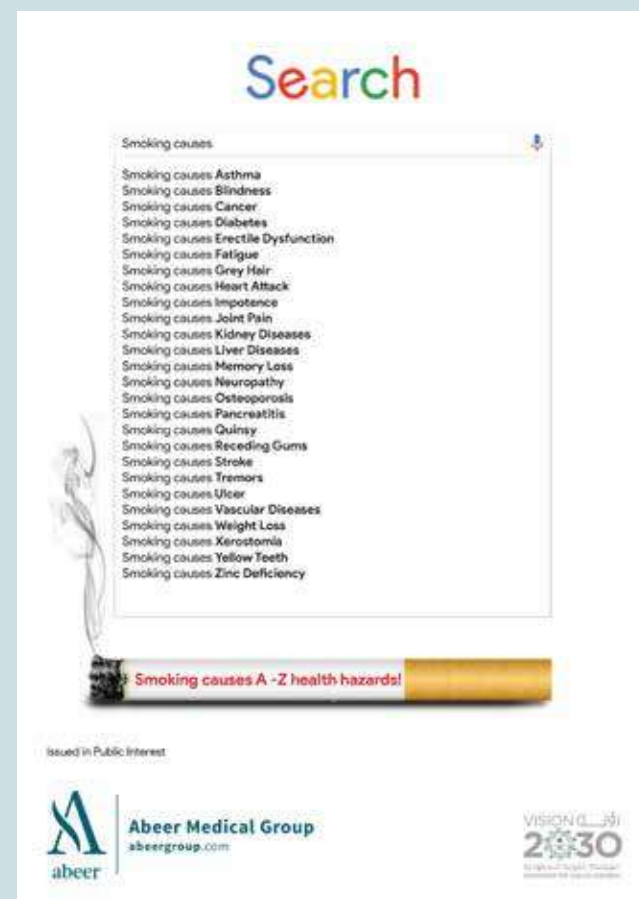
"TOGETHER, WE ENVISION A HEALTHY NATION."

Abeer's Anti-smoking Proposal to the Ministry of Health, Saudi Arabia

- Ban on smoking in educational institutions, government institutions, healthcare centers, public places etc
- Restrictions on smoking in workplaces
- Complete prohibition of advertisement/publicity/promotion of all tobacco products
- Setting up of Smoking Cessations Clinics in all hospitals under the Ministry of Health
- Offering subsidies to those who join these clinics to quit smoking
- Offering rewards and recognitions to those who successfully quit smoking
- Promoting non-governmental/voluntary initiatives to fight against the menace of smoking
- Exhorting the public to share the spirit and values of Saudi Vision 2030 and its healthcare goals
- Forming anti-smoking associations/groups in the public
- Producing documentaries/short fictions/cartoons/animations in the visual media on the evil effect of smoking
- Advising medical insurance agencies to charge higher premium for smokers
- Expanding awareness among the youth and the students on the dreadful effect of smoking
- Honoring and encouraging social media initiatives on anti-smoking
- Banning the selling of cigarettes in a radius of 200 meters from educational institutions
- Promoting the religious guidelines on the offensive side of smoking
- Building smoking cessation apps, web pages, social media pages etc
- Increasing legal age for smoking
- Prohibiting the selling of cigarettes to the age group below 18

ABEER ANTI-SMOKING CAMPAIGN 2017

Creative Art



ABEER ANTI-SMOKING CAMPAIGN 2017

Creative Art



Top CEO Conference



Alungal Mohammed, President, Abeer Medical Group at an interactive session of the Top CEO Conference

The third edition of the Top CEO Conference held at Bay La Sun Hotel & Marina, King Abdullah Economic City (KAEC) in Jeddah in the second quarter of 2017 set the stage for an august gathering of eminent corporate leaders and their decorous interactions.

In the event organized by TRENDS magazine and INSEAD – the leading international business school – under the theme 'Adapting to Disruption: New Roles, New Realities', Alungal Mohammed, the President of Abeer Medical Group was the only speaker who

represented Kerala. At the interactive session on 'Investing in Saudi Arabia' in the conference, he elaborated on the doors wide open for productive investments in the Kingdom of Saudi Arabia. Healthy business insights can overcome the threats looming large on the business roads of the Kingdom, he opined.

Khaled Al Maeena, Director and Dr Jemshith Ahmed, Vice President – Strategic Planning also represented Abeer Medical Group in the conference.



Malaysian Minister visited Abeer



Dato' Sri Mustapa Mohamed, Malaysian Minister for International Trade and Industry with Mohammed Alungal, President, Khaled Al Maeena, Director, Dr Jemshith Ahmed, Vice President - Strategic Planning and Jabir Vallyakath, Vice President - Finance & International Business

Malaysia's Minister for International Trade and Industry Dato' Sri Mustapa Mohamed paid a visit to the Corporate Headquarters of Abeer Medical Group at King Road Tower, Jeddah on Monday, September 25.

The minister toured Saudi Arabia with a view to developing ties with the nation and enhancing his country's trade with the Gulf states.

The minister and his team were received by Abeer Medical Group's President, Alungal Mohammed. Talks between the minister and the top leadership of Abeer held later on the various avenues of cooperation.

During the meeting, the minister shared his insight on business development and the opportunities available for investment, especially in the healthcare sector. He also expressed keen interest in developing business tie-ups suggested by Abeer.

