

ssmc مدينة الشيخ شخبوط الطبية
Sheikh Shakhbout Medical City

TAJRUBA

NEWSLETTER 2026 | EDITION 06

ssmc.ae

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Welcome Note

Welcome Note from CEO
Dr. Marwan Al Kaabi

Welcome to the sixth edition of Tajruba, where we continue to share the stories, milestones, and moments that reflect the spirit of Sheikh Shakhbout Medical City (SSMC). At SSMC, care goes beyond medicine. Every day, our teams work to create experiences centred around compassion, comfort, and human connection. In this edition, you will discover innovative treatments that bring new hope and community initiatives designed to support the wellbeing of patients and families alike.

Thank you for placing your trust in us.





PATIENT
HOSPITALITY



Parking Made Easier

You can now enjoy **three hours** of free basement parking at SSMC. Kindly validate your car plate number with the nearest security personnel before leaving the hospital, for ease and convenience.



مدينة الشيخ شخبوط الطبية
Sheikh Shakhboub Medical City

Parking Guidelines:



Free parking for visitors for a maximum period of three hours.



Free parking for patients, validation is required at any clinic registration office or at main hospital receptions.

تعليمات وقوف السيارات:



موقف سيارات مجاني للزوار لمدة تصل إلى ثلاث ساعات.



مواقف مجانية للمرضى، يجب تفعيل هذه الخاصية عند مكتب تسجيل المرضى بالعيادات او بالاستقبال الرئيسي للمستشفى.

Sheikh Shakhboub Medical City - Tajruba Newsletter

