VISION:
To be the leader of Post-Acute and Rehabilitation services providing exceptional patient experiences and clinical outcomes across the MENA region.

MISSION:
- Devoted to enhancing the quality of life of our patients and their families
- Dedicated to the adoption of international best practices
- Focused on creating value for our stakeholders
- Committed to expanding the scope and access of our services
- Pledged to employee empowerment, engagement and satisfaction

VALUES:
- Integrity. Adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our patients place in us.
- Quality. Maintain the highest standards and achieve them by continually measuring and improving our outcomes.
- Compassion. Provide the best care, treating patients and family members with dignity, sensitivity and empathy.
- Teamwork. Value the contributions of all, blending the skills of individual staff members in unsurpassed collaboration
- Trust. Earn the trust and confidence of our patients, families and the communities we serve
- Diversity. Be inclusive; embrace and value different backgrounds, opinions, and experiences.
- Achievement. Strive for excellence in all we do. Our focus is on continuous improvement, progress and achievement of individual and group goals.
With Eid Al Adha & summer vacations are now behind us, and as we move into the last quarter of the year, this is a wonderful opportunity to look back on the first half of 2018 and reflect on the many accomplishments achieved by our amazing team.

The first half of 2018 has been very busy for the entire CMRC Team: As our inpatient census continues grow to serve more patients, so too, do our outpatient clinical services. Having successfully launched our unique and one-of-a-kind Cerebral Palsy Program in collaboration with Professor Kozaykin and his Ukrainian-based clinic, we are now into our 8th cycle of children and young adults being successfully treated for spasticity related complications pursuant to the scourge of Cerebral Palsy.

In Dubai we are growing our outpatient services as we continue to support the growth and development of CMRC-Dubai, Motor City. Every week our Revenue Cycle Management Team continues to add additional insurance payors for which we accept for reimbursement of therapy services. This will serve to enable us to expand the base of patients for which we can provide clinical services.

Looking to the Kingdom of Saudi Arabia I am so pleased to see the incredible progress being made with our first inpatient/outpatient under final construction and commissioning in Dhahran, KSA. Scheduled to open in the 3rd quarter of 2018, our 66-bed facility will provide all of the exceptional clinical services for which we have become the preeminent provide of Post-Acute Rehabilitation in the region. As we continue with our strategic growth plans we view KSA as an exceptional opportunity to grow and expand our services throughout the major metropolitan areas as well as in the north and south of the Kingdom, over the next 5-7 years. In keeping with our commitment to the Cerebral Palsy Program we also intend to provide these services to children and young adults upon opening of the facility in Dhahran.

As I reflect upon our 4.5-year journey as an organization, it is incredibly exciting to see the growth of the CMRC Family. Moving into the fourth quarter of 2018, we have now grown to more than 400 outstanding team members across the organization. In keeping with our commitment to optimize the leadership structure of the organization, I am also pleased announce that we have several new promotions for which I would like to share with you:

• Mr. Mohamad El Hage: Group Chief Financial Officer
• Dr. Muhammad Chaudhry; Group Chief Medical Officer
• Dr. Khalil El Atab: Group Director, Revenue Cycle
• Dr. Ihab El Ghonimi: Group Director, Business Development & Marketing

Please join me in congratulating Mohamad, Dr. Muhammad, Dr. Khalil and Dr. Ihab in their new roles within the organization. As we continue to grow and expand, we remain fully committed to our policy to grow and promote our incredible team members.

Looking forward to the fourth quarter of 2018, I continue to remain very optimistic related to our continued growth and development throughout the region. Thanks to the incredible wisdom and support, provided by our Executive Board Chairman, Mr. Carl Stanifer, the TVM Capital Healthcare leadership, and our entire Board of Directors, I see a future where we continue to conquer challenges, master adversity, and become the gold standard for world-class Post-Acute Rehabilitation within the GCC and beyond!

Wishing you and your families a successful year till its end.

Dr. Howard S. Podolsky, MD JD MBA FCLM
Group Chief Executive Officer
At Cambridge Medical and Rehabilitation Center we feel privileged for the countless opportunities to serve our patients and their families everyday. The nature of long-term and rehabilitation care offers us an opportunity to build long lasting bonds with the patients and their families. Over the days, weeks, and months that some of our patients stay with us, we share with them and their families not only our clinical expertise, but also their hopes and dreams of recovering with us and returning home to a functional life. We have built a patient and family experience program which integrates the art and science of patient satisfaction with our culturally-sensitive and supportive approach to deliver care. To accomplish that, we partnered with HealthLinks to administer patient and family satisfaction surveys, as well as provided our team of caregivers with emotional intelligence and service excellence training.