The Malaysian Minister also evinced keen interest in Saudi Vision 2030. Alungal outlined the facilities offered by the Saudi government while explaining the opportunities for foreign investment in Saudi Arabia.

The two sides agreed to hold further talks at a later date.



Dato' Sri Mustapa Mohamed greeted by Alungal Mohammed

The Malaysian Minister also evinced keen interest in





Since its inception in 1999 with a single clinic in Sharafiyya serving 36,500 people per year, Abeer has grown to a diversified group with a Saudi operation serving 3 million patients per annum. All of this has been driven by the vision of Mr Alungal whose leadership and keen understanding of the market have resulted in a company which is a market leader in its segment.

This vision has been supported by a high-quality team of professionals who have worked with commitment and dedication to fulfill the Group's objectives. The spirit in which the team works both on the operational side and in the corporate management is a reflection of its quality and ethos.

However, market dynamics are changing within Saudi Arabia and the region as a whole. These rapid changes not only present very serious challenges but also great opportunities. We, at Abeer, must be well prepared to address the trials that come our way and also seize the very attractive prospects that are in abundance in these very interesting times.

As part of Vision 2030, healthcare is one of the key sectors being identified as crucial. The National Transformation Program in 2020 aims to increase private sector spending in healthcare from 25% to 35% by embarking on a series of privatizations; translating into a rise in private sector revenues from SAR 3 billion to SAR 4 billion per annum. Moreover, the remit of mandatory health insurance will not only be for foreign nationals but will also be expanded to include Saudis, fueling growth.

Despite many opportunities, there are certain constraints such as the levy on expatriate dependents instituted in June 2017. This will have an impact on patient numbers and the recruitment of healthcare professionals. Also, the opening up of investment to foreign companies will increase competition.

Despite the challenges, we believe that we are in a good position to capitalize on the opportunities because we have a strong understanding of the market, a renowned brand name and a great team.

Other than Saudi Arabia, and in line with our strategy of expanding to new territories, we also believe that the MENA region is extremely attractive. Growth in the healthcare sector in the region is driven by population growth, ageing demographics, increase in lifestyle diseases, mandatory health insurance regulations and a move towards medical tourism.

There is also a grave shortage with the average number of beds per 1,000 people in the MENA standing at 1.9 compared to an OECD average of 4.8. According to estimates by JLL, a global consulting firm, 10,500 beds are required by 2022 in 5 major cities to maintain the current ratio whilst 470,000 beds are required to reach the OECD average.



Outpatient clinics are also required and the ideal model is to establish medical centers to achieve critical mass with general hospitals to support the referrals. Abeer's strength in outpatient clinics will stand it in good stead for regional and international expansion.

Although our strategy is a regional and international one, we believe that Saudi Arabia is the most attractive market because of Vision 2030 and the privatization opportunities it brings. The country has the largest population in the GCC and high disposable incomes. The emphasis on healthcare by the government makes it a favorable environment for investment and the recent liberalization policies are a positive indicator for increased foreign investment.

However, as other large players eye up the opportunities, there will be increased competition and a race for market share.

So, what does this mean for Abeer?

It means that we have to raise our bar higher, strive harder and operate on a heightened level of professionalism with special attention given to efficiency, quality and customer satisfaction.

We have to challenge our existing beliefs, notions and our way of doing things. Our culture has to change. Because what we have already done, although outstanding will not suffice in the new climate.

We have to be nimble, agile and adapt quickly. In a quote falsely attributed to Darwin but which contains wisdom nonetheless, "it is not the strongest of a species that survives, nor the most intelligent but one that is most adaptable to change."

And we will change but we will do so in a positive way which is only possible by holding close to the values and ethics that have served us well in the past and made this company grow from that one clinic at Sharafiyyah to a multi-regional group today.



World No Tobacco Day, International Nurses Day, World Breast Feeding Week, World Hepatitis Day and other important campaigns, celebrations and observances were conducted in various branches of Abeer across Saudi Arabia. Health Checkup camps conducted in different regions enticed more patients to the centers.

Pre-Ramadan Diabetic Program, Smoking Cessation Clinics, Ramadan Special Health Checkups and other special clinical packages were well received by the patient communities.



Awareness Event conducted at Saudi National Hospital in connection with World No Tobacco Day



International Nurses Day celebrations in various branches of Abeer were organized with a variety of programs, commemorating Florence Nightingale, the founder of modern nursing.

symbolizing passing the light of care added charm to the celebrations.

Nurses Day Pledge was taken during the event which was followed by gift distribution to nurses.



International Nurses Day celebrations in Jeddah and Madinah regions



Of the medical camps in Riyadh region, the one organized in the premises of Al Bilad Mall at Rawdah with the services of an Internist and Dermatologist created good public awareness.

Health Awareness session by Dr Praveen Kumar, Free Diabetic Kit Distribution, Official Jersey Release of Abeer Football Club etc were the other important events there.

Several awareness programs and campaigns were organized at Abeer Medical Centre, Dammam.

