

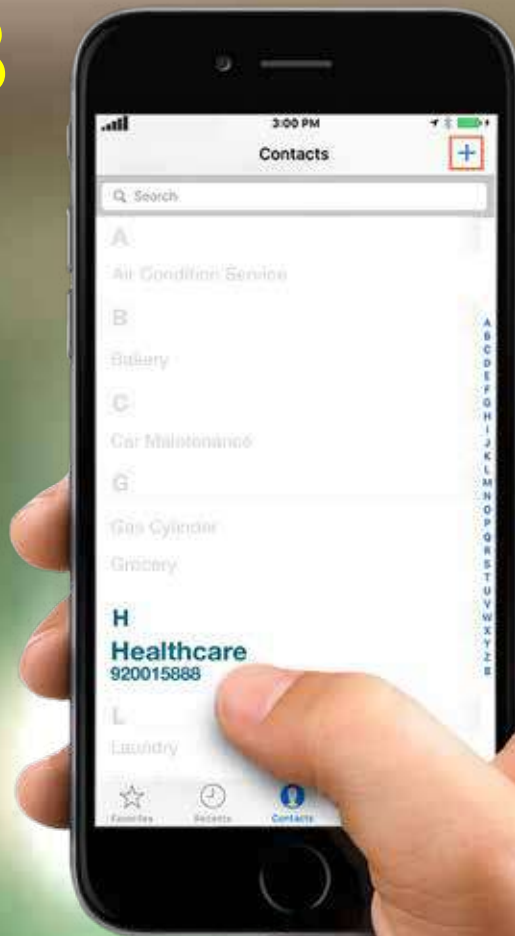
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A Call for Care

**Abeer
Care
Center**

Be Well. Live Well.



the abeerian

Official Newsletter of Abeer Medical Group

Volume 2 Issue 1

November 2018



**FLYING
BEYOND**



Just a
HELLO
away for

@ abeerhc f abeermed



Enquiries



Feedback



Appointments

@ all Abeer branches in KSA

abeergroup.com



Asia Live Asian Business Award 2018



Congrats Mr. Jayan!

Credits Spot

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Islamic Art Gallery opened at Abeer Medical Center

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Dear Abeerians,

We are rapt with a streak of successful accomplishments of late. We have achieved all that we aimed at. Be it the Guinness World Record, Weight Loss Campaign, CBAHI accreditation of our hospitals in Makkah and Jeddah or other public health awareness programs and campaigns, we have been a shining example of teamwork and determination. An intense craving for triumphant feats shines through our endeavors.

We tried as much as possible to remain least bothered of the limitations that loomed large in the beginning of every course of action. To a great extent, we were able to simplify the complexities, and recast so many impossibilities as practically possible actions.

According to my understanding, we must redefine our limits. Delivering the best within our human limitations makes us believe that delimiting our capabilities is a fallacious idea. If we think that the sky is the limit, we must then have a longing to reach there, and touch that limit. The reality is that, it is not the sky, but our view that is limited.

I want to tell you that we should never set limits to any person or thing. We will fall in mistakes if we carry a presumptive attitude in measuring human potentialities. History leaves critical evidences for the outstanding skills of eminent personalities like Albert Einstein, Al-Khwarizmi and various others having been misjudged and underrated by many. These men could create everlasting achievements, and they still live as iconic personalities on the pages of history since their dreams were unfettered and unrestrained. They were far ahead of others' expectations, because their vision in life was far beyond the reach of ordinary people.

Nothing in this world should no longer be a limit in doing our duties.

We should think, aim, act and achieve what that's beyond!

Good luck,

ALUNGAL MOHAMMED



Editor's Desk
BE AGILE



We are living in an age which demands us to be agile. Only those who are able to make swift and efficient movements in their actions would advance to success.

In the present scenario, academically well qualified and professionally consummate job aspirants are aplenty. Among them, those few who stand out as exceptionally competent achieve leadership positions in no time. It is by virtue of their ability in being agile, energetic and sharp-witted. This is better discernible when it comes to the vibes and vogues of burgeoning business enterprises in the modern world.

Haven't we heard, "The speed of the boss is the speed of the team"? It signifies that an efficient boss urges on his team to trigger actions with speed and smartness. Under such a dynamic leadership, process flow will be smooth and easy, and more results will be delivered in less time. The propensity for procrastination will be thwarted, and tasks will be fulfilled before the deadlines stipulated.

We should not lose our way, or move towards the wrong direction when being fast. Be balanced and composed concurrently with our attempts to race against time. Recharge ourselves with optimistic thoughts and positive vibes, so that we become a dynamic powerhouse. By

being fast, we must not only be the first, but also the finest in creating effective outcomes.

It is true that sometimes we need to slow down, calm down, and make sensible decisions in a relaxed state of mind. This does not imply being slow-paced in life or career. On the contrary, be careful that such a temporary slowness does not prompt us to walk balk.

Just take a look at these famous words by Martin Luther King Jr:

"If you can't fly, then run.
If you can't run, then walk.
If you can't walk, then crawl.
But whatever you do, you have to keep moving forward."

Be able and agile. If so, we will win our world.

Best wishes,

AZEEM SAIT

Corporate Communications Officer

ABEER WEIGHT LOSS CAMPAIGN 2018
SAUDI ARABIA SHED 12,500 KILOS!

The 'Healthy Makes You Wealthy' campaign on weight loss steered by Abeer Medical Group has reverberated with a bang in the healthcare domain of the Kingdom of Saudi Arabia. The weight loss contest conducted as part of the campaign which ensued from Abeer's committed social mission on 'expanding awareness on the healthy lifestyles intended for the early prevention and treatment of diseases' created a ripple effect in the public as well.

The contest that was announced a couple of weeks prior to Ramadan and launched on the first of the holy month closed its online registration portal in just 3 days since the participant strength from the different regions of the Kingdom touched the limit of 2500. It progressed through the pre-evaluation and mid-evaluation screening stages before and during the month of Ramadan respectively. The chief criterion for winning as announced as the loss of at least 7 kg during the contest term was fulfilled by 123 participants who were declared as winners in the final evaluation conducted at the end of the contest after the month.

Majority of the participants were able to reduce their body weight pretty close to 7 kg, but were unfortunately off-the mark. At the same time, there were a few winning participants whose weight loss stood incredibly in the range of 20 kg to 30 kg. On an average of 5 kg reduced by an individual contestant, the total weight loss is thus estimated as 12,500 kg.

Abeer Medical Group appreciated all those who reduced their body weight by adhering to various weight loss

tips and strictly maintaining a custom lifestyle. Regular exercises, daily workouts, controlled diet practices, consumption of less sugar and the other key tips shared by Abeer Medical Group helped them a great deal.

The winners thankfully acknowledged the socially committed endeavors driven by Abeer Medical Group aimed at the enhancement of public health. They thanked the organizers for gifting them such a good opportunity in the most appropriate time – the month of Ramadan. For most of the participants, reducing body weight had been remaining a long cherished dream, which they couldn't realize notwithstanding their repeated attempts. Some of them remarked that Abeer's weight loss campaign has helped them to do away with their

false impression on the less possibility of reducing body weight in the middle age.

Followed by the highly acclaimed Anti-smoking Campaign and the celebrated triumph of the Guinness World Record winning Diabetes Awareness Campaign in 2017, the Weight Loss Campaign titled 'Healthy Makes You Wealthy' is the third major large-scale edition of Abeer's socially obliged programs.

"If our awareness programs were riveted to Smoking and Diabetes last year, it focuses on Obesity this year, alluding to the reality that the increasing incidence of all these three is to be critically addressed and curtailed in order to transform the nation. This is our vision on the lines of the prestigious Saudi Vision 2030", stated Alungal Mohammed, President - Abeer Medical Group.



Watch the short video 'Saudi Arabia shed 12,500 kilos!' on the link <https://www.youtube.com/watch?v=G9faMcqFI3M>



WINNERS

ABEER WEIGHT LOSS CAMPAIGN 2018



ABEER WEIGHT LOSS CAMPAIGN 2018

TIPS TO LOSE YOUR WEIGHT

WEIGHT LOSS TIP #1
Fresh juices without added sugar are excellent for weight loss

النصيحة رقم ١ لتخفيف الوزن:
العصائر الطازجة بدون إضافات سكر ممتازة لفقدان الوزن

#AbeerCares

Abeer Medical Group
For details, call 9200 15888
966 50 318 9888

Weight Loss Tip#2
Eat more vegetables

النصيحة رقم ٢ لتخفيف الوزن:
أكل المزيد من الخضروات

Weight Loss Tip#3
Eat more vegetables and fruits as they have less calories but a lot of fibre

النصيحة رقم ٣ لتخفيف الوزن:
أكل المزيد من الخضروات والفواكه لأنها تحتوي على سعرات حرارية أقل ولكن الكثير من الألياف

Weight Loss Tip#4
Don't skip breakfast

النصيحة رقم ٤ لتخفيف الوزن:
لا تخطئ الإفطار

Weight Loss Tip#5
Don't eat too much

النصيحة رقم ٥ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#6
Don't eat too much

النصيحة رقم ٦ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#7
Don't eat too much

النصيحة رقم ٧ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#10
Green Tea increases metabolism to help reduce weight quickly

النصيحة رقم ١٠ لتخفيف الوزن:
الشاي الأخضر يزيد من الأيض للمساعدة على تقليل الوزن بسرعة

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Weight Loss Tip#8
Don't eat too much

النصيحة رقم ٨ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#9
Don't eat too much

النصيحة رقم ٩ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#11
Don't eat too much

النصيحة رقم ١١ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#12
Don't eat too much

النصيحة رقم ١٢ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#13
Don't eat too much

النصيحة رقم ١٣ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#14
Don't eat too much

النصيحة رقم ١٤ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#15
Follow the half plate rule

نصيحة رقم ١٥ لتخفيف الوزن:
اتبع قاعدة نصف الطبق

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Weight Loss Tip#21
Choose healthy snacks

النصيحة رقم ٢١ لتخفيف الوزن:
اختر وجبات خفيفة صحية

Weight Loss Tip#22
Opt for dark chocolate over milk chocolate

النصيحة رقم ٢٢ لتخفيف الوزن:
اختر الشوكولاتة الداكنة بدلاً من الشوكولاتة بالحليب

Weight Loss Tip#23
Bake, don't fry

النصيحة رقم ٢٣ لتخفيف الوزن:
اطبخ، لا تقلى

Weight Loss Tip#24
Don't eat too much

النصيحة رقم ٢٤ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#25
Swap full fat dairy products to skimmed or low fat ones

نصيحة رقم ٢٥ لتخفيف الوزن:
قم بتبديل منتجات الألبان كاملة الدسم إلى منتجات قليلة أو منزوعة الدسم

#AbeerCares

Weight Loss Tip#26
Cabbage breaks down belly fat

نصيحة رقم ٢٦ لتخفيف الوزن:
الملفوف يساعد على كسر دهون البطن

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Weight Loss Tip#27
Don't eat too much

النصيحة رقم ٢٧ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#28
Don't eat too much

النصيحة رقم ٢٨ لتخفيف الوزن:
لا تأكل الكثير

Weight Loss Tip#29
Avoid sweet and energy drinks

نصيحة رقم ٢٩ لتخفيف الوزن:
تجنب المشروبات الحلوة ومنتجات الطاقة

Weight Loss Tip#30
Read food labels and eat healthy

نصيحة رقم ٣٠ لتخفيف الوزن:
اقرأ ملصقات الطعام وتأكل صحي

ISLAMIC ART GALLERY OPENED AT ABEER MEDICAL CENTER



Khaled Almaeena inaugurating the Islamic Art Gallery at Abeer Medical Center, Bawadi;

A fine consonance of artistic and spiritual reflections can create an air imbued with peace and sanctity. Such an ambiance of blessedness is felt when you step into the Islamic Art Gallery at Abeer Medical Center, Bawadi which offers an exhibition of calligraphic paintings based on Quranic verses and Islamic history. The aim of this endeavor is to spiritually enlighten the oft-seen clinical setting filled with the feelings of pain, anxiety or displeasure, and to motivate the visitors who are mostly patients or bystanders by rendering a positive environment.