In addition, Cambridge has brought to the Emirate of Abu Dhabi a unique service for children with cerebral palsy by offering intensive rehabilitation program in collaboration with Professor Vladimir Kozyavkin from the Ukraine and his International Clinic of Medical Rehabilitation. This relationship created the first center of excellence of this kind in the region, and will make Abu Dhabi a destination for cerebral palsy patients from the GCC region and the wider Middle East.

Our people have been our secret to success. The changing landscape in the healthcare market in the region in general and the UAE in particular, demands a greater emphasis on quality and value healthcare. At Cambridge, we continue to strengthen our clinical team, recruit the best talents, and develop skills and competencies to ensure we stay in the front despite a slow economic market in general. With strong inpatient services, and expanding outpatient rehabilitation we look forward to continue to serve our community and deliver care to the highest standards.

Mr. Bassam Sayad
Chief Operating Officer

Through the first half of 2018, it’s been busy and fruitful towards more Patients recovery and development, with increasing census across both facilities. Our physicians have done a tremendous job of providing an excellent care to patients and families despite multiple activities in parallel. Their believe in the Vision, Mission and Values of the organization has been exemplary. Electronic Medical Record implementation is a major activity within an organization and proves to be a significant distraction and reduces productivity. Despite this parallel activity, the physicians worked diligently with clinical teams and continued to provide care.

The preparation of re-accreditation with the Joint Commission International have begun. Various teams have been established to walk through the standards, review previous reports and mock survey results. Physicians engagement is a vital key to a successful re-accreditation.

Teams have been at the forefront of leading efforts to maintain the highest standards at CMRC. It is evident in continued improvement in functional scoring and absence of any hospital related events.

The Dhahran project in KSA is progressing well with multiple work streams moving in parallel as we enter the last phase of commissioning preparation. Clinical, medical and administrative leadership is recruited. Each leader is leading the preparation efforts to ensure fulfillment of Ministry of Health standards, and lay the foundation for future accreditation’s including CBAHI, JCI and CARF.

Dr Muhammad Chaudhry
Group Chief Medical Officer, CMRC

Mr. Bassam Sayad
Chief Operating Officer

Dr. Muhammad Chaudhry
Group Chief Medical Officer, CMRC

COO MESSAGE

PATIENTS COME FIRST

EXPANDING TO KSA

CMO MESSAGE
NEW JOINERS

AVINASH NASAR
Finance Director
Abu Dhabi

AMAL HUSSAIN ALIHADDAB
Assistant Director of Operations
Al Ain

DR. RAHIM AL NAIMI
General Physician
Al Ain

AMR AHMED ABUHASSIS
Marketing & Communications Manager, UAC

NAJEED VAJRAKESHI
Pharmacy Technician
Abu Dhabi

HAIFZ ZAIB REHMEN
IT Support Specialist
Abu Dhabi

MA. LOURDES MERP
Critical Care Nurse
Abu Dhabi

BENICA MANALO CRUZ
Critical Care Nurse
Abu Dhabi

MAYSON SHAHEA SHTAIWI
Occupational Therapist / Team Lead
Dubai

RAHMA MOHAMMED AL BAIDI
Clinical Liaison Coordinator
Al Ain

AMATALLAH SALEH ABUMIYSEN
Nurse Supervisor
Abu Dhabi

RAOGHA AHEMIR RABEAY
Business Development Executive
Dubai

JOYCE RAQUAN GONZALEZ
Registered Nurse
Al Ain

AKALY ANISH
Critical Care Nurse
Abu Dhabi

ANIEE VAROHSE
Critical Care Nurse
Abu Dhabi

LINTA POULOSE
Critical Care Nurse
Abu Dhabi

BATool AMiAD AL-SHEBLI
Physiotherapist
Al Ain

FATIMA KHAN
Speech Language Therapist
Al Ain

HANOUF HASSAN AL RAYYASH
Speech Language Therapist
Dubai

KERESMANI SINGH
Physiotherapist
Abu Dhabi

ALEXANDER ROJUULLO ULTX
Occupational Therapist
Abu Dhabi

MITZI BALDURADO TIBERIO
Medical Coder
Al Ain

DIANA MARIE PILBIN PAA
Registered Nurse
Abu Dhabi

ANGELICA RABago PASOS
Registered Nurse
Abu Dhabi

MA. EMELIE VINCO
Health Care Assistant
Abu Dhabi

EJAZIITH KADAVAN
EMR Specialist
Abu Dhabi

SURENA SURENDRAN
Critical Care Nurse
Abu Dhabi

ROSE BUSETAN BOEWE
Health Care Assistant
Abu Dhabi

SILTO PEETER
Critical Care Nurse
Abu Dhabi

HASSAN ATZ
BMI Medical Coordinator
Abu Dhabi

SOOWYK SUSELLE DEVI
Critical Care Nurse
Abu Dhabi

UMAR BASHIR
Driver
Abu Dhabi

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UMAR BASHIR
Driver
Abu Dhabi
Welcome to the 1st edition of CMRC Today. In a fast-moving era, HR Department had to keep up the speed of the Company’s growth. With building an amazing team in collaboration with all department heads, the HR team has been continuously working hard to maintain up-to-date with policies, compliance with licensing, and employment laws/government regulations. Strategies for employee retention and growth within the company have been on the top of HR priorities.