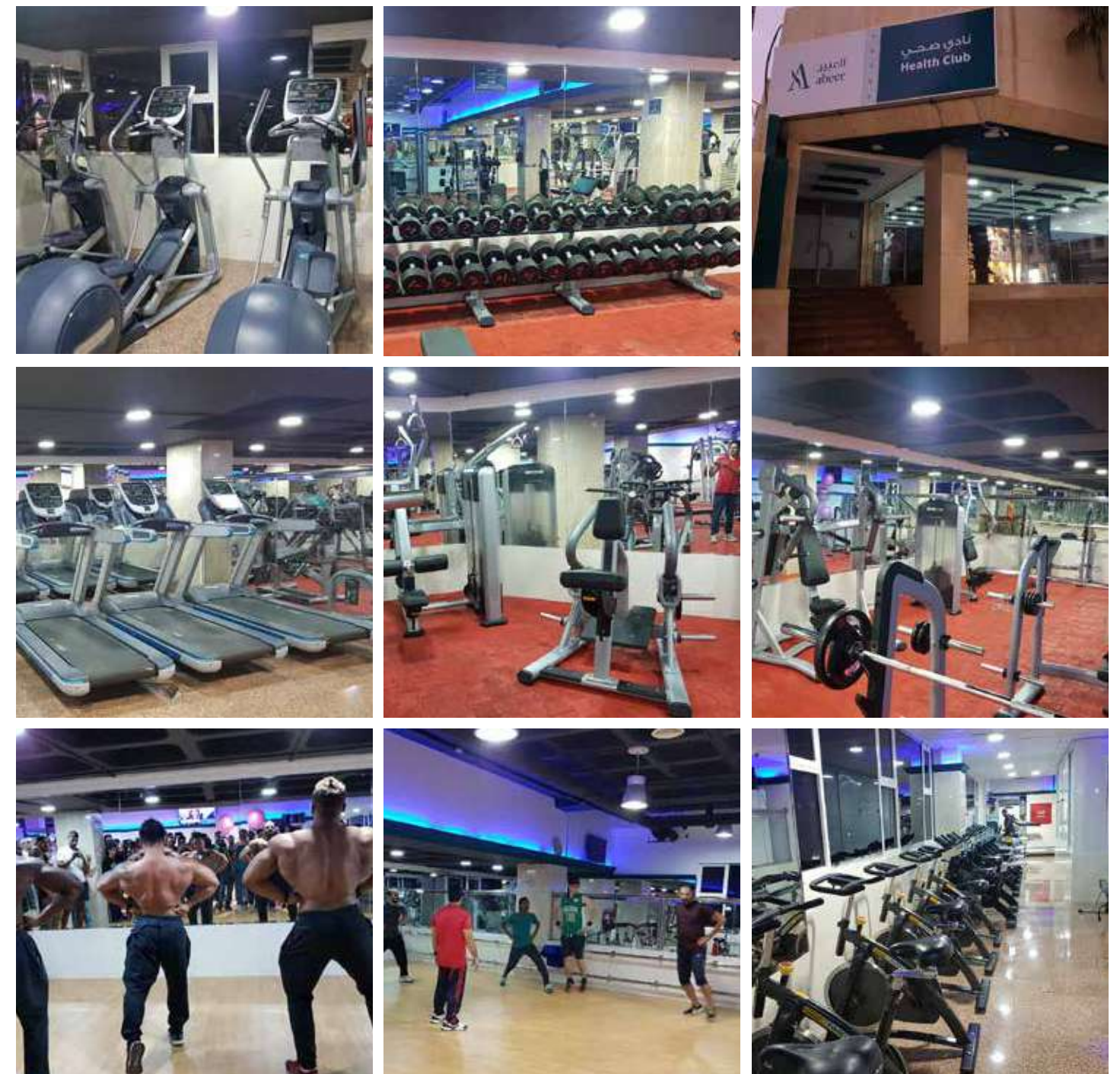
The reception given to popular Malayalam actor Jagadeesh, singers Afzal and Kollam Shafi and other artists from Kerala, Abeer Nurses Meet inaugurated by Abdurabb, MLA, Free Distribution of Abeer Medical Kit, Jersey Release of Abeer Football Club, Kidney Diagnosis Camp, Special Medical Camp for the inmates of Women Deportation Centre, reception given to Adv. Shamsudheen, MLA, Half-yearly Employee Training Workshop etc are the highlights of Dammam region.



Receptions given to actor Jagadeesh, singer Kollam Shafi and MLA Abdurabb at Abeer Medical Centre, Dammam

Abeer Health Club

The renovated Abeer Health Club in Jeddah offers an extensive range of wellness and expertly-tailored personal training programs. It is the finest health club in the region. Abeer will soon be seen replicating the same in other regions also.



ISO Accreditation for Al Raha Laboratory

ISO 15189:2012 Accreditation for the laboratory of Abeer Al Raha Hospital, Abu Dhabi is a landmark achievement in the Group's UAE operations.



Abdul Razak receives Golden Globe Tigers Award 2017

The Golden Globe Tigers Award 2017 won by Abdul Razak, Director – HR and Administration is a distinctive honor to his credit. The award 'CHRO of the year 2017' for Excellence and Leadership in Healthcare Management is a new feather in Abeer's cap.



Trainings and Workshops

Trainings and workshops were conducted on various subjects like Leadership Skills, Process Improvement, Effective Communication Skills, Occupational Safety, Fire and Safety, Health Management System, Internal Auditing, Importance of Hand Hygiene, Quality Management etc at Abeer Al Raha Hospital.

