

ssmc مدينة الشيخ شخبوط الطبية  
Sheikh Shakhbout Medical City

Elevating patient experience

# TAJRUBA

NEWSLETTER 2024 | EDITION 02

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# Tajruba Newsletter

At Sheikh Shakhbout Medical City (SSMC), patient well-being is our top priority.

Our mission is to transform the hospital experience through compassionate, personalised care, ensuring each patient feels truly valued and understood.

In this second edition of Tajruba, we are excited to bring you the latest updates and keep you engaged in our continuous efforts to elevate patient-centred care.

Guided by our core value of putting patients first, SSMC is dedicated to refining every aspect of the patient journey.





**HEARTFELT  
CONNECTIONS**

# Leadership's Heartwarming Visits: Spreading Smiles and Joy



We marked this year's International Patient Experience Week with a moving occasion as our executive leadership team visited various hospital departments, bringing gifts that touched the hearts of many patients.

Listening to our patients' voices and prioritising their needs is central to our identity at SSMC and we appreciate their praise and feedback on the compassionate, patient-centred care they receive.

# Offering New Hope to Our Patients

After 23 years of debilitating symptoms and a global search for answers, Ebtisam found hope at SSMC.

The dedication of Dr. Ahmed Shatila, neurology consultant at SSMC, led to her diagnosis of neuromyelitis optica spectrum disorder (NMOSD), after a comprehensive review of her case.

Ebtisam's remarkable journey was highlighted during our participation at the 6<sup>th</sup> Annual International Patient Experience Symposium 2024, where she and Jasem, a patient of Dr. Waseem Aziz, shared their inspiring stories.

Our SSMC Experience team also visited Ebtisam during her regular infusion sessions, further strengthening our connection and ensuring she felt fully supported and cared for throughout her recovery journey.



# Aquatic and Jungle Animals Find a Home in the Burns Unit

The SSMC Experience team recently launched phase two of their initiatives to enhance the experience of our paediatric patients, with a special focus on three treatment rooms in the Burns Unit.

This thoughtful addition aims to offer comfort and a helpful distraction to young patients during their healing journey.



# The Power of Joy Initiatives in Healing: Meet Adam

Joy Initiatives have a profound impact on paediatric healing by integrating play, creativity and happiness into the recovery process.

Adam, proudly wearing his joy ambassador crown and holding up his joy certificate, radiated enthusiasm.

Such activities foster a positive outlook, encourage cooperation with treatment and accelerate recovery.



# Experience the Rhythm with Music Mondays

Meet the inspiration behind our revival of our beloved 'Music Mondays', Marwan.

The talented 15-year-old recently started his internship at SSMC, where his exceptional piano skills have mesmerised others with his skilful performances, which are accompanied by his sister Mazoon's singing. Together, they created a magical atmosphere for everyone listening.

Indeed, all the children and parents enjoyed a joyful morning of music and creativity, leading to a vibrant celebration that left everyone smiling.





# PATIENT JOURNEY

# Connect Easily with Our New SSMC Hotline

We activated 800 SSMC (800 7762) for direct access to our 24/7 call centre.

This has enabled patients to connect directly with our team from the very beginning of their journey, enhancing their overall experience, and providing them with quick and easy access to expert care.

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To ensure you can reach us at all times, we have activated our direct number 800SSMC.

Dial our name | 800 SSMC 7762



# Benefit from Greater Flexibility with Our New Evening Clinic Hours

We are pleased to announce the extension of our outpatient clinic operating hours, effective from 5 August 2024.

Our new schedule is now:

- Monday to Thursday: 8 a.m. to 8 p.m.
- Friday: 7:30 a.m. to 5 p.m. (unchanged)

These extended hours are designed to offer greater accessibility and convenience for patients to fit appointments into their busy schedules and reduce the need for time off work.