Aligning with CMRC vision of being the leader of Post-Acute and Rehabilitation services providing exceptional patient experiences and clinical outcomes across the MENA region, the CMRC HR team has made sure the highly competent clinical and non-clinical individuals are recruited to support and provide the safe care to our patients, support their families and the community and to be compliant with JCI and CARF accreditations requirements.

While managers face increased challenges, the demand for healthcare services continues to increase. Appropriate human resource management strategies and policies have been implemented effectively and have assisted managers dealing with the employee retention challenges. With our policies for promotion from within, referral bonus, monthly and annual awards, training courses and among other schemes, we have been able to maintain one of the lowest turnover rates a company may witness.

As we look forward to the imminent opening of CMRC branch in Dhahran in Kingdom of Saudi Arabia, we take pride in the spreading of our brand in the region and continue to support the growth plan, hence serving more Patients.

A special thanks to each and every employee who contributed and travelled the journey with us. We continue to count on you to make our dreams come true.

Samar Charara
Group HR Director

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Welcome to the 1st edition of CMRC Today, in the current circumstances between rapid changes in business model landscape; with the new opening in KSA and Dubai, new addition to CMRC’s service lines, New regulations, rapid globalization leading to continuous hunger to lead market innovation. Business Development and Marketing department is working to establish and review the key strategic priorities, translating them into plans to be executed to improve CMRC’s market place and driving the model growth, consequently serving more Patients.

Business Development and Marketing team is working to achieve the company vision, through diversified channels and partnerships with key GVT & PVT entities, building Patients advocacy, improving Patients’ experience and maintain extensive knowledge of the very dynamic and uplift regional changes, to better adapt and serve the Patients’ needs.

Execution of company strategies through creative advertising approaches and develop targeted communication strategies, plans and collaterals to promote the organization vision and the innovative solutions provided for the Patients & community using a Multichannel approach.

A special thanks to each team member of CMRC family who contributed and gone the extra mile to better serve our Patients. “Because we count on you, Miracles happen!”

Dr. Ihab El Ghonimi
Group Business Development and Marketing Director

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**HR MESSAGE**

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Samar Charara
Group HR Director

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**DEDICATION & COMMITMENT**

**EVENTS IN Q4**

CMRC is participating in scientific and public vital events during the coming 4 months. Below is a timeline for those events:

- **Cleveland Clinic Abu Dhabi Neuroscience Updates**
  - 27th September

- **SEHA Case Management Conference**
  - 12th October

- **Cleveland Clinic Abu Dhabi Neuroscience Updates**
  - 25th October

- **SEHA Case Management Conference**
  - 29th November

- **Cleveland Clinic Abu Dhabi Neuroscience Updates**
  - 13th December

- **Emirati Women’s Day**
  - 1st of November

- **Rehabilitation & Long-Term Care Conference in Bab Al Qasr**
  - 12th October

- **Cleveland Clinic Abu Dhabi Neuroscience Updates**
  - 25th November

- **Cleveland Clinic Abu Dhabi Neuroscience Updates**
  - 12th December

- **Emirati Women’s Day**
  - 1st of November

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**BUSINESS DEVELOPMENT DEPARTMENT**
CMRC Business development team under the leadership of our Group CEO: Dr. Howard S. Podlosky, has successfully signed an exclusive Memorandum of Understanding (MOU) with Ministry of Health and Prevention in UAE. This MOU will establish with CMRC partnership to serve the Patients across the 17 hospitals chain across Dubai Emirate.

A challenging journey of 20 meetings and 5 proposal editions until the final MOU, has put CMRC in different place, where each day value is added towards more Patients to serve.

The MOU will allow CMRC BD and Admission team to liaise with HCPs in all MOH hospitals, partnering with them to extend CMRC unique services to all MOH patients, with potentiality to screen over than 2200 Bed / Month. This outstanding breakthrough is a key achievement that will leverage the patient's admission by more than 30% of the current capacity volume.

Dedication, flexibility to understand and eagerness to meet Patients’ needs, building strong relationship and planning, was the key to such success.

In a strategic joint collaboration, CMRC has launched its 1st sponsorship program with Cleveland Clinic Abu Dhabi, through partnering in the CCAD Neuroscience Updates Series; a world class meetings where HCPs from different sectors share new updates in Neuroscience field and contribute in reshaping of Neuroscience Multidisciplinary Approach in UAE positioning CMRC as partner of choice for CCAD for Rehabilitation & Long Term services.