Snapshots of Training and Workshop sessions



Snapshots of Fire and Safety Mockdrill



Fellowship for Dr Mohnish Singh

Dr Mohnish Singh of Abeer Al Raha Hospital completed a four week fellowship in Sports Trauma, Arthroscopy and Knee Surgery from FIFA Medical Center of Excellence, Portugal. The Abeer Team in UAE extended him warm appreciations on this meritorious achievement.



Ramadan Events

Iftar Get-together and Iftar Kit Distribution were the key events initiated by the team of Abeer Al Raha Hospital, UAE.

Snapshots of Iftar Meet



Dr Jemshith Ahmed, Vice President – Strategic Planning addressing the gathering at the Iftar Meet



Iftar Kit Distribution

Quality Month

July and August 2017 were observed as Quality Month at Abeer Al Raha Hospital. The key features of this observance were Quality and OSMHS Awareness, KPI Setting – Training and Workshop, Preparation for JCI, Process Improvement Workshop, Committee Formation and Regularaization, Quality and Safety based competitions, Internal Inspections and Audits, Mock Drills and many more.



Poster making event conducted as part of Quality Month observation

Jury Members rating the posters designed by the participants during the competition

Kabayan Clinic Launch

Kabayan (the proper way to address fellow Filipinos, meaning “coming from the same country”, or “fellow countryman”) Clinic at Abeer Al Raha Hospital was officially inaugurated by His Excellency Constancio R Vingno Jr, Ambassador of Philippines to UAE. The grand inaugural ceremony was accompanied with Filipino cultural arts and entertainment programs.



International Nurses Day Celebrations

The celebrations of International Nurses Day at Abeer Al Raha Hospital were marked with pomp and elan. Dr Ghanim S Abdul Wahab, Medical Director and Consultant General Surgeon was the guest of honor and the inaugurator of formal ceremonies.

Snapshots of International Nurses Day Celebrations



Medical Camps

A series of inhouse and public medical camps were organized by Team Al Raha. The camp conducted for kids at Leens Nursery School, Abu Dhabi is one among them.



A still from the medical camp at Leens Nursery School Abu Dhabi

Public Engagements

These include Blood Donation Drive, medical assistance offered to a famous football tournament in Abu Dhabi etc.



Medical Camps

The medical camps organized by Abeer Medical Centre, Qatar strengthened the relationship between the local communities and the team of Abeer. These camps are remarkably contributing to the planning of health services with a key focus on community health needs. The camps included Diabetes Screening, Blood Pressure Check, Dental Consultations, Physician Consultations and Diet Counseling.



A press report on the free health checkup camp conducted by Abeer Medical Center, Qatar

Associating with Q Life and Medical Insurance Company (QLM) Qatar, Abeer conducted free disease prevention activities and offered preventive health services to the residents in the country. The activity attracted a huge number of residents to Abeer Medical Center.

Soft Launch of Abeer Medical Center, Industrial Area, Doha

The soft launch of Abeer Medical Group's second Multispecialty Medical Center in the Industrial Area of Doha was on June 3, 2017. Strategically located, the Industrial Area Branch is in the midst of the busy and hustling part of the city, which will cater to the huge workforce that work and stay in the vicinity. The clinic will have a team of well-established doctors and expert healthcare professionals for delivering the finest medical care.

A special Iftar event was organized as part of the soft launch.



Mohammed Abdulla Al Suwaidi, Chairman, Abeer Medical Center, Qatar inaugurating the Industrial Area Branch

Health Awareness Events at Schools

Health Awareness events were organized at Al Qadisiya Independent School and Haleema Al Sadiya Independent School on Dental Hygiene in May 2017. Dr Baby Sailaja, Periodontist gave the children a live demonstration of dental hygiene techniques. The team of Abeer distributed goody bags to all children, which included a dental hygiene kit and vouchers for free dental examination at Abeer Medical Center.

Another event organized at Al Rayyan Independent School for Girls on Vitamin D deficiency had a presentation by Dr Dekra Saleem, Gynecologist. Both the events were fairly coordinated by the Marketing Team of Abeer, Qatar.



Dr Baby Sailaja giving live demonstration to the children at Al Qadisiya Independent School

CNE Program

A CNE (Continuing Nursing Education) program was conducted by Dr Swapna K, Family Medicine Physician at Abeer Medical Centre, Qatar in June 2017. She presented a lecture on the topic 'Autism'. All nurses from Abeer Medical Center participated in the program to acquire an overview on the role of nursing care in managing Autism.



Dr Swapna K delivering lecture to the Nursing Team at Abeer Medical Center, Qatar

CME Programs

The CME (Continuing Medical Education) program conducted by Dr Laxman D G, Internal Medicine Physician was focused on the topic 'Diabetic Ketoacidosis'. All physicians from Abeer Medical Center participated in the program to understand the recent trends in the management of patients with this condition.

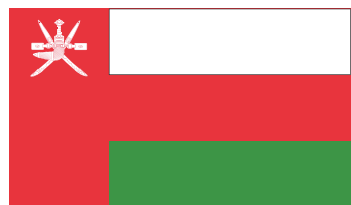
The CME program conducted by Dr S Reddy, Orthopedic Surgeon was centered on the topic 'Replantation'.