The Art Gallery was inaugurated by Khaled Almaeena, the literary luminary and Director of Abeer Medical Group in the noble month of Ramadan.

“The healing power of a piece of art is incredible. When it carries the sense of divinity and entwined with the colors of spirituality, it solaces distress and relieves the minds from unpleasant thoughts and feelings. The comforting feel this artistic and holy ambiance provides at Abeer Medical Center is praiseworthy. I appreciate the team effort behind it”, said Khaled Almaeena.

It was the commendable initiative taken by Zaheeruddin Ali Khan, Managing Editor – Siasat Daily that helped to source the paintings. On behalf of Abeer Medical Group, Abdul Rahman, Business Development Manager thankfully acknowledged him for his remarkable role.

Dr Ahmed Alungal, Executive Director of Abeer Medical Group said that Abeer has ever tried to give the highest

importance to care-seeker delight. “Treating our visitors with a pleasing ambiance is what we always look forward to”, he added.

“When artistry meets spirituality, healthcare experience becomes pleasant. We will soon come up with more such initiatives in the coming days”, remarked Jaleel Alungal, Unit Head, Abeer Medical Center, Bawadi.

Mir Ghazanfar Ali Zaki, Senior Public Relations Officer, Abeer Medical Group and Shiny Applose, Unit Operations Supervisor, Abeer Medical Center, Bawadi were the key organizers of the event.



ABEER CELEBRATES 88TH NATIONAL DAY OF SAUDI ARABIA HEALTHY CITIZEN, HEALTHY NATION



The 88th National Day of Saudi Arabia was celebrated at all units of Abeer Medical Group in the Kingdom with pomp and splendor.

The clinics and hospitals were decked out in green, the color of the Saudi flag. The care-seekers and the public were welcomed to the units with sweets and cakes.

The message ‘Healthy Citizen, Healthy Nation’ was the highlight of Abeer’s Saudi National Day celebrations.

It was conveyed well to the public who were encouraged to take the benefits of free health screening programs conducted by Abeer.

ABEER JOINS 4TH INTERNATIONAL YOGA DAY CELEBRATIONS YOGA FOR PEACEFUL MIND, HEALTHY BODY

Abeer Medical Group observed the 4th International Day of Yoga under the patronage of the Consul General of India, Jeddah, His Excellency Md. Noor Rahman Sheikh.

Abeer extended its warm association to the Yoga Day celebrations organized at International Indian School, Jeddah, Saudi Arabia. Various Yoga enthusiasts, leaders of the social and community organizations, diplomats and other invitees took part in the celebrations and the Yoga session which followed.

The Consul Generals of India, Sri Lanka, China, South

Korea, Nepal, Uzbekistan and other countries lighted the traditional lamp to formally begin the program. The special message of the Honorable Prime Minister of India on the occasion of the International Day of Yoga was screened.

The Consul General of India in his speech touched on the origin of Indian Yoga and its health and wellness benefits, and encouraged the participants to continue their enthusiasm in practicing it in daily life. He participated in the Yoga session afterwards.





Khlood A Bayazeed | Senior Manager • Human Resources & Administration
**ENGAGE, ENRICH AND EMPOWER
 MANPOWER**

We have seen plants and vegetation in the nature thriving and prospering in favorable climatic conditions. Similarly, if supported by a pleasant working environment, human capital in an organization will also flourish highly, contributing to organizational progress.

The real power that keeps the wheels turn in an organization is manpower. It is the workforce, the vibrant impetus that powers and propels plans and actions for the onward motion of a company's strategic growth. Only a happy and satisfied manpower can create a free and friendly workplace. If the work environment is pleasant and positive, it can accommodate a highly motivated team of employees, and retain them for a long period.

Growth of an organization, with all its concomitant factors like efficiency, productivity, futuristic innovations etc. is based on the efforts invested by human resources. Unlocking human potential, and shifting the collective foci of the employees with an unstinted spirit of teamwork will drive any organization to success. Only by a team that's engaged and happy at the workplace, such a triumph could be achieved.

The key facets of employee happiness, which if better rephrased as Employee Delight can be understood with a wider perspective.

Employee Delight is an intrinsic development actualized in the employee mindsets in degrees. For this, it involves a great deal of extrinsic conditions in the working environment. One such condition is rewarding and recognizing the employees. The immediate question would be why and how to reward and recognize them? This shall be obviously on the basis of the performance exhibited by them in the works assigned. Getting the best out of an employee's skills and potentials would definitely encourage the organization to appreciate and reward him or her. Talent Discovery is too important to be performed by the employer in this context.

Talent Discovery should not be simply deciphered as the process of finding employees to fill vacant positions. It is more about making discoveries of the innate talents in the employees, which if allowed to unleash would offer the organization substantial benefits. The workforce of an organization is not only a heterogeneous human capital, but also a repository of myriads of human skills or talents which stand individually distinct or distinguished.

When we conduct a Skills Gap Analysis among a team of employees, we are able to identify the skills which we actually require from them to meet our goals, and what exactly are being rendered by them at present.

It is vital to notice that some employees do really possess certain specific inbred aptitudes or natural traits, which if motivated well to express, would transmute into unique professional skills. If this motivation is continued by the employer or a team leader, it actually will turn out to be an ace up his sleeve, where surprise results will be born out of the creative utilization of the employees' variegated skillsets. This will open the way for acknowledging and appreciating employee achievements with rewards and recognitions. And we know, how much such an instance adds to the delight of an employee, where others heap praises on his or her exemplary performance and proficiency.

It's true that a work environment is definitely a confluence of various emotions, both positive and negative. One may chance on the occasions of grumbling, fault-finding etc. which are dampening and disheartening to his or her feelings. In such situations where a good team leader comes to realize that a particular employee or group is discouraged, he needs to ingrain positive energy in their minds, so that they adopt a strong degree of self-awareness and emotional resilience. Actually, if the team members are adequately and effectively mentored on how to deal with negative emotions, they will use practical mechanisms to reward and retain happiness within themselves and among others.

When employees are engaged with an amicable and stress-free work mood, it generates a satisfying work experience in the company, and attracts talent in huge numbers. If an employer can confidently publicize his organization as an employee-friendly workplace, then, according to me, it is the best way to post a recruitment advert. Because, these days, from a general employee perspective, it's not merely an attractive monetary pay that keeps them happy and satisfied.

We at Abeer are however delighted to tell the career aspirants, "Be part of our family. You will feel happy with us."



Dr Amal El Tobgy | Executive Director • Business Center
**HEALTH INSURANCE GROWTH AT
 RECORD HIGHS IN GCC**

Experts in global healthcare platform indicate that the insurance sector in the Middle East is growing at record highs, and is expected to attain a wider growth in the years to come. The anticipated growth in the near future is as much as 30%.

The potential growth of health insurance sector during the next years is mainly on account of the following grounds:

- ***Economic diversification programs initiated by national governments***
- ***Population dynamics***
- ***New and reformative regulations***

It is on the basis of these factors that mandatory health insurance coverage got introduced in many countries. Trade analysts are optimistic of the great growth opportunities of health insurance market in the GCC countries.

It is a matter of fact that the insurance industry in the Middle East countries is standing steadfast and resilient against the challenges posed by the shrinking global economy. This underscores the industry's strong and inevitable role in the innovative milestones achieved by the healthcare sector, which is seen attaining a huge growth in terms of catering to the multispecialty medical care needs of scores of people all over the regions.

Contextually, it is interesting to go into the the demographic dynamics in Saudi Arabia which very well reflects on the progressive strides of healthcare industry.

As reported by the media lately, in order to meet the healthcare needs in the coming years, Saudi Arabia will require an extra 5000 bed capacity by 2020. This will ascend to 20,000 by 2035. The prestigious Saudi Vision 2030 is taking relevant steps to expand the healthcare facilities, and encourage more investments in the private health sector with an eye towards ensuring the upsurge of bed strength and specialty services.

Leading players in the global healthcare arena are motivated to invest in the private health industry of Saudi Arabia owing to the increase in population and the country's strict adherence to quality and safety policies and practices.

As per a recent study conducted by a reputed consultancy

firm dealing with global forecasting and quantitative analysis, Saudi Arabia is the most populated of the six countries of the Gulf Cooperation Council. According to the Kingdom's General Authority for Statistics, its population currently stands at 33.7 million.

70% of the Kingdom's population is under 40. By 2035, the number of people in the age range 40-59 will multiply by 1.5 times, and the proportion of the people above 60 is set for a threefold increase," states the study. This demands the need for expansion in the healthcare infrastructure of the country, which will throw in a positive impact on the growth of health insurance sector also.

Compulsory health insurance uptake as enforced by the Government of Saudi Arabia has resulted in new business development in the Kingdom's economy. It has intensified the industry's premium pool, and made its asset base stronger than ever in the country.

Technological advancements have set the scene for digitalization in the insurance industry. The online healthcare insurance channel is an advanced move in the recent times. Also, it is equally or more important that the insurers explore the opportunities to activate and enhance technological and automotive systems to aid their customers.

The success and sustenance of every industry rely on its customer-centricity. With a continued focus on customer-centric approach, insurance sector in the Middle East healthcare is expected to bring about high yielding transformations in the market.



ABEERIANS OPEN UP ABOUT THEIR WORK EXPERIENCE HOW IS IT?

"Abeer is a place where I see people are pleased and passionate in their work. The line managers are so cooperative that we get a fair and fine guidance from them. It is so nice that we get trained and mentored in a unique way. I feel proud that I'm an Abeerian."

Rinad Jamal Omar
Recruitment Officer



"Abeer is my second home. Working here gives me a feeling that I'm spending time in my family. I would rather say Abeer Family than Abeer Medical Group. For an employee like me, Abeer is more of a family than an organization."

Glenn E. Vales
Office Boy



"The best part of Abeer is that, here we don't feel any difference between each other. People from different nations or cultures are treated equally. I forget the sadness of staying away from my family when I see smiling faces around. Abeer is really a great place to work."