With a patient centric approach where every patient is a family member for us, CMRC is providing a State of Art Neuro and Musculoskeletal Rehabilitation Program; delivered to patients in need for post-acute inpatient rehabilitation.

Contributing to UAE society where Perfection matters, CMRC team is working closely with the caregivers of every patient using Patient Team Approach to achieve rehabilitation goals and integrating patients back to community through improving Patients’ quality of life.

We are working closely with Health care entities across UAE building partnership programs with identifying new collaboration opportunities that create win-win situation resulting in 150 % growth in S1 2018 VS same period last year in PAR program admissions.

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Peter Nazry
Business Development Manager

Samih Al Okazi
Business Development Manager

CREATING HOPES:
CMRC TRANSITIONAL VENT UNIT

CMRC is providing unique innovative the first of its kind service in UAE for Ventilated patients as a transitional vent unit, not only long term care vent unit, giving the patient the chance to be weaned from mechanical ventilator even those with low hope, dealing with the patient in interdisciplinary manner including Critical Care physician, RT, OT, SLP and PT to guarantee achieving the identified rehabilitation goals for each patient.

As a result of emphasizing on Ventilator Weaning Program to date, CMRC has the honor to discharge home over 70% of the patients who were admitted under the TVU program.

For our objective to build the partnership with healthcare professionals in critical care therapeutic area in all Gulf countries, CMRC has initiated the 1st ICU Rehab Symposium in the middle east 2018, where more than 180 top critical care professionals got to together to share their thoughts and ideas on caring for Critically-ill patients.

At CMRC we make every effort reach every Patient and work closely with the different health care segments in UAE to guarantee the improvement of quality of life for patients who are in need for rehabilitation services.
CMRC has organized a social Iftar gathering for its partners from ICU physicians, Case Managers and diversified healthcare specialties from along key healthcare entities like SEHA, CCAD, Zayed Military Hospital, DAMAN Healthcare & key private healthcare facilities with the honorable presence of Islamic Affairs Authority and the attendance of the Ukrainian Ambassador with his General Consulate. This Iftar is the only officially approved gathering in Ramadan from HAAD & SEHA senior management giving the message and confirming our continuous alignment with the UAE policies and regulations, and to ensure the proper practice and interaction with external stakeholders. Such successful event is credited towards the effort of Mr. Zakaria Charaf, our Marketing Executive, who didn’t save any efforts and placed the proper planning for the execution of the Iftar.

CMRC Admission team have achieved successfully 10% growth overall the services lines in the first 2 quarters of 2018, moreover, the main achievement was our growing partnership with Sheikh Khalifa City during 2018. Furthermore, and as a reflection for the strategic partnership with key Healthcare Entities in UAE, 130% growth in the total number of admissions from CCAD in the 2nd quarter of 2018 has been recognized. Reflecting on all the above, our team has succeeded to achieve 200% growth in the total number of admissions in 2018 vs 2017. Clinical liaison coordinators have worked hardly and closely with the Business Development Managers that resulted in achieving the company admission target in the 1st half of 2018, where CMRC admission team have reached the highest census in June 2018, resulting in helping more Patients to benefit from CMRC services.

Howida Abdel Hamid
Admissions Manager

KOZYAVKIN WE OFFER

Under the leadership of Mr. Bassam Sayad, CMRC Chief Operating Officer and Dr Khalil Al Atab, CMRC Group Director of Revenue Cycle, CMRC has arranged the first international Cerebral Palsy Symposium introducing the Kozyavkin Method with the partnership of International Clinic of Rehabilitation, Truskavets, Ukraine, Led by Professor Kozyavkin, held on 24th-28th of April. Professor Kozyavkin has been awarded recently the best medical practice award from the European Medical Association for his unique program for the treatment of Cerebral Palsy.

The symposium has been attended by 35 key healthcare professionals from UAE different sectors such as SEHA, DHA, MOH and key private entities. Dr Khalil and the business development team has put an outstanding effort for the logistics of the attendees to ensure their rest and maximum outcomes from such strategic event. The event has started by arriving to Zhulyany Airport followed by a city tour in Kiev city. The group has then flew to Lviv city where they attended the presentation by Prof. Kozavkin and his team presenting his remarkable method of treating Cerebral Palsy.

After that, the attendees have acknowledged the collaboration between CMRC & ICR followed by live cases demonstration. The symposium scientific value as well as the logistics, has been highly recognized by the attendees showing the case of the strategic partnerships that CMRC establish to ensure the best and UpToDate clinical practices to be presented for the GCC patients.

Dr. Khalil Al Atab
Group Director of Cycle Revenues
As we are trying our best and putting huge efforts to be near to our Patients, we are keeping our
momentum with the speed of the digital transformation and approaching our patients on the social media
platforms. Raising awareness and answering their questions, helping them to get the best quality of life, is
our main goal. Here's a snapshot for some posts on our Instagram.

