

# *The* Abeerian



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CELEBRATING  
**AN ODYSSEY OF  
20 YEARS**





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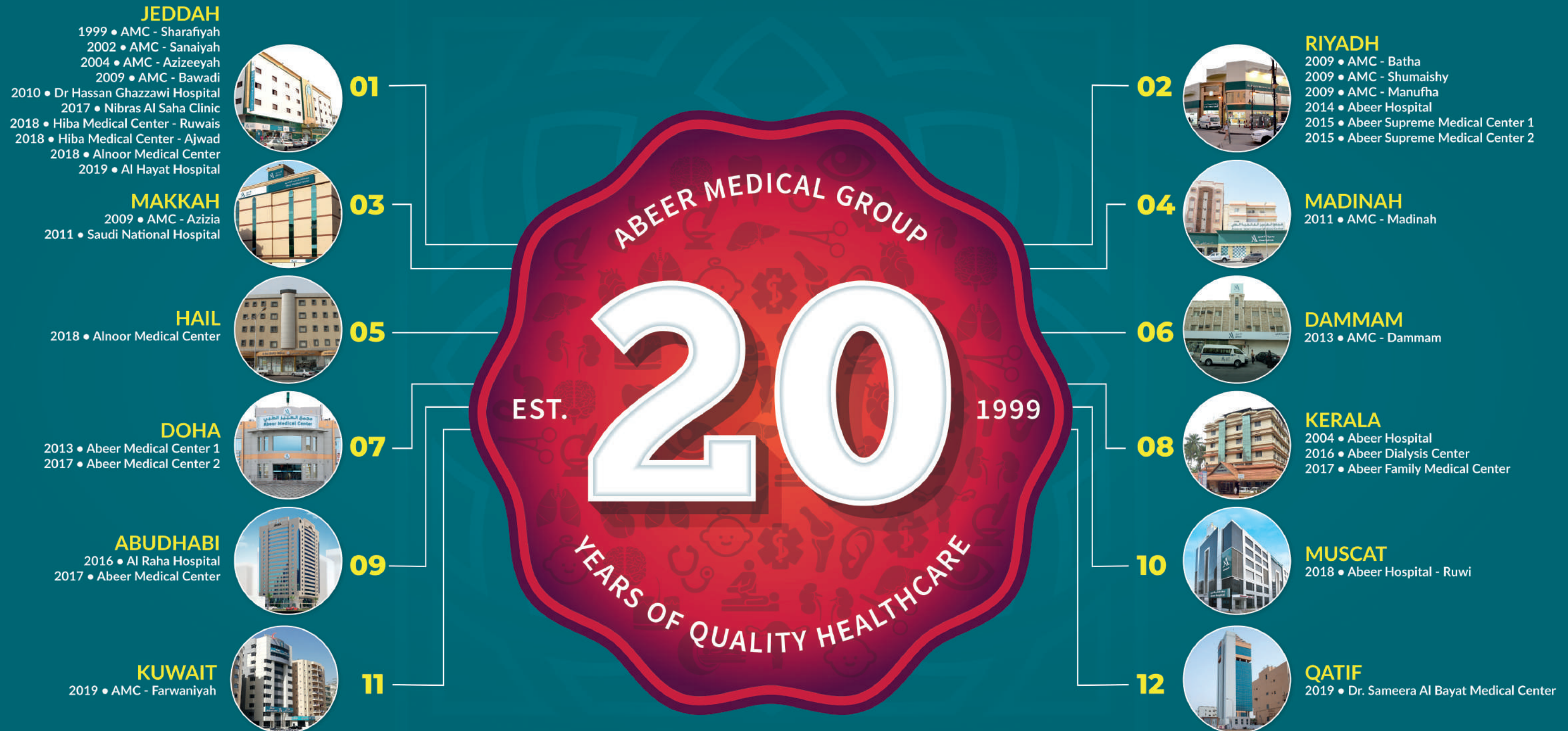




CELEBRATING AN  
**ODYSSEY OF  
20 YEARS**



# OUR PRESENCE





# THIS IS AN INCREDIBLE ACHIEVEMENT, WORDS ARE NOT ENOUGH TO PRAISE OUR TEAMMATES



Alungal Mohammed

It's now been 20 years since the foundation of Abeer. Time sure flies!

As we celebrate our 20th anniversary in serving the care-seekers, all of us here at Abeer would like to express our sincere appreciation to all our employees, clients and partners, for their loyal support through these years. I am grateful for their continuous support to our endeavors'.

This phenomenal journey began with a few motivated and optimistic members joining hands to establish our first, small-scale healthcare facility at Sharafiyah.

We focused on two goals only; one to serve well and two to make it affordable. In such a decisive situation, we could hardly foresee our growth to a global healthcare provider that now serves over 4 million care-seekers every year. To stand strong and continue to grow for 20 years necessitates incredible people in any organization. I am grateful for the opportunity to work every day for past 20 years, with a group of talented, passionate and caring people.

Reflecting on the past two decades in this industry, what comes to my mind is our decisive roles in serving those in need of care and treatment. There have been many challenges and satisfying

rewards that I have learnt and continue to learn and therefore, I appreciate them all.

Our dedication to meet and exceed customer satisfaction and our valued relationships will remain to be the foundation for our successes to come.

Heartfelt thanks to the incredible and compassionate team at Abeer and a community that's been so supportive from the start; this team spirit will certainly give us another chance to celebrate the next successful chapter together.





**Khaled Almaeena**  
 Director, Abeer Medical Group  
 Former Editor in Chief, Saudi Gazette

## PATIENTS AREN'T ECONOMIC UNITS, RATHER THEY ARE REAL PEOPLE: THIS IS WHAT LEADS US FORTH

It takes something special to start a business with almost nothing in the way of finance and grow it into a major, multi-billion Riyal organization. More so, when it is a medical enterprise and the foci of the business are necessarily people and compassion. This specialty came true in the case of Abeer Group. Taking the words of the founder, Alungal Muhammad, what enthuses us is not the number of hospitals or the facilities we provide, rather the story how we reached to what we are now.

Abeer was founded in 1999 by a modest and unassuming young Keralite, Alungal Mohammad

who had a quiet and approachable demeanor, great talent for business and fierce determination to achieve success. He belonged to that group of men who believed in the adage "when the going gets tough, the tough get going"; and he did. His character and demeanor was very great to the extent that he could convince the other party that here is a man to do business with.

Mr. Alungal, supported by a professional world class team eventually anchored on the shores of success. The Abeer Medical Group has grown from one modest clinic to a multinational chain of hospitals and clinics across

the Middle East and as far away as India. The expansion of the Abeer Medical Group continues, with 15 Medical Centers and four hospitals now and many more planned for the very near future as well as a huge medical and educational complex in Kerala.

With the development of urbanization, the sophistication of modern disease control and cure, the advent of previously undreamed of technology has radically changed the face of medicine. It is in one way a victim of its own success. With the increase in technological facility, the human being can

sometimes be reduced to little more than a 'client'. Treatments that were exceptional a decade ago are now standard procedures.

The management in Abeer therefore is duty-bound in reinventing itself to meet the new challenges in the Medical field. Hospitals are now more than traditional hospitals. Technology is now replacing traditional medical methods; robotic surgery powered by Artificial Intelligence is, for example almost with us as a standard. Robots do not understand feelings, yet even now they operate on humans.

There is no way the experience of the past can help plot the way for the future; however it does form an unshakeable foundation of client care and service, background knowledge of medical conditions and forms the generator of the most important ethics for any medical service provider. However technical procedures and cures become, they are still dealing with people.

As opined by Alungal, our patients are not 'economic units', rather they are real people and it is an unforgettable truth. The challenge team Abeer need to overcome is to embrace the best technology and medical science and management and

deliver compassionate care to people who are afflicted by a medical problem. That has to be at the center of what Abeer does. It always has been and always will be.

The Abeer Medical Group is adapting to the new requirements of a social age and health demographics, crafting its management procedures and incorporating new technology.

"At the center of all this are real people with human needs. It's what we do and who we are."





## HOW ABEER REDREW THE LINES IN THE HEALTHCARE INDUSTRY

Dr. Jemshith Ahmed,  
Vice President,  
Strategic Planning



It is a proud moment for all Abeerians to be at the cusp of two decades of existence. From its humble beginning with one branch in Jeddah in 1999, the conglomerate now stands 50+ units strong. Aably led by our president, Mr. Mohammed Alungal, the 5000 strong Abeerian workforce now has presence in 6 countries- KSA, UAE, Oman, Kuwait, Qatar and India. 'Healthcare you can trust', the official tagline embodies what the group stand for. From the state of the art facilities, qualified and experienced medical professionals, innovative service offerings and affordable market segmentation, Abeer has etched its

mark in the healthcare landscape of GCC. Abeer has been tactful in balancing cost effective services and quality health care. Its hospitals in KSA being CBAHI and JCI accredited stands testimony to the fact that both can co-exist. The quality of nursing care has seen considerable changes over the years with well established competent framework and internal training programmes. Adopting technology to optimize outcome was given due importance. In house developed software canvas on which paperless healthcare services can be executed is a tremendous achievement. Centralized call center facility for all units in KSA, self registration kiosks in units, Wi-Fi services in all facilities for care seekers differentiate Abeer.