Nurses Day Celebrations 2017

The HR Department organized Nurses Day Celebrations at Abeer Medical Center on May 7, 2017. Dr Ranga Prasad, Medical Director and General Surgeon addressed the gathering and congratulated the nursing team on their efforts in patient care. Shijy Jacob, Nursing In-charge spoke on the year's theme 'A Voice to Lead - Achieving Sustainable Development Goals'.



Dr Ranga Prasad and Shijy Jacob addressing the Nursing Team of Abeer Medical Centre, Qatar on the International Nurses Day



abeer OMAN

Abeer Hospital Opening Shortly

The 100 bed Abeer Hospital in Muscat is in the final stages of completion and we expect the project to be completed by end of this year. The commissioning of the project would signal the beginning of yet another journey in the history of Abeer since its inception in 1999. It is our biggest challenge to exemplify the highest standards of healthcare delivery that the group has established over the years. Hospital project combines the convenience of excellent infra structure, ultra modern biomedical equipment, state-of-the-art operation theatres and an exceptional team of medical professionals. Much to the benefit of patients, the Abeer philosophy of affordable and personalized healthcare would be the motto of the hospital.



Mohammed Essa Al Zadjali, Section Head - Infectious Diseases, Ministry of Health, Oman formally inaugurating Abeer's stall

The hospital spanning 6500 square meter spread over 8 floors would offer 15 specialties and 5 super specialties in the initial phase including Cardiology, Gastroenterology, Neurology, Orthopedics, Nephrology, Obstetrics and Gynecology, General Surgery, Laparoscopic Surgery, Pediatrics and ENT. In addition, there will be 50 Inpatient rooms, 2 Operation theatres, NICU, HDU and 24-hour Emergency Department well facilitated for trauma care. The hospital will be well equipped with state-of-the-art Diagnostic facilities and full-fledged Laboratory. The Outpatient Pharmacy attached to the hospital will be operating round the clock and will be much beneficial to the residents of the locality. The second phase of the hospital would feature a Cath Lab and Dialysis Unit along with more super-specialties. The Inpatient rooms in the hospital are designed considering the specific requirements of the patients and would definitely be a new industrial benchmark.

More than anything, it is the quality of medical care and the clinical acumen of medical practitioners that determine the acceptance of a healthcare institution. The doctors and other paramedical staff for the hospital have been diligently scrutinized for clinical talent and ability to deliver quality healthcare. We have maintained a nationality mix of Indians, Arabs and other Asians in the recruitment of doctors, nurses, paramedics and other staff to ensure a multiethnic team. We have adopted efficient management practices at every stage of the project to achieve optimization of resources and adhere to standards of safety. It is our goal to provide better treatment, care and better outcomes at all times. Our goal is to reach out to the far-flung areas and help the needy. The unflinching support from the management at all times has been our biggest strength. Now, we are on the horizon of a new beginning in Oman. The support from the ministries and local public has been encouraging and we look forward to opening the doors of our hospital by the end of 2017.

Abeer – The Facility Partner for National Measles Campaign

Abeer, Oman supported the nationwide measles eradication campaign, an initiative from the Ministry of Health, Oman by providing facility for their Ruwi camp. The camp was a resounding success with more than 3500 inoculations done, which included the participation of both nationals and expatriates.

The inauguration of Abeer's stall was done by Mohammed Essa Al Zadjali, Section Head - Infectious Diseases, Ministry of Health, Oman in the presence of ministry officials. Adults between the age group of 20 to 35 were the targeted population. The event had brought much attention to the fact that the nation is building itself to a measles free society.

Dr Fatma Al Ajmi, Director General of Health Services - Muscat region, Ministry of Health also visited the camp and was full of appreciation for the help rendered by Abeer in the fight to curtail measles outbreak. The MOH officials also quoted that the movement is a proactive step to curb any undue threat to Oman owing to the global epidemic of measles.

Abeer, Oman expressed its gratitude and appreciation to the Ministry of Health for choosing them as its partner for the campaign.



Snapshots of Abeerian endeavors in supporting National Measles Campaign



abeer INDIA

Other than the prestigious Educity project under progress, the top-notch polyclinic in Kozhikode city Abeer Family Medical Center (AFMC) and Abeer Hospital functioning at Kizhissery in Malappuram district are the present healthcare operations of Abeer Medical Group in India. Here is a glimpse of the recent events from AFMC:

Free Fever Clinic

Looking attentively at the dearth of public facilities to serve the huge patient community who are left grappled with infectious outbreaks, particularly fever, AFMC launched a Free Fever Clinic aimed at easing the burden of government facilities.

As a measure to check the spread of contagious diseases in the district, the clinic aimed at ensuring better treatment for the patients and mitigating the contagion of the disease.



Dr R S Gopakumar, Kozhikode Corporation Health Officer, inaugurating Abeer Free Fever Clinic delivering his address

Home Care

The Home Care Service of AFMC was officially inaugurated by Honorable Mayor of Kozhikode Thottathil Raveendran. A handful of healthcare services through this initiative are offered to the old aged, physical unable and bed-ridden patients who are unable to reach the healthcare facility.