In Cambridge medical and rehabilitation center we are
providing Patient Programs to cover their individualized
needs within outpatient and inpatients. The Inpatient
programs serve different patient categories like ventilated
and non-ventilated patients. From our believes that each
patient populations require their customized healthcare
services based on their age. Therefore, each and every
provided program at CMRC is dedicated to provide the service
to the patients based on their age.

Our outpatient programs are dedicated
to provide physiotherapy, occupational,
and speech therapy. In CMRC, we are
providing comprehensive outpatient
services based on the patient special
needs for their rehabilitation programs.
The qualified outpatient nurse provides
professional nursing care to the assigned
patients in the clinic. Records Patient
history, performs various diagnostic tests,
administrs medications as needed, and develops patient care
plans in conjunction with other medical professionals. Assists
physicians during examinations and procedures, operating and
monitoring medical equipment as necessary.

Our qualified Rehabilitation nurses are helping the patient
to attain or maintain their maximum functions within their
community. And they are directing the client to live and adjust
with their lifestyle according to their temporary or permanent
disabilities. The CMRC rehab nursing staffs are supporting
the patients and their family, providing emotional support
to adapt physically and emotionally to lifestyle changes and
teaching them new skills as well as providing other nursing
care.

Our transitional vent unit cater patients with severe illnesses
who require constant and close monitoring, fully equipped
with special equipment and medications in order to
ensure normal bodily functions. The Critical care nurses at
CMRC are prepared with specialized training
to provide care for patients with injuries
or complex medical issues that includes
the demand to mechanical ventilations.
In addition to that, the CMRC critical care
nurses are well qualified to participate
within our unique weaning program to
decrease the patient demands to mechanical
ventilators. Moreover, the CMRC transitional
vent unit extend their care by escorting the
ventilated patients to their community during our arranged
home visits, which will help supporting the patient emotional
status and enhance the overall treatment program.

For all the above, it was proud as well to celebrate CMRC
Nursing day to remind ourselves with the efforts done towards
our patients and the dedication should be placed towards
them in the future and ensuring the Second Home experience
for them and their families as well.
ACCREDITATIONS

As CMRC is always seeking to serve the patients at the best, it was very important to ensure certain measures and KPIs for Quality Monitoring and enhancing patients experience during their stay at our premises.

Different accreditation bodies have been put on the strategic pathway for CMRC to guarantee the quality and consistency of the services provided.

At the international level, CARF is one of these accreditations, where it's an independent, nonprofit organization focused on advancing the quality of services healthcare facilities use to meet their needs for the best possible outcomes. CARF provides accreditation services worldwide at the request of health and human service providers in the field of rehabilitation for a disability, treatment for addiction and substance abuse, home and community services, retirement living, or other health and human services. CARF accreditation signals a service provider's commitment to meeting those needs (or even better, exceeding expectations), both now and in the future.

As CMRC Quality Director, has successfully passed the training in USA an international accreditation surveyor for the CARF accreditation.

M Najajreh, in addition to his position as CMRC Quality Director, has successfully passed the training in USA an international accreditation surveyor for the CARF accreditation.

Mohammed Najajreh
Director of Quality

WHEN QUALITY MATTERS

Quality in healthcare is about making organizations perform for their stakeholders – from improving clinical services, systems and processes, to making sure that the whole organization is fit and effective for their patients & their families. Managing quality means constantly pursuing excellence: making sure that what our organization does is fit for purpose, and not only stays that way, but keeps improving. Patients will be the most important group of stakeholders for the majority of healthcare facilities, but investors, employees, suppliers and members of our wider society are stakeholders too. Delivering quality in our organization means knowing our patients, understanding what their needs are and meeting those needs (or even better, exceeding expectations), both now and in the future.

M Najajreh, in addition to his position as CMRC Quality Director, has successfully passed the training in USA an international accreditation surveyor for the CARF accreditation worldwide waiting for the next step to be recognized as one of few who does the auditing and CARF accreditation for healthcare facilities across the Mena Region.

Planetree Inc., as well, is a mission based not-for-profit organization that partners with healthcare organizations around the world and across the care continuum to transform how care is delivered. Powered by over 50,000 focus groups with patients, families, and staff, and over 35 years of experience working with healthcare organizations, Planetree is uniquely positioned to represent the patient voice and advance how professional caregivers engage with patients and families. Guided by a foundation in 10 components of patient centered care, Planetree informs policy at a national level, aligns strategies at a system level, guides implementation of care delivery practices at an organizational level, and facilitates compassionate human interactions at a deeply personal level. Our philosophical conviction that patient centered care is the “right thing to do” is supported by a structured process that enables sustainable change.

