



Monthly Activity Updates

SHIFA SPEAKS

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Shifa International Hospitals Ltd. & Interloop Holdings (Pvt.) Ltd. *Join Hands to Build a State-of-the-Art Healthcare Facility in Islamabad*

Shifa International Hospitals Limited has partnered with Interloop Holdings (Pvt.) Limited to build a state-of-the-art Ambulatory Day Care facility in Islamabad. The project will be completed at a cost of Rs 3.5 billion; the amount includes an equity investment of Rs 2.5 billion, with the remaining Rs. 1 billion being raised through debt financing.

Speaking at an agreement signing ceremony held at Shifa International Hospital on December 17, 2019, Shifa International Hospital's CEO Dr. Manzoor H. Qazi termed the partnership "a natural alliance geared to contribute towards Pakistan's socio-economic development." He added that the new diagnostic, outpatient and Ambulatory Day Care facility to be established in the heart of Islamabad in F-11 Markaz, will not only provide quality healthcare services to the residents of Islamabad and Rawalpindi, but also benefit patients from Khyber Pakhtunkhwa, Northern Punjab, and Azad Jammu and Kashmir.



The CEO of Interloop Mr. Musadaq Zulqarnain expressed enthusiasm over the joint venture. He was optimistic that the nexus will enable Interloop to achieve its "corporate mission of introducing a positive change for stakeholders and community by pursuing an ethical and sustainable business model." Interloop is an associated company of Interloop Limited—one of the world's largest hosiery manufacturers. It is pertinent to add that Habib Bank Limited also played a pivotal role in facilitating investment and financing arrangements between Shifa and Interloop.

Starting in 1993, Shifa International Hospital has expanded to a 550-plus bed facility offering comprehensive diagnostic, outpatient and inpatient services in all major medical and surgical specialties functioning under the supervision of over 200 U.S. and E.U. trained and qualified physicians and surgeons. Shifa Transplant Center is a pioneer in transplant services in liver, kidney, bone marrow and cornea. Since 1994, Shifa International is the only corporate sector tertiary care hospital to have been listed on Pakistan Stock Exchange (PSX), rated A-1 and AA by JCR. The PSX also ranked Shifa International among the top 25 companies of Pakistan for two consecutive years in 2016 and 2017. The hospital stands committed towards establishing quality healthcare facilities across the country—a mission that complements the government's vision for the health sector. Recently, the International Finance Corporation—a member of the World Bank Group—has also teamed up as a strategic investor in Shifa International Hospital's expansion projects.



Symposium on Brachytherapy in Gynaecology Malignancies

Collaborating with the Radiological Society of Pakistan (RSP) and the Pakistan Society of Clinical Oncology, Shifa International Hospital organized a one-day symposium titled 'Brachytherapy in Gynaecological Malignancies: Old Principles and Newer Techniques' on December 14, 2019. The idea was to bring onboard, all stakeholders involved in the management of gynaecological malignancies—gynecologists, oncologists, radiologists, general surgeons and medical physicists—for a discussion on contemporary treatment options in gynaecological malignancies, inclusive of the vital role of brachytherapy. Dr. Khizar Hayat, Dr. Nasir Ali, Dr. Irfan Haider, Dr. Iram Rabbani, and Mr. Talat Mehmood were the key speakers.

Dr. Asif Masood acted as the moderator alongside Dr. Muhammad Ali Afridi, Dr. Muhammad Furrukh, Dr. Uzma Qasim, Dr. Naseem Begum and Mr. Haseeb Ullah as facilitators. An interactive case-based discussion was conducted by panelists, Dr. Khizar Hayat, Dr. Shazia Fakhar, Col. Dr. Ahsan Mehmood, Dr. Humera Mehmood, Dr. Madiha Saeed Wahla, Dr. Zafar Ali, Dr. Humaira Nasir, Dr. Ambreen Moatasim, Dr. Zujajah Hameed, Prof. Azra Saeed Awan, Dr. Shaheen Ashraf, Dr. Nabia Tariq, and Col. Dr. Salman Arif. The discussion was followed by a hands-on training session incorporating practical demonstration of brachytherapy procedures. Shifa International Hospital's CEO Dr. Manzoor H. Qazi, who was the chief guest on the occasion, appreciated the Radiation Oncology Department's initiative of bringing foreign and national experts under one roof for mutual sharing of experiences and brainstorming on newer techniques of brachytherapy in gynaecological malignancies. The event also featured award of a souvenir to Associate Consultant Radiation Oncologist Dr. Uzma Qasim upon completion of 100 procedures in brachytherapy.