The Honorable City Mayor flagged off the special vehicle that reaches the patients' houses in the nearby regions. Dr Jemshith Ahmed, CEO, Abeer Educity & AFMC, Dr T P Mahroof Raj, Medical Superintendent, AFMC, Dr P N Ajitha, President, Indian Medical Association, Kozhikode and V Aravind, Deputy General Manager, State Bank of Travancore, Kozhikode were the dignitaries present on the occasion.



Honorable Mayor of Kozhikode Thottathil Raveendran flagging off the vehicle for Abeer Homecare Service

Music – The Perfect Stress Buster

The World Mental Health Day was observed at IMHANS (Institute of Mental Health and Neuro Sciences) Kozhikode.

This year's theme was 'stress at work place'. Accordingly, a full day workshop was organized at IMHANS for around 60 police personnel under the Commissioner of Police, Kozhikode city.

The highlight of the event was a session conducted by Dr T P Mehroof Raj, renowned Music Therapist, Physician of immaculate records and Medical Superintendent of AFMC who demonstrated the efficacy of music in mitigating stress for which he used Raga based film songs. The Senior Artist of AFMC's Art in Medicine (AIM), Rathnavally carried out a live painting on stress management.



Onam Celebrations at AFMC

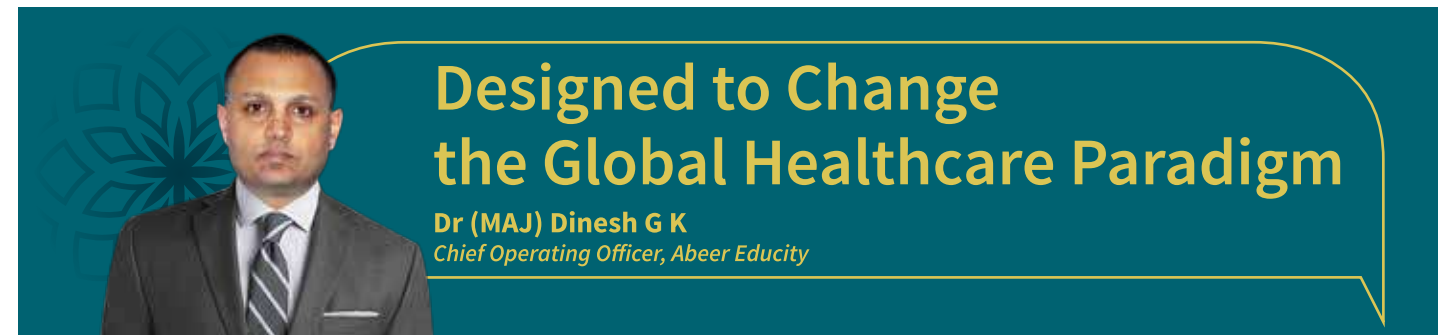
The Onam Celebrations at Abeer Family Medical Centre were attended by the staff and management of Abeer, who engaged themselves in the celebrations by participating in a variety of activities and performances. The celebrations set a platform for all to get together in festive gaiety and harmony.

The celebrations commenced with the ceremonial lamp lighting by Dr Mehroof Raj. An employee dressed up as Mahabali welcomed the team. A pookalam was designed at the entrance of the clinic. All were dressed in the traditional Keralite attire of Mundu and Kasavu Saris.

Thiruvathira, a cultural dance form was also performed, in which female employees draped in saris danced around a brass lamp. Tug of war and arm wrestling were the few games played at the event, where cheers for different colleges filled the air.

Snapshots from the Onam Celebrations at AFMC





“Man is a genius when he is dreaming.”

- Akira Kurosawa

Greetings Abeerian brethren!

This missive reciprocates our CEO Dr Jemshith's message in 'The Abeerian Volume 1, Issue 1' – We encourage Visionaries, Dreamers and Innovators who are Doers! Read on for a purview of intentions and actions centred in India on the Health Services Delivery Platform. Nevertheless, it is a matter of fact that our Group is dabbled in other areas also, and that it is not merely restricted to health space.

Abeer Educity has embodied this powerful metaphor at both its inception and ongoing translation. We are in the midst of interesting and testing times; in view of the high churn and velocity of change taking place in the technology and digital engineering horizons. Along with a strategic business requirement of providing umbrella cover for a care-seeking customer, deeper niche expertise is resulting in the emergence of newer specialties and sub-specialties, making it essential to have expert cross reference access; which is vital to arrive at the most optimal care plan. Hence, it is Strategic, as it allows for lifetime retention of the customer's patronage and prevents any leak in the patient funnel. Disruptions of conventional medical practice are a wave, which we need to continuously scan for and surf successfully. All these also translate into gearing to be future ready, with wherewithal to continuously set higher industry benchmarks and tweak our performance dashboards for higher productivity.

Abeer Educity is located literally in 'Gods Own Country', in the state of Kerala that produces a plethora of competent healthcare professionals including a high volume of nurses that have gone onto serve with excellence and garner glory in various parts of the country and the world. We have setup the Educity campus in a beautiful verdant locale in a relatively underserved corner. This in itself is both a challenge and embarkation on a journey of social responsibility, lofty societal goals and sustainable green development along with clear business mission zeal. The Teaching Hospital and Research Centre aims to be the Abeer Group's all-encompassing healthcare knowledge platform. After all knowledge, innovation and exploration of untapped customer demands are the only defence available in our growing business enterprise.