On the local level, OSHAD is a very strategic and mandatory as well for all healthcare facilities operating in UAE, where it was established Abu Dhabi Centre for Occupational Safety and Health (OSHAD) in February 2010 in order to ensure the implementation of a comprehensive and integrated system for managing aspects of occupational safety and health in the workplace, and supervision of all aspects of occupational safety and health at the emirate level. Center seeks to develop legal and legislative tools in the field of occupational safety and health, applied effectively to the requirements of occupational safety and health, capacity building and promoting the concept of occupational safety and health.

JCI is another major international accreditation body, where it is considered the gold standard in global health care, and as well, the world’s leader in health care accreditation and the author and evaluator of the most rigorous international standards in quality and patient safety. It addresses the unique concerns of hospitals and academic medical centers, as well as the challenges of preserving quality care as patients move from inpatient to outpatient and other care providers. It mainly focusses on very vital and essential measures like

- Regional health care quality
- Patient safety
- Health financing
- Health policy issues
- Cultural needs, values, and requirements

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DEFINITION OF TRACER METHODOLOGY:

A process that, JCI surveyors use during their surveys to analyze an organization’s systems by fol- lowing individual patients through the organization’s health care processes in the sequence experienced by the patients. Depending on the health care setting, this may require surveyors to visit multiple care units, departments or areas within an organization or a single care unit to “trace” the care rendered to a patient.

There are two kinds of “tracers”:

Patient tracers: The system used by the JCI to evaluate an individual patient’s total care experience within a healthcare organization.

System tracers: A session during the on-site survey devoted to evaluating high priority safety and quality of care issues on a system throughout the organization, for prevention and control, medication management, staffing effectiveness and the use of data.

‘ACCREDITATION’... WAY FORWARD

The Joint Commission Survey is scheduled for some time in November 2018. Is your Department ready? Don’t panic, preparation is underway. We will be presenting ongoing Awareness Training Program and share the Accreditation updates. Every newsletter issue, we will feature and detail “what you need to know” for the survey process. If you have questions, suggestions or an interest in assisting in the preparation, please contact your department head or manager.

ACCREDITATION QUOTES AND TIPS:

- Accreditation is all about Quality – doing your job the way it is supposed to be done!
- Quality means doing the right things right the first time.
- Remember: It is easier to do the job right than explain why you didn’t! - Martin van Buren
- Each department must have at least one, but not more than 3 Quality Improvement Projects where Key Performance Indicators are measured. The results must be disseminated to staff, preferably on a story board showing the improvement. It must also be sent to the Accreditation Office at the end of each month. Documentation should be at least 4 months before accreditation, but preferably longer.
- Accreditation will be denied if any one of the following conditions exist:
  - An immediate threat to patient/staff/public safety exists
  - An individual who does not possess a license, registration or certification is providing or has provided health care services in the organization.
  - JCI is reasonably persuaded that the organization has submitted falsified documents or misrepresented information.

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The finance team is responsible for managing the financial resources and accounting records of the CMRC Group, as well as supporting business operations. The team are also tasked with preparing financial reports to internal and external stakeholders such as the annual audit for the CMRC Group, which was recently successfully completed. This required a significant and intensive effort by the whole team, who should be incredibly proud of finalizing this key milestone.

The finance team has successfully undergone some operational changes in recent months including some improvements to the financial accounting and reporting systems. These changes will enable the team to operate more efficiently and deliver more pertinent information.

Avinash Nagar, Director of Finance.

The team welcomed its new Finance Director recently, Mr Avinash Nagar. Avinash is a qualified chartered accountant having trained with PwC and has over fourteen years of professional accounting experience. Avinash joins us having obtained a comprehensive background in the medical sector after previously working at GMC Clinics and NAS Healthcare Services. In addition to Avinash, the team also welcomed its latest recruit Mr Naina Mohamed, who joined as an accounts supervisor. Naina has over twelve years of professional accounting experience and will be focusing on operations in KSA.

Further to our Eating Right article in our previous newsletter, Kevin Pais, a member of the finance team has incredibly lost over 25kg in 10 weeks! His secret is not eating less nor exercising an exorbitant amount but it is about balance, motivation and understanding your body. He recommends that anyone who wants to lose weight should see it as a lifestyle change rather than a chore. Kevin transformed his eating habits to eating smaller but more regular meals. In fact, he eats seven meals a day but the meals he eats are balanced and include carbohydrates, protein, fat, vegetables, fruits and dairy. It is the portion composition and intake that he controls, which has been pivotal to his drastic physical change. Kevin took up jogging but no more than five hours a week around his local area. Kevin encourages everyone to take control of their lifestyle and to find that motivation. For Kevin it was pre-diabetic indicators and cholesterol issues, which we can thankfully say are now cured. Kevin wants to inspire as many people as he can to make that positive change in their life and is more than willing to provide advice to as many people as he can. In his own words he says “educate yourself about your health so that you can live your life to the best of your ability”.