The next few years will see Abeer expanding geographically in new cities of GCC, entering new formats like Day Care Surgery Centers, Center Of Excellence, Dialysis Center and many more. Abeer's connection with the community it serves is strengthened by its initiatives like mass screening programmes, awareness sessions and volunteering activities. Abeer Task Force, launched in 2019 has already found acceptance among the masses. The strong foundation laid and built upon for the past 20 years has paved the way towards establishing a promising future. Use of robotics, artificial intelligence, virtual reality and block chain in day to day operations at Abeer will be witnessed in the near future. Abeer's success story reverberates in all countries it operates.



## FLUTTERING OF THE ABEERIAN WINGS IN THE MEDICAL HEAVEN OF GCC

Mr. Jabir Valiyakath  
Vice President, Finance



The 20th year anniversary marks an important milestone for the group as we look back at our incredible journey with innumerable accomplishments. When I look back on the history of Abeer, I think more about the values we've developed over the years as a group; what come to mind are the key focus areas like care seeker needs, long-term reliable associations, and value-based quality care. While the industry has changed around us, these basic characteristics have been key and consistent throughout our 20 years of existence. This is the reason why we have been able to consistently deliver quality healthcare at an affordable cost.

Our journey was the time of reliable care delivery, positive initiatives and exciting projects, all of which were accomplished together with our highly-valued former and current Abeerian talents. During our time in this industry, we have accumulated many experiences and accomplishments that we are proud of. What I have realized over the years at Abeer is that our success depends on how well we serve those in need of care. Such level of service depends entirely on how much we care about what we do. This is what we all should continue to focus on, individually and together, as a team, 'Care about what we do'. I would like to take this opportunity to thank all our clients, suppliers and other stakeholders, for including Abeer in their story for the last

20 years. At Abeer, we believe we can refine and redefine healthcare standards and our success in the last 2 decades serves as a good guide to the future. Please join us in making the years to come even more exciting and rewarding by providing and ensuring premium quality, affordability and safety standards to create a delightful experience to one and all.

# مساهمات الكوادر السعودية لا تزال مكتوبة في نجاح مجموعة العبير

Khulood Bayazeed  
Corporate Senior HR Manager



بسيطة أعتقد أنها الخلطة السرية لنجاح المجموعة إلا وهي القيادة الطموحة + الفرصة + الثقة = الإبداع + الولاء. كلمات سهلة , رنانة, مريحة في نطقها , صعبة في مكنونها, معقدة في تنفيذها , لكن ولكل قاعدة شواذ مع العبير لا مستحيل .. دمتهم سالمين

شكر خاص لكل من ساهم معنا في تحقيق هذه المعادلة الصعبة . ممثلوا معنى الولاء والانتماء .

من أسباب نجاح مجموعة العبير وعند سؤالهم لماذا العبير اتفقوا على الإجابة, نحن نعمل هنا كعائلة تحت ظل رب أسرة قائد وأب, باختصار هذا هو مفهوم الولاء والانتماء, والقيادة الناجحة , بعضهم وصل والبعض الآخر في طريقه للوصول , قرأنا الكثير من كتب القيادة المؤدية لطريق النجاح بعد تضافر جهود فريق العمل الناجح , ولكن فرصة كالتى في مجموعة العبير ان تعايش وتحاكي ما قرأته على أرض الواقع ما هو الا فرصة رائعة والأروع انها قابلة للعدوى الصحية الإيجابية لمن هم في سبيل الالتحاق بالمجموعة أو من التحق بها مؤخرا , أختتم هذه المقالة لمعادلة

الأهلي, ٧ أعوام من التالى وفاء مصطفى خدمة العملاء ٨ أعوام و بنت عبدالله ١١ عاما من العطاء اللامحدود لجعل خبرات العملاء لا تنسى وطبعا لن نغفل عن ذكر دور الرجال والذين لهم نصيب لا يستهان به في قائمة النجاح هذه, السيد حسن الغمري المدير الإداري لأول مستشفى خاص بمكة المكرمة والذي ساهم بشكل كبير بحصول المستشفى على CEBAHI و JCI أعوام من التفاني السيد سعيد العمري المدير الإداري لمدينة الرياض ١٠ أعوام من الولاء متعب القحطاني المدير الإداري لمدينة الدمام. وغيرهم الكثيرون كانوا وما زالوا

منطقة , والمدير الإداري لأحد أكبر فروع العبير بجدة, والتي تدرجت من مدير مكتب مرورا بمساعدة مدير التشغيل إلى مديرة التشغيل إلى أن أصبحت مديرة إدارية لأحد أقوى فروع العبير وحاليا مدير عام لمنطقة حائل. ١٦ عام من العطاء وهناك أيضا, الاستاذة غادة الغامدي , والتي أصبحت المدير الإداري لمستشفى الدكتور حسان غزاوي والتي أسهمت بشكل واضح لحصول المستشفى على شهادتي CEBAHI و JCI ٦ أعوام من النجاح وايضا لا نغفل عن ذكر أهمية التسويق والذي يأتي فورا لمن يعرف مجموعة العبير , الاستاذة مها حلواني مديرة التسويق لمستشفى السعودي

في تمكين الكوادر السعودية بأدوار قيادية والتي نراها جلية على أرض الواقع في مجموعة العبير الطبية , فعهد العبير الطبية مع تمكين الكوادر السعودية لم تأت حديثا وإنما منذ أول يوم تم إنشاء أول مركز للعبير الطبي, حيث جاءت مشاركة ومساهمات الكوادر السعودية منذ انطلاق اسم العبير الطبي, نذكر هنا مجموعة من الإضاءات المشرقة السعودية والتي لها إسهامات واضحة وجليّة لما نراه اليوم خطت إسهاماتهم والتي ما تزال مستمرة لسنين الفتية لمجموعة العبير بكل التحديات والأمل والفشل وأخيرا النجاح , نذكر هنا على سبيل المثال وليس الحصر, الأستاذة رانيا جلال والتي تشغب حاليا منصب مدير عام

هناك مقولة أعجبتني عن القيادة تقول « ارتفاع درجات القيادة البشرية هي مسامرة الظروف وخلق سكينة وهدوء داخليين على الرغم من العواصف الخارجية » ومن الجدير بالذكر بهذا الصدد أمثلة واقعية لأثر القائد الناجح والذي هو تاجر الأمل والذي بدوره يتأكد من أن الجميع لديهم فرص كبيرة وأنهم يشعرون أن وجودهم له أثر ملموس يعود بالخير لمنظوماتهم سواء الاجتماعية أو الاقتصادية أو الفكرية, من هذه المقدمة والتي تسلط الصور على الواقع الذي يتحدث عن المستقبل في ظل رؤية ٢٠٣٠ , فإننا نترجم هدف الرؤية





# نفتخر بجميع الكوادر السعودية الذين ساهموا في إنجاح المجموعة خلال ٢٠ عاماً

- عبداللطيف بن مريزيق بن هضيان
- سعيد عبدالله مطر
- زهور عبدالله أبراهيم
- سعيد سالم سعيد
- عبدالله سعيد احمد
- هاجره شقيري عوض
- روان صالح أحمد
- ماجد حميد حامد
- مزنة صالح مقبول
- امل يحيى علي
- شادي عالي بن علي
- حسن بن علي بن احمد
- ميمونه سراج محمد
- رنده محمد بن عون
- مريم عبده يحي
- رجاء محمدنور عبدالحميد
- فاطمه يعقوب بن يحيى
- سعدية منيع بن مهدي
- افنان جميل بن محمد جواهر
- مرام عبدالله بن محمد
- رانيا سراج عمر
- سلطان مسلط غازي
- غاده علي محمد
- زيفه يحيى عباس
- منال عبدالهادي سفر السلمي

- محمد ولي عثمان
- علي بن ابراهيم زين الدجانيه
- حسن حسين علي
- هاني هادي علي
- ابتسام بنت عبدالله بن بريك
- وداد احمد محمد
- فوزيه محمد ابن عبدالرحمن
- رانيا بنت زهير بن سعيد جلال
- محمد عبدالرحمن يوسف
- تهاني عبدالله السدلاني
- محمد حسن قدب
- عبد الله عبد الرحمن
- فاتن مبارك فرج
- احمد بن ناصر بن احمد
- سمير يحي عيسى
- جميله دوقي عبدالله
- فايزة ماهين
- عبدالله العمري
- مالكه حسن احمد
- عبدالرحمن بن زاهر بن سعد
- رنا بنت عبدالله بن عبدالرحمن
- وفاء بنت مصطفى بن توفيق
- عبداللطيف علي بن عطيه
- يحي بن محمد بن يحي
- متعب محمد قراج
- محمد مفلح سليمان القحطاني
- عبدالاله نصار عابدين

- سعيد بن مطلق بن سرحان
- نبيل بن محمد عدنان بن جميل
- محمد ظفر الله طاهر شيخ
- ممدوح عبدالله سعيد
- فيصل المطلق سرحان
- السلمي
- محمد خالد جافيد العظمي
- خيري علي محمد
- بدر سعيد حسن
- عابد عبدالله عواده
- سارة صالح ابراهيم
- مها احمد محمد عرفه
- فاضل عبداللطيف احمد
- محمد عطيه حصين
- بسام مسعد علي
- علي حسين جابر
- متعب سراج العتيبي
- عبدالمجيد سراج ساري
- سلطان مصلح الوثاني
- وفاء سالم محمد
- هند معيض عبدالله
- ابتهاج عمر احمد
- دعاء طلال بن حسن
- خالد كتيب مكتوب
- سراج ساري العتيبي
- خديجه رده محمد
- دلال يحيى محسن



