



Monthly Activity Updates

SHIFA SPEAKS

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SHIFA PATHOLOGY LABORATORY

Offering Quality & Time Efficient Diagnostic Testing Services

Clinical laboratory testing plays an essential part in the delivery of quality healthcare. Department of Pathology & Laboratory Medicine at Shifa International Hospital has been offering comprehensive diagnostic testing services under direct supervision of experienced and well qualified consultants. The services are provided 24/7 for patients through inpatient, outpatient and outreach modalities.

Total Lab Automation system is among the latest deployments at Shifa International Hospital to pace-up with latest trends and technological advancements in delivering quality diagnostic services.



Shifa Lab Introducing Total Lab Automation

- First of it's kind to automate Hematology, Chemistry & Molecular Biology on one Belt
- Unparalleled Quality with Secure & Swift Results



Significant increases in

- Specimen Quality
- Traceability
- Capacity



A Reduction in
Turnaround time
to benefit patients
and physicians



Shifa Participated in a Career Fair at IBA Karachi

The best resources in any company are its people as they are an asset that generates long term value and quality oriented corporate culture. 21st century has brought along with it new challenges and ever-evolving set of patient/ customer needs and expectations which require a vibrant and dynamic mix of experience and youth to be incorporated into management hierarchies and future leadership roles. With the same objective, Shifa International Hospital participated in a career fair at Institute of Business Administration (IBA), Karachi, on 13th February, 2019. IBA is among one of the prestigious business schools in Pakistan and officially invited SIH for the participation. The event was attended by around one hundred leading

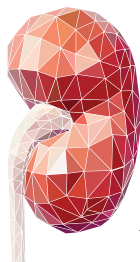


national and international companies, representing different sectors and industries. A thematic stall was designed and set-up at the fair to portray corporate brand image of Shifa along with communicating various aspects of Shifa's heritage and history, core capabilities, and its role in setting quality healthcare benchmarks in Pakistan. Around 200 applicants (Students / Alumni) visited Shifa's stall that were warmly welcomed and briefed by the hospital team on various aspects of healthcare management as an emerging career field and prospective role of business graduates in becoming tomorrow's healthcare leaders. SIH has also been enrolled as a corporate employer at official job portal of IBA to effectively communicate with students/ alumni for upcoming internship programs at the hospital for multiple disciplines i.e, Marketing, Supply Chain Management, Corporate

Business Development, Human Resources Management, etc. SIH also appreciated and thanked management of IBA for organizing the career fair and assured an on-going collaboration between both organizations to source and tap competent professional talent.



Expansion of Shifa Dialysis Services at G-10, Islamabad



For patients' convenience and outreach of quality healthcare, Shifa International Hospital has recently inaugurated a newly designed and extended Dialysis facility at the heart of G-10 Markaz, Islamabad. The Dialysis services are being provided under supervision of an experienced and qualified team of Nephrologists, Nursing, Technicians, Pharmacists, etc. by ensuring patient safety and comfort. The Dialysis facility was formally inaugurated by CEO (SIH), COO (SIH), Medical Director (SIH), Consultant Nephrologists, & Administrator Allied Health Services along with other officials & staff members.



Obesity facilitates tumor development and progression

(An article by Dr. Rezzan Khan, Consultant Nutritionist SIH)

Obese individuals not only face a higher risk of developing cancer but are also more likely to have reduced response to anticancer therapies, and resistance to chemotherapies. Obesity facilitates tumor development and progression. Recent studies focus on primary prevention and treatment of obesity-related cancers as well as relevant dietary interventions including calorie restriction, intermittent fasting, low-fat diet, and ketogenic diet, with the goal of breaking the obesity-cancer link. One in four Pakistani adults is overweight. The accumulation of fat is more dangerous for South Asians than Caucasians because the fat tends to cling to organs like the liver instead of the skin. An estimated one-third of all cancer cases are caused by dietary factors. Based on the recent report of the International Agency for Research on Cancer, the risk for 13 distinct types of cancers is increased with excess body fat; breast (in postmenopausal women), ovarian, liver, gallbladder, kidney, colon, pancreatic, gastric, oesophageal, endometrial, thyroid, multiple myeloma (blood cancer) and meningioma (brain tumor). Since diets of various sorts are still in their infancy to effectively understand and target the obesity-cancer link, it is essential to follow the updated cancer prevention recommendations issued by the World Cancer Research Fund (WCRF) and the American Institute of Cancer Research (AICR) in 2018. The recommendations flag the need to keep the body weight within the healthy range; be physically active as part of everyday life - walk more and sit less - make whole grains, vegetables, fruits and pulses such as beans and lentils a major part of your daily diet, and limit consumption of fast foods and other processed foods high in fat, starches or sugars. The recommendations also include limiting the consumption of red meat to about three portions per week. Three portions is equivalent to about 350-500g cooked weight of red meat. Consume very little, if any, processed meat; limit consumption of sugar sweetened drinks and do not use self-medicated supplements for cancer prevention. Get all the nutrients needed from a healthy diet instead.



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Highlights of **WORLD CANCER DAY** Seminar at SIH (4th Feb, 2019)

"CANCER" is the second-leading cause of death worldwide

Cancer being the world's second most deadly disease takes lives of 9.6 million people every year across the globe. The figure shows the severity of the situation that cancer related deaths are more in number than HIV / Aids, malaria and tuberculosis jointly. If steps are not taken on war footing the figure may rise to 13 million by 2030, topping the list of deadly diseases.