Mohamed Irfan
Maintenance Staff



"Rapport with colleagues and care-seekers makes me feel relaxed and stress-free. It's the operational efficiency that sets Abeer apart from other healthcare facilities in Saudi Arabia. The team is very cooperative, and highly enthusiastic. Working at Abeer is of course a great learning experience also."

Madani Hassan
Staff Nurse



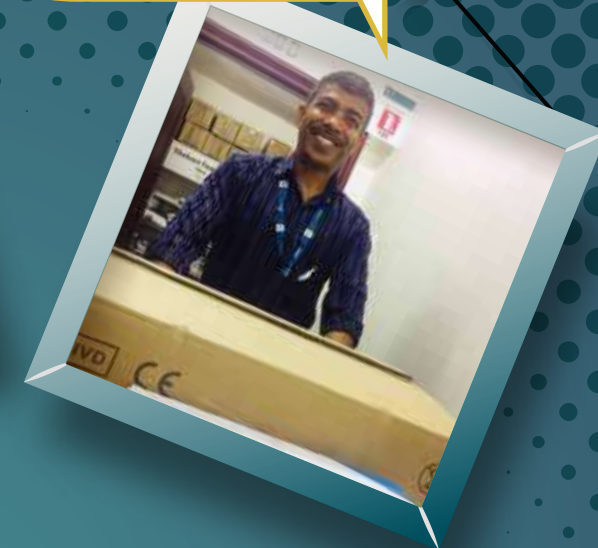
"Working in a good company is a great experience. Working alongside good people is a great privilege. At Abeer, I'm blessed with both. The work culture here amplifies one's best qualities."

Nouran A Tashkandi
Executive-Corporate Business Center



"There are so many Abeerians who treat me as a father-figure. I enjoy every moment with them. Here, you don't see a domineering attitude from anyone. Abeer has a funny, jovial job environment which you can hardly see in other places."

Sayed Kasim
Store Assistant



"The healthcare services of Abeer are care-centric. We always make sure that the care seeker needs are addressed well, and the care-seekers are satisfied. It is their satisfaction that gives us pleasure. The greatest lesson I've learned from here is that there is nothing that can't be resolved harmoniously."

Jahangeer H A Alware
Executive - Patient Experience Department



"I have so much pride in the incredible amount of motivation shared from my colleagues here. An in-depth focus on technological growth and innovation is encouraged at Abeer. An open-minded approach by the management helps a lot for the growth of cultural diversity."

Abeer is absolutely great!"

Wakeel Ahmed
IT Programmer



ABEER HOSPITALS OBTAIN CBAHI ACCREDITATION



Saudi National Hospital, a 65 bedded hospital in Makkah popular as SNH, and Dr Hassan Ghazzawi Hospital (DHGH), a hospital in Jeddah equipped with 78 beds, both owned and operated by Abeer Medical Group have obtained the Saudi Central Board for Accreditation of Healthcare Institutions (CBAHI).

Saudi National Hospital was founded in 1950, as the first private multispecialty hospital in the Kingdom, by Sheikh Muhammad Al-Sanah. Dr Hassan Ghazzawi Hospital was taken over by Abeer Medical Group in 2010. These hospitals are serving a large number of people in Makkah and Jeddah, and their surrounding regions with the deeply ingrained values of quality care, compassionate approach, safety practices and affordable pricing.

CBAHI is the official agency authorized to grant accreditation certificates to all governmental and private healthcare facilities operated today in Saudi Arabia. CBAHI has emerged from the Saudi Health Council as a non-profit organization. The principal function of CBAHI is to set the healthcare quality and patient safety standards against which all healthcare facilities are evaluated for evidence of compliance.

It is mandatory for all public and private healthcare delivery facilities (hospitals, polyclinics, blood banks and medical laboratories) in Saudi Arabia to comply with the national standards set by CBAHI, and obtain its accreditation through a survey process set forth by it.

Alungal Mohammed, the President of Abeer Group specially congratulated the Management and the Total Quality Management Department of both the hospitals on this great achievement.

“

A Big Thank You from the bottom of my heart!

I don't have words to comment on your unwavering commitment and astute dedication to fulfil a remarkable goal.

The vigor and vitality demonstrated by all of you, even during late night working hours exemplify exceptional professionalism.

It serves as an evidence of your devotion to work.

The happy news we have heard is the real impact of our unified vision and coordinated actions.

It is the finest expression of our sheer passion.

Beyond everything, this achievement is an epitome of our team spirit.

Hearty Congrats!

said Alungal in his note of appreciation.

”



Abdul Rahman | Manager • Marketing & Business Development

TAKE THE LEAP!
PLAN YOUR ACTION FOR YOUR SUCCESS

Raise your standards. Have an unshakeable belief.

Whatever your standard is now, whether it's good or bad, is not relevant; it just is. Whatever you have in life, you have got everything you deserve because the actions you have taken to date have produced it.

These are the standards you have set for yourself up until now, and unless you do something different, you will not get a different result. Only when you raise that standard yourself, can you expect to raise your expectations.

Raising your standard is not enough. You need to have an absolutely unshakeable belief that says: 'I know I can'. If you do not have that, you get a little voice in your head that says, 'Whom are you kidding at? You have never done it before. Why are you going to do it now? What makes you think you're going to do it now?' The voice in your head is like a little devil that follows you around. You have to banish your little

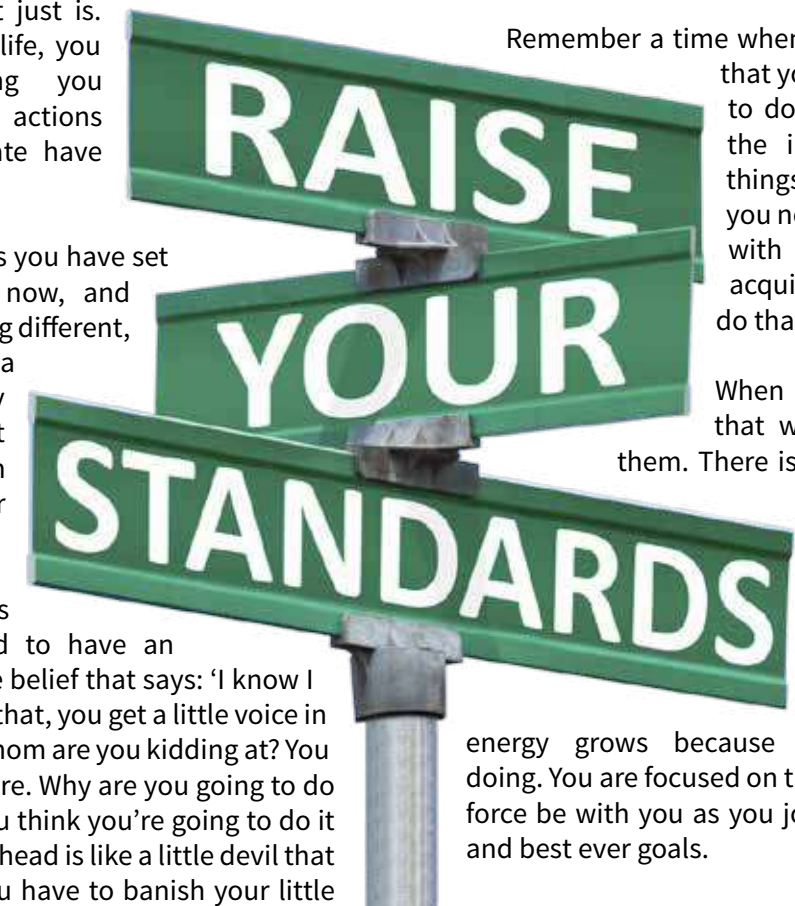
devil, or at least dumbfound him so that he doesn't have anything to say.

Know what to do. Apply it.

Remember a time when you were able to do things that you didn't think you were able to do before. Where did you find the inspiration for doing these things successfully? Look around you now, and when you see people with the skills you'd like to acquire, ask them, 'How did you do that?'

When you find simple strategies that work, collect them, and use them. There is a way of doing most of the things, and you need to have a simple strategy that gives you the right order for the process to work.

As your thoughts, plans and actions flow together, your energy grows because you are doing what you love doing. You are focused on the destiny you want. May the force be with you as you journey towards your biggest and best ever goals.



IISJ STUDENTS AWARDED GUINNESS WORLD RECORD CERTIFICATES



The students of International Indian School Jeddah (IISJ), who formed the largest picture mosaic on the World Diabetes Day last year as part of Abeer Medical Group's mass CSR campaign against the health hazards of diabetes, were honored with the presentation of individual certificates of participation today. The certificates officially issued by Guinness World Records in the names of all the 4500 participant students were awarded to them through their respective prefects at a special event organized at IISJ Boys Auditorium.

His Excellency Md. Noor Rahman Sheikh IFS, Consul General of India in Jeddah was the chief guest of the event. Alungal Mohammed, President - Abeer Medical Group, Mohammed Shahid Alam - Deputy Consul General, Syed Masood Ahmed, Principal - IISJ, Managing Committee Members - IISJ, other dignitaries and media persons were present at the event.



Md. Noor Rahman Sheikh congratulated all the participant students in the world record event on their enthusiasm and dedication. "I'm quite sure that no achievement will be left behind as long as you keep up this strong determination and great level of dedication with you", he said while addressing the students.

Alungal Mohammed said that the IISJ students have proven their high degree of patience and determination to make a seemingly impossible task really possible. He stressed on the need and importance of public health awareness initiatives, along the lines of which Abeer has already organized CSR campaigns on Anti-Smoking and Diabetes.

Alungal specially mentioned the outstanding role of the School Reporters' Club in streaming the events and activities in the school on the social and digital media. As

a token of appreciation, a high definition camera was awarded to the club members by him.

Syed Masood Ahmed acknowledged the positive support and optimistic association rendered by the Consul General since the thought of organizing the world record attempt. "He has always been a pillar of support, and his association has no parallels", remarked Syed.

For Dr Jemshith Ahmed, Vice President - Abeer Medical Group, it was the meticulous planning and flawless execution of the IISJ team that created the record. He thanked the Managing Committee members, teachers, parents and volunteers of IISJ and the media fraternity for their warm support in this achievement. "This is not just a world record. In fact, what we organized on the World Diabetes Day last year was the largest human gathering in the world to fight diabetes", he said.

Dr Jemshith spoke about the enhancement of lifestyle habits with which diabetes incidence can be curtailed significantly. "70% of the diabetes occurrence could be checked in this way", he added.

A promissory note undersigned by the President of Abeer with the offers of sponsoring the academic expenses of 10 participant students in the Guinness World Record event for a period of one year as nominated by the school, and providing health checkups for all the 4500 participant students was formally handed over to the Principal of IISJ. A commemorative plaque reminiscent of the record was unveiled in the program.