We have set a giant task for ourselves

The 'Functional Space Design' itself posed challenges in attempting to embed and comply with the clashing standards advocated by Statutory Authorities, JCI (Joint Commission International), NABH (National Accreditation Board of Hospitals), academic oriented bodies like NMC (National Medical Council) and MCI (Medical Council of India). All these while attempting to satisfy both Business Outcome Leaders concerned about ROCE (Return On Capital Employed), Space Efficiency, Operating Costs etc and Clinical Outcome Leaders concerned about Functional Clustering, Clinical Space Ergonomics, Infection Control and Clinical Service Outcomes, we are to be centred and pivoted on providing 'High Horizon Clinical & Caring Envelope' to

our care-seeking patients.

The vision all along has been to be a destination that attracts the best talent. We will feature cutting-edge resources in terms of Equipment, Technology, Support Services, Good Clinical Practice and Optimal Operational Processes leading to Clinical Excellence. We will equip a Training & Development Ground for Global Good Practice Formats to translate ourselves as an International Beacon of Excellence in Allopathic Medical Sciences and Healthcare Delivery, including E-Health Delivery.

A vertical that entices us has been to amalgamate with research Non-Allopathic Medical Practice frontiers like Ayurveda, Yoga, Unani, Homeopathy, Nutrition Medicine and a host of rejuvenating global repository health practices based on Client spectrum, Client Needs and Clinical Outcomes.



Abeer Educity Team

Our hospital has a Helipad, and attempts are ongoing to activate it for HEMS (Helicopter Emergency Medical Services). This will be required subsequently to ferry patients from the International and Domestic Airports. We aim to be a higher centre for Emergency, Trauma, and Intensive Care referrals and we are designed to accommodate an Organ Transplant programme. Now Helipad may not be the most vital structure, but I highlight this as we are on the cusp of being the 'First Hospital in India

with an Active Elevated Building Helipad!

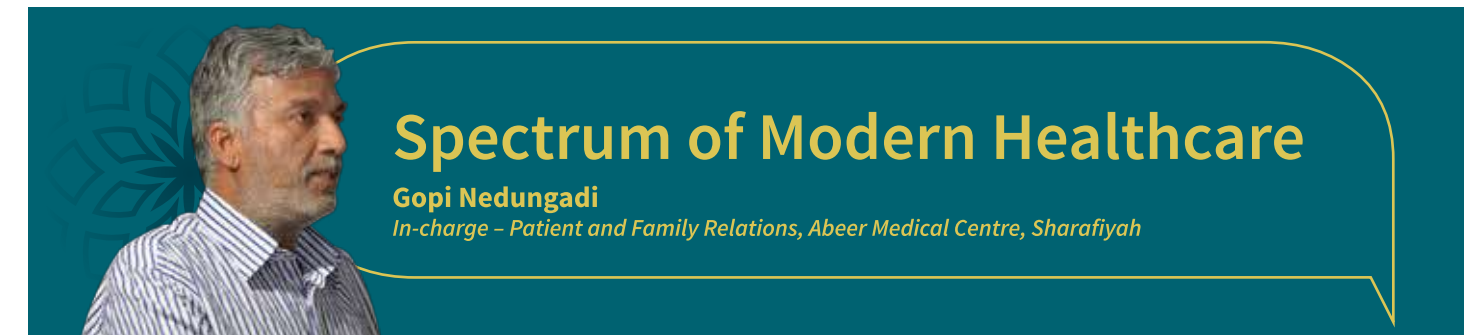
Water and Air Engineering are the other areas that are being very carefully orchestrated to ensure a 'Curing Hospital'. Information being key, embedding a state-of-the-art Decision Support System is being attempted with a deep IT net-grid with application front being developed by our partners Calmove Technologies. During our brief sojourn in India, we have acquired an Operating Platform in Calicut now branded as Abeer Family Medical Centre to stage our operating templates towards the development of an Abeer Operating System. It gives us insight on the local demographic care demands. It will function as a conversion feeder for Abeer Educity. Revenue Variables like Case Mix, Pricing etc, Cost Variables like Consumption per-patient, Cost of Material, Utilisation and Yield, Labour Productivity etc and Patient Feedback Variables like Patient Satisfaction Index, Clinical Quality etc are being monitored to titrate Optimal Resource Application. The Business Models vary and is based on a different hospital format, and designed to cost.

Abeer will always be about people. HR systems are being finessed to ensure that we attract desired talent, provide growth opportunities, and engender an excellent culture imbued with our special fragrance (Abeer Values), sensitive to all nationalities, classes, creed, gender etc and foster team building. The argument about Loyal Lieutenants Vs Good Captains is being re-engineered to ensure Loyal Captains!

In a nutshell, setting up and making available, an apex temple of deep medical intervention and academics of world class quality is the work a foot.

Inputs are welcome from all. We welcome incorporating inputs, ideas and innovative thoughts. After all Blue Ocean Strategic Thoughts are what we encourage and seek.

See you later, Abeerians!



“He who works with his hands is a laborer. He who works with head and hands is a craftsman.”

- St. Francis of Assisi

In the ever evolving and updating healthcare industry, new thoughts and implementations at various levels of services to make it a unique experience have picked up lot of momentum in the recent years. Human beings with extremely sensitive emotional health capacity being placed at the receiving end, eminent experts like Dr Fred Lee and Dr Stephen Klasco advocate on the spectacular difference that can be made while extending care with a touch of human element attached to it.

