



Monthly Newsletter

SHIFA SPEAKS

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Construction Work for Shifa Medical Center Islamabad, Kicks Off

Construction work of another landmark project of Shifa International Hospitals Ltd., known as Shifa Medical Center Islamabad (Pvt.) Ltd. has begun in F-11 sector of the capital city. The groundbreaking ceremony featured representation from Interloop, HBL & Shifa Family who gathered at the site for Dua.

Dr. Habib-ur-Rahman (Chairman, SIHL), Dr. Manzoor H. Qazi (CEO, SIHL), Mr. Muhammad Zahid (Chairman & CEO, SMCI) & Mr. Musadaq Zulqarnain (Chairman & CEO, Interloop Holdings) spoke on the occasion & reiterated their respective organizations' resolve to build SMCI in scheduled time & make the project a success like earlier endeavors of the two organizations. SMCI is a subsidiary of SIHL for which Interloop group & Shifa Family have joined hands. Designed in a purpose-built building, SCMI will be offering quality outpatient services, diagnostic facility & ambulatory surgery care to the population of fast-sprawling capital city within thirty months. The Center shall also be offering inpatient services & 24/7 emergency care. SMCI's joint venture partners, bankers, SIHL consultants, shareholders & members of top management also graced the heartwarming ceremony & Dua.



Shifa Orthodontic Conference

May 21st & 22nd 2021

Organized

SHIFA COLLEGE OF DENTISTRY

ORTHODONTISTS

FIRST SHIFA ORTHODONTIC CONFERENCE 2021

Shifa College of Dentistry (Shifa Tameer-e-Millat University) organized the First Shifa International Orthodontic Conference on 21st & 22nd May 2021 which was attended by more than 300 online participants across the globe, in close partnership with Pakistan Association of Orthodontists. The conference was organized by Prof. Dr. Anwar Ali Shah (Principal, Shifa College of Dentistry) & promoted by Prof. Dr. M. Iqbal Khan (VC, STMU) & Dr. M. Amir (Dean, Faculty Health Sciences) whose continuous support was what made the conference a huge success. The two-day conference was the 1st of its kind in the country where some of the most outstanding experts in orthodontics from around the globe came together to share their knowledge & expertise at academic, clinical & research levels in the said field. Prof. Jonathan Sandler, Dr. Alison Murray, Dr. Andrew Di Biase, Dr. Chris Laspos, Dr. Simon Littlewood, Prof. Martyne Cubourne, Dr. Tony Ireland, Dr. Jayne Harrison, Prof. Ewa Czochrowska & Dr. John Scholey also participated in the conference virtually. The conference featured specialized topics best suited to the field of Orthodontics & Dentofacial Orthopedics. This conference proved to be of great value to all the dental professionals including undergraduate & postgraduate students, practitioners, & consultants.



Webinar Series – Manuscript Writing For Health Professionals (From 28th July to 21st August 2021)

Shifa Center of Professional Excellence (SCOPE) is hosting a Manuscript Writing Webinar series for health & management professionals and the general public to understand the fundamentals of researching, writing & submitting a research paper. At the conclusion of this course, participants should be able to:

- Identify the Purpose & Scope of Research
- Create Research Question & Conduct Literature Review
- Design a Title, It's Abstract & Introduction
- Develop Research Methodology
- Evaluate Results
- Derive Conclusions
- Design Bibliography



Scan QR Code
to register yourself
for the webinar!



**WORLD HEPATITIS
DAY 2021** پاپائٹس کا عالمی دن
28th July



معلوماتی ویڈیوز دیکھنے کے لیے QR کوڈ اسکیں کریں!

1st Cochlear Implantation Procedure

performed at Shifa International Hospital



The First Cochlear Implantation Procedure was performed at Shifa International Hospital, Islamabad on 11 July 2021. The procedure was carried out by Dr. Azeem Aslam (Consultant, ENT Surgeon) along with a multidisciplinary team comprising of Audiologists, Anesthesiologists, Technicians & Nursing Staff. Cochlear Implantation involves surgically placing a small & complex electronic device that helps provide a sense of sound to a person who is unable to hear or faces extreme difficulty in hearing. Shifa International Hospital, Islamabad is among few hospitals in the country providing this treatment and is committed in its endeavor to serve the people of Pakistan by offering healthcare services at par with international standards.