**سعيد السلمي**  
General Manager

خلال فترة عشرين عاما من نجاح لآخر , فرع تلو الفرع  
لخدمة المجتمع الصحي صار العبير أكبر مجموعة  
طبية في المملكة العربية السعودية ولله الحمد,  
واجهتنا صعوبات وتحديات وبفضل من الله ومنته  
ومن ثم جهود القادة والقائمين ومنسوبي العبير  
حققنا المستحيل



**نبيل ابو غزالة**  
Management Consultant

في البداية كانت لدي مخاوف من دخول عالم الخدمات  
الصحية ومشاكلها , ولكن مع العبير تغلبت على  
هذه المخاوف واكتشفت أن عالم الصحة بقدر ما هو  
مليء بالمخاوف الا ان منافعه كانت أكثر وتمثل ذلك  
بما تقوم به العبير بشخصيتها الفريدة من نوعها  
واسلوب جديد لم تعهده الخدمات الصحية من قبل ,  
وهناك الكثير من المواقف التي شهدت لنا بأهمية  
الإصرار والقيادة الحسنة وروح العائلة التي تتميز به  
المجموعة. اليوم تكمل العبير عامها العشرين وها  
هي تزف بروح شابة جديدة سعودية .. عندي أمل  
كبير في الله عز وجل ثم بقيادة ومنسوبي العبير بأن  
العشرين عاما الماضية ماهي الا مقدمات لنجاحات  
عظمى بإذن الله تعالى



**د. عبدالعزيز داغستاني**  
Management Consultant

خلال عشرين عاما الماضية ,أرى العبير كالطفل  
الذي حسنت تربيته فبات شابا يافعا طموحا , يسعى  
جاهدا بأن يترك بصمة فريدة في عالم الخدمات  
الصحية بمفهومه الحديث , فإن حسنت المقدمات  
صلحت النهايات



**د. مشعل**

تشرفت بالعمل مع مجموعة العبير الطبية وإني  
أفتخر أن أكون أحد منسوبيها الذين يعملون ليل  
نهار من أجل تقديم خدمات صحية تعود بالنفع في  
المقام الأول إلى العميل, أتمنى التوفيق والنجاح  
المستمر لمجموعة العبير الطبية





# MORE THAN A STORY; IT'S HI'STORY'

STORY OF **20 YEARS**  
TRIUMPHANT FLIGHT



**Dr. Ahmed Alungal**  
Executive Director,  
Abeer Medical Group



**Dr. Mahira Alungal**  
Executive Director,  
Abeer Medical Group

In 1999, a new seed was sown in the fertile soil of Al-Sharafiyya, Saudi Arabia. This seed was so healthy and it germinated heralding the start of a great era. Since its inception, group's direction has been always forward and now it owns and operates medical centers and hospitals across major cities in Saudi Arabia and in other nations such as Qatar, UAE, Kuwait, Oman and India. For the last 20 years, the group with its most advanced facilities has soared to the summit of glory in Saudi Arabia's private healthcare domain. In this span of time, Abeer has been very

fortunate to run more than 50 healthcare facilities in the Kingdom which include topnotch medical centers and hospitals providing amicable solutions to the healthcare needs of more than 4 million people every year. These dazzling achievements were not fulfilled by any magic wand or the genie of Aladdin, rather by the restless efforts of two great visionaries; Mr. Alungal Mohammed who became the president and Dr. Hussayn Kamal Khoja. Without the valuable contributions from these two great leaders, this dream

wouldn't have come true and the world wouldn't have heard the name of Abeer. After making significant studies in medical sector at first, Abeer has widened its influence to some other sectors too. The group has now made its presence known in non-medical sectors like visual media, advertising and marketing, education, travel and tourism and aviation.

## VISION

To achieve global preference in healthcare

through our distinctive services based on excellence and reliability.

## MISSION

- To refine and redefine healthcare standards through consistent quality enhancement endeavors aiming at winning and retaining excellence
- To encourage the promotion of healthcare knowledge and innovation through comprehensive research for ensuring premium quality, affordability and safety

standards

- To enrich our distinguished services and optimize the healthcare environment for creating a delightful experience to one and all
- To expand awareness on the enhancement of healthy lifestyles intended for early prevention and treatment of diseases
- To foster employee friendliness and colleague relations by filling the work atmosphere with ease and comfort

## OUR VALUES

- Excellence

- Diversity
- Integrity
- Compassion
- Teamwork
- Social Commitment

## MILESTONES ON THE WAY

The epic journey of Abeer can be described in three phases; this odyssey spanning 20 years has witnessed memorable achievements.

## THE FIRST DECADE

The first decade of the group witnessed the

foundation of its first initiative in Sharafiyya and the establishment of 8 branches across the kingdom. Founded in 1999, Abeer Sharafiyya center was a step into the medical sector of GCC countries. The group overcome the challenges to prove its mettle and rose to the zenith of glory. The next decade saw the rise of two branches; one in Jeddah industrial city and the other in Azeziya started operations.

### THE JOURNEY IN CROSSROADS: THE ERA OF COLLABORATION

The following was the era of collaboration. Abeer made collaboration with Balsam healthcare after founding a medical center in Bawadi. The second collaboration process was made with the Apollo group, No.1 medical services provider in India and it led to the foundation of 3 medical centers in the Saudi capital city, Riyadh. Garnering the trust of the Saudi government, in 2009 Abeer got a golden chance to work in a project in Makka supported by Khadimul Haramain (custodian of the two holy mosques) which opened before Abeer the gates to serve Allah's guests who come for pilgrimage in order to submit themselves for the sake of Allah. Apart from collaborations, Abeer began to acquire hospitals starting from Al Ghor Hospital in Riyadh which was renamed as Al-Abeer Hospital. The chronicle of collaboration continued

and it was in 2010 that Abeer aligned with Dr. Hasan Ghazzawi Hospital, Jeddah. Then it took over Saudi National Hospital Makka, the first private hospital in the country. To provide an amicable solution for the medical needs of people in Madīna, the group started a complete branch in this city also.

### SOARING TO INTERNATIONAL DOMAIN

This phase is written in the niche of Abeer's memory chips as opening international doors and setting up new milestones as the group set up a branch in Muscat, Oman the southern most Arab country. Qatar with a booming industry drew Abeer's attention and the Qatari capital Doha set the stage for Abeer's surge; Health spring World Clinic in Doha, was taken over by Abeer and a branch of the group was established in it's place. In 2014, the group took over management and operations of Al Mubarak Hospital, Riyadh, the second venture in Saudi. Operating hospitals in three major Arab countries, the group secure an undeniable position in the medical field of middle East. The number of people Abeer was blessed to serve in 1999, the foundation year of the group, was 36,500. Within 20 years of operations, Abeer reached out to more needy care seekers taking the number to 4 million per year with a whopping 12000 daily care seekers.







Apart from the Medical Sector, Abeer has Set Foot in Some Other Enterprises too. These are Al Abeer Edu City, Calmove Technologies pvt.Ltd, Insight Media City pvt.Ltd, Consourse and Quartz

## ABEER WIDENS INFLUENCE TO OTHER SECTORS

Apart from the medical sector, Abeer diversified into other sectors too. These are

### 1.ABEER EDU-CITY

This is an eco-friendly Edu-City of international standards located near Malappuram city in Kerala; 21 km from Calicut International airport. The Edu-City was founded with the mission of 'Quality education and health care for all' and the vision. Edu-City with a 300000 sqm area and 2 million square meters built up area will be home for 4000 students annually in various institutions ranging from Kindergarten to professional programs. Other institutions which

are planned in the Edu-City are a Medical Academy and Research Center, world class Multi-Specialty Hospital with 1500 beds facility, School of Management Studies, Engineering College alongside all related disciplines, Human Resources Training Centre, Metro library, Information Technology Labs, Academic Boarding Schools, Art Theatre and Residential Village for parents to stay with their children.

### 2.CALMOVE TECHNOLOGIES PVT. LTD

A software development and training company at techno park Trivandrum, Kerala. Founded in 2008, the company focuses on providing healthcare management software services. The company has presence not just in India, but across the globe especially in Middle East with the influence

of its heading body, the Abeer Group. With its competent and experienced IT professionals, analysts and domain experts, the company has a special eye on Software Development, Mobile Apps development, Web & Graphic Designing, IT and HR Consultancy, IT Training, IT Infra support and Data Ware housing.

### 3. INSIGHT MEDIA CITY

Insight Media City Pvt. Ltd is a 130 million dollars multinational project in Cochin, India with two channels for news and entertainment. This is the first ever media city in India, focused on education and entertainment. Located in a luxuriant landscape of 27 acres, the Media city is a dream project of Abeer Group planned to cope with the irrefutable influence of mass media.



## RECOLLECTING THE INITIATION OF THIS EXTRAORDINARY JOURNEY



**Abdul Samad P.K**  
Director, Aber Medical Group

### 4. CONSOURCE

Consource Solutions is specialized in providing outsourced customer focused health information and coding services.