Iranian Health Official Visits Shifa International Hospital



Led by the Deputy Minister for Health and Medical Education Professor Bagher Larijanigave, a delegation from the Islamic Republic of Iran visited Shifa International Hospital on December 26, 2019 for meetings with the hospital's CEO Dr. Manzoor H. Qazi, as well as members of the top management and senior administration. The delegates keenly examined the medical facilities available at Shifa International. The purpose of the visit was to boost cooperation between the two Muslim countries in the health and medical sectors.



Rehabilitation Department Holds Workshop on Adult Neurolinguistic Disorders



The Rehabilitation Department of Shifa International Hospital conducted a workshop on 'Adult Neurolinguistic Disorders' on December 7, 2019. A number of speech pathologists from different hospitals and universities of Lahore, Peshawar, Abbottabad and adjacent areas attended the event. During the workshop, Speech Pathologist SIH Ms. Faiza Badar provided an insightful account of issues pertaining to assessment and management of primary progressive aphasia, communication deficits secondary to traumatic brain injury, and communication deficits secondary to right hemisphere impairment. Associate General Manager Mr. Kashif Khan highlighted the importance of using outcome measures in the field of rehabilitation sciences. He also spoke about the role of evidence-based practice.

Accolade

Chief of Pharmacy at Shifa International Hospital Ms. Salwa Ahsan has been decorated with the 'Pharmacist Patient Safety Champion 2019' award. She received the award from the Prime Minister's Special Assistant on Health Dr. Zafar Mirza at the closing ceremony of the International Patient Safety Conference 2019. The conference was organized by Riphah Institute of Healthcare Improvement and Safety, and Riphah International University, Islamabad.





Offering an avenue for healthy deviation, Shifa International Hospital arranged a thrilling extracurricular event for its employees with 'Shifa Sports Championship Program 2019.' The event's success could be gauged from the enthusiasm of the participants. The championship comprised 12 days of indoor games from October 17-28, 2019, and 17 days of outdoor games from November 19-December 5, 2019. It is worth mentioning that the Sports Organizing Committee received 2,300 plus nominations—58 teams for cricket, 37 for football, 58 for table tennis, 25 for tug-of-war, 9 for volleyball, 142 carom players, and an overwhelming number in other game categories. The slogan of the championship program was 'Dil Say Khelo Aur Mil Kay Jeeto,' which in hindsight proved very apt. Chief Guest of the Closing Ceremony was Sheikh Ansar Aziz (Mayor of Islamabad).



Q1: What is cancer?

A: Cancer means a "crab" in Latin, which is known for grabbing its prey through his thorny tentacles. Cancer is notorious for causing human suffering, physical and psychological trauma, personal and financial drain, waste of national resources.

Q2: Who gets cancer? Is cancer contagious?

A: Cancer generally affects the aging and hence termed *sporadic* (in 90-95% the more you age, the more chance of acquiring the ailment), but has no restrictions for race, nationality, gender, color and may also affect the young. Cancers occurring early in life are usually *hereditary* (5-10%), being passed to the next generations through defective genes (mutations) e.g. breast cancer, colo-rectal cancer, uterus, ovary, thyroid cancer (medullary sub-type), etc. in the young and eye cancer (retinoblastoma) in the children etc. Whatever causes cancer may not be certain, however, a genetic mutation after exposure to a DNA damaging agent remains a certainty. Cancers are neither infectious nor transmitted to other beings.

Q3: Is cancer the commonest cause of death around the globe? What are the common causes of death in Pakistan?

A: Cancer is the 2nd commonest cause of human deaths after cardiovascular diseases followed by chronic respiratory ailments, road traffic accidents, and strokes. Pakistan is the 7th populous country with estimated cancer incidence of 148,041 new cases, 101,113 cancer related deaths (48,449 Men & 52,664 Women) in 2012, and a prevalence of 344,243 living cancer patients.

Q4: Is cancer preventable?