It is well established that at the level of patient or health assistance seeker, the amount of anxiety and eagerness is highly palpable. Any effort to reduce that with a comforting act and deed can go a long way and work to the advantage of the healthcare provider, particularly if children, elderly, handicapped and female patients are involved.



To cite a simple example, while extracting serum samples, a friendly gesture, smiling face and assuring words like “I have been doing this job for a long time and you will just see the difference it makes right now” and an act to substantiate that statement and you go happy!! Same is the case while assisting a wheel chair patient or a waiting client or someone in the queue.

Humility, discipline and teamwork make the slogan and motto that transform today's service to a world of experience where each one carries home something to remember and may recommend his kith and kin to a blissful share of it in the future as well. A consoling word, compassionate reassurance, empathetic act and sympathetic guidance, whatsoever little or insignificant it may be, has yielded immense dividends at satisfactory level.

An age-old Ayurvedic teaching by sages of ancient India goes like this - "Darsana Sparsana Prasna Nidhi Pareekshana Cha Roginam," meaning a full and comprehensive eye-to-eye contact and sight of the patient by the physician, then a caring and reassuring touch followed by the most important counseling or queries related to the prognosis lead to diagnosis and concluding medications. A few words into personal passion, wellness and general happenings around ease up the whole scenario.

Needless to mention that the expertise and spectrum of awareness on Pharmacology, Pharmacognosy and Pharmacy complete the course of treatment. It is surprising when you look back that such wisdom prevailed while rendering healthcare that had imitable role models in store.

As studies and advancements improve, more personalized care has proven highly rewarding. A wholehearted effort to implement services will give complementary results in the most modern medical management world of today. And being part of Abeer's Patient and Family Relations team, I am all eager to instill the spirit of "Abeerian" while extending our valued service to the ever-needy and lovable patients.

“I have been doing this job for a long time and you will just see the difference it makes right now.”





Employee of the Month

SHARAFIYAH



YAHYA MOHAMMED HADI KHAMEES
Receptionist (June 2017)



NAIF ABDULLAH MOHAMMED HUJURI
Pharmacist (July 2017)



SHAFEQUE RAHMAN MULLAPPALLI
Receptionist (August 2017)

SANAYAH



MUJEEB UR REHMAN
PFR Executive (June 2017)



SHAHAD MOHAMMED AATI
Receptionist (July 2017)



RAYAN IBRAHIM FALLATAH
Lab Technician (August 2017)

BAWADI



SUJITH BABU
PFR Executive (June 2017)



HADIL AHMED BASHEER AL MADANI
PFR Executive (July 2017)



MADIHA ABDULLA AL HARBI
Lab Technician (August 2017)

AZIZIYAH



SEBASTIAN P
Receptionist (June 2017)



HERMENIA HITUTA MAGCULIA
Clinic Assistant (July 2017)



ABDUL AZIZ SHUKRI K BALI
X-ray Technician (August 2017)

MAKKAH



MOHAMED BASHEER CHERUSSERY
Housekeeping Staff (August 2017)

MADINAH



MAHROOF AREEKKAD
Receptionist (August 2017)

BATHA



ABDUL SALAM KARATTIL
Credit Staff (August 2017)



Employee of the Month

MANFUHA



ALLAN NENE BALLERAS
X-ray Technician (August 2017)

SHUMAISSY



LANIE PALBRICA DE JESUS
X-ray Technician (August 2017)

SUPREME (RAWDAH)



EVNUR BEN SALI
X-ray Technician (August 2017)

DAMMAM



RAFEEK MAJEED
Staff Nurse (July 2017)



SANA TAMI AL BIAH
Receptionist (August 2017)

New Doctors Onboard

SAUDI ARABIA



Dr MUHAMMAD SHAKEEL IQBAL
Cardiologist
Abeer Medical Center, Bawadi



Dr RAMEEZ BACKER
Periodontist
Abeer Medical Center, Bawadi



Dr MOUNA MOUSTAFA KAZAZ
Obstetrics and Gynecology Specialist
Abeer Supreme Medical Center, Rawdah



Dr SOHIER HUSSEIN REFAI
Internist
Abeer Supreme Medical Center, Rawdah

ABU DHABI



Dr ASHISH KUMAR SATPATHY
Neonatology Specialist
Al Raha Hospital, Abu Dhabi



Dr FOUSIYA JAMAL
Obstetrics and Gynecology Specialist
Al Raha Hospital, Abu Dhabi



Dr TONY BIONO
ENT Consultant
Al Raha Hospital, Abu Dhabi



Dr MARYAM JAMILA
Obstetrics and Gynecology Specialist
Al Raha Hospital, Abu Dhabi



Dr REA LANI MERCADO
General Practitioner
Al Raha Hospital, Abu Dhabi



Dr FARZANA FAIZ
Dermatology Specialist
Al Raha Hospital, Abu Dhabi

QATAR



Dr NITHYANANDA SWAMY
Operations Head
Abeer Medical Center, Qatar



Dr MOMOTAZ KHATUN
General Practitioner
Abeer Medical Center, Qatar



Dr MARWA ELFATHI ELSHARIF
General Scope Dentist
Abeer Medical Center, Qatar