### 5. QUARTZ

Quartz is a design and creative boutique based in Jeddah with plans to expand in other GCC countries.

Abeer Medical Group believes that Corporate Social Responsibility is the best way to enhance the opportunities to live healthy, learn, work and thrive. The company ensures that its team is well trained and equipped to meet the demands of the future and that our children flourish and grow in a healthy environment. Though Abeer has registered robust growth in many GCC countries, Kingdom of Saudi Arabia's name can't be diminished thanks to the wholehearted support and trust provided by the people and the government to the group.



**Al Abeer Medical Group believes that Corporate Social Responsibility is the best way to enhance the opportunities to live healthy, learn, work and thrive.**

When Abeer started operations from its first branch in 1999 located in Sharafiyya, I was assigned with the duties of some sections like advertisements, public relations and facility. What I still remember about the foundation of the group is the wholehearted support we received from social, political, cultural and media organizations of Jeddah. Many considered Abeer Medical Center- Sharafiya as their own. The restless efforts of our chairman, honorable Alungal Muhammad and the pop-

ularity of our early doctors like Dr. Abdul Rahman, Dr. Thyagarajan, Dr. Muhammad Ali, Dr. Abdul Rasheed, Dr. Shahanas, Dr. Sabeena, Dr. Raseela, Dr. Habeebullah, Dr. Siyavudheen, and Dr. Isha has garnered much attention for our hospital. People were convinced that Abeer was committed to provide proper treatment to patients reaching at any time. The experience of Saleem Rawthar, the operations head of Abeer and his style of approaching people with smile and patience have played a major role in converting Abeer's initiatives to a grand success.

I had published a notice with the question mark 'Who will be the doctors of Abeer'. Abdul Rahman Wandoor, a journalist who bid farewell to Jeddah after 18 years of work had shared in his farewell speech that he had been attracted to that notice about doctors. Another decisive role was played by our fellow workers. More than 100 pharmacists of SKPF, the Saudi-Kerala pharmacist forum had worked as the ambassadors of Abeer. The help from their side is unforgettable. I wish the group to cross new milestones in the future.





## ELEGANTLY CARVED ABEERIAN STORIES



**Salim Rawther**  
Director - Operations

In the year 1999, under the leadership of our beloved Chairman Mr. Alungal Mohammed and Dr. Khoja's administration, we started our journey to establish an affordable medical center for meeting the care-seekers's need. During 1990's common people were suffering from lack of reliable medical care as the cost of medical care was extremely high and they were forced to depend on ginger tea or Panadol instead of approaching a hospital for treatment and care. We identified the market needs and established our first medical center of Khalid Bin Waleed Street, Shara-

fia as millennium gift for the common people of Jeddah with a reliable team of nine doctors headed by Dr. Abdul Rahman Ambadi, Medical Director. Thanks to Dr Mohammed Ali, Dr. Safarullah, Dr. Lil-likutty, Dr. Rasia, Dr. Azizullah; Paramedical staff Sr. Reena, Mumtaz, Binu, Sareena, Leena, Lab technicians Mr. Shihab, Mumtaz for their sincere support for the development from the beginning itself. We remember the support from our erstwhile Gynecologists, Dr. Shahnas and Dr. Sabeena for their unbelievable



The success story of Abeer is a real evidence that strong team work meeting discipline, responsibility, intelligence, visibility, efficiency and reliability can produce magical result.

performance by allocating all 24 hours for ensuring our clients were receiving suitable service from us. During the initial stage we received remarkable consultant support from Dr. Syed Samee, Dr. Husain Malaibary and many more. For the necessary arrangements for surgeries, we received good support from the major hospitals like Saudi German Hospital, Jeddah. The success story of Abeer is clear evidence that a strong team with Discipline, Responsibility, Intelligence, Visibility, Efficiency and Reliability can accomplish magical results. The hard working nature of our leader Mr. Alungal inspired all the team members to achieve our goal. Mr. Samad's role in planning and designing the clinic and stimulating the team was remarkable in our growth. The support from Mr. Saeed Sullami for obtaining necessary

statutory approvals from the concerned Government authorities played an important role in our success. Different from being vacant land, the surrounding area of Abeer Medical Center has evolved into the center of Sharafia district. The strong support from our clients who experienced quality of service from Abeer did their role through word of mouth for our remarkable growth to achieve the rank of the most important private medical service provider in Saudi Arabia. Within 20 years of foundations, it is proud to say that Abeer has 15 medical centers and four hospitals functioning in Saudi Arabia. In the medical service industry we could establish a new culture as market economy says 'Consumer is the king' and 'Patient is VIP'. This culture influenced the behavior of our staff and it has contributed remarkably in the growth of our market share. Our senior doctors showed

much dedication as they were ready to come back to the clinics in necessary situations even after working hours. We were serving our patients with highly qualified doctors, nurses, well equipped diagnostic labs, radiology at reasonable charges with a concept of quality service within affordable price. For achieving our goal, we made contracts with well-known hospitals for performing surgeries on our patients by our surgeons at minimum cost in the initial stages and later we established our own hospitals. Now Abeer is covering almost all specialties for meeting market demand. It is our proud moment when we are celebrating our 20th anniversary not only because of our fast growth and creation of history in the medical service industry but also as we could prove sincere hard work, quality team work with unconditional cooperation between different departments.



## REMEMBERING THE EARLY FRAMES OF ABEER



**Dr. Abdul Rasheed Tharayil**  
ENT Surgeon, Sharafiya

We stepped forward one fine morning in an atmosphere of an unprecedented heavy downpour due to the North East monsoon with all its fury and it was down the line too if my hippocampus has the right signal. It was October 1999, the fancy number which all are aware of. We, four colleagues and friends in early thirties and forties, embarked on a long journey leaving a 3 month old daughter and family back home. We commenced this odyssey from kalikooth (Calicut, the name is coined by Arab merchants to our city meaning the land of truth) in Kerala, one of the most beautiful places on this planet. The diversity, kalei-

doscope of colours stretching from pristine beaches at the west to silent valleys, dense forests and cool high mountains in the East makes this land really God's gift. We bid adieu to our beautiful motherland travelling to Jeddah, the gateway to our eternal holy land. After three hours at an altitude of 35000 feet, we experienced an upper motor neuron jerk and with its entire specialty echoed the Air India announcement! We were distraught and petrified. We reached Jeddah where Alexander put his foot in BC 330. Time went on; it was 2 months as we played all the

rural indoor games learnt in our childhood. Our tiny single room residence of Abeer saw vivid games ranging from snake and ladder, cartoons, match box and Rummy. The world record gynecologist had already left Abeer before its start. Others too were in doldrums. Few of my teachers and top chairmen of nearby clinics tried to attract us through chilling comments. For me it was not Shakespearian 'to be or not to be' but 'to be' only. With all the odds one fine morning of December, we laid the cornerstone of Abeer. The city's motto

was Jeddah ghair (Jeddah is different), our motto too was Abeer ghair. There was no luck factor in Abeer's success at all; rather it was sheer hard work and the Almighty's grace. It was teamwork led by our fleet admin, the hardworking, the genius and the pious leader along with highly dedicated Alungal's extraordinary vision which gifted us stunning success though we were sailing in an uncharted sea. Justifying Henry's quotes, the heights achieved by Alungal was not through

sudden flight but was toiling up to the height. He didn't have the bicycle kick, Carlos' banana kicks, not even scissor kicks but he dribbled all along the way from the D circle. Teamwork was at its peak. It was not dawn to dusk but to the bewitching zero hours. Dr. Ahmad had his OP finished next day at 3.30 am and he slept in the same place. The first 3 years, I was not able to attend Eid prayer due to ENT emergencies. But the ever loving Sa-



We commenced this odyssey from kalikooth (Calicut, the name is coined by Arab merchants to our city meaning the land of truth) in Kerala, one of the most beautiful places on this planet.

madka's smiles literally melted down our Amygdala and the occasional KFCs with the boss also did the same. We wondered and wandered through the aisles of Jeddah to explore our surgical skill with untiring Saleemka. There we met an intelligent guy called Dr. Ali to whom we the surgeons are very grateful. We had excellent GPs like Dr. Rasiya and Dr. Azizullah. It is difficult not to mention Dr. Siyaudheen, Anitha and Madhu who joined with us. The pioneer staff like Sanu, Binu, Sareena, Leena and Mumtaz were extraordinary to

minimize our expenses and last but not least relentless prayer of my wife from day one onwards for the success of Abeer is also worth mentioning. Despite all sufferings, challenges, hardships and frightening events evolving across the globe, life in Abeer was beautiful. If a rich Zahrani can board a flight from Riyadh to Abeer Jeddah with his family for a URI and Muhammed Yamin, the Pakistani labourer can present a golden necklace; Abeer's journey can be termed as success.