Md. Noor Rahman Sheikh, Alungal Mohammed, Mohammed Shahid Alam, Dr Jemshith Ahmed, IISJ Managing Committee Chairman Asif Rameez Daudi and other members of the Managing Committee distributed certificates to students

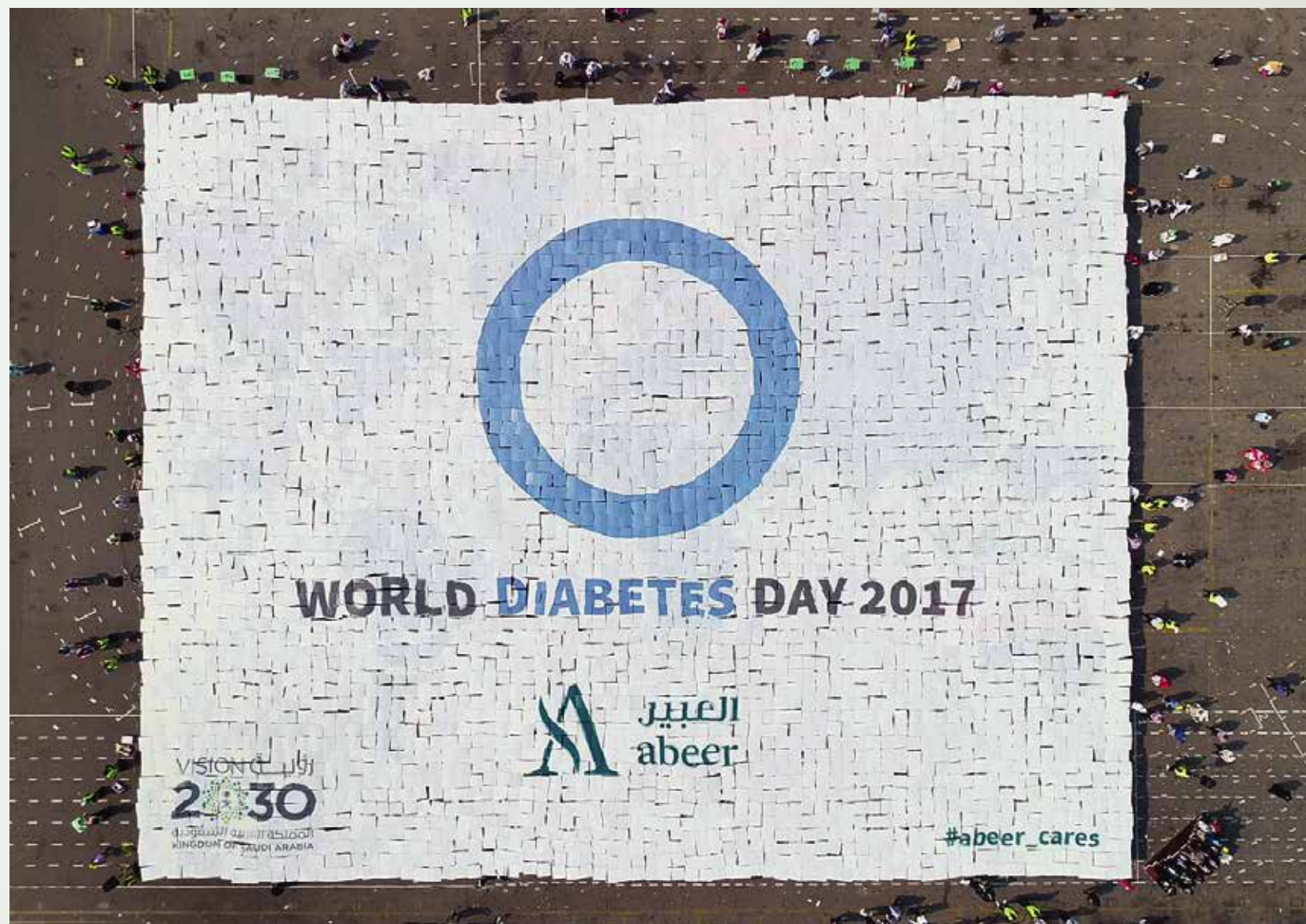
Celebrations

GUINNESS WORLD RECORD

IMAGE GALLERY



A YEAR OF **GOLDEN** **MEMORIES**



**LARGEST PICTURE MOSAIC FORMED BY PEOPLE
ON WORLD DIABETES DAY • 14 NOV 2017 • SAUDI ARABIA**

ABEERIAN K M IRSHAD'S TRAVELOGUE RELEASED



Dr Jemshith Ahmed and Dr Ahmed Alungal jointly receiving the first copy of K M Irshad's travelogue 'Gadbad Nagaram - Oru Thulunadan Aparatha'

Veteran Saudi Journalist, Former Editor-in-Chief of Saudi Gazette and Director of Abeer Medical Group Khaled Almaeena formally released the book 'Gadbad Nagaram - Oru Thulunadan Aparatha', a travelogue penned by K M Irshad, an employee working at Abeer's Corporate Department. The book which has garnered a high degree of critical acclaim among the readers in Kerala is an anthology of the writer's experience during his road trips across the old Thulunad regions in the north Kerala and Karnataka. The release event hosted by Abeer Corporate Management at Abeer Open Air Theatre, Sharafiyah was attended by writers, bloggers, critics and social leaders in the region.

In the inaugural address, Khaled Almaeena heaped praises on the perseverant endeavors taken by Irshad in sourcing and recording the history, culture and civilization of the places he visited. He stated that the writers of the present generation are to be inspired to come up with such impressive research-based literary initiatives.

The book 'Gadbad Nagaram - Oru Thulunadan Aparatha'

was formally received by Abeer Medical Group's Vice President Dr Jemshith Ahmed and Executive Director Dr Ahmed Alungal.

Critic and writer Kabeer Muhsin who presented the book review discoursed at length on the contents, mainly those intertwined with the histories, myths, folktales and folklores of a region sprawling along several miles from Chandragiri River in Kasargod, Kerala to Kalyanapura River in the Uduppi district of Karnataka. "Irshad takes the readers to a bizarre and atypical geography which has never been identified or attempted by any travel writer before", said Muhsin.

The program was presided by Gopi Nedungadi, PE In-charge - Abeer Medical Center, Sharafiyah. Musafir Elamkulathu, Abu Iringattiri, Basheer Vallikkunnu, Aboobacker Arimbra, Abdul Samad, Usman Iringattiri, K T A Muneer, C K Shakir, Anwar Cherangai, Adv. Ashraf Akode, Kumar Viswaraj, Hassan Batheri, Abdul Haque, Binnimol K P, Manu Pattikadu and Noorudheen Kilikkotttil spoke on the occasion. Azeem Sait delivered welcome address, and Hyderali E K presented vote of thanks.



The heart of every successful organization are its people. This is particularly true for a healthcare group like Abeer. While every Abeerian is important for the growth and sustainability of the organization, the employees of one department - Nursing, have to be mentioned in particular.

The Nursing Department is exercising a commendable role by showing their devotion and compassion in working 24/7 to meet the needs of the patients and their families. An enterprising senior team synonymous for exemplary leadership is driving the workforce efficiently.

The Nursing Department's structure and process flow are getting re-engineered in the organization. With the joining of the Regional Directors of Nursing and the Regional Nursing Educator, I am hopeful that their expertise will be felt across the department which will bring inevitable changes, streamline processes, establish development and educational programs, enhance effective communication and most importantly, safeguard quality care practices each patient and their family deserve.

While Change Management can be defined as a structured approach to transform individuals, teams and organizations from a current state to a desired future state, change is not always embraced as a welcome guest. After all, with changes in care delivery, technological advancements and increased patient expectations, the role of a nurse as a healthcare professional is growing and evolving at a fast pace. These trends require nurses to have the latest information and resources at their disposal so they can effectively assess, plan, implement and evaluate patient care.

Since nurses often find themselves on the frontline of new trends in the healthcare system, they may need more education in order to be able to lead change in a variety of clinical areas. We are sternly focused on obtaining accreditations of international standards by improving the quality and safety standards of our units. This involves a lot of hardships, which but will propel the prosperity of the entire Group in the healthcare sector.

Quality Improvement is each Abeerian's continuing responsibility, and Accreditation is only the result of their efforts.

I believe that a nurse is so because of his/her desire to care, serve or help. Unfortunately, without proper tools, resources and training, this goal might be hard to achieve successfully.

At Abeer Medical Group, the Department of Nursing is reinforcing Induction Programs aimed at the development of theoretical and practical skills of the nurses, and also meet interaction needs among the team. The program is also focused on giving newly hired nurses the knowledge and attitude expected from them in their services. Competency-based check off activities are conducted to warrant standardized and evidence-based practical skills through the 90 days General Nursing Orientation Program which prepares them to function independently in their respective units or departments.



Furthermore, the Nursing Department will conduct unit specific education and training programs to ensure that all nursing staff in Abeer Medical Group have a chance to reach their full potential and expertise in their field of practice by using the Patricia Benner's "Novis to Expert" model.

We are expecting the new recruits to join us shortly, which will add to our rich nursing diverse culture ensuring that the nursing workload will certainly decrease.

Lastly, I would like to extend my heartfelt gratitude to each and every nurse who has served our care-seekers with dignity and respect.

Thank you for your unfaltering dedication and compassion in making a difference. With your expertise, time or even just the kind smile you wear, please remember why you have chosen nursing as your career of choice. That is why it is so important that we accept the challenges ahead of us, and continue to move forward as a newly developed Nursing Department willing to embrace evidence-based practices and processes, while turning Abeer into a healthier and more delightful environment for every nurse to grow and prosper.

ABEER FORMS STRATEGIC TIES AT ARAB HEALTH 2018



It was on the second day of Arab Health 2018 that the strategic business partnership agreement was signed by Abeer Medical Group, the distinguished healthcare provider in the Middle East and Siemens Healthineers, a prominent German healthcare technology company.

Abeer, once again the Proud Platinum Sponsor of Arab Health found the event platform as a unique, productive space to foster pro-active collaborations and partnerships with innovative approaches in the new generation healthcare scenario and welcome modernized trends and technologies.

As per the deal formally entered between Alungal Mohammed, President - Abeer Medical Group and Eng. Michel Atallah, CEO - Siemens Healthineers, the latter will be the provider of a range of advanced healthcare technological solutions to the former for their 16 facilities currently operational in Saudi Arabia for one year. The parties gladly expressed their mutual consensus for working passionately with a concrete objective riveted to enhancing patient experience through the application of technology-driven care-giving, concurrently ensuring treatment quality and cost affordability.

Abeer Group believes that the business tie-ups and corporate associations they materialized at Arab Health 2018 will shift the dynamics of the Group's service portfolio, which would in turn propel the team to engender progressive growth and wider expansion. With an eye to sophisticating all its current and upcoming healthcare facilities with top-tier technologies, Abeer is eager to welcome more number of strategic partnerships in all levels.

For Abeer, Jabir Valiyakath, Vice President - Finance & International Business, Dr. Jemshith Ahmed, Vice President - Strategic Planning, Jayan K, Vice President - Projects & Business Development and other key officials

were present during the agreement signing. From Siemens' side, Ole Maloy, Managing Director, Dr. Bernd Ohnesorge, President for Central and Eastern Europe, Eng. Mouaz M. Al Ali, Key Account Manager, Middle East and Africa, Eng. Mohamed Hanafy, Head of Sales and Eng. Ikbal Daboul, Regional Sales Manager participated.



