

ssmc مدينة الشيخ شخبوط الطبية  
Sheikh Shakhbout Medical City

Elevating patient experience

# TAJRUBA

NEWSLETTER 2025 | EDITION 04

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# Tajruba Newsletter

Welcome to the fourth edition of Tajruba, your window into the heart of Sheikh Shakhbout Medical City (SSMC).

We are committed to listening, learning, and innovating with a clear goal: to provide an outstanding patient experience.

Explore this new edition to see how we are enhancing the healthcare experience, ensuring every patient feels heard and valued. We are strengthening community bonds and reinforcing our commitment to compassionate care in every interaction.





**HEARTFELT  
CONNECTIONS**

# Magical Moments For Happiness Day



Our latest Happiness Day, hosted by the Patient Experience Department in the Paediatric Clinic playroom, created a joyful atmosphere for children and their families.

The event was filled with fun activities, laughter and engaging moments that brought smiles to many little faces.

The day was a resounding success, reinforcing our commitment to spreading positivity and happiness within our hospital community.

# A Day Full of Smiles

Witnessing a child's smile is truly heartwarming, and our SSMC Experience Interpreters created countless smiles in the Paediatric Emergency Department.

Their thoughtful distribution of toys, small gifts, and colouring books reminded us of the power of human connection, and the importance of going above and beyond for our patients.



# A Sweet Start to the Year

A new year brings new opportunities to be closer to our patients at SSMC. To mark this fresh start, the Patient Experience Team shared sweet treats with our cherished patients.

Here's to a year filled with exceptional care, empathy, and service excellence.



**PATIENT  
JOURNEY**

# Healthcare for All: Supporting People of Determination

Building a truly inclusive healthcare experience for People of Determination is an ongoing priority at SSMC.

We focus on human-centred care, ensuring that our communication, accessibility, and services are tailored to anticipate and meet individual needs. To support our commitment, we organised a Rehabilitation Patient and Family Forum, in partnership with the Rehabilitation Team, to empower patients and families through shared experiences and support networks. This forum allowed patients and caregivers to express their needs, collaborate with our teams, and influence future healthcare services at SSMC.

We believe in the power of unified action—where seamless navigation, inclusive language, and empathetic care come together to break down barriers and build a truly accessible healthcare environment. This is why we remain dedicated to rethinking human-centred care, ensuring that no patient feels unheard or unsupported.



**COMMUNITY  
CARE**

# Investing in Tomorrow: Future Leaders Learn, Lead and Inspire

Laughter and learning filled our Paediatric Department as students from Future Leaders School, in partnership with Emirates Red Crescent, brought a splash of joy to our young patients.

Their engaging play on water preservation, coupled with thoughtful gifts, brightened the day for all in attendance. In addition, our clinical team shared valuable lessons on hand hygiene.

The smiles and appreciation from patients, families, students, and teachers all left a lasting impact on everyone.



# Spreading Smiles: Gift Giving for our Little Patients

During Ramadan, our Experience team delivered thoughtfully curated gifts to our paediatric patients. These small gestures aim to brighten their day, provide comfort, and remind them that they are cared for, sharing the warmth and generosity of the season.

Additionally, in celebration of Emirati Children's Day, the team partnered with the Chief Nursing Officer and nurse leaders to deliver traditional gifts. Moreover, student collaborations added further meaningful interactions, fostering resilience and creating moments of joy among patients.



# Empowering Hearing at SSMC's Cochlear Implant Patient Event

World Hearing Day was celebrated with a special cochlear implant patient gathering, hosted by SSMC and MED-EL.

Patients and their families found a unique platform to connect, share personal stories, and engage directly with our ENT healthcare specialists.

The event featured inspiring speeches from the CMO, Dr. Abdulqader Almessabi, and Dr. Ahmad Al Shamsi, chair of the otolaryngology – head and neck surgery division, complemented by presentations from MED-EL representatives, and patient testimonials. Children also enjoyed the fun, interactive activities, including hearing and speech tests.



# SSMC Celebrates Eid: Bringing Joy to All

Eid celebrations fostered a strong sense of community at SSMC, with patients and staff sharing a communal prayer.

To enhance the festive spirit, paediatric patients received special gifts, creating a warm and inclusive atmosphere that brought joy to all, while ensuring every patient felt part of the celebration.



YOUR OPINION MATTERS.

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