Mohammed Mia's yum-my shrimps and Shukoor bhai's weekend ghazal nights play an undeniable role in making life in Abeer beautiful. For who knows the wind and its direction? Which turns into breeze or cyclone? Good for you all the day Best for the season Best for the days to come





# MYABEER



**Naser M.K**  
**CCTV Operator**  
 Date of joining 7/12/1999

I started work in Abeer as an office assistant. Two years later, I was appointed as a lab receptionist. It was years later, I got the duty of CCTV operator and I still continue to do the same. Those days, lab receptionist had other duties too like Iqama-Baladiyya and issuing birth certificates. I remember that as Abeer shot into prominence, my personal graph also began to progress. I could cement strong relations with people of all walks of life, like prominent personalities from political and social sector to consulate officers. New

relations with doctors and other people of the field changed my life and its ways. It helped me to make an order in my life. It was also noteworthy that I could help many patients who visited the clinic and this help was paid back at home and many other places. Life goes forward with much jubilation and contentment. I express my deepest gratitude to Abeer's president Alungal Muhammad, Saleem Rawther, Abdul Samad and the likes who helped me to face the challenges of the life.



# MYABEER



**Mumthaz Beegum K**  
**Lab Technician**  
 Date of joining 16/10/1999

I am very glad for getting a chance to write my experiences in Abeer's 20th anniversary publication. I feel the 20 years as mere 2 years. What I write in this page is motivated by the habit of writing letters which was a common sight of the past years, before the introduction of mobile phones. I reached Saudi Arabia in October, 1999 alongside the first Abeerian group including doctors. That was my first journey in sky. Now everything has changed in the case of Abeer. Things are totally different from the condition when we reached here for the first time. Most sophisticated technology has put Abeer on a

pedestal. In early years, there were only a few staff and that is why I could cement strong relations with most of them. But when the number of staff increased frequently, I could not make such friendships anymore. I have lived a long life in Abeer which is more than I spent in my own home and husband's home. I express deep praises to the creator. Many blessings came in my life and a few sad moments are also part of it. I remember with utmost thanking the faces of my co-workers in Abeer; those who still continue, those who left the institution and those who bid farewell to their life.



# MYABEER



**Mrs. Sareena Mohammed**  
Nursing Assistant  
Date of joining 16/12/1999

Last 20 years took me through many phenomenal phases of life. My life started from zero. Turning the pages of life, like many other expatriates, mine were stories of great blessings. With this job, I could build my own house and propel my daughter to study and become a doctor. I was able to learn many new languages. In the beginning, Arabic was very tough for me; mistakes lined in queue in my speech. Years passed as I could handle it with more confidence. This life has led me to many new friendships and my network

ballooned. What saddens me the most now is how I can bid adieu to this network? This thought always rids me of sleep because what Abeer set for us was not just a professional type of institution; rather it was a family environment. My sincere thanks to Alungal Muhammad sir and my deep thanks to Abeer Group for everything.



# MYABEER



**Abdul Salam Kottepara**  
Service Supervisor  
Date of joining 14/11/2001

Living an expatriate's life has helped me to view this world in a wide canvas. I lived the last 20 years with Abeer. I watched its heights and dips as a passerby. As I am in the medical sector, scenes related with it are the norm of each day; pains of patients and the concerns of their relatives which convince us the meaningless nature of life's luxuries. Through my engagement in the medical sector, I became aware of the importance of preserving the health which we are entrusted with. I could also know the practices which keep one healthy. I don't want to prolong this writing. In my journey

through Abeer, I could work alongside different people who belong to various countries, speak various languages and pertain to divergent cultures. Living with them propelled me to touch their cultures also which I think as a big thing. Heartfelt thanks to Abeer!  
By a proud Aberian



## NEW VP'S



**Vice President, Operations**  
Abeer Medical Group, KSA

### Dr. Afsar Ehtisham

We are pleased to announce the joining of our new operations Vice President Dr. Afsar Ehtisham. He is a highly experienced man in the medical sector with a marvelous 20 years experience in Health Insurance and Medical Management Sector. Dr. Afsar started his career serving as a physician and eased the pains of thousands of ailing patients. Equipped with

sufficient knowledge of business proves his endless desire to upgrade current medical business operations. He joined a reputed institution to do Masters in Business Administration. Upon completion of masters, Dr. Afsar joined a well-established medical management company, in an insurance set up, taking up multiple key managerial roles & responsibilities.



**Vice President, Medical Affairs**  
Abeer Medical Group, KSA

### Dr. Hassan Al Rajhi

He has a Bachelor's Degree in Medicine & Surgery along with being certified for Internal Medicine from Saudi Medical Board. Prior to joining Abeer, he was the Assistant Director of Hospital Management and Head of Health Inspection Department of Private Healthcare Sector in Jeddah MOH Directorate. In his current role as the Vice President, Medical Affairs, he will provide

medical expertise and leadership to ensure the delivery of best quality healthcare services, along with leading and implementing the clinical and nursing directions across all AMG centers and hospitals. He will also be responsible to analyze and review the overall performance of all AMG facilities.

## NEW COMERS



**Personal Affairs Manager**  
Abeer Medical Group, KSA

### Mr. Mustafa Balubed

Mr. Mustafa Balubed joins Abeer with more than 15 years of experience in managing medical sector working with various medical centers in Jeddah as Personnel and Admin Manager. He has a Bachelors degree in Business Administration. He will be managing personnel activities, managing and maintaining the work flow of Security personal functions, providing

support in driving the reputational policy and process, HRDF, Investigations, GOSI, Medical Insurance and supervising all activities related with government



**Admin Affairs Manager**  
Abeer Medical Group, KSA

### Mr. Matar Abdullah Al-Zahrani

Mr Al-Zahrani joins Abeer with an experience of more than 25 years between MOI and Carting, of which the last 6 years were spent as Administration manager in Al-Hiba Medical Group. He has a Bachelors degree in English. He is responsible for dealing with all government related tasks for building or business; ensuring that the branch, building, pharmacy and optical

shop license IDs are updated and validated from municipal and civil defense sectors. He is also assigned to update and assure validation of all licenses for medical staff from MOL/SCFHS. He will also supervise security activity and maintain services contracts.

# ALUNGAL MUHAMMED WINS PMF GLOBAL EXCELLENCY AWARD

Alungal Muhammed, Chairman and Managing Director, Al Abeer Group was selected for the 2018 prestigious 'Business Excellency Award' bestowed by Pravasi Malayali Federation (PMF). Kick starting his medical career through Abeer Medical center, Mr. Alungal Muhammed rose to towering heights becoming the Chairman and Managing Director of Abeer Group, the largest hospital network in Saudi Arabia and other GCC countries. Apart from this, he has leading roles in more

than 20 major companies including MediCity, Malappuram, Media City, Cochin, Calmove Technologies Techno Park, Arabia Travels and Waga Resort. He is also the Chief Promoter of Flowers TV, NEWS 24. PMF is a global organization with presence in more than 46 countries focusing on the wellbeing and rehabilitation of expatriates. Under the Saudi National Committee, the organization has active regional committees in Jeddah, Riyadh and Dammam powered by 40 vibrant units.

## ആലുങ്ങൽ മുഹമ്മദിന് പി.എം.എഫ് ഗ്ലോബൽ എക്സലൻസ് അവാർഡ്

2019-01-07 16:45:00



പ്രവാസി മലയാളി ഫെഡറേഷന്റെ (പി.എം.എഫ്) 2018ലെ ബിസിനസ് എക്സലൻസ് അവാർഡിന് അൽ അബീർ ഗ്രൂപ്പ് ചെയർമാനും മാനേജിങ് ഡയറക്ടറുമായ ആലുങ്കൽ മുഹമ്മദ് തെരഞ്ഞെടുക്കപ്പെട്ടു. അബീർ മെഡിക്കൽ സെന്ററിലൂടെ ആതുരശുശ്രൂഷാ രംഗത്തെത്തിയ ആലുങ്ങൽ മുഹമ്മദ് ഇന്ന് സൗദി അറേബ്യയിലെയും മറ്റ് ജിസിസി രാജ്യങ്ങളിലെയും ഏറ്റവും വലിയ ആശുപത്രി ശൃംഖലയായ അബീർ മെഡിക്കൽ ഗ്രൂപ്പ് ചെയർമാനും മാനേജിംഗ് ഡയറക്ടറുമാണ്. കൂടാതെ മെഡിസിറ്റി മലപ്പുറം, മീഡിയ സിറ്റി കൊച്ചിൻ, കാൽമോവ് ടെക്നോളജീസ് ടെക്നോപാർക്ക്, അറേബ്യ ട്രാവൽസ്, എൻക്വേവ് ബിൽഡേഴ്സ് ഇന്ത്യ, വാഗാ റിസോർട്ട് തുടങ്ങി ഇരുപതോളം പ്രമുഖ കമ്പനികളുടെ നേതൃസ്ഥാനം അലങ്കരിക്കുന്ന ആലുങ്ങൽ മുഹമ്മദ് ഫ്ലോറൈഡ് ടിവി ന്യൂസ് 24 ന്റെ ചീഫ് പ്രൊമോട്ടർ കൂടിയാണ്. ഗ്ലോബൽ സംഘടനയായ പി.എം.എഫിന് സൗദി നാഷണൽ കമ്മിറ്റിയുടെ നേതൃത്വത്തിൽ ജിദ്ദ, റിയാദ്, ദമാം റിജിയണൽ കമ്മിറ്റികളും അവയ്ക്കു കീഴിൽ നാല്പതോളം യൂണിറ്റുകളുമുണ്ട്. 46 രാജ്യങ്ങളിൽ സാന്നിധ്യമറിയിച്ച പി.എം.എഫ് പ്രവാസികളുടെ ക്ഷേമ പ്രവർത്തനത്തിനും പുനരധിവാസത്തിനും മുൻകൂക്കം നൽകുന്ന ഗ്ലോബൽ സംഘടനയാണ്.