Alungal Mohammed, President - Abeer Medical Group and Eng. Michel Atallah, CEO Siemens Healthineers signing agreement at Arab Health 2018 in Dubai

ARAB HEALTH DAILY DOSE

“Arab Health is an international exchange hub of knowledge, technology and resources”:

Alungal Mohammed, President of Abeer Medical Group



“Technological sophistications in healthcare based on the application of Artificial Intelligence, Virtual Reality etc will trigger a paradigm shift in the industry, I’m sure. This, when offered together with a greater level of compassion, will make healthcare delivery impeccable.”

Globally, the healthcare industry is booming as never seen before. But what accounts for this is the rampant unhealthy lifestyle. In my perspective, mushrooming of healthcare facilities indicates an inauspicious condition.

The actual growth of healthcare industry must never be understood in terms of multiplying healthcare institutions. Rather, it has to be on the basis of increasing awareness on the ways to enhance healthy lifestyle practices and thus to check ill-health to the best possible level. No doubt, the motto of modern healthcare industries in the world needs to be more efficacious along the lines of this notion.

What current trends do you see specifically in the UAE healthcare industry and what do you see as the growth areas going forward?

Technological innovations and digitalisation are bringing about fruitful and far-reaching impressions. Diagnostics and treatment modalities are being simplified at the patient's ease and comfort. Many such developments pertaining to modernisation of healthcare like patient-friendly apps are good enough for the healthcare needs of the modern world.

Abeer is confident it will continue to win the trust and goodwill from the populace of the UAE through quality and affordable care-giving. The focal point of Abeer's healthcare development initiatives in the UAE is the expansion of Al Raha Hospital in Abu Dhabi. Within a year, Al Raha will attain the position of a leading tertiary care hospital in the UAE with a bed capacity of more than 150. Also, a 50-bed hospital for Women and Children in Abu Dhabi will be dedicated next year. This hospital will be a high-end referral centre equipped with ultramodern facilities, especially for the departments of neonatology, gynaecology etc. The advanced feature of this hospital will be luxurious LDRP (Labour Delivery Recovery Postpartum) Birthing Suites. Majority of the doctors and other medical professionals in our hospitals here will be academically proficient and western-trained.

What, according to you, are the main ideas/strategies that will transform the healthcare industry of the future?

Technological sophistications in healthcare based on the application of Artificial Intelligence, Virtual Reality etc will trigger a paradigm shift in the industry, I'm sure. This, when offered together with a greater level of compassion, will make healthcare delivery impeccable.

How important is innovation in healthcare? What are the technological, medical and strategic innovations that your company brings to the healthcare arena?

'Innovation at every single step of growth' is our aim to transform our healthcare organisation and make it globally supreme. Abeer Medical Group is introducing internationally acclaimed and sophisticated technological and medical healthcare features in every innovative step it makes.

Like the Guinness World Record winning mass awareness on diabetes, Abeer is organising an array of strategic programmes like campaigns, awareness events etc with a special attention to the preventive and predictive aspects of healthcare on such specific subjects related to global human health and wellbeing.

What products or technology will you be showcasing at Arab Health 2018?

We will exhibit our service-based features and future prospects, mainly pertaining to Abeer's new facilities in the Middle East such as the soon to be opened largest hospital in Oman, a high-end medical centre in Kuwait, new hospital and medical centre projects in Saudi Arabia and so on. We are also keen on reinforcing our corporate collaborations during Arab Health.

As a company closely associated with Arab Health for the past several years, how would you evaluate the impact of the event on the healthcare industry in the MENA region?

Arab Health is an international exchange hub of knowledge, technology and resources in healthcare. Neither any healthcare gathering nor any similar conference in the MENA region has such a magnificent exhibition potential of the medical trends and technologies for the next generation healthcare arena.

How has participation at Arab Health aided your company's yearly strategy in developing business opportunities in this growing region?

Arab Health has helped us in formulating strategic ties and partnerships with the leading healthcare players and traders in the MENA region. We are happy that the recognition and reputation of Abeer Medical Group as a top tier healthcare group in the Middle East is showcased before an international healthcare audience.

**AN EXCLUSIVE INTERVIEW OF
ALUNGAL MOHAMMED, PRESIDENT – ABEER MEDICAL GROUP WHICH
APPEARED ON THE DAILY NEWS MAGAZINE OF
ARAB HEALTH 2018**

COME BACK KERALA!

Alungal Mohammed, the President of Abeer Medical Group donated INR 10 million to the Flood Relief Fund of the Chief Minister of Kerala. Sri. Pinarayi Vijayan, Honorable Kerala Chief Minister received the amount from Dr Ahmed Alungal, Group Executive Director.

“It is our duty to resuscitate God’s Own Country. Our willpower and support if rightly extended to the state will light a new ray of hope for the depressed lives. We need to remain strong with our care and commitment to Kerala. We can do wonders”, commented Alungal Mohammed during his media address.

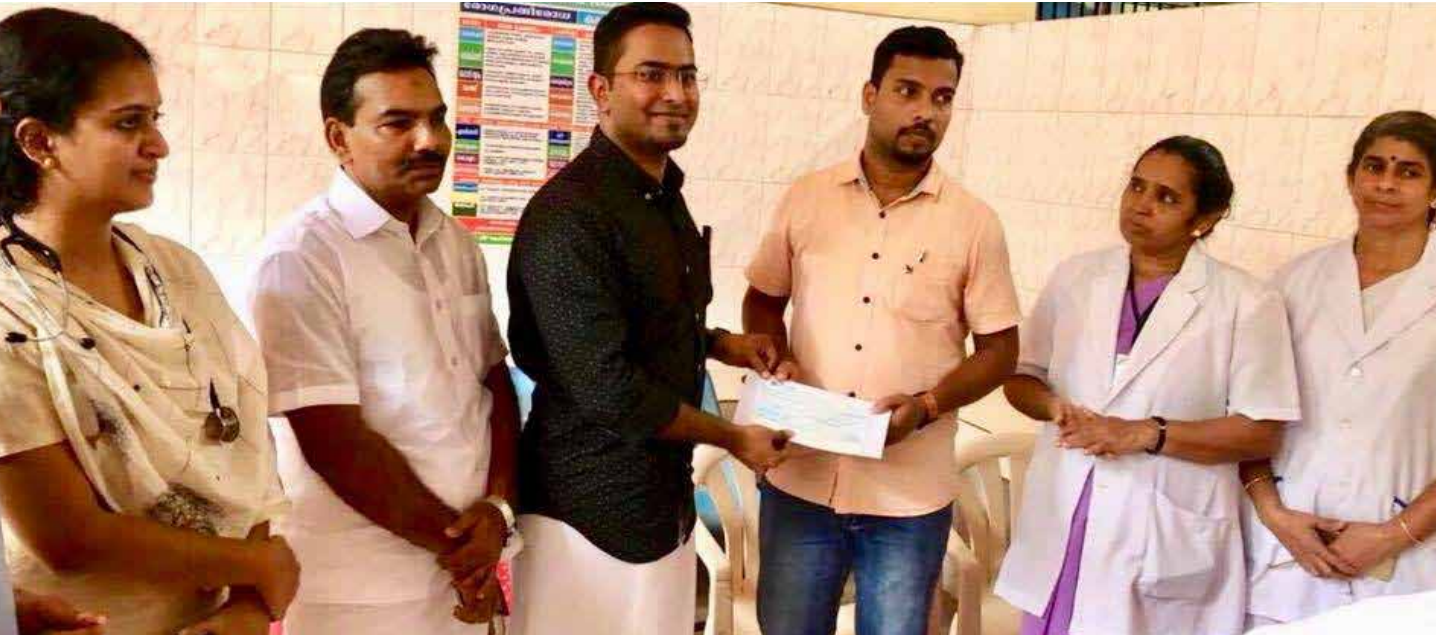


Sri. Pinarayi Vijayan, Honorable Chief Minister of Kerala receiving the donation from Dr Ahmed Alungal, Executive Director – Abeer Medical Group

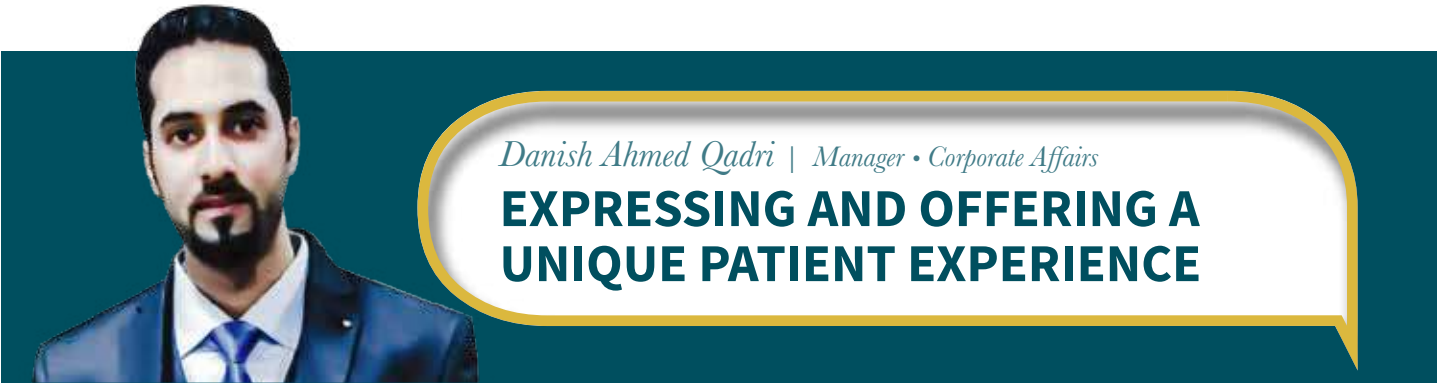
SISTER LINI - AN EPITOME OF VIRTUE

Abeer Medical Group has contributed a monetary aid of INR 1,000,000 to the family of Lini Puthussery, the 31 year old nurse who succumbed to death infected with Nipah virus while attending to the patients with the same infection. Dr. Ahmed Alungal, Executive Director of Abeer Medical Group handed the amount to Sajeesh, Lini’s

husband on behalf of Alungal Mohammed, the President. "As a nurse, Lini was an epitome of virtue. She exemplified the statement ‘Nurse is an angel on the earth’. The pain of her loss is irretrievable. We are pleased to give this amount to her family whom she loved more than anything else in this world", Dr. Ahmed stated.



Dr Ahmed Alungal handing the cash cheque to Sajeesh, Nipah Martyr Lini Puthussery's husband



This is a subject many talk about, but not all are able to align their work behaviors and gestures to the expected level of standards.

Our industry, which is healthcare, is not like other businesses. Patients are unlike other kinds of customers. Generally, customers are people who are WELL, those who enjoy a distinguished status by virtue of their abilities to purchase goods or services. Patients, on the other hand, are NOT WELL. Their lifestyle is greatly affected by illness or injury that makes them vulnerable, frightened, exhausted, confused, medicated and often painful. The products they purchase are to monitor and/or restore their health. The services they pursue often require an unspeakable level of trust in their service/care providers, i.e., everyone they meet or interact with in the clinical/hospital environment. So, it makes little sense to consider or relate to patients as conventional ‘customers’ in our health-centric service model.