A: It is indeed very re-assuring that most of the known causes are preventable. Restraining from use of tobacco, pan, naswar and other mutagens (poisons that damage the cell DNA), healthy living, regular moderate exercise (30 minutes a day, 5 days a week), safe sex and loyalty to your spouse, keeping hygiene, eating less, using fresh vegetables and fruits including white meat, use of low fat diet and avoiding junk food like fizzy drinks and burgers, canned foods, preservatives, food colors, samosas and pakoras cooked in re-cycled oils, etc. Getting vaccinated against hepatitis B & HPV prevents liver & oropharyngeal cancers & ensure prompt treatment of hepatitis C.

Q5: How is cancer diagnosed?

A: 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.

Q6: What are the treatment options for cancer? Are there any side effects of cancer treatment?

A: The treatment of cancer depends on its type (and its sub-type) and on extent of disease after stage determination. Surgery, chemotherapy, radiation therapy, immunotherapy, targeted therapy are some of the common available options in cancer management. The sequencing of such complicated treatment is meticulous and often requires clinicians to sit under one roof in a multi-disciplinary meeting where pathologist, radiologist, surgeon, medical oncologist, radiation/ clinical oncologist and others assemble to discuss the most appropriate way to handle a cancer case based on scientific evidence and according to the needs pertinent to the patient.

Q7: Tell us about SHIFA's 2019-22 Comprehensive Cancer Control Program (CCCCP).

A: Shifa International Hospital has set-up a visionary cancer control program (CCCCP) which complies with W.H.O. guidelines. The panorama of care stretches from community cancer awareness and vaccination as **primary prevention**, and screening of asymptomatic cancers through modern means in-built within diagnostics of radiology and pathology departments as **secondary prevention**. The Hospital provides tertiary cancer care (treatment) through pivotal sections of surgical oncology including plastic reconstruction, medical oncology, radiation oncology & clinical hematology for adult cancers, pediatric hematology-oncology, bone marrow transplantation, rehabilitation (including physiotherapy, speech therapy, dietary advice, orthotics, etc.) palliative care, pain control and patient support programs. The pathology department hosts phenomenal 19 regular multi-disciplinary tumor board meetings every month ensuring that difficult, challenging and unique cancer cases are discussed purely in the interest of better patient outcomes and ensuring continued medical education for the staff. The Shifa Cancer Center is actively pursuing training for undergraduates as well as postgraduates backed by basic research. Shifa's CCCC 2019-22 aims at expanding its existing facility by promoting community out-reach through volunteers and trained staff and open gates for primarily research and development with National and International Institutes of repute.



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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



Have a Happy and Healthy New Year 2020

Dear Colleagues,
Assalam-o-Alaikum!

Happy New Year!

I would like to thank you all for excellent performance in your respective departments at Shifa International Hospital. Your hospital continues to grow, expand, and earn greater respect and recognition. It is because of the Shifa family's work ethics that we are moving forward and fast becoming a role model for the medical community and institutions, both nationally and regionally. As we step into 2020, let us pledge to follow these commands of Allah SWT in our daily lives. Each one of these will have a wonderfully positive impact on our lives as well as on our families, institution, and society at large:

- عورتیں اور مرد اپنے اعمال کا برابر حصہ پائیں گے
- مرد خاندان کا سربراہ ہے
- حسد نہ کرو
- فریب یا فریبی کی وکالت نہ کرو
- نیکی میں ایک دوسرے کی مدد کرو
- صحیح راستے پر رہو اور ہیرا پھیری نہ کرو
- گناہ اور نا انصافی کے خلاف جدوجہد کرتے رہو
- شراب اور دوسری منشیات سے پرہیز کرو
- کھاؤ اور پیو لیکن اصراف نہ کرو
- جو لوگ مدد مانگیں انہیں مدد دو
- جو لوگ تحفظ مانگیں ان کی حفاظت کرو
- اللہ کی رحمت سے کبھی مایوس نہ ہو
- لوگوں کو اچھی ہدایت کے ساتھ اللہ کی طرف بلاؤ
- غربت کے خوف سے اپنے بچوں کو قتل نہ کرو
- پوشیدہ چیزوں سے دور رہا کرو۔ کھوج نہ لگاؤ
- اللہ اپنی ذات پر یقین رکھنے والوں کی حفاظت کرتا ہے
- دنیا سے اپنے حصے کا کام مکمل کر کے جاؤ
- ہم جنس پرستی میں نہ پڑو
- اللہ شرک کے سوا تمام گناہ معاف کر دیتا ہے
- برائی کو اچھائی سے ختم کرو
- تم میں وہ زیادہ معزز ہے جو زیادہ پرہیزگار ہے
- اللہ علم والوں کو مقدم رکھتا ہے
- خود کو لالچ سے بچاؤ
- اللہ کی رحمت سے کبھی مایوس نہ ہو