### LATEST NEWS

03/05/2018 - 13:00  
എച്ച്.ഐ.വിയിൽ നിന്ന് മുക്തി നേടി ലണ്ടൻ സ്വദേശി

03/05/2018 - 12:45  
ലോകത്ത് ഏറ്റവും മലിനീകരിക്കപ്പെട്ട നഗരം ഇന്ത്യയിൽ

03/05/2018 - 12:45  
എല്ലാം ഇറ്റലിയിൽ നിന്ന് ഇറക്കുമതി ചെയ്യാൻ ചിലർക്ക് ആഗ്രഹം- പിയൂഷ് ഗോയൽ

03/05/2018 - 12:45  
ആന്ധ്രാ പ്രദേശിൽ ട്രെയിനിന് തീ പിടിച്ഛു

03/05/2018 - 12:45  
'ഇ.മ.യു'വിന് ടാൻസാനിയ അന്താരാഷ്ട്ര ചലച്ചിത്രോത്സവത്തിന് അംഗീകാരം

03/05/2018 - 12:30  
മി ടു ക്യാമ്പയിനെ ട്രോളി കോടതി സമക്ഷം ബാലൻ വക്കീൽ





## ABEER GROUP RISES TO LIMELIGHT



Commenting on the award, Mr. Alungal Mohammed, the President of the Group stated that it will be an inspiration to strive further in providing affordable quality healthcare.



## THE TOP 50 HEALTHCARE COMPANIES AWARD ANNOUNCED

A well-deserved award for Abeer Group as it secured the best 50 healthcare companies; selected by a US based firm, SMART Health about the contributions of the companies to the medical arena. A function held in Dubai on November 14, 2018 saw Abeer Medical group earning a world level recognition as Dr. Jemshith Ahmed, Vice president, Strategic Planning of the company received the award from the SMART Health authorities. This award is proof for the Group's firm footsteps in the medical echelon of Saudi Arabia and other GCC countries owning and operating the most sophisticated medical centers. With a two decade good track record of quality service and patient care, the Group stands apart with innovative and professional steps. Through this short period, Abeer made it

possible to run 50+ healthcare facilities in the Kingdom of Saudi Arabia including top-notch medical centers satisfying the needs of more than 4 million people annually. Commenting on the award, Mr. Alungal Mohammed, the President of the Group stated that it will be an inspiration to strive further in providing affordable quality healthcare. Dr. Ahmed, VP for Strategic Planning of the group expressed his happiness saying that entering into its 20th year, Abeer is strategically positioned to leverage the vast experience of operating in the region to newer territories.



# OBTAINING CBAHI AND JCI ACCREDITATIONS, ABEER'S TWO HOSPITALS SOAR TO NEW HEIGHTS



**CBAHI**

المركز السعودي لاعتماد المنشآت الصحية  
Saudi Central Board for Accreditation  
of Healthcare Institutions



Saudi National Hospital, a 100 bedded hospital, popularly known as SNH and Dr. Hassan Ghazzawi Hospital (DHGH) which is a 100 bedded hospital have garnered glory obtaining accreditations of the Saudi Central Board and Joint Commission International. SNH was founded in 1950 by Sheikh Muhammad Al-Sanah as the first multispecialty hospital of the kingdom. Both SNH and DHGHI are functioning under Abeer Medical Group. Both the hospitals have the credit of serving around Makkah. The patients are treated by hospital staff and management with high perfection and a passionate care. The hospitals are well-known among people thanks to the safety practices and the affordable expense. CBAHI is the official agency authorized by the Saudi government to grant

accreditation certificates to all governmental and private healthcare facilities in the country. The principal function of CBAHI is to set the healthcare quality and patient safety standards through a survey process. The agency makes it mandatory for all public and private healthcare agencies to have delivery facilities while the Joint Commission International works with hospitals and other health care organizations, health systems, government ministries, public health agencies, academic institutions, and businesses to achieve peak performance in patient care. The agency is credited to providing evidence based advisory services. JCI's accreditation is considered the gold standard in global health care. Alungal Mohammed, the President of Abeer Medical Group expressed his contentment on the great achievement of the hospital.

He congratulated the hospital management and the 'Total

Quality Management' team 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 fulfill a remarkable goal. The vigor and vitality demonstrated by all of you, even during late night working hours exemplify exceptional professionalism", he said. "It serves as an evidence of your devotion to work. The happy news we have heard is the real consequence 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 Mr. Alungal, the torchbearer of Abeer Medical Group in his appreciation note.





# AWARD FOR BEST PRIVATE HOSPITAL IN OMAN: ABEER SCRIPTS ANOTHER CHAPTER IN ITS HISTORY

It was a great honor for Abeer Group receive Oman's BEST Private Hospital Award in the health care sector. The award was announced by Ministry of Health-DGPHE, Oman in order to lead the health sector of the country to greater perfection. Abeer clinched the honor of becoming second to none in the country of Oman on the basis of setting an unsurpassed health care system by providing quality medical treatment with the most sophisticated technologies at an affordable expense. The much awaited award program was conducted with much fanfare on July 1, 2019. The stage was set for a flamboyant show with the presence of great

dignitaries representing Oman government like HE Dr. Ali Bin Talib Al Hinai, the Undersecretary of Planning Affairs, Ministry of Health Oman, Dr. Mazin Al Khabouri, Director General of Directorate General of Public Health Establishments, MOH - Oman. HE Dr. Ali Bin Talib Al Hinai handed over the award and Mr. Jamsheer Hamza, Director of Abeer Medical Group – Oman, received the prestigious award representing the Group. This is the second time Abeer group stands aloft from other health care companies in terms of recognition from the government. Abeer Hospital-Muscat had received best pharmacy

award by Directorate General of pharmaceutical and drug control, Ministry of Health Oman just a few months earlier. By receiving the twin awards within months, Abeer Group has been elevated to such a height never to be diminished on the facade of Oman. Mr. Alungal Mohammed, Chairman of Abeer Medical Group voiced heartfelt thanks to the public of Oman for investing high hopes of trust in the Group's initiatives. Founded two decades ago in Saudi Arabia heralding a drastic revolution in the medical sector, Abeer attained unprecedented fame in many GCC countries. As part of increasing the



The award was announced by Ministry of Health-DGPHE, Oman in order to lead the health sector of the country to great perfection.

quality healthcare to all GCC countries, Abeer had set foot on Omani soil by launching a well-equipped super specialty hospital named Abeer Hospital-Muscat. Dr. Jemshith Ahmed, Vice President, planning and strategic development, Abeer Group, stated after the awarding ceremony, "This

award will motivate Abeer to initiate expansion of their presence in Oman". Mr. Jabir Valiyakath, VP finance, expressed gratitude for the overwhelming support and wholehearted backing from all sectors of government, nongovernment, insurance and all business partners in Oman for making the

hospital a grand success and a respite for the ailing patients.





# ABEER GARNERS ATTENTION IN KUWAIT WITH A FULL-FLEDGED CLINIC

Widening the network to more GCC countries, Abeer Medical Group unveiled medical center in Kuwait. The center guarantees impeccable health care services at an affordable cost powered with a team of the best doctors, well-trained staff reinforced by patient friendly environment and state of the art equipment. The center ensures curative and preventive medical services meeting high quality and sincerity. The patient centricity and ethical practices are the best qualities setting Abeer Group apart from other medical companies and groups.

## REINFORCED WITH MRI FACILITY, ABEER GROUP GAINS SPOTLIGHT

Abeer Group, known for the most innovative technologies in the medical arena, has introduced Magnetic Resonance Imaging (MRI), an advanced digital machine helping to provide cross-sectional images clearer than CT and X-ray. MRI facility was inaugurated by Dr. Mahira Alungal, Executive Director of Abeer Medical Group in a ceremony held in the Center. Speaking on the occasion, Dr. Jemshith Ahmed, VicePresident, Strategic Planning of Abeer Group stated that being the top of the line machine, MRI will be an important tool in helping doctors to make an easy clinical diagnosis. Dr. Ahmed expressed contentment over the tie up of the Group with

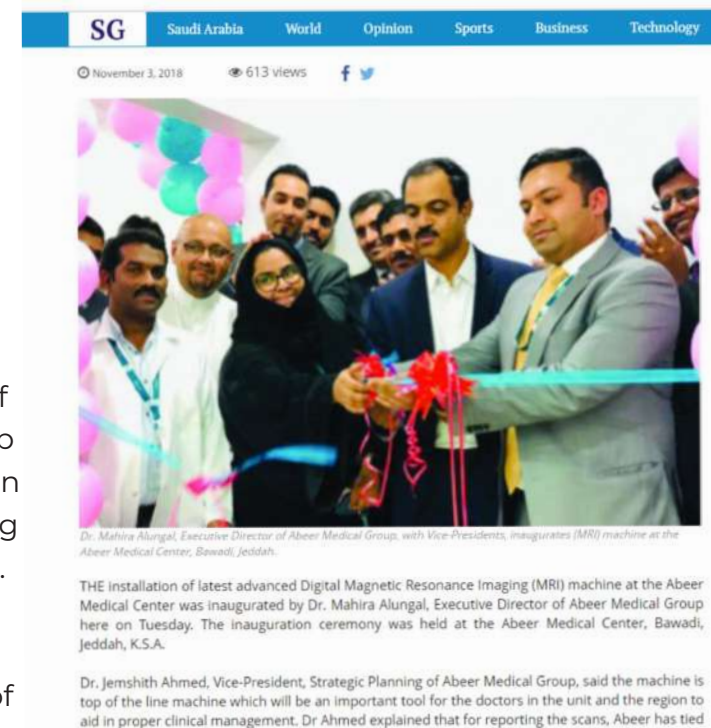
a tele-radiology platform for reporting the scans. This platform is credited to having an array of west

inaugurated machine is among the four other machines to commissioned in the ongoing year.