Delivering a great customer experience is a challenge in every industry, without any exception, whatsoever. However, let’s be thoughtful of the additional challenges involved in providing services in life-and-death environments, such as ours.

Understanding Care and Executing Relevant Behaviors

We, in healthcare industry, are in the ultimate yet complex service business. There is no closer, more personal bond that exists in any business than that of a caregiver and a care seeker. So, we all must focus on being passionate and committed, and believe that we truly are in this for the higher purpose of reducing care-seeker suffering and not just to take it like any other job.

I continue to believe that majority of the people enter healthcare with the desire to help others. We just need to make sure that we are keeping that burning passion ignited, and continue feeding it with a fuel of empathy, compassion and calmness. We need to constantly improve the safety, quality and experience of care to those who are often at the most vulnerable times in their lives.

Most of us, if not all, know what it feels like to be temporarily affected by a flu, stomach infection or any other non-life threatening illness. What was most important to you the last time you were sick? Well, my guess is that you weren’t interested in gourmet food, an exclusive ambience, or any other kind of luxury expectations. All you desired was a comfortable and

clean bed in a quiet room where you could rest. You wanted to eat simple, nourishing food. And most importantly, you wanted someone who looks after you, to manifest their care with a smile or a gentle touch and to make sure that you were okay, and had everything you needed.

Now imagine your illness or injury is acute, possibly life-threatening, and requires hospitalization. Add to it the fear and vulnerability that come with finding yourself in an unfamiliar and an unexpected situation. What would be most important to you now? Luxurious environment? Absolutely No. It is but the emotional dimension to the patient experience that is and will always be the strongest driver of patient satisfaction while he/she is in a state of distress.

“Care seekers, what patients should be referred to here at Abeer, have very basic needs. They want to feel as if they are the most important people in our staff’s mind.”

Patient care is not just limited to the Doctor, Nurse or the Patient Experience Executives supervising the floors to serve the patient. It’s the responsibility of everyone who comes in contact with the care-seeker or his/her family, ranging from their enquiry on the service availability at the facility entrance, registration

or waiting time right till the end of treatment completion. Such a care generates satisfaction in the patients, which if continued from the care-givers’ end would transform it to a great and pleasing experience. This unique experience when constantly exceeds the expectations of the care seeker, it regenerates as Care-seeker Delight. Fulfilling such a delightful care-seeker experience has to be the ultimate objective of every Abeerian.

While you all might have your own tips and unique approaches to patient care, the general perception is the same: be positive, treat each one as an individual, and provide them with the care that you want for yourself or your family members. Our relationship with the care-seeker ought to focus on care for an individual more than on service to a customer. For this to happen, our daily work behavior requires connection, respect and compassion. This is where the true patient care comes in.

Care seekers, what patients should be referred to here at Abeer, have very basic needs. They want to feel as if they are the most important people in our staff’s mind. They want to be kept well informed, communicated and also actively participated in their own treatment.

And, let’s not forget that an emotionally attached and satisfied care-seeker is always grateful. Their bonding with the care-givers and the facility is longstanding.



ABEER HOSPITAL, MUSCAT PHOTO GALLERY

Abeer Hospital located at Ruwi in Muscat is attracting scores citizens and residents of the Sultanate of Oman. The hospital is becoming their preferred and trusted healthcare destination.

Established in Saudi Arabia in the year 1999, Abeer has come a long way in the later years by expanding its operations to other countries like Qatar, UAE, Kuwait, India, and now in Oman. Over the years, the Group has embraced technological advancements, optimized healthcare delivery and harnessed clinical expertise with a vision to provide affordable and quality medical care to everyone. Its commitment to ensure the continuum of care and wellness has triggered new practices, developed innovative reach out programs and forged new relationships in the private healthcare sector.

Abeer has a large expansion plan in the Sultanate, and would soon be establishing an array of referral centers in the country's capital region. "We are thankful to the ruler of the Sultanate of Oman and all the authorities for their unwavering support and continuous guidance which have been instrumental in our success journey", comments Alungal Mohammed, President - Abeer Medical Group.

Abeer Hospital in Muscat is a multispecialty hospital offering services in almost all specialties. The hospital has a team of handpicked medical professionals in all departments. It offers 24-hour emergency care, and advanced diagnostic and surgical services which are well incorporated to deliver total care to the public.

The inpatient rooms are specifically designed to address the healing needs of the patient and thus improving the patient, family and clinician experience. "The specific elements of healing, patient safety and wellness have been carefully considered to design our service delivery model. It is the professionalism and clinical skills of our staff that enhance patient experience", remarks Dr Jemshith Ahmed, Vice President - Strategic Planning.

Superior Inpatient Rooms, state-of-the-art Diagnostic facilities including CT Scan, fully fledged Laboratory and Blood Bank ensure comprehensive care to the patients at Abeer Hospital. The round-the-clock operation of the Pharmacy attached to the hospital is much beneficial to

the residents of the locality. The second phase of the hospital will feature Gastroenterology and Urology departments apart from the addition of more super specialties.

Located on the busy Ruwi High Street, the hospital offers dedicated parking and valet parking facilities for the patients. Abeer Hospital, Oman has carefully recruited excellent clinicians, nurses, paramedics and other support staff to offer premium care. A multiethnic team of more than a dozen nationalities ensure cultural synchronization and reach to the different expatriate communities as well as nationals.

Abeer Group has established proficient patient safety protocols to improve clinical outcomes and patient satisfaction. Abeer is already in the process of upgrading all its facilities in the Middle East to JCI standards. The In-House Quality Department continuously evaluates the performance of the hospital in all relevant areas including clinical practices, documentation, building maintenance, safety and fire drills.

"The GCC countries and Oman in particular are witnessing a demand for specialized healthcare. We look forward to establishing public-private partnerships for the benefit of the society and the country at large," remarks Jayan K, Vice President - Projects and Business Development.

"According to healthcare forecast, hospital bed requirements in Oman would be reaching a demand of close to 8000 by 2020. "We are keenly looking forward to our humble, yet significant participation in instituting quality and affordable facilities by this time to cater to the healthcare needs of the nation", says Jabir Valiyakath, Vice President - Finance and International Business.

Abeer is committed to preserve this great trust and acceptance by the people in Oman. The Group promises them the healthcare of finest quality standards.



ABEER COLLABORATES WITH KPJ HEALTHCARE OPENS NEW WAYS TO HARNESS MODERN TECHNOLOGY IN CANCER TREATMENT

Abeer Medical Group and KPJ Healthcare, Malaysia ink pact for medical referrals and other associated cooperation. Malaysia's growing reputation as an ideal healthcare hub sees it welcoming visitors from around the world seeking remedies for a wide range of medical needs, that include both critical health services as well as cosmetic and remedial care.

Abeer, catering to more than 4 million patients in a year is joining hands with KPJ Healthcare with an eye to considering the requirements for advanced medical care, and catering to the needs effectively. "Medical expertise in Malaysia ranks one among the best in the world, and most private hospitals in the country have been internationally recognized for their quality and standards. This has very much evoked our interest in this strategic partnership", said Alungal Mohammed, President – Abeer Medical Group.

KPJ Healthcare, the premier healthcare group in Malaysia provides the most advanced IBM's Watson Cancer Diagnosis and Treatment which are limited to a few hospitals across the globe. The cooperation between the two medical providers would benefit the patients for early detection, treatment and continuity of care. Oncology and Cancer Treatment Planning by IBM's Watson Software is one of the most advanced and effective modalities in cancer care. Researches indicate a high level of acceptance for this modality, and so is its effectiveness.

The covenant linking Abeer and KPJ Healthcare is the outcome of the pivotal strategic vision formulated by Dr Jemshith Ahmed, Vice President, in collaboration with Danish Ahmed, Manager, Corporate Affairs - Abeer Medical Group. In consideration of the significant challenges posed by cancer, both the parties by virtue of this agreement will be committed to enhancing the healthcare approach and treatment standards for cancer patients.

Khaled Almaeena, Director of Abeer Medical Group assured positive results to the people of Oman through this association. "More such tie-ups would add clarity to

the healthcare vision of Abeer as well, which in turn will generate better health benefits to the patients", said Almaeena. He thanked MIDA (Malaysian Investment Development Authority) in Dubai for their remarkable role in making this collaboration feasible.

"Partnering with Abeer is our pride and pleasure. This is the right time to explore varying treatment requirements of cancer patients, and provide them optimum care", commented Dato' Dr Sivamohan N, official delegate of KPJ Healthcare.

"We are highly committed to continuing and expanding the relationship between Abeer Medical Group and KPJ Healthcare. By capitalizing on the best available healthcare practices and the finest medical expertise, we will be able to provide world class hassle-free healthcare", remarked Jamsheer Hamza, Director - Abeer Medical Group, Oman.

Dr Sukumaran Vengayil, Medical Director - Abeer Hospital, Muscat stated that the tie-up would help physicians augment their own experience and expertise to deliver evidence-based care to get the best possible outcome in cancer treatment.

The key healthcare benefit that the people of Oman would be rendered through Abeer Hospital as part of this alliance is the facility of Bariatric Surgery. Obesity and related diseases are rampant in the Sultanate. The trend so far is that the patients are mostly depending on the healthcare facilities in other countries like Malaysia for treatment.

Considering this current situation, Abeer Hospital now offers comprehensive plan to treat morbid obesity in collaboration with KPJ Healthcare. Treatment expense in Malaysia is very competitive as compared to that in many developed countries, and healthcare expertise in the country ranks among the best in the world. To say an example, a normal cardiac bypass surgery (CABG) would come only in the range of USD 6,000 –7,000. Also, medical specialists are highly qualified professionals with international standards, and are supported by well-trained para-medical staff.



SELF-AWARENESS THE KEY TO EARLY DETECTION OF BREAST CANCER, PROPOUNDS HEALTHCARE EXPERT

Ruwi, Muscat: 'Any woman aged above 20 must spend a few minutes once a week for doing a preliminary examination of herself with a view to ensuring and ruling out any abnormal lumps on her breasts which may be a possible indication of cancer symptom.' - This was the pivotal statement in the special awareness talk by Dr Amaravani Medithe, Specialist - General and Laparoscopic Surgery, Abeer Hospital, Ruwi at a session on Breast Cancer Awareness and Self Examination held at the hospital last week.

"Research papers reveal that one out of eight women is likely to develop breast cancer in her lifetime. Thanks to the increase in awareness, mortality rate due to this type of cancer is seen declining. The American Cancer Society has attested to this fact," she said.

Dr Amaravani also explained the need to undergo clinical breast examination by all women aged above 40. "Get a mammography done once a year. Early diagnosis and effective treatment have resulted in significant improvement in the overall cure rate", she added.

"We are fundamentally focussed on the preventive and predictive aspects of health care. Organizing such programs continually make us feel more committed to

the healthcare domain", said Jamsheer Hamza, Director of Operations, Abeer Medical Group, Oman.