- تخلیق کائنات کے بارے میں گہرائی سے غور کرو
- منتخب خونی رشتوں میں شادی نہ کرو
- بخیل نہ بنو
- ایک دوسرے کو قتل نہ کرو
- گناہ اور شدت میں دوسروں کے ساتھ تعاون نہ کرو
- اکثریت سچ کی کسوٹی نہیں ہوتی
- جرائم کی سزا دے کر مثال قائم کرو
- مردہ جانور کا خون اور سور کا گوشت حرام ہے
- جوا نہ کھیلو
- چغلی نہ کھاؤ
- نماز کے وقت اچھے کپڑے پہنو
- طہارت اپناؤ
- کوئی شخص کسی کے گناہوں کا بوجھ نہیں اٹھائے گا
- جس کے بارے میں علم نہ ہو اس کی کرید نہ کرو
- اجازت کے بغیر دوسروں کے گھروں میں داخل نہ ہو
- زمین پر عاجزی کے ساتھ چلو
- اللہ کی ذات کے ساتھ کسی کو شریک نہ کرو
- صحیح اور سچ کا ساتھ دو غلط سے پرہیز کرو
- عورتیں اپنی زینت کی نمائش نہ کریں
- فیصلے مشاورت کے ساتھ کیا کرو
- مذہب میں رہبانیت نہیں
- غیر مسلموں کے ساتھ بھی اخلاق کے ساتھ پیش آؤ
- اللہ سے معافی مانگو اللہ معاف کرنے والا ہے
- اور رحم کرنے والا ہے

- غصے کو قابو میں رکھو
- تکبر نہ کرو
- لوگوں کے ساتھ آہستہ بولا کرو
- دوسروں کا مذاق نہ اڑایا کرو
- منہ سے والدین کی توہین کا ایک لفظ نہ نکالو
- حساب لکھ لیا کرو
- مقروض کو ادائیگی کیلئے مزید وقت دیدیا کرو
- رشوت نہ لو نہ دو
- دوسروں پر اعتماد کیا کرو
- لوگوں کے درمیان انصاف کیا کرو
- مرنے والوں کی دولت وارثوں میں تقسیم کیا کرو
- یتیموں کی جائیداد پر قبضہ نہ کرو
- جو شخص دست سوال پھیلائے اسے انکار نہ کرو
- بدگمانی سے بچو
- تجسس نہ کرو
- غرباء کو کھانا کھلایا کرو
- فضول خرچی نہ کیا کرو
- مہمانوں کی عزت کیا کرو
- زمین پر برائی نہ پھیلا یا کرو
- صرف ان کے ساتھ لڑو جو تمہارے ساتھ لڑیں
- جنگ کے دوران پیٹھ نہ دکھاؤ
- تمام انبیاء پر ایمان لاؤ
- بچوں کو دو سال تک ماں کا دودھ پلاؤ
- زمین پر آکر نہ چلو

- گفتگو کے دوران بد تمیزی نہ کیا کرو
- دوسروں کے ساتھ بھلائی کرو
- دوسروں کی غلطیاں معاف کر دیا کرو
- اپنی آواز نیچی رکھا کرو
- والدین کی خدمت کیا کرو
- کسی کی اندھا دھند تقلید نہ کرو
- سود نہ کھاؤ
- وعدہ نہ توڑو
- سچ میں جھوٹ نہ ملا یا کرو
- انصاف کے لئے مضبوطی سے کھڑے ہو جایا کرو
- خواتین بھی وراثت میں حصہ دار ہیں
- یتیموں کی حفاظت کرو
- لوگوں کے درمیان صلح کراؤ
- غیبت نہ کرو
- خیرات دیا کرو
- ضرورت مندوں کو تلاش کر کے ان کی مدد کیا کرو
- خیرات کر کے جتنا پانہ کرو
- نیکی پہلے خود کرو اور پھر دوسروں کو تلقین کرو
- لوگوں کو مسجدوں میں داخلے سے نہ روکو
- جنگ کے دوران جنگ کے آداب کا خیال رکھو
- مذہب میں کوئی سختی نہیں
- نفاق سے بچو
- حق کا ساتھ دو
- کسی پر اس کی ہمت سے زیادہ بوجھ نہ ڈالو