## Extended Operational Hours in 10 Clinics:

- Ophthalmology
- Orthopaedics
- Internal Medicine
- Cardiology
- Neurology
- Vascular Surgery
- Physiotherapy
- General Surgery
- General Paediatrics
- Gastroenterology and Hepatology

# Discover Our New Allergy Clinic



We are delighted to announce the launch of our new Allergy Clinic within the Otolaryngology – Head and Neck Surgery Department. The clinic opened on 1 August 2024.

Led by Dr. Nour Juratli, a German board-certified ENT doctor and allergist with extensive experience in allergy diagnostics and treatment, the Allergy Clinic will provide comprehensive care for a wide range of allergic conditions, ensuring the highest quality of care for our patients.

# Visit Our New and Improved Welcome and Information Desks

Our new information desks provide a streamlined, user-friendly experience from the moment you arrive at SSMC.

Positioned throughout the hospital, these desks are staffed with a team ready to offer clear information and answer any questions you may have. This ensures a more efficient and enjoyable visit, underscoring our commitment to exceptional service and patient care.



# SSMC Partners with Abu Dhabi Arabic Language Centre to Enhance 'Reading in Public' Initiative

The new partnership is designed to enrich the reading experience for patients, visitors and staff by providing a diverse selection of Arabic books.

It seeks to cultivate a culture of reading within the community, promote lifelong learning and broaden awareness of Arabic literature. By offering these resources, the initiative aims to support intellectual growth and contribute to mental well-being, in the hospital setting.



# Pop-up Paediatric Art Gallery: Unveiling the Joy and Imagination of Our Young Artists

Our pop-up gallery in A6 proudly showcases the incredible artwork of our paediatric patients, created during our bi-weekly joy activities.

These pieces reflect their unique perspectives, personalities and experiences, highlighting the importance of creativity in the healing process.

We invite parents to engage with their children's work, celebrating their resilience and the joy that these activities bring to their recovery journey.



# Celebrating International Patient Experience Week



Patient Experience Week recognises and honours everyone involved in the patient journey – from doctors and nurses to allied health professionals and volunteers.

At SSMC, we prioritise patient experience, encapsulating our mission, vision and values into one guiding principle: 'We are the Patient Experience.'

This week reinforces SSMC's commitment to making a positive impact on our patients' lives and enhancing their experience and time with us.

# Patient Experience Team Uplifts Community Spirits

During this year's International Patient Experience Week, our team made a heartwarming visit to the Emirates Humanitarian City, bringing joy to children through creative activities and the distribution of gifts.

One highlight was the colouring of tote bags, which brought countless smiles and laughter to the children and their families.

The event was a resounding success, fostering a sense of community and positivity among 120 children and leaving a lasting impact on all involved.



**COMMUNITY  
CARE**

# Commemorating Eid al-Adha at SSMC

In a spirit of unity and devotion, SSMC staff and friends of the hospital came together to celebrate Eid al-Adha.

Led by an Imam from the General Authority of Islamic Affairs and Endowments, our heartfelt prayers reflected the true essence of sacrifice and togetherness.

This occasion served as a moment for reflection and encouraging community bonds.



# Inspiring Visit from Cancer Patient Care Society - Rahma



The visit from the Cancer Patient Care Society to SSMC was a touching gesture, as they reached out to our cancer patients to ensure they received all the necessary support.

This thoughtful initiative, organised by our dedicated staff, highlights our commitment to providing exceptional patient care.

We extend our deepest gratitude to the Rahma team for the kindness and comfort they provided to those in our care.

# Honouring Hearts: Celebrating Our Rising Star Volunteers

We are thrilled to honour our volunteers with the inaugural Rising Star Award.

These accolades highlight their outstanding dedication and influence, reflecting their compassion and commitment to our community.

Congratulations to our deserving Rising Stars, Noor Alkindi and Abdullah Al Khader Al-Mansori who completed more than 100 volunteering hours at SSMC.



# A Visit to Remember: Emirati Celebrity Encounter Leaves Lasting Impression



During a memorable visit to our outpatient clinics, renowned Emirati actor, poet and director, Mr. Ali Al Tamimi, paid a visit to the hospital, and was warmly welcomed by SSMC Experience interpreters, Huyam Hamat and Maha Amer.

As a token of his appreciation, Mr. Ali spontaneously composed a personal poem featuring Huyam and Maha, adding an uplifting touch to the visit and leaving everyone at SSMC in high spirits.

هذه المنطقة مزودة بكاميرات المراقبة  
WARNING!  
THIS AREA IS MONITORED BY  
CCTV CAMERAS  
استنباہ  
ہی علاقہ میں سرسرے ایک  
نگر یان کے تحت ہے



**EXCELLENCE  
IN CARE**

# Building Stronger Patient Connections



We are thrilled with the success of our recent 'Connecting with Empathy' workshops with the Haematology and Oncology Departments.

These sessions enhanced communication and patient experience, leading to outstanding feedback and highlighting our team's commitment to prioritising patient needs and fostering empathetic connections.

Congratulations to the team for making a difference in our patients' lives!





# Enhancing Team Communication and Patient Care

The 'Huddle Up for Hospitality' sessions provide a platform where multidisciplinary team members connect and refresh on our service excellence goals.

Training within these huddles has significantly improved communication, teamwork, idea generation, problem-solving efficiency and team morale.

These sessions cultivate a positive learning environment with a shared commitment of putting patients' needs at the forefront of all we do.



# Honouring Dedication: Staff Recognition Ceremony

Marking the conclusion of Patient Experience Week, which we hold on a quarterly basis, SSMC held a staff recognition ceremony where the executive leadership acknowledged and celebrated the remarkable efforts of our staff.

From the caring touch of nurses, to the expertise of our physicians and allied partners, as well as the dedication of the administration and support teams, every member of our staff plays an integral role in shaping the positive patient experience at SSMC.



# Expanding Our Patient Reach



Our video-call remote interpretation service for outpatient clinics aims to boost SSMC's clinics reputation for both healthcare workers and patients alike.

To make the experience more engaging and child-friendly, we have incorporated a paediatric-friendly background for the video calls.

The success of this service has contributed positively to building patient and family relationships.



# Spreading Joy Through Acts of Gratitude: Our Day Makers

We proudly recognise our SSMC Day Makers and thank them for making a meaningful difference in the lives of our patients and their families.

This initiative directly reflects the voice of our patients, highlighting how our healthcare team or individual clinician made them feel.

This underscores the importance of daily interactions and the impact of going above and beyond in patient care.

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*Spreading joy*  
**Day Makers**  
*through acts of gratitude*

I extend my sincere thanks to Dr. Eyad Alakrad for his kind approach in dealing with patients. His attentiveness, empathetic listening skills and thoughtful interaction, truly stand out. Dr. Eyad engages with patients through a comprehensive three-step approach: addressing their condition, discussing solutions collaboratively, and providing expert medical advice. He ensures that the prescribed medications are appropriate and do not adversely affect their health. His dedication to patient care is deeply appreciated!

Jun 2024

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# International Patient Experience Symposium



We were delighted to have Dr. Hassa Saif Al Mazrouei, Dr. Ahmed AlMaazmi, Dr. Shaima Abbas Lari, Joanne Hubbard and Alaa Mohammad Ahmad speak at the 6<sup>th</sup> Annual International Patient Experience Symposium 2024.

Their participation underscored our commitment to patient care, as exemplified by the inspiring success stories shared by Ebtisam and Jassem.

These experiences highlight the strong connections that we build with our patients, reflecting our dedication to excellence and patient-centric care.



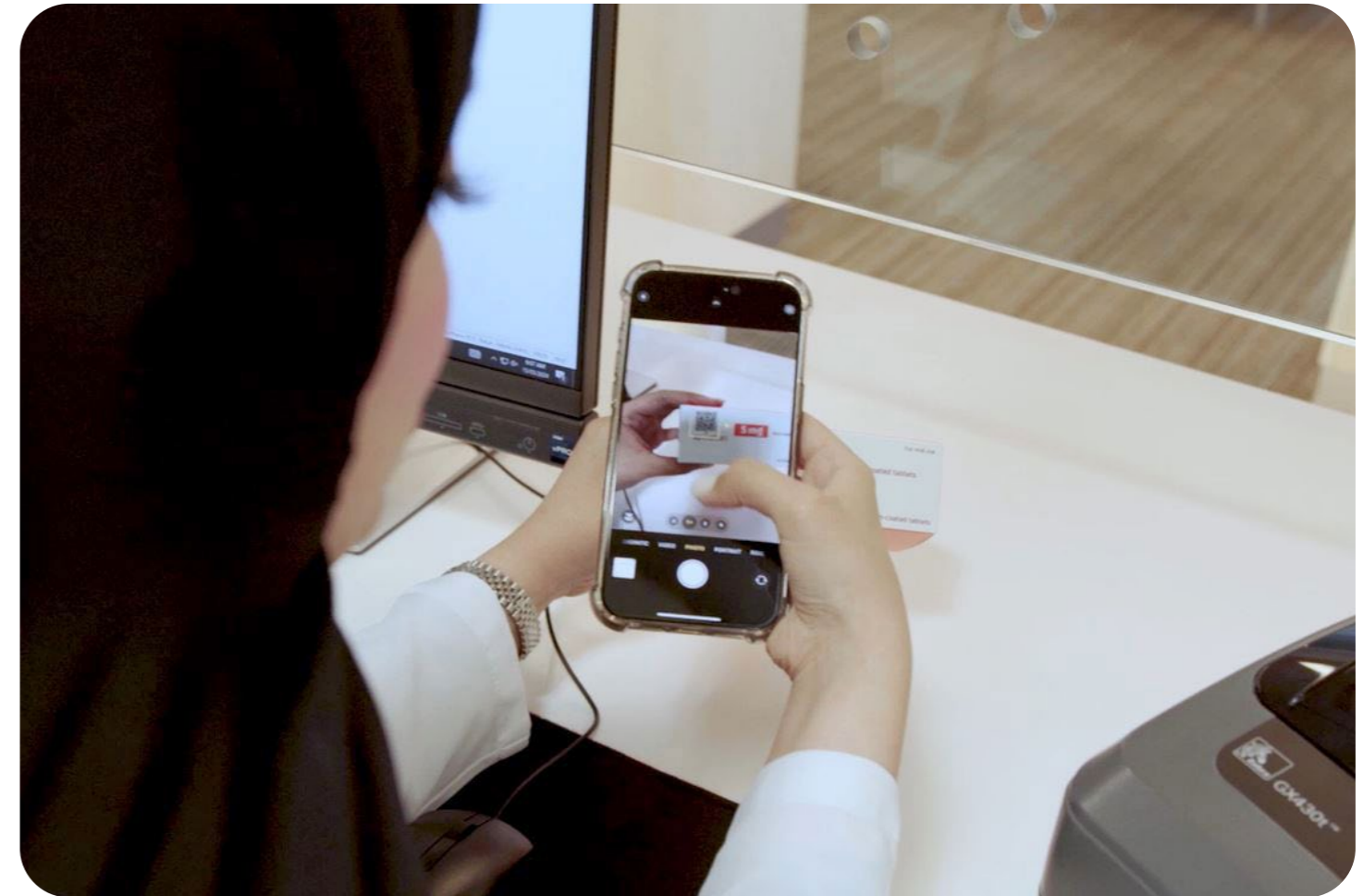
# Innovative Patient Education: Scan and Learn Initiative

The Pharmacy Department has launched the impactful 'Scan and Learn' initiative to transform patient education and care.

By creating QR codes linked to concise videos, they provide clear instructions to patients on proper medication use, their potential side effects and important safety tips.

Presented by our pharmacists in simple, non-medical language, these videos are designed to be easily understood.

This initiative ensures that patients have quick and easy access to essential medication guidance whenever needed – all patients will have to do is to simply scan the QR codes on their medications provided by their pharmacists.



YOUR OPINION MATTERS.

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**SCAN**  
THE QR CODE



OR

**CLICK HERE**

TO SHARE YOUR FEEDBACK ON GOOGLE REVIEWS

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