Dr Sukumaran Vengayil, Consultant - General and Laparoscopic Surgery and Medical Director, Abeer Hospital was also present at the session.

The presentation was followed by an FAQ session. Free Abeer Med Cards were gifted to the attendees.



SPECIALTY CLINICS FOR JOINT PAIN, SINUSITIS AND PILES OPEN AT ABEER HOSPITAL



Keeping in mind the vital role of speciality clinics to meet the healthcare needs of the people, Abeer hospital at Ruwi has launched exclusive clinics for Joint Pain, Sinusitis and Piles.

Elaborating on the clinical features, Dr Sukumaran Vengayil, Medical Director and Consultant - General Surgery, Abeer Hospital stated that the role of speciality clinics is key in ensuring public wellness. "By introducing an exclusive clinic for Piles, our aim is to help those who suffer from it to get it cured, and lead a hassle-free life. We are offering free consultation at the clinic for Piles on every Friday", said Dr Sukumar.

Piles is becoming a common health issue causing distress in people. Most of the problems from Piles can be controlled or cured through timely interventions, and dietary and lifestyle modifications. Surgery is recommended in some cases. Another speciality clinic is for Sinusitis

which is a common problem in people of all ages. It occurs when there is any blockage in circulatory pathways. The symptoms include headache, facial pain, nasal blockage and discharge and repeated throat pain. Sinusitis, if detected early can be cured easily. The speciality clinic for Sinusitis also has free consultation, which is on Wednesdays.

Joint Pain can be distressing, and may limit our work potential and daily activities. It is seen affecting all age groups. Common causes of Joint Pain are degenerative, auto-immune, post-traumatic, crystal (uric acid)-induced, and rarely infectious. Treatment is based on the aetiology of the condition. "Early diagnosis and treatment protect our joints, and improves our quality of living", said Dr Sundaramurthy Mahalingam, Specialist - Orthopaedics, Abeer Hospital. "We give free consultation at Joint Pain Clinic on Thursdays", he added.



"The idea of launching speciality clinics is to make sure that better care and services are given to all care-seekers", said Jamsheer Hamza, Operations Director, Abeer Medical Group, Oman.

BLOOD TRANSFUSION IS THE TOPIC OF THE HOUR OPINES ABEER ACADEMIC SEMINAR



Keeping the vital role of Transfusion Medicine in healthcare in mind, Abeer Hospital organized a session on Blood Services in Oman as part of its monthly academic programs. It was held in association with the Department of Blood Services, Ministry of Health, Oman.

The team of Abeer Hospital was encouraged by Dr. Thamina Muhammed Ashraf, Specialist and Head of Central Blood Bank and Dr. Zainab Al Araimi, Director - Department of Blood Services in this public supportive endeavour. They congratulated the team on choosing this relevant initiative, and assured their fullest support for such initiatives further.

Dr. Ahmed El Kashef, Specialist in Transfusion Medicine - Central Blood Bank, was present on the occasion. He lectured on the advancements and innovations in Transfusion Medicine. His was an all-inclusive presentation on the functional features of blood donation services in the Sultanate of Oman. It shed light on the evolution and implementation of new technologies in Transfusion Medicine since its outset in the country, quality standards in blood transfusion service, administrative and clinical procedures involved in blood transfusion in private healthcare establishments and the need and importance for community liaison in this process.

The talk was primarily intended for reinforcing knowledge and awareness of Abeer employees, particularly doctors, and those who are working in the departments of nursing and laboratory. An interactive session followed by the presentation helped the attendees to pose their queries and doubts, and thus get a clear perception of the subject. It clarified the legal aspects related to blood donation in the country.

Dr. Sukumaran Vengail, Senior Consultant - General and Laparoscopic Surgery and Medical Director at Abeer Hospital, touched on the need for the awareness on blood donation and donor recruitments in the healthcare sector.

Jamsheer Hamza, Director of Operations - Abeer Medical Group, Oman, stated that a second session on Transfusion Medicine is in prospect. "We will seek the accreditation of Oman Medical Specialty Board to carry on with this initiative as a Continuous Medical Education (CME) program. Academic sessions on healthcare-related subjects will be showcased incessantly by Abeer as part of embodying our social commitment motto. We will be having more attendees from other private health establishments too in the upcoming healthcare educational programs", he said.

"DON'T JUST DREAM. RATHER, DO IT" EXHORTS ALUNGAL

Alungal Mohammed, the President of Abeer Medical Group, received the Asia Live Asian Business Award 2018, an international honor for entrepreneurial excellence instituted by the Dubai-based Innovative Media Group. The award was presented to him by His Excellency Mahmoud Hesham El-Burai, Chairman of United Nations Global Compact and CEO of Land Department, Dubai.

Alungal appreciated the organizing team of Innovative Media Group for taking such a great initiative to discover successful entrepreneurs and encourage resourceful youth of the present. He also unveiled the logo of 'Young Indian Business Summit', another pioneering initiative of Innovative Media Group.

During his inspiring speech, Alungal congratulated the brains who worked behind the publication of the coffee table book 'Young Indian Visionaries' that contained the profiles and success stories of 70 young entrepreneurs. The book was formally released during the event. "I'm more interested to draw inspiration from my friends who have gathered here. I don't like to convince my belief that I'm already a successful business person. Rather, I believe that I'm an emerging entrepreneur keen to learn novel lessons from youngsters like you", he said.

The kernel of Alungal's words was inclined to the gravity of action in an entrepreneur's life. He spoke about the remarkable role of practical experience in grooming entrepreneurs and augmenting their business expertise. He said that true entrepreneurs are doers, and not just dreamers who work to win their vision. "Don't just dream. Rather, do it. If we don't find time to work for our dreams, someone will hire us for the reality of their dreams. Our life is too short to work for others", he added.

In his speech, Alungal touched upon the innovative evolutions and technological emergence in the most modern market that are to be passionately imbibed by aspiring entrepreneurs. He stressed on the importance of time and opportunity. "Plant the right seed on the right soil at the right time for the right fruit. Be ahead of time, and envision what's beyond", he said.

The event was attended by high-ranking officials, business leaders, and aspiring entrepreneurs.



Alungal Mohammed, the President of Abeer Medical Group receiving Asia Live Business Award from His Excellency Mahmoud Hesham El-Burai, Chairman of United Nations Global Compact and CEO of Land Department, Dubai

A BRIEF PROFILE OF THE CORPORATE TEAM WHO JOINED RECENTLY WARM WELCOME TO ABEER FAMILY



Dr Ahmed Alungal
Group Executive Director

Dr Ahmed Alungal's key role with the corporate management of Abeer Medical Group is to steer the performance growth of the organization by imprinting its pioneering presence on the global healthcare domain.

A graduate in Medicine from K.S. Hegde Medical Academy, Mangalore, Dr Ahmed is making headways to innovate on his academic studies. He will be soon joining in a prestigious university in the United Kingdom for post-graduation studies in Healthcare Administration. Dr Ahmed was the Team Leader - Registrations and

Transport in TEDxNitteUniversity in August 2017, and the Cultural Secretary at K.S. Hegde Medical Academy for academic year 2015-2016.

During his academic days, Dr Ahmed worked closely with Mission Hope, a charity initiative led by the students of KS Hegde Medical Academy from 2015 till 2017. Also, he was the Organizing Secretary of the Steering Committee there.



Dr Mohammed Salman Alfarsi
Medical Director - KSA

With 9 years of experience working in 3 different hospitals in the Kingdom of Saudi Arabia, and 5 years' experience under the Directorate of Health Affairs - Jeddah in Private Health Sector Administration, Dr Mohammed Salman Alfarsi has always demonstrated a sheer passion and keen interest in bringing about far-reaching development and strategic benefits in healthcare industry. He has excelled in improving the quality of healthcare work environment, and is always looking forward to competing with and overcoming the challenges along the way.

As Consultant - Compliance Administration in Jeddah Health Affairs in his former role, Dr Alfarsi had been diligently attentive to improving his working skills

through personal and professional development. In Private Health Sector Administration, he has handled the roles of Inspector of Private Medical Institutes, Head of Quality & Development Department and Assistant Director of Technical Affairs.

A Bachelor's Degree holder in Medicine and Surgery from the Faculty of Medicine, Cairo University, Egypt, Dr Alfarsi found health administration and public health more appealing to him, and decided to explore more academic possibilities in epidemiology and public health with a decisive outlook to take care of the health and wellness of future generations.



Jayaprakash M C
Group Chief Human Resource Officer

Jayaprakash M C is a perceptive professional with over 25 years of experience in Strategic Human Resource Management, Industrial Relations and General Administration. A master degree holder in Personnel Management from Symbiosis Institute of Business Management, Pune University, he is an exemplary figure in HR Management in healthcare, and has stamped innovative impressions in his career journey so far.

Before joining Abeer Medical Group, Jayaprakash was entrusted with senior positions in the corporate leadership of renowned healthcare brands. He was the

Vice President - Human Resources at Healthcare Global Enterprises Ltd. before joining Abeer. He has also worked with Aster DM Healthcare in the designation of Chief Human Resource Officer, and Apollo Hospitals as HR Head.

Jayaprakash was conferred with the award for the Most Influential HR Leaders in India presented by CHRO Asia at Asia Pacific HR Conference - 2017. A well trained and highly motivated HR professional, he is the winner of many other awards and recognitions for creating unique service excellence standards in healthcare industry.



Khlood A Bayazeed
Senior Manager, Human Resource & General Administration - KSA

A dynamic, result-oriented and high-caliber professional with 7 years of rich experience in HR leadership, management and recruitment, Khlood A Bayazeed is leading the Human Resources Department of Abeer Medical Group in the Kingdom of Saudi Arabia.

An MBA holder from King Abdul Aziz University, Jeddah, Khlood has successfully completed a handful of internationally certified academic programs from the renowned institutes in Canada. She has gained adequate expertise in Strategic HR Planning, Formulation of HR

policies, Integration of HR functions within overall business operating strategy, maintaining excellent industrial relations and overall organizational development.

Khlood has a proven record of numerous remarkable accomplishments in all aspects of HR in the private sector industries in Saudi Arabia. Her key roles primarily in talent acquisition and monitoring the progress toward Saudization targets have benefitted her previous organizations commendably.

A BRIEF PROFILE OF THE CORPORATE TEAM WHO JOINED RECENTLY WARM WELCOME TO ABEER FAMILY



Nawaf Gaffas
Personnel Manager - KSA

Nawaf Gaffas is an adept professional who guides and manages the overall provisions of HR services, policies and programs at Abeer Medical Group in the capacity of Personnel Manager. He is an active proponent of high-performance culture that emphasizes empowerment, quality, productivity and superior results in the organizational standards.

Nawaf's job profile has such important functions as monitoring adherence to internal policies and legal standards,

dealing with grievances and violations, invoking disciplinary actions when required, anticipating and resolving litigation risks, setting objectives for the HR team and tracking their progress, designing and implementing company policies that promote a healthy work environment, developing compensation and benefits plans, suggesting improvements for streamlining HR processes, maintaining HR procedures for their compliance with labor regulations, and many others.