FAREWELL



Shifa College of Medical Technology's Alumna Topped the Registered Cardiac Sonographer (RCS) Exam

Dr. Zeba Iftikhar Ali, GM Shifa International DWC, Dubai, UAE has ended her tenure with Shifa in July 2021. Dr. Zeba had been associated with Shifa since 2014 and has played a vital role in setting up Shifa's first International Patient Referral & Facilitation office in Dubai. With her excellent communication skills and a passion to serve, she has been pivotal in forming strong links between Shifa and Pakistani Expatriate Professionals in UAE whilst ensuring patient support and referrals to SIHL for treatment. Shifa International Hospitals Ltd. express its gratitude for her services and wish her the best for her future endeavors.



Shifa College of Medical Technology (SCMT), believes that its most important purpose is to train medical technologists that are leaders in their field & to set the bar for similar institutes in the region. SCMT's alumni are currently working at reputable medical facilities in Pakistan as well as internationally in countries like UAE, KSA, Qatar, Ireland & Kuwait paying homage to the quality of technical training they have received with SCMT. Thus, SCMT takes immense pride that its Alumna, Ms. Seemab Sikandar has topped the Registered Cardiac Sonographer (RCS) Exam by Cardiovascular Credentialing International of the American Board of Echocardiography. This examination is for professionals working in the area of echocardiography. She has also been a star employee while working at SIH.



HEALTHCARE QUALITY & ADMINISTRATION PROGRAM (HQAP) CONDUCTED BY SIH

Second Batch of Healthcare Quality & Administration Program commenced on 16th July, 2021 with an introductory session. SIH has been conducting the multi-tier Training for Healthcare Quality & Administration Program (HQAP) for healthcare management professionals. The program is based on Certified Professional in Healthcare Quality (CPHQ) curriculum & designed to enable participants to improve their core quality & healthcare administration skills.

Four-Day Training included a detailed discussion on:

- Quality Structure & Functions
- Patient Safety & International Patient Safety Goals (IPSGs)
- Core Components of a Medication Safety Program
- Strategic Leadership Direction & Planning
- Role of Strategic Planning in Healthcare Quality
- Healthcare Quality Credentialing & Privileging as Strategy
- Infection Control Risk Assessment & Management



HQAP concluded on 31st July, 2021 with a post-test to assess the effectiveness of the program. Dr. Zeeshan Bin Ishtiaque (Chief Medical Officer, SIH), Mr. Taimoor Shah (Chief Operating Officer, SIH), Dr. Abdul Wahab Hassan (Director, Quality Assurance, SIH), and others were among the trainers. Certificates were distributed among both external & internal participants & trainers during the closing ceremony conducted by Mr. Amir Khisro (Manager, Training & Development HR&D, SIH). External participants included: Dr. Areej Neyazi, Dr. Sadaf Khalid, Dr. Mohib Ullah & Mr. Naveed Richard from Dr. Akbar Niazi Teaching Hospital, Islamabad. Furthermore, Dr. Salar Abbasi from ChildLife Foundation, Karachi, and Dr. Saira Quddus from Social Security Hospital, Islamabad joined as well while Dr. Ayesha Javed from Mayo Hospital, Lahore & Dr. Kishwar Naheed from Pak Red Crescent Medical & Dental College, Lahore attended as a virtual participant. Internal participants included: Ms. Nabila Batool, Ms. Tania Noreen, Mr. M. Fawad, Mr. Nabeel Qamar, Ms. Saba Yasin, Ms. Najia Khan, Ms. Ayesha Khan, Dr. Hina Yusuf & Dr. Asfandiyar Khan Niazi.