Dr. Mohammed Farsi, Corporate Medical Director, explained the relevance of the machine saying that overshadowing the X-ray and Ct scans, MRI will help to provide clearer images of nerves, brain and spinal cord, as well as muscles, ligaments, and tendons. Thus the machine is quite popular in scanning knee and shoulder injuries. Danish Ahmed, Corporate Affairs Manager, welcomed the gathering. Ashraf

Mohammad, Facility Director, spoke about the special features of the machine. He said that MRI, manufactured by Siemens, a German based company is a patient friendly modality diagnosis

### Saudi Gazette



trained radiologists. Jayan, Vice-President, Projects and Business Development of Abeer Medical Group, expressed optimism of the quality healthcare the center can provide to the people of Jeddah. He added that the





# ABEER'S NEW PHYSIOTHERAPY & REHABILITATION CENTER OPEN FOR PUBLIC

Good news for the inhabitants of Jeddah is that their physiological concerns are going to be resolved soon! To make things better, Abeer has introduced the finest and the most sophisticated Physiotherapy and Rehabilitation Center at Abeer Medical Center, Bawadi. The new initiative was inaugurated by Mr. Omer Rabih, Member of Jeddah Chamber of Commerce. The center is credited to be the first of its kind in Jeddah. He also inaugurated the exclusive suites and treatment rooms

in the grand event. Ms. Khlood A. Bayazeed, Senior HR and Administration Manager of Abeer Medical Group welcomed the gathering which attended for the much awaited inaugural program. The physiotherapy center which will do good to the Saudi citizens and the expatriates alike, came into existence thanks to Mr. Mohammed Alungal, President of Abeer Medical Group. His vision and mission are the reasons behind the foundation of this new initiative. Speaking in the event, Mr.

Syed Sulaimy, Assistant General Manager of Abeer Medical Group, said that the center will be helpful for the patients to get an array of cost-effective physiotherapy services including advanced treatments offered by Body Rehab and Advanced Physiotherapy and Pain Clinic. Dr. Jemshith Ahmed, Vice-President Strategic Planning of Abeer Medical Group, spoke in the grand event describing the different treatments the new center will offer to the public

ranging from preoperative and postoperative management of all orthopedic surgeries ranging from joint replacements, sports injuries, neurological disorders, lifestyle diseases like arthritis, spondylitis, joint pain and stiffness and musculoskeletal disorders due to improper workplace ergonomics. He also ensured that the center is committed to provide advantageous services including education, therapeutic exercise, consultation on injury prevention, cerebral palsy, fractures, tendonitis,

rheumatoid arthritis, frozen shoulder, sprain, cervical spondylitis, tennis elbow, bursitis, sciatica, plantar fasciitis, sports injuries, CTS, neck, back and knee pain. All these treatments are accessible to people from all strata of life. The center will act like a magic wand to the physical grievances of people with Physiotherapists assess joint motion, muscle strength and endurance, function of heart and lungs, and performance of daily activities. The inaugural session had a special feel with the presence of Abeer Medical

group's eminent leaders including vice presidents, Business Development and Marketing Manager, Senior Directors, Branch Operations heads and other administration and marketing staff.





## 'NO BIAS' THE TRUE FACE, 24 NEWS CHANNEL MARKS THE FIRST ANNIVERSARY



'Twenty Four', the new news channel under Insight Media completed one year of successful journey. The channel is available for the viewers through various networks with true and relevant news programs. The 'switching on' of the new venture was jointly done by Alungal Muhammed, 'Twenty four' Chairman, Gokulam Gopalan, Flowers Chairman,

Vidya Vinod, Flowers Vice Chairwoman and Sathish G. Pillai, Member of Board of Directors. The broadcasting was officially done by the channel MD, R SriKanden Nair reading the first bulletin. "The identity of 'Twenty Four' channel will be nothing except uncompromising impartiality", Alungal Muhammed, Channel Chairman and Abeer Medical group president, said in a statement. 'Twenty Four'

channel is powered by Insight Media city, the third best ever Media city the world has ever seen. The channel will reach the viewers with news shows reinforced by the most sophisticated information and communication technology. The channel is staffed by more than a hundred professionals from Kerala and outside.



## DR. AHMAD ALUNGAL INAUGURATES DAMMAM ABEER FAMILY CLINIC

Expanded family clinic under Abeer Medical Center, Dammam was inaugurated by Group Executive Director, Dr. Ahmad Alungal. The family clinic was unveiled with new measures attracting both children and women ranging from prayer hall, specialty waiting area and feeding area. The program was attended by Riyadh Regional Director Dr.Shinoop Raj, Operation Manager Najmunnisa Venkitta, PRO Malik Maqbool Alungal and Medical Director Dr. Amir Ali.



# ABEER GROUP GETS PRIMED TO WELCOME SAUDI VISION 2030

## FIRST BATCH FLIES TO BANGALORE FOR TRAINING



Keeping abreast of the great dream of 'Vision 2030' of Saudi Arabia, Abeer group is going to unveil a training center for its Saudi staff. Through this move, Abeer will ensure the enrichment of the Saudi citizens with sufficient skills. The employees through training will rise to the expectations of the Kingdom's authorities. Taking the words of Mohammed Alungal, Abeer's President, the company which has 500 Saudi employees will take the number into 600 by next year and the training will be provided to both medical and non-medical staff. The President said that

the company's goal behind this step is nothing more than molding a great team of Saudi citizens with much productivity and matchless caliber meeting the professional excellence expected from Abeer. One of the main concerns of the training is improving the communication skills especially in English. Though the new training center has not finished in work, the company without any delay has made collaboration with a Bangalore based job training institute and has sent the first batch to the Southern Indian

city. In the 3-month long training program, the main focus is on three key goals: developing a good personality, inculcating various employment skills building good English proficiency. Selected from 10 different branches of the company, these staffs are paid all fee, travel and accommodation expenses by the company. The program to see off the participants held at the Abeer Corporate office in Jeddah saw the full show of Abeer Group's eminent leaders like Vice President, Dr. Jemshith Ahmed, General Manager, Saeed Sulami, Executive

Director, Dr. Ahmed Alungal, Senior HR Manager Kholood A Bayazeed, Business Development Manager, Abdul Rahman Poyakkara, Branch Administration Manager, Umar Al-Ghamdi, Corporate Affairs Manager, Danish Ahmed Qadri and HR teams, Siddhik K A, Sabith K, Irshad K.M., Nandagopal and Khaled Nadeem.





## JEDDAH NIGHT RUN ON WORLD DIABETES DAY

Aiming to spread awareness on diabetes, Abeer Medical Group organized Jeddah Night Run, a running competition on Nov.14 marking the World Diabetes Day. The event organized by the group in cooperation with Jeddah's Masafat Club and support of the General Sport Authority was participated by more than 5,000 people, including Saudis and expatriates. There was an unprecedented response from women for the event.

Mohammad Alungal, president of Abeer Group, flagged off the event which was conducted along the Jeddah WaterFront. The guest of honour for the event was Lina Almaeena, member of the Shoura Council and founder of Jeddah United, Saudi Arabia's first private female basketball club.

Other prominent figures included Abeer Medical Group Vice Presidents; Dr. Jemshith Ahmed (Strategic Planning), Dr.

Afsar Ethesham (Operations), Dr. Amal Elthobgy and the group's Director Saeed Al Sulami. Speaking to Saudi Gazette, Alungal congratulated people of Jeddah, especially young Saudis and children for their keen interest in the event in their fight against diabetes amid an alarming increase in the number of people affected with this chronic disease. The event marked different categories like 3km run (male/female), 3km skating, 1 km family run and 1km kids run. The winners of the run received mementos while the other first 500 who completed the race were awarded medals. The news was reported by Saudi Gazette with high coverage.





## STAFF TRIP TO YANBU: AN AMAZING EXPERIENCE

Abeer Group finds it important to relax the minds of its staff who are making great efforts to make Groups' initiatives a big success. As part of easing the minds, a trip was planned to Yanbu, a place which showcases amazing sceneries. The team departed at 8 am from Jeddah. The best attraction of the trip was the boating which created an unforgettable experiences emboldening the mind and instilling energy never to cease when they approach to the bed. The members got much enthusiasm

after visiting the RC Yanbu Flower Festival exhibiting an array of hypnotizing beauty of flowers giving an elegant entertainment to the staff. Relishing the charm of the flowers undoubtedly rid of the stress and strain from them stimulating the brain and turning their minds jubilant. This will help them to have a positive and happy mind while going back to the bedside and to provide heartfelt treatment to the ailing patients.