Dr. Muhammad Furrukh Consultant Radiation Oncologist at Shifa International Hospital, while addressing the participants of an awareness seminar on World Cancer Day on 4th February, 2019, said that more than one third of cancer cases can be prevented. Another third can be cured if detected early and treated properly. By implementing resource-appropriate strategies on prevention, early detection and treatment, we can save up to 3.7 million lives every year. He said that Cancer shall be the leading cause of death surpassing heart illness by year 2030 according to W.H.O. (World Health Organization), he shared 7 warning signs of cancer; (CAUTION) Changes in bathroom habits, A sore that does not heal, Unusual discharge and bleeding from natural orifices, Thickness or lumps in the breast or other places, Indigestion and difficulty in swallowing, Obvious changes in moles or warts and Nagging cough and hoarseness.

Dr. Sanam Yasir, Consultant Radiologist SIH while addressing the gathering said that cancer is a disease which occurs when changes in a group of normal cells within the body lead to uncontrolled, abnormal growth forming a lump called a tumor; this is true of all cancers except leukemia (blood cancer). If left untreated, tumors can grow and spread into the surrounding normal tissue, or to other parts of the body via the bloodstream and lymphatic systems, and can affect the digestive, nervous and circulatory systems or release hormones that may affect body function. She added that cancer diagnosis can be expedited through imaging (Localized X-Rays, Mammography, Ultrasound, CT / MRI Scans and PET Scans, etc.) but mainly rests on tissue diagnosis acquired from a simple biopsy of the area of concern.

Dr. Ayaz Mir, Consultant Oncologist SIH said that there are more than 100 types of Blood Cancer. Many blood cancers can be cured by Bone Marrow or Stem Cell Transplantation from patient's own or a donor's stem cells. Transplant is an expensive yet much needed treatment option and many patients cannot be cured due to affordability issues. He elaborated the vision and role of Shifa Hope program in facilitating under privileged patients and emphasized the need of a structured healthcare financing system for the needy patients. He added that it is essential to develop a culture of blood donation and research amongst young people (schools and colleges) in fight against cancer.

Dr. Yasser Rehman, Consultant Medical Oncologist SIH said that today, more than half (65%) of cancer deaths are happening in the least developed parts of the world. Equal access to cancer prevention, diagnosis, treatment and care can save lives. Through raising public literacy and understanding around cancer, we can reduce fear, increase understanding, dispel myths and misconceptions, and change behaviors and attitudes.



Dr. Muhammad Israr, Consultant Maxillofacial Surgeon educated the audience on types of head and neck cancer, risk factors and treatment options. He informed that oral cancer is the 6th most common cancer in the world. He advised the audience that detailed oral examination must always be part of routine medical and dental exam and preventive measures should be taken in management and control of oral cancer by adopting a healthier life style.

At the end, Mr. Aziz A. Jan (COO SIH) thanked patients and families for their valued participation and emphasized the need to further spread the awareness message to their social circle and community.

Shifa International Hospital **WELCOMES** New Doctors Joining our Team



Dr. Abdul Latif Khan

Consultant Laparoscopic, Colorectal & General Surgeon
MBBS, MD, FRCS (Ed), FRCS (Gen)
Joint Surgical Colleges Specialty Board
in General Surgery
Joint Advisory Group (JAG) on
GI Endoscopy, Accredited Endoscopist



Dr. Momena Manzoor

Associate Consultant Nephrologist
MBBS, FRACP



Dr. Waqas Ahmed

Consultant Cardiologist
MD, FACC, FASE

WELCOME ABOARD



For Information:
051-8464646 (24 hours)





Dr. Atif Rana
Chief of Radiology, SIH

Q: What is the role of Radiology Dept. at SIH in providing holistic and quality healthcare services to the patients?

A: Patient care is impossible without diagnosis and radiology department is there to capture images, report them correctly and share the information with clinicians efficiently with the discussion about next step in the management of the patient. I am trying to train my team to integrate into "broader care flow" outside the department by external collaborations to cater to a broader patient care team. Our staff is available round the clock to discuss diagnostic as well as treatment options to patients. We have a system in place to review all the studies and to convey the positive and critical findings without any delay.

Q: What are the unique and rare services and procedures introduced by Shifa's Radiology Dept?

A: In the diagnostic section we are providing some of the unique services such as 3D mammography and stereotactic biopsies, liver volumetry, intraoperative and post-operative doppler evaluation of donors and recipients, sonohysterography, neuro perfusion, etc. In the IR section; the department has introduced unique procedures like UAE, neurointervention, peripheral arterial stenting, fallopian tube recanalization, hepatobiliary interventions etc.

Q: How Radiology Dept. is pacing-up with latest trends and advancements in Medical Technology?

A: Radiologists are encouraged to enhance their skills to utilize new approaches to evaluate clinical question in most effective ways. They are facilitated & encouraged for the fellowships, to attend international seminars, courses & conferences. The radiology team is actively participating in interdisciplinary meetings, scientific literatures & research.

Q: Shifa Radiology Dept. is adding-up a latest MRI machine (3 Tesla) in its portfolio. Kindly mention its unique features & how it will further improve quality of diagnostic imaging for the patients?

A: New 3T MRI has the best image clarity and tissue differentiation currently available. This has the strongest gradient currently in the entire world, meaning we will be able to provide our patients the best MRI available in the entire world. This dramatically increases diagnostic information. This may demonstrate pathology without requirement of histology in some areas. This machine is capable of analyzing functional evaluation and cellular activity. This will provide unmatched diagnostic yield in neurological, cardiovascular, hepatobiliary, musculoskeletal, bowel and oncological imaging.

Coming Soon!

MRI Designed for you

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We would love to hear from you

If you have any questions, comments or any suggestions as to what can be included in this newsletter, please write to us at: media@shifa.com.pk or call at 051 8463804/3106