We pray to Almighty Allah for His continuous Blessing, Guidance and Strength as we start the New Year with several challenges ahead of us.

Thank you!



Shifa International Hospital Holds Multi-Specialty Clinics in *Mirpur, Peshawar & Faisalabad*

Shifa International Hospital has constantly been striving to promote easy access to healthcare services for patients residing in distant areas. In this context, being part of hospital's outreach program, OPD Consulting Clinics were arranged in various cities, such as Quetta, Peshawar, Faisalabad, Mirpur-Azad Kashmir & Gujranwala since October 2019. Pursuant to such initiatives, a one-day Cardiology Clinic was organized in Mirpur on December 7, 2019 in collaboration with Shifa Labs, Mirpur. Consultant Interventional Cardiologist Dr. Asaad A. Khan, along with other affiliates, examined about 30 patients visiting the clinic from different cities of Azad Kashmir. Physiotherapy Specialist Ms. Afifa also educated patients on healthy exercises for cardiovascular care. In December 2019, Shifa's consultants also embarked on various one-day outreach clinics in Faisalabad and Peshawar. The clinics consisted of various specialties like liver transplant, neurosurgery, nephrology, oncology, gastroenterology, orthopedics, rheumatology, neurophysiology, neurology, and obstetrics & gynaecology. Dr. Akbar Ali Khan, Dr. Momina Manzoor, Dr. Farhat Abbas, Dr. Hadi M. Khan, Dr. Shaheen Ashraf, Dr. Fazal Manan, Dr. Zafar Ullah, Dr. Syed Farhat Abbas, Dr. Shahid Ahmed Shah, Dr. Nayer Mehmood, Dr. Sumair Naseem, and Dr. Farhan Khan provided services in their respective specialties in Faisalabad and Peshawar. Patients requiring detailed procedures were advised to visit Shifa International Hospital, Islamabad.



Tundra Foundation Official Visits Shifa International Hospital

The Founding Partner and Chief Investment Officer of Tundra Foundation Mattias Martinsson visited Shifa International Hospital during his recent visit to Pakistan. The guest had a detailed meeting with the Executive Director and Member of the Board of Directors Mr. Muhammad Zahid, as well as the Chief Financial Officer Mr. Ahmed Sana. The

purpose of his recent tour predicated upon highlighting the progressive image of Pakistan by projecting prominent Pakistani companies and businesses aimed bringing about positive social and economic change in the country. Martinsson met notable Pakistani personalities including government officials and salient private sector companies.



Shifa International Hospital in collaboration with National University of Sciences & Technology (NUST) designed a 12 weeks course after Training Need Analysis (TNA) of SIH employees.



50,000
Dialysis
Procedures

*Shifa Dialysis Center
Achieves
A-Milestone*

Shifa Dialysis Center—a state-of-the-art facility located in G-10 Markaz, organized a celebratory event to mark completion of 50,000 dialysis procedures. Shifa International Hospital's CEO Dr. Manzoor H. Qazi, who was the chief guest on the occasion, appreciated Dr. Malik Imad Khan (Chief Operating Officer, Shifa External Services) and the entire team of Shifa Dialysis Center, for achieving a major milestone. Consultant Nephrologist and Program Director Dr. Syed Nayer Mahmood, and Consultant Nephrologist and HOD Nephrology, Dr. Syed Farhat Abbas, shed light on the importance of different aspects of dialysis services at the center. They also commended the Shifa dialysis team for providing quality healthcare services to patients. The event was followed by an award ceremony recognizing diligent star employees. Free nephrology and physiotherapy consultations were also offered in connection with the 'Save Your Kidney' theme.