## ABEER SHARAFIYA BRANCH SHOOTS INTO GLORY BY A ROUSING FAMILY FEST-2018

With the goal of cementing relations and social activities among Abeer members, Abeer Sharafiyya branch came up with a grand Family Fest at the roof Top auditorium in Sharafiyya, KSA. Mr Alungal Muhammed, Abeer Group Chairman inaugurated the fest through a video conference message and

voiced his best wishes to the program. Mr. Alungal Ahamed presided over the function and Dr. Jemshith Ahmad, Dr. Muneer Alungal, Mr. Jayan, Mahira Alungal and Mr. Omar Gamali delivered felicitation talks. The fest offered breathtaking dances, hypnotizing songs, eye

catching theme shows and live music concerts. The program was attended by members of AMG in masses. After the successful end of the program attended by more than 300 members, prizes were awarded for the winners.





## ABEER LAUNCHES SALAMATAK HEALTHCARE PRIVILEGE CARD

The official launch of the “Salamatak” Patient Loyalty Program was conducted at a grand ceremony organized by the Consulate General of India. The card was formally inaugurated by His Excellency Consul General of India, Sr. Noor Rahman Sheikh in the presence of dignitaries from the Saudi community, expatriate community leaders and members of the press. Mr. Alungal Mohammed, President, Abeer Medical Group addressed the

gathering. Salamatak is a unique healthcare privilege card with exclusive offers customized for those who have limited insurance coverage or are on a Visit/Business/Umrah Visa. This privilege card has garnered enough recognition among the community which is known by the response the card has received. The card is so beneficial for the users as one card

can cover 7 members and its benefits are available at all Abeer Medical Group establishments across KSA. This card is valid for 1 year or 6 Months based on the Membership Plan.



## EFFAT UNIVERSITY CONDUCTS ANNUAL JOB FAIR

Effat University, a Jeddah based private university for women under King Faisal Charitable Foundation, conducted an annual job fair in 20, 21, 22, 23 March at their premises. The job fair was organized after the address made by His Highness Prince Abdul Aziz Bin Turkey, the chairman of the Sport Authority about the flooding job opportunities the authority will provide as part of the vision for 2020 & 2030. Abeer alongside many other leading firms from Makkah and Madina viewed the event as a golden chance to co-operate with the Dream Vision

2030. Abeer, like other firms set up special stalls for smooth interaction with students of Effat University. Other students from across KSA also participated in the fair making the event a grand success. Abeer has earlier ties with Effat University signing an MoU with the University and providing internships to 3 Effat students in the HR department. The job fair participation will boost the ties and pave the way for more cooperation in the future.





## WALKATHON: OMAN WILL THINK PINK

Oman Cancer Association (OCA) organized a much awaited Walkathon with the purpose of raising funds to combat cancer in Oman and raise awareness about cancer.

Abeer Hospital had the privilege to engage and assure them that we are all with them. The hospital also became successful in creating an atmosphere with no stigma surrounding the word cancer.



## BLOOD DONATION CAMP WITH COLLABORATION OF OMAN HEALTH MINISTRY

As part of the Corporate Social Responsibility, Abeer Hospital conducted Blood donation camp in association with Ministry of Health, Oman. The session was inaugurated by His Excellency Munu Mahawar,

Ambassador of India to the Sultanate. As it is a proven fact that each blood donation can save up to three lives, Abeer Hospital has always kept a commitment in investing time and energy to make awareness of saving lives.





## LAUNCH OF PEDIATRIC HEALTH SCREENING PROGRAM

As part of the Pediatric campaign, Abeer launched a special health screening card for children below 15 years to provide free treatment for the basic illnesses. The initiative was taken by Pakistan School Muscat for maintaining a

child's health is highly appreciable. The launching ceremony of the screening program was inaugurated by Mr. Jamsheer Hamza, Director of operations, Abeer Medical Group, Oman.



## HEALTH AWARENESS SESSIONS IN INDIAN SCHOOL OF DARSAIT

A Dental Health & Hygiene awareness talk was conducted for primary class students of Indian School Darsait. The session was very beneficial for the children as it prompted them to pledge to live following all good habits. Abeer's Dental Specialist Dr. Manu Selvaraj was appreciated by the school Principal. The school also witnessed an



awareness talk by our Gynecology Specialist Dr. Roshina Anees Khan for the senior female students of Indian School, Darsait to raise awareness among students and teachers about good personal hygiene practices and about adolescence period.

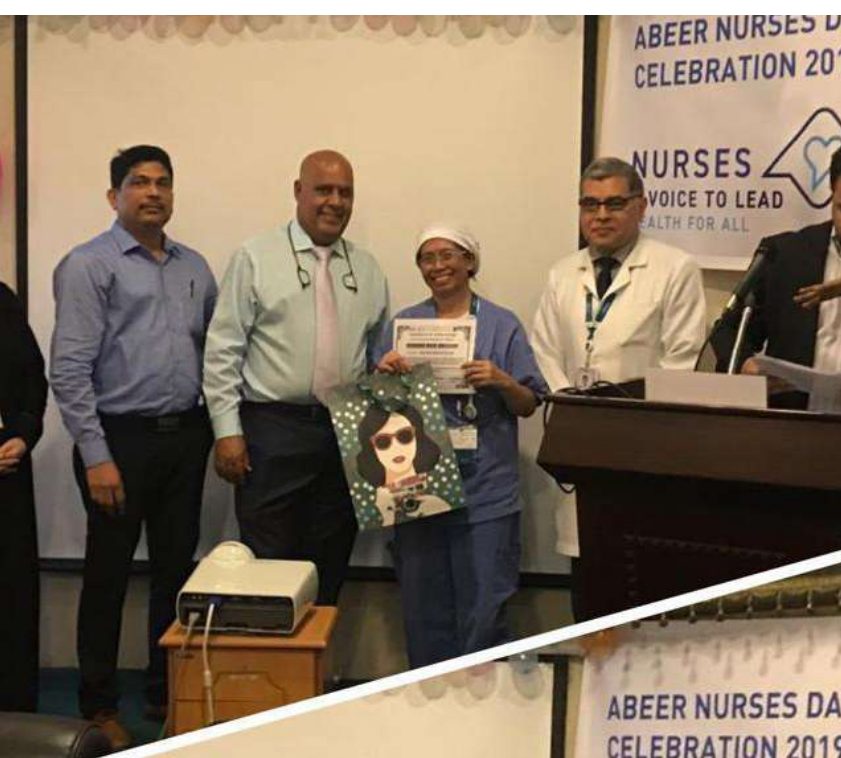




BAWADI, JEDDAH



DAMMAM



DR HASAN GHAZZAWI HOSPITAL

# NURSE DAY CELEBRATIONS



MADINAH



MANFUHA, RIYADH





ABEER SUPREME, RIYADH



AL NOOR, HAIL



AZEEZIYA, JEDDAH



AL HIBA, RUWAIS, JEDDAH



BATHA, RIYADH





NIBRAS AL SAHA. JEDDAH



SAUDI NATIONAL HOSPITAL, MAKKAH



SHARAFIYA, JEDDAH



SHUMAI SY, RIYADH



AL HIBA, AJWAD, JEDDAH



# TO THE SPACE OF LEARNING AND DEVELOPMENT



**Rashid Gazzali**  
Group Consultant  
Learning & Development



Unless you try to do something  
beyond what you have already  
mastered, you will never grow.

- Ronald E. Osborn

Once a mammoth ship's engine failed and the ship's owners tried one expert after another, but each of them failed miserably.

Then they brought in an old man who fixed ships from a young age. He inspected the engine very carefully, top to bottom and then pulled out a small hammer. He gently tapped on something. Instantly, the engine sprang to life. The engine was fixed!

The old man gave a bill of

\$100.00 to the owners.

"What?!" the owners exclaimed. "He hardly did anything!"

So they wrote the old man a note saying, "Please send us an itemized bill. The man sent a bill that read:

- Tapping with a hammer \$ 2.00
- Knowing where to tap \$ 98.00

Effort is important, but knowing where to make an effort makes all the difference. Learning is

an indispensable part of professional growth. In the competitive world, we can't sustain without updating our knowledge. Every professional has to focus on empowering and grooming positive attitude to update themselves by learning. It is worth mentioning that learning has no age, it is an unending process from cradle to grave. Every day we witness drastic changes in corporate world. So equipping ourselves with the latest updates and having deep understanding about the heartbeats of new era becomes very essential to keep us in the race.

This is an inescapable element for the quality of a successful person that one must acquire the contents of KSA. K stands for Knowledge, S stands for Skill and A for Attitude. These three are indispensable for unleashing the maximum potential of a person and empowering his personal abilities. To survive as an employee, professional, or businessman in Kingdom of Saudi Arabia, it is inevitable for him to be reinforced with Knowledge, Skills and

Attitude. So, let us become the right professionals in the right country.

There are many leadership avenues. Try to find time to tune into the learning programmes and empower your skills and competence.

So dear coworkers, try to find time to tune into the learning programmes and empower your skills and competence. As we are in a phenomenal voyage towards Middle East's leading health care provider, there are plenty of leadership avenues. So it's a mission

to mould future leaders of our organization.

"Unless you try to do something beyond what you have already mastered, you will never grow."

— Ronald E. Osborn





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