FROM
CHALLENGE
TO SUCCESS

TEAMWORK IS ALWAYS THE KEY...
Ahmad Al Shamsi

When Ahmad first came to CMRC, he was suffering from 15 different medical conditions, which were collectively affecting his mobility and daily life. This led Ahmad to get depressed and as a result, he started eating more, leading to further weight gain.

Dr. Nazakhat, who treated Ahmad has this to say,

Ahmad was referred to us twice, first for a fracture fixation and a second time after his angioplasty, after which we observed improved vascularization and blood supply to his feet. In the past few months, his recovery has been incredible, and it was a blessing to see him walk for the first time in 2 years.

Flynn, a therapist at CMRC who worked closely with Ahmad through his road to recovery, said,

After Ahmad began to trust us and the treatment we have designed for him, he gave his hundred percent in all the therapies and exercises. He made our job easy as we just needed to provide him with guidance.

Ahmad’s story in his own words

I have realized that with will and determination, and the blessings of God almighty, the impossible becomes possible. I am thrilled to resume my normal life; spend time with my family and my children. This couldn’t have been possible without the belief and efforts of CMRC. I am thankful to the team that stood by me through my road to recovery.

Dr. Maatouk Zebeda, Consultant Pediatrician

Ahmad Al Hammadi

Al Hammadi is an 8-year-old kid with cerebral paralysis and hypoxic-ischemic encephalopathy. He is on PEG tube bolstering and tracheostomy and he was mechanical ventilator subordinate, was overseen at home with a home ventilator for a couple of years because of a disappointment of weaning ordinarily. With intermittent healing center visits, he has an unmanageable seizure and is on three antiepileptics (clobazam, Keppra, and topiramate). He is in bedbound status - he was conceded to Cambridge Medical and Rehabilitation Center at Abu Dhabi on the 3rd of July 2017 and from that point forward, Dr Maatouq Zebeda, Pediatric Consultant, was aiming for weaning him from the mechanical ventilator by executing the weaning convention till he was weaned off effectively and totally from the ventilator and turned out to be precipitously breathing on tracheal cover since the 7th of September 2017 and till now - Hassan is doing fine and restoratively stable.

Mabibi

Mabibi, an 83 year-old woman was admitted to our Al Ain facility on the 23rd of March, 2017. Fever and shortness of breath resulted in a diagnosis of bronchial asthma and chest infection. She was placed on a ventilator with a synchronized intermittent mandatory ventilation mode (SIMV) for long-term care. In May 2017, she was weaned from mechanical ventilation and referred to one of our doctors, Dr Wael Sary, ICU specialist, to continue her physiotherapy and restoration program. Since that day, she has been receiving oxygen treatment and is now hemodynamically steady. With assistance, Mabibi sits twice daily out of bed. Therapy goals include educating family and caregivers regarding manual handling techniques. The therapist works to improve overall conditioning to enhance engagement to external stimuli.
CMRC ON THE GO

Medical Tourism in UAE the Business Magazine, by Dr Howard Podolsky, CMRC CEO.

UAE: Destination of choice for medical tourists

Medical tourism is a growing phenomenon in the UAE, with the country attracting an increasing number of international patients seeking high-quality medical care at affordable prices. The Department of Health and Prevention (DOHP) has estimated that medical tourism contributed 10% of the UAE's healthcare sector revenue in 2022. The most popular services for medical tourists are plastic surgery, fertility treatments, and dental care. The UAE's healthcare infrastructure, combined with its cosmopolitan lifestyle, makes it an attractive destination for those seeking to combine medical treatment with a vacation. The government continues to invest in healthcare facilities and technology to attract more medical tourists and enhance the quality of care available in the country.

ADHD and its effect on children, by Dr Maatoq Zebeda

Attention Deficit Hyperactivity Disorder (ADHD) is a neurodevelopmental disorder that affects an estimated 10% of children worldwide. It is characterized by symptoms of inattention, hyperactivity, and impulsivity. While the exact causes of ADHD are not fully understood, research suggests that a combination of genetic and environmental factors may play a role. Early diagnosis and treatment can be very effective in managing the symptoms of ADHD and improving the quality of life for children affected by the condition. Parents and caregivers can play a crucial role in supporting children with ADHD by providing a consistent and supportive environment, setting clear boundaries, and using positive reinforcement to encourage desired behaviors.

CMRC Annual Iftar fathering

CMRC in a glance, by Dr Nazakat Hussain, CMRC and Year of Zayed, Charity Initiative to treat a twin for needed intensive Rehabilitation Program

CMRC and Year of Zayed, charity initiative to treat a twin for needed intensive rehabilitation program is a project that aims to provide medical care and support to children with disabilities in the UAE. The initiative focuses on treating children with complex medical needs, including those with rare genetic disorders or other severe conditions. The project is a joint effort between the CMRC and Year of Zayed, with the goal of improving the quality of life for children affected by these conditions and their families. Through this initiative, the CMRC and Year of Zayed are working to ensure that children with disabilities receive the care and support they need to thrive and reach their full potential.
We are Live, Kudos!!
Yes, you heard it right. We have crossed our first hurdle to become a paperless environment by implementing Electronic Medical Record (EMR).