Angelene El Kahlout
Nursing Director - KSA

Angelene El Kahlout delivers a prominent role to Abeer in the designation of Group Nursing Head. She is accountable for overseeing and coordinating the nursing department in the Group level and its daily operations. She performs a vital responsibility in planning, organizing and directing the overall functionalities of nursing services.

Angelene and her team are rigidly eyeing the continuous improvement of the safety and quality of care and accurate assessment of the performance level in relation to the established standards recommended by national and international accreditation bodies. Ensuring compliance of service standards with the regulations of such bodies, implementing nursing educational programs for enriching the quality care delivery by the nurses so as to maintain a patient-family friendly environment etc. are

some of the core assignments Angelene is endowed with. Angelene is a master degree holder in Strategic Human Resource Management from Roehampton University in South London. She did her BSN and Post BSN from the prestigious Universities of Pretoria and Johannesburg respectively.

Angelene was invited as an international speaker in Boston, Medical University in USA for the International Conference under the Leadership and Coaching Affiliation in September 2018. She is a speaker and presenter at Saudi Neonatology Society under the Ministry of Health, Government of Saudi Arabia.

Prior to joining Abeer Medical Group, Angelene was the Acting Director of Nursing at King Abdullah Bin Abdulaziz University Hospital, Riyadh.



Syed Shibli Imam
Group Finance Director

Syed Shibli Imam holds a diverse global and regional experience of more than 20 years in Finance, Transformation Leadership and Management. He is a professional accountant having qualified CPA-AICPA from California Board of Accountancy, USA and certified from ICAI (Institute of Chartered accountant of India), and has lead several roles as Senior Finance Manager at Hewlett Packard both in India and Malaysia for more than 11 years.

Before joining Hewlett Packard, Syed had associated with GE Capital, the financial services unit of the American conglomerate General Electric in the key capacities of Process Developer and Global Delivery Manager. In his prior roles, Syed was instrumental in enabling

effective and efficient financial management, achieving revenue and margin improvement, building and managing delivery centres of excellence, establishing governance, implementing process practice, policies and procedures, strategizing and deploying global transformational programs, enabling simplification of operating model, improving asset/resource utilization, and enhancing productivity and process velocity to reduce cost of operations.

In the capacity of Group Finance Executive Director of Abeer Medical Group, Syed is accomplishing positive results in driving the financial and decision support management to redefine the strategic direction of the company.



Rakesh R U
Group Senior Biomedical Manager

Rakesh is a highly capable, competent and experienced Biomedical Professional whose core role consists of planning, fixing Key Performance Indicators, budgeting, technology selection following pros and cons analysis, commissioning and handing over of facilities. Having worked with well-known organizations in India, he is an expert in planning, recognizing, procuring and commissioning affordable medical technologies.

A Bachelor Degree holder in Biomedical Engineering, Rakesh has previously worked at Government Medical College, Thiruvananthapuram, Kerala, a tertiary care

hospital having more than 3000 inpatient bed strength and at HLL Lifecare Limited, Noida as Biomedical Manager. In the position of Senior Biomedical Manager, he designed and developed a 300 bedded Multispecialty Hospital in Kozhikode city, Kerala within eighteen months from his joining there.



Jayan K, Vice President of Abeer Medical Group for Projects and Business Development wins The Golden Globe Tigers 'CEO of the Year' Award 2018 for Excellence and Leadership in Healthcare Management.

Jayan K, Vice President of Abeer Medical Group for Projects and Business Development wins The Golden Globe Tigers 'CEO of the Year' Award 2018 for Excellence and Leadership in Healthcare Management.

An avid healthcare management professional with more than 15 years of experience in instituting and managing Hospitals, Medical Centers and Pharmacies across the GCC and India, Jayan has played a vital role in the establishment of prominent



healthcare networks for more than a decade. He was fortunate to work with the great leaders in healthcare industry.

Jayan has adorned the position of Vice President at Starcare Health Systems. He is the Former Country Head of Aster DM Healthcare in Oman.

Congrats Mr Jayan! We are proud to have you at the helm of Team Abeer.

CONSUL GENERAL TAKES HEALTH PLEDGE

His Excellency Md. Noor Rahman Sheikh, Consul General of India, Jeddah inaugurated Abeer Medical Group's 'Do you know your numbers by heart?' health awareness campaign held at Abeer Medical Center, Sanaya in association with the observance of International Workers' Day 2018. The working communities who represented different labor welfare organizations were present at the event along with other dignitaries.

In his inaugural address, Md. Noor Rahman appreciated Abeer's initiative in pervading awareness endeavors centered on social wellness and healthy living. He stressed on the importance of taking periodic health checkups in the wake of increasing prevalence of lifestyle diseases particularly among expatriate workers. "The relevance of campaigning this move primarily among the working class in the Industrial Area of Jeddah deserves appreciation. Moreover, this event organized on the International Workers' Day is a true recognition for the multi-national working classes whose toil and sweat have always been instrumental in the progress of this great country", he said.



Md. Noor Rahman unveiled the 'Do you know your numbers by heart?' plaque. Another plaque imprinted with a note of honor admiring the work force, and a space for individual health pledges was jointly unveiled by Dr

Jemshith Ahmed, Vice President – Abeer Medical Group and Ahmed Alungal, Executive Director – Abeer Medical Group. Health pledges were penned on it by Md. Noor Rahman and Moin Akthar, Consul – Community Welfare. If the Consul General's pledge was about taking daily walk for an hour, Moin Akthar pledged that he would remain conscious of sugar intake.

Commenting on the importance of Abeer's campaign, Dr Jemshith said that it is a unique health education program that promotes care-seekers to attain better health by taking periodic health checkups and thus knowing their numbers such as Blood Pressure, Body Mass Index, Cholesterol, and Blood Glucose. "Biometric Screenings are very much essential in working towards health goals and avoiding the risk of chronic disorders", he added.

Preventive Health Checkup Cards were distributed to the laborers of the Industrial Area by the Consul General and Consul – Community Welfare. The latter expressed his pleasure to see the health informative and preventive initiatives driven by Abeer Medical Group in the society.

The representatives from the popular community organizations Navodaya, KMCC, OICC and others were present on the occasion.

ABEER, EFFAT TAKE LEAD INITIATIVES IN HEALTH AWARENESS

Abeer Medical Group has collaborated with Effat University in Jeddah focused on the initiatives in providing healthcare awareness to the student community.

With this objective, headed by Dr Akila Sariete – Director, Effat Women's Wellbeing Centre and Dr Sara Feddad - General Physician, Effat conducted a series of health awareness events, seminars and campaigns. A special talk on 'Diabetes Prevalence in KSA – How to Address?' by Dr Jemshith Ahmed, Vice President of Abeer Medical Group was held at the university.



and youngsters to maintain a healthy life. "Diabetes, if goes uncontrolled will bring the risks of Cerebrovascular Disease, Coronary Heart Disease, Diabetic Nephropathy, Peripheral Neuropathy, Peripheral Arterial Disease, Diabetic Foot and so on", he said.

The session was followed by interactions from students. Abeer Medical Group, the winner Guinness World Record title for their massive diabetes awareness initiative, conducted free diabetes screening at Effat campus, which had the participation of many students.

"These days, youth and adolescents are more likely seen susceptible to diseases and health disorders. Fitness issues too concern them seriously. The need and importance of healthy lifestyle practices should be inculcated in them during school, college periods itself", stated Dr Malak Abunar - Dean of Student Affairs, Effat University.

Dr Jemshith stressed on the importance of maintaining healthy diet, which has the inclusion of fibrous fruits and vegetables and restriction of sugar and saturated fatty acids. He added that moderate physical activity of at least 150 minutes per week is required by adolescents

WE ARE PROUD OF OUR NURSES - THE ABEERIAN ANGELS INTERNATIONAL NURSES' DAY CELEBRATIONS 2018



Dr Ahmed Alungal inaugurates Nurses' Day celebrations at Saudi National Hospital, Makkah with a cake-cutting. Engr. Mazen Mohammed Ali - Facility Management and Safety Manager, Hassan Alghamri - Human Resource and Administration Manager, Dr Abdul Qadir Fatani - Hospital Director, Angelene El Kahlout - Group Nursing Director and Dr Gulnaz Yousef - Assistant Medical Director are also seen

Abeerian Angels celebrated International Nurses Day this year to commemorate the life and achievements of Florence Nightingale. Celebrations were held at all Abeer units. The nursing workforce of Abeer were appreciated by the corporate leadership and their colleagues for their exquisite endeavors in caring lives.

"It makes me honored to participate in the pride and joy of our angels. It is a divine role that is fulfilled by every nurse. We are extremely grateful to all our nurses for devoting their time and efforts to deliver a care which is adorable, compassionate, exceptional and extraordinary. They are an inspiring source of commitment and dedication which has no equals", said Dr Ahmed Alungal, Executive Director of Abeer Medical Group while inaugurating the International Nurses' Day celebrations hosted by the staff and management of Saudi National Hospital, Makkah.

MASS BLOOD DONATION DRIVE BY ABEER NURSES



Propelled by the inspiring theme of International Nurses Day 2018 "Health is a Human Right", Abeerian Nurses created a dynamic impression in the social mainstream with a handful of human welfare initiatives. The Mass Blood Donation Drive initiated by the nurses' team of

Abeer Medical Group at King Faisal Specialist Hospital & Research Centre, Jeddah gripped the attention of the media and the public.

A CALL FOR CARE ABEER CARE CENTER LAUNCHED

The launch of Abeer Care Center is yet another key episode in the journey of Abeer Medical Group. For streamlining the care-seeker relations in a fair and fine manner, Abeer set up a dedicated centralized call center interconnecting its units in Saudi Arabia. This is the first ever pan-network call center in the private healthcare sector of the Kingdom of Saudi Arabia interlinking all units.

Abeer Care Center is an innovational contrivance envisaged by Jayan K - Vice President, Projects and Business Development. The project plan presentation on the same was done by Danish Ahmed Qadri, Corporate Affairs Manager which was approved by the Governing body. The project thus got well executed within the stipulated time period.

Dr Mohammed Salman Alfarsi - Group Medical Director inaugurated Abeer Care Center. Dr Jemshith Ahmed - Vice President, Strategic Planning, Jabir Valiyakath - Vice President, Finance and International Business, Dr Mahira Alungal - Executive Director, Dr Ahmed Alungal - Executive

Director, Khlood A Bayazeed - Senior Manager, Human Resource and General Administration, Abdul Rahman - Business Development Manager, Abdul Haque - Senior Public Relations Officer, Azeem Sait - Corporate Communications Officer and other officials of Abeer were present on the inaugural occasion.

Ever since the inception, Abeer's priority has been riveted firmly to offering Care with no compromise in quality and affordable standards. It is with this perspective that the Group is labeling this care-seeker friendly endeavor.

The care-seekers can get connected to Abeer Medical Group by just dialing 920015888. The Care Center Executives will assist them to reserve appointments, register feedback and get response to their queries as well.

Abeer Care Center currently functions from Saturday to Thursday. The operations time is 7 am to 11 pm. In the second phase, 24 x7 operations is under consideration.