Ask from A Doctor

DR. YASSER MASOOD

Consultant in Pediatrics & Newborns



FAQs - General Health Issues of Newborns

Please give guidance regarding feeding of newborns.

WHO recommends that newborn babies should be given mother's own milk within 30-60 minutes of birth. The initial mother feeding is very important as it contains 'Colostrum' which is rich in antibodies and provides protection against various diseases and enhances babies immune system. Most mothers tend to use formula milk thinking they don't have enough breast milk. This is a myth and if mothers diet is good and they are eating a healthy diet & drinking enough milk and water, the milk supply should be enough for the babies. Mother feeding should be continued till 2nd birthday and for the first 6 months mothers milk exclusively provides full nutrition to meet the demands of the growing baby. Breastfeeding not only helps babies in preventing serious infections, it also provides much better physical and brain development compared to formula milk. I would strongly encourage all women to mentally prepare themselves during pregnancy so that they would feed their own milk to the baby and this way there are less chances that they will go to formula milk. Also NO animal milk should be given till 1st birthday as it causes severe iron deficiency in infants.

Lots of babies seem to have excessive crying or Colic, how can this be treated?

Colic is significantly over diagnosed in Pakistan. All babies who are crying don't have colic. Colic by definition is inconsolable crying for more than 3 hours per day and > 3 times per week. This is usually rare. So most crying in babies is part of normal newborn behavior. In the first 6 week, babies cry on average for 2 hours per day and between 6 - 12

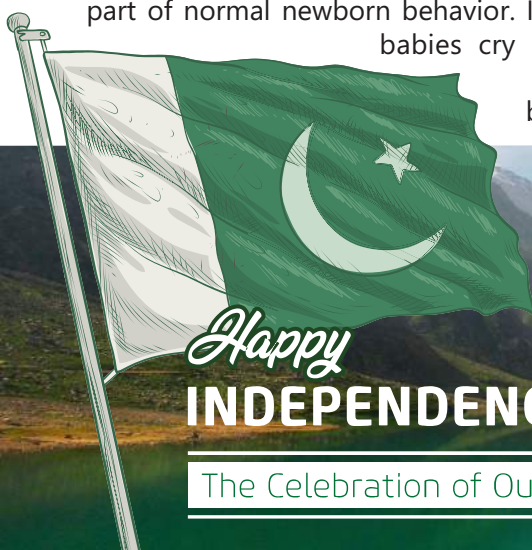
weeks for about 1 hour per day. Crying settles after 3 months most of the time. Common reasons for babies crying are if they are hungry or if they need nappy change. If you have addressed these and if the baby is still crying, use a comfort measure like using a bouncer, swaddle them, take them for a walk, massage their legs and abdomen and try light music. Most babies can be comforted using these techniques. Colic drops are used very often but their effectiveness is not proven by clinical research. If crying still continues, then the baby should be seen by a Pediatrician. The baby will need to be examined head to toe to ensure there is no physical cause for excessive crying.

At what age the weaning or solid food should be started?

Solid food or weaning can be started around the age of 6 months. Start with rice based cereals and then use wheat/ fruit based cereals, oat cereals, sagoodana, khichri, rice based kheer or feerni & pureed fruit like banana. Pureed food should be given till 9 months and then mashed food and eggs can also be given.

What food should be offered around the first birthday?

After the 1st birthday, the child should eat whatever the family eats. They should have breakfast, lunch and dinner with the family and 2-3 small snacks (like egg, kebabs, fruit etc.) in between. Mother feeding should continue till 2nd birthday and if not on mothers milk, then after the first birthday fresh animal milk can be given. Excessive animal milk intake after 1st birthday is very common in Pakistan but it causes iron deficiency and it affects children's growth. After 1st birthday, the maximum amount of animal milk should not exceed 500ml in 24 hours. Also there is no need to use any powdered milk after 1st birthday.



Happy
INDEPENDENCE DAY

The Celebration of Our Freedom

PAKISTAN

14TH AUGUST



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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/ 4532