Activating the EMR involves a multi-disciplinary approach to prepare the new system, ensure privacy and security compliance, design practice workflows, train the care team and manage the adoption process. A thoughtful EMR implementation can help the practice adapt more easily to the new system, which will benefit patients, physicians and staffs. With the help and support of management and staffs we have managed to move most of our clinical activities to EMR now, which we believe is a great success. Right people, right processes, right change management and right technology – these are the “four buckets” that helped us yield this result. We all deserve Kudos!!

A quick introduction about our EMR;
The product itself is called MedicaPlus from the vendor Health Insights. It is a web-based application letting the user deliver patient care irrespective of their location. It has a privilege-based user access system. It can tame the user access rights based on their roles and responsibilities. Few of the notable features are;
• End-to-end e-Health Solution
• Rule Based Processing
• Patient Centric
• Rule-Based, Evidence-Based Order Sets
• Specialty and Procedure Centric
• Patient Safety Conscious
• Unified Health Record
• Continuity of Care
• International Standards etc.

Mr. Azeem Anwar
Director of IT, CMRC

12 TIPS TO HELP YOU LOSE WEIGHT

Losing weight is one of our era’s biggest challenges. There is so much clutter of information out there – award-winning diets, workout plans, ridiculous methods and so on and so forth. To make it simpler for you, we have compiled 12 of the most important tips to lose weight in a healthy way:

• **Don’t skip breakfast**
  Skipping breakfast won’t help you lose weight. You could miss out on essential nutrients and you may end up snacking more throughout the day because you feel hungry. Check out five healthy breakfasts.

• **Eat regular meals**
  Eating at regular times during the day helps burn calories at a faster rate. It also reduces the temptation to snack on foods high in fat and sugar. Find out more about eating healthily.

• **Eat plenty of fruit and veg**
  Fruit and veg are low in calories and fat, and high in fiber – 3 essential ingredients for successful weight loss. They also contain plenty of vitamins and minerals.

• **Get more active**
  Being active is key to losing weight and keeping it off. As well as providing numerous health benefits, exercise can help burn off the excess calories you can’t cut through diet alone. Find an activity you enjoy and are able to fit into your routine.

• **Drink plenty of water**
  People sometimes confuse thirst with hunger. You can end up consuming extra calories when a glass of water is really what you need.

• **Eat high-fiber foods**
  Foods containing lots of fiber can help keep you to feel full, which is perfect for losing weight. Fiber is only found in food from plants, such as fruit and veg, oats, wholegrain bread, brown rice and pasta, and beans, peas and lentils.

• **Read food labels**
  Knowing how to read food labels can help you choose healthier options. Use the calorie information to work out how a particular food fits into your daily calorie allowance on the weight loss plan. Find out more about reading food labels.

• **Use a smaller plate**
  Using smaller plates can help you eat smaller portions. By using smaller plates and bowls, you may be able to gradually get used to eating smaller portions without going hungry. It takes about 20 minutes for the stomach to tell the brain it’s full, so eat slowly and stop eating before you feel full.

• **Don’t ban foods**
  Don’t ban any foods from your weight loss plan, especially the ones you like. Banning foods will only make you crave them more. There’s no reason you can’t enjoy the occasional treat as long as you stay within your daily calorie allowance (women-at least 1200kcal and men-at least 1,500 kcal)

• **Don’t stock junk food**
  To avoid temptation, try to not stock junk food – such as chocolate, biscuits, crisps and sweet fizzy drinks – at home. Instead, opt for healthy snacks, such as fruit, unsalted rice cakes, oat cakes, unsalted or unsweetened popcorn, and fruit juice.

• **Cut down on alcohol**
  A standard glass of wine can contain as many calories as a piece of chocolate. Over time, drinking too much can easily contribute to weight gain. Find out more about the calories in alcohol.

• **Plan your meals**
  Try to plan your breakfast, lunch, dinner and snacks for the week, making sure you stick to your calorie allowance. You may find it helpful to make a weekly shopping list.

Reference:
www.nhs.uk/healthyweight
CONTACT US

800 CMRC

ABU DHABI
Plots 103 & 105, Mafraq West 15
Shakhbout City (Khalifa City B)
P.O. Box: 26810

T: +971 (2) 5104104
F: +971 (2) 5104105

AL-AIN
Al-Khabisi
Plot 51, Street 6
P.O. Box: 222297

T: +971 (3) 7027500
F: +971 (3) 7027501

DUBAI
Motor City
Apex Atrium
3rd Floor - Office 313

T: +971 (4) 2778103
T: +971 (4) 2778104