

**ssmc** مدينة الشيخ شخبوط الطبية  
Sheikh Shakhbout Medical City

Elevating patient experience

# TAJRUBA

NEWSLETTER 2024 | EDITION 03

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[ssmc.ae](http://ssmc.ae)

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# Tajruba Newsletter

As we approach the close of another year at Sheikh Shakhbout Medical City (SSMC), we take this opportunity to reflect on the meaningful connections we have built and the valuable lessons we have learned from our patients.

Listening to what truly matters, sharing valuable feedback, and overcoming challenges have reinforced the importance of relationships in delivering compassionate, personalised care.

This edition highlights the progress we have made together, focusing on impactful moments that remind us why building trust, listening deeply, and connecting with purpose are central to what we do.

Looking ahead, we remain committed to improving services, enhancing patient experiences, and strengthening our approach to effective and meaningful care delivery.

Together, let us carry these reflections into the new year, continuing to grow, learn and improve.





# Happiness Day: A Smile-Driven Initiative to Raise Diabetes Awareness



**HEARTFELT  
CONNECTIONS**



This year's Happiness Day was celebrated with a special diabetes theme, spreading joy to children and families.

The outpatient event included fun activities such as creative colouring sessions, special visits from famous cartoon characters, and a selection of healthy treats for all to enjoy.

Everyone left with smiles, having enjoyed the festivities and celebration.



# Bringing Joy and Connection: Inspiring New Staff Through Engaging Joy Activities

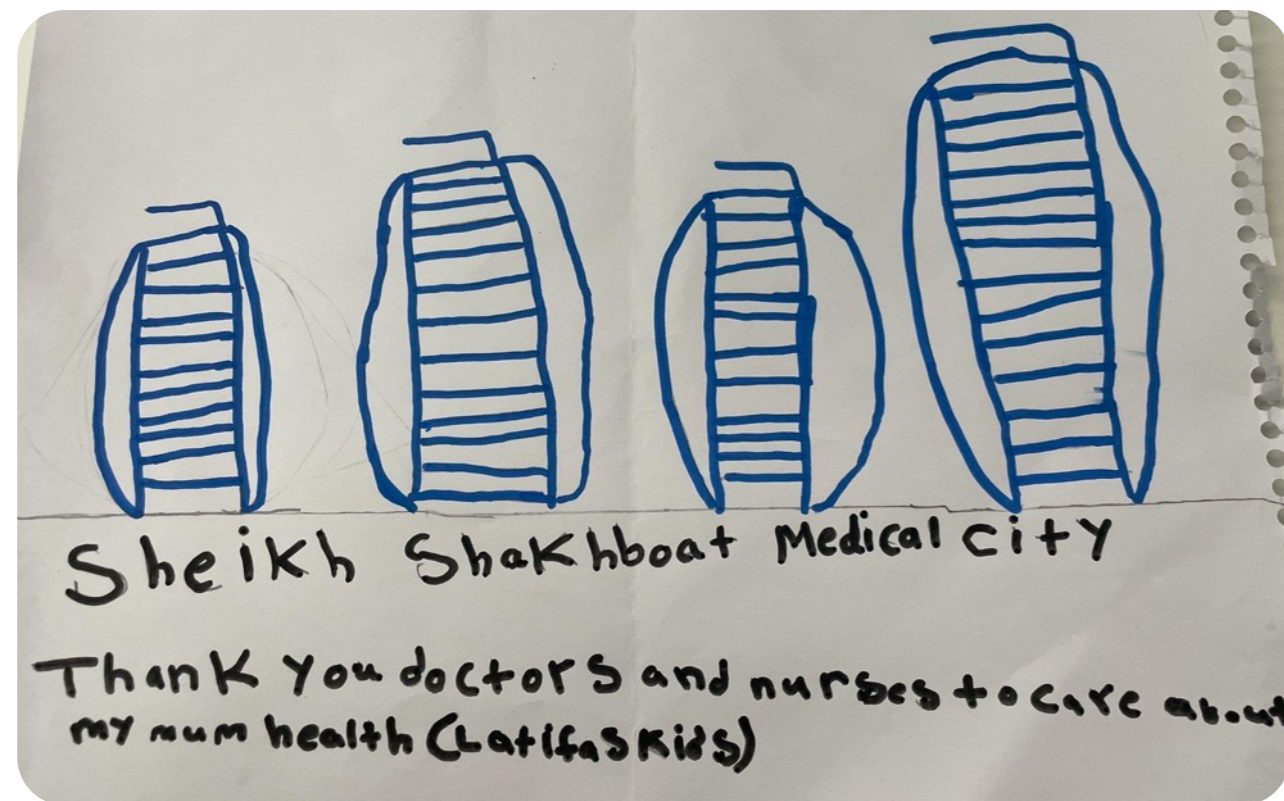
Joy Activities have become an inspiring part of orientation, with new staff embracing the opportunity to connect. Their enthusiasm fosters a vibrant sense of community, spreads positivity, and brings meaningful joy from day one with our little patients.





# Latifa's Story: Finding Hope and Healing at SSMC

After years of struggling with complications from a caesarean section, a young mother was told a hysterectomy was her only option. During a visit to SSMC for her daughter's appointment, she met [Dr. Basel Imam](#), who offered a new solution.



He diagnosed her condition and performed successful surgery, without the need for a hysterectomy.

Latifa's recovery brought great relief to both her and her children who expressed their gratitude to our staff with a "thank you note" and drawing, which depicts SSMC's four-tower configuration – some budding architects in our midst, perhaps!

# We Are the Family... Enhancing Fadi's Healing Journey with Connection and Compassion

Fadi, a gentle 19-year-old humanitarian, is recovering from fractures while separated from his family abroad.

To ease his loneliness, the Patient Experience team and hospital staff visit him regularly, lifting his spirits with activities like puzzles and ludo, showing he is deeply cared for.





# Mamoon's Birthday: A Celebration of Love and Joy

Mamoon, a beloved long-term paediatric patient, was thrilled by a surprise birthday celebration.

His room was decorated with his favourite superhero character, Spider-Man and thoughtful presents.

Laughter and joy filled the room as Mamoon opened his gifts while celebrating with his care team.





# Introducing SSMC's Patient Engagement Survey

At SSMC, we value patient feedback, and we are committed to turning insights into action. Patients can share their experiences via the Patient Engagement Survey.



Our Patient Experience team analyses feedback to drive continuous improvements, reaching out to patients and addressing their concerns – in real time.

By resolving to prioritise issues promptly, we ensure that every patient receives the care that they deserve.





**PATIENT  
JOURNEY**

# Enhancing Flexibility: SSMC Introduces Sunday Clinic Hours

In our efforts to serve our patients better, and to enhance the overall patient experience, we introduced our Sunday clinic hours. Select clinics and services are now available every Sunday from 9 a.m. – 5 p.m., providing our patients with the opportunity to enjoy more flexibility in accessing the care they need.

The Sunday clinic hours have been introduced for the following outpatient clinics: Dermatology, Endocrinology, Gastroenterology, Internal Medicine, Obstetrics and Gynaecology, Paediatric Endocrinology, and Paediatric Rheumatology.

The services available are: Pharmacy, Laboratory, and Radiology.





# The Impact of Happiness Activities on Healing: Meet Yousif

Five-year-old Yousif has shown incredible strength, recovering well after three heart surgeries since he was just six months old. His visits to SSMC bring him joy, and his recent experience during Happiness Day made him even happier. Meeting Mickey Mouse, his favourite character, filled his day with smiles and excitement. At SSMC, moments like these remind us of the power of happiness in the healing journey, helping young patients like Yousif recover with positivity and hope.





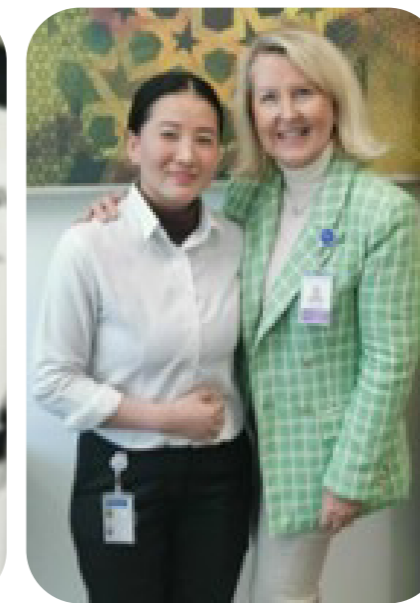
# WOW Recognition Programme

Our WOW programme is a new initiative to honour team members who go above and beyond to make a meaningful impact on our patients' experience and journey. This on-the-spot recognition is designed to highlight the small acts of kindness, exceptional service, and dedicated empathic care that make a difference every day in the lives of our patients.

Meet some super WOW stars of SSMC...



Esther



Apsana



Annou



Zayed



Jayanta



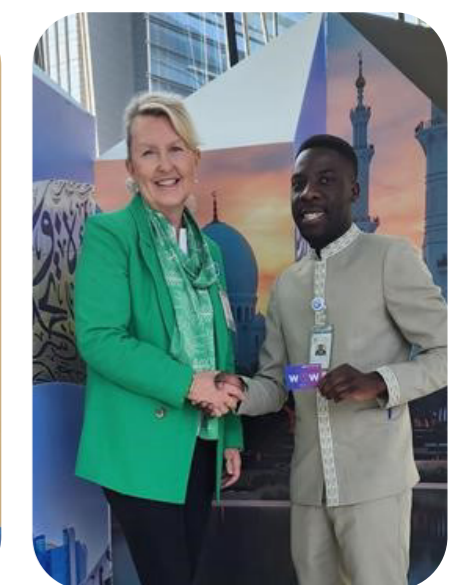
Marissa



Ryan



Pabitra



William

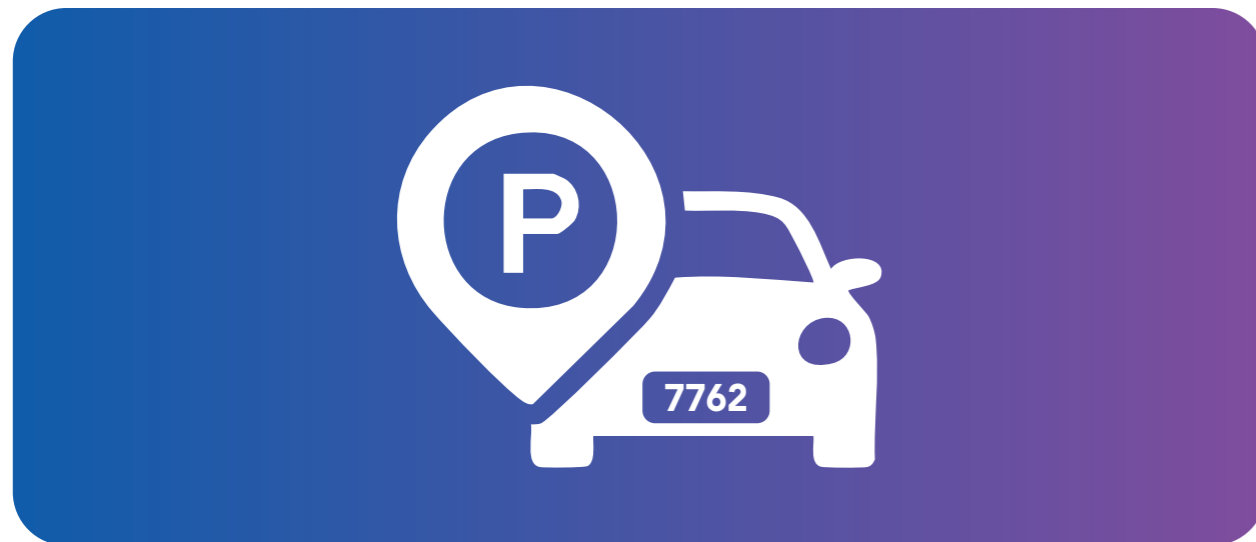


# Patients Park for Free – Just Validate

If patients are likely to be at SSMC for more than 90 minutes, they can now validate their car plate number for free parking at validation desks located throughout the hospital. We have added new signage at key points, including:

- Central Registration (Hospital Building)
- Tower B (Oncology, Hospital Building)
- Labour and Delivery (Tower A, Hospital Building)
- Welcome Desk, Ground Floor (Clinic Building)
- Emergency Department Information Desk

These signs are placed to help patients quickly and easily validate their parking during their visit.



# Power Up with Our New IsteelBox Charging Ports

To enhance the experience of our patients and visitors and help them stay connected with their families, we have introduced IsteelBox power bank charging stations at SSMC.

These stations will be available at five locations across the hospital, providing a convenient, secure way for patients and visitors to keep their electronic or mobile devices charged during their visit.





# Streamlined Access to Patient Information

We are excited to introduce a new initiative to simplify access to our information services, with QR code brochures now available at all care-providing counters.

By scanning the QR code with a smartphone, patients can quickly access information services via the SEHA patient portal. This new approach reduces waiting times for printed documents, helps to avoid overcrowding at counters, and supports our Go Green initiatives.

We encourage all patients to use this convenient online service for a smoother and more efficient experience.

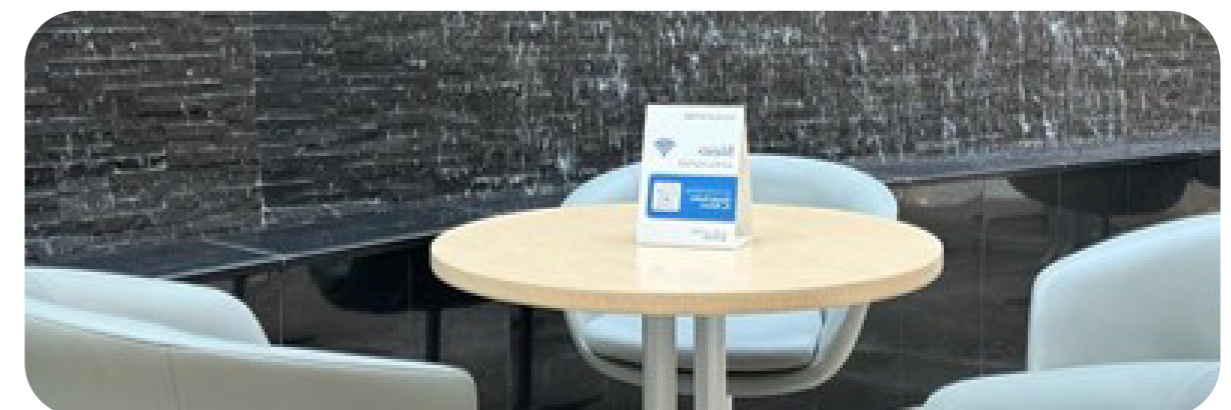


# Stay Connected with Ease

To enhance convenience for our patients, we have placed new Wi-Fi tent cards throughout the hospital.

These cards offer easy access to SSMC's Wi-Fi network, enabling patients to stay connected with family and friends, or access online resources during their stay.

This initiative is designed to improve the patient experience, making their time at SSMC more seamless and comfortable.



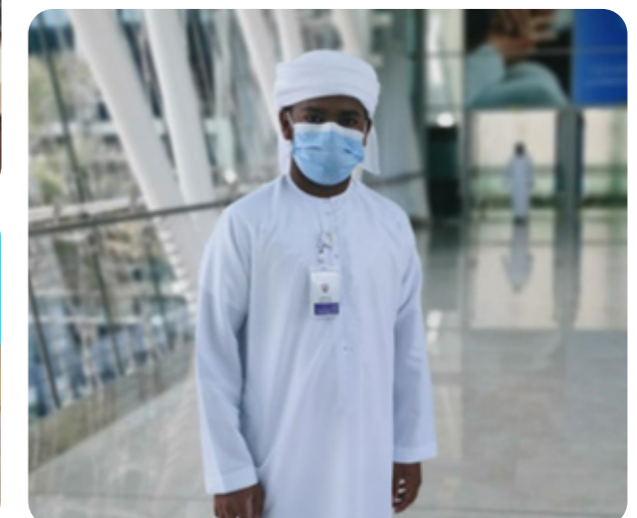
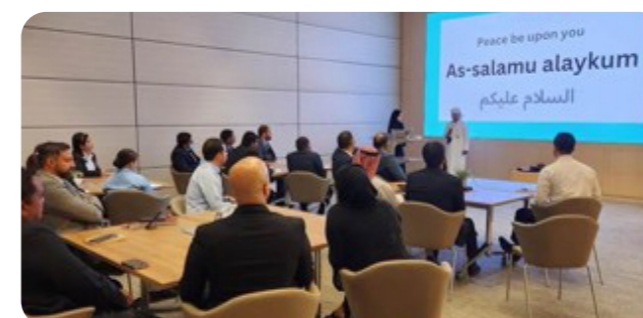


# Our First People of Determination Internship Programme at SSMC

Marwan, a dedicated intern, partnered with the Patient Experience Team to enhance wayfinding, support hospitality and train pharmacists on empathic communication. He built meaningful connections with staff and patients. He had fun times doing joy activities with the children and sharing his musical talents with piano tunes.

Marwan's involvement has been a heartwarming addition, exemplifying the power of inclusion and collaboration in creating an exceptional patient experience.

To learn more about the initiative, watch the video [link](#).



COMMUNITY CARE



# Spiritual Healing and Hope: A Compassionate Initiative for Inpatients and Families

Every Friday, Moza Ali from the Patient Experience Department, in collaboration with Fozia Ismail from Palliative Care, leads an initiative to bring comfort to vulnerable patients and their families.

Partnering with the General Authority of Islamic Affairs and Awqaf, a dedicated individual recites the Quran at 12 p.m., offering guidance and peace to families navigating their loved ones' challenges. This initiative has profoundly impacted patients and families, providing solace and renewed hope during difficult times.



# Empowering Mothers: Breastfeeding Week at SSMC

SSMC marked National Breastfeeding Week with an engaging series of events that spotlighted the benefits of breastfeeding for both mother and child.

The week-long celebration included interactive booths, educational sessions, personalised support, and gifts.

The initiatives fostered awareness and built a supportive community around breastfeeding's transformative impact on child development.



الأسبوع الوطني للرضاعة الطبيعية  
National Breastfeeding Week



# Ethiopian Embassy Visit: A Gesture of Care and Support

Representatives from the Ethiopian Embassy visited two Ethiopian patients recovering from a severe gas explosion during December.

Their thoughtful gesture provided much-needed support and encouragement to the patients. We deeply appreciate their compassion and care.



# Honouring Breast Cancer Awareness Month

Throughout October, SSMC hosted events for Breast Cancer Awareness Month to raise awareness and promote early prevention.

Key highlights included an awareness session for patients and survivors, in collaboration with the Abu Dhabi Arabic Language Centre, featuring a heartfelt Survivors' Graduation Ceremony.

We also organised a fun-filled afternoon at Yas Waterworld for our patients and survivors.

Thank you to everyone who made these events a success in support of such an important cause.





# Embracing Compassion and Cultural Sensitivity: Spiritual Support for a Global Community

The Patient Experience team is proud to collaborate with Aileen from the local church to facilitate priest visits for patients seeking spiritual support. As an international hospital, we are committed to providing holistic, compassionate care that honours the mind, body, and spirit.



With a strong emphasis on cultural sensitivity, we deeply respect the diverse religious beliefs and practices of our global patient community.

Through this initiative, we strive to create an inclusive and comforting environment where every patient feels valued, supported, and cared for, regardless of their faith or background.

# SSMC's World Pharmacist Day

Our World Pharmacist Day celebration was a vibrant mix of excitement and learning.

Guests enjoyed different interactive activities, including calligraphy sessions, a dedicated kids' corner, and insightful presentations on the pharmacy's future.

It was a day of discovery, creativity, and meaningful conversations, highlighting the essential contributions of the pharmacy in positive healthcare outcomes.





# Inspiring Action On World Diabetes Day

This World Diabetes Day, patients and visitors had the unique opportunity to engage with diabetes experts such as Dr. Nabras Qahtani, in addition to healthcare educators, Patient Experience representatives, and our dedicated nursing team.

The event featured free diabetes check-ups, informative discussions on the latest treatments, and exciting giveaways.

Supporting effective diabetes management is essential for enhancing well-being, preventing related healthcare complications, and achieving a better quality of life.





# Learning What Matters: Paediatric Rehabilitation Patient and Family Forum

The Paediatric Rehabilitation Forum, in partnership with the Experience and Rehab team, connected families to share experiences, inspire hope, foster trust, and support one another through their rehabilitation journeys.

It served as a valuable platform for sharing emotional and social needs, with a focus on inclusivity and patient-centred support. By gathering feedback and suggestions, it aimed to improve unique challenges and enhance rehabilitation services and the overall environment.



**EXCELLENCE  
IN CARE**





# Hospitality Ambassadors Guiding and Supporting Every Step

Our dedicated Hospitality Ambassadors play a vital role in enhancing the patient journey across our inpatient, outpatient, and emergency departments. Positioned at key touchpoints, they provide essential support with wayfinding and assist patients with their individual needs.

This highly trained team is committed to delivering exemplary service excellence and compassionate care, ensuring every patient feels supported and valued throughout their experience at SSMC.



# Spreading Joy Through Acts of Kindness

The Day Maker programme transforms the patient voice into a certificate of appreciation recognising staff excellence.

We are thrilled to recognise our SSMC Day Makers and thank every staff member for making a positive impact in the lives of our patients and their families. We have seen a tremendous rise in patients recognising our staff as Day Makers, touching their hearts and lives through meaningful interactions.

Thank you to the patients and families who share their comments, and significance of our daily connections, and how much it means when we take the time to go above and beyond.



# Commitment to Service Excellence

The Service Excellence Competency Assessment is conducted annually for all front-line staff, at SSMC, ensuring that they are empowered to meet the highest standards of service.

Regular rounds are also carried out to reinforce service excellence, prioritise patient comfort, and ensure empathetic care remains a top focus for staff members at the hospital.





# Recognising the Dedication and Compassion of the Patient Experience Team

SSMC's CEO, Dr. Marwan Al Kaabi, recognised the Patient Experience team in the Emergency Department for their compassion, empathy, and commitment to providing not just medical care but emotional support to transform our patients' experience.

We are proud to have such a compassionate team making a difference in the lives of our patients. Thank you to the Patient Experience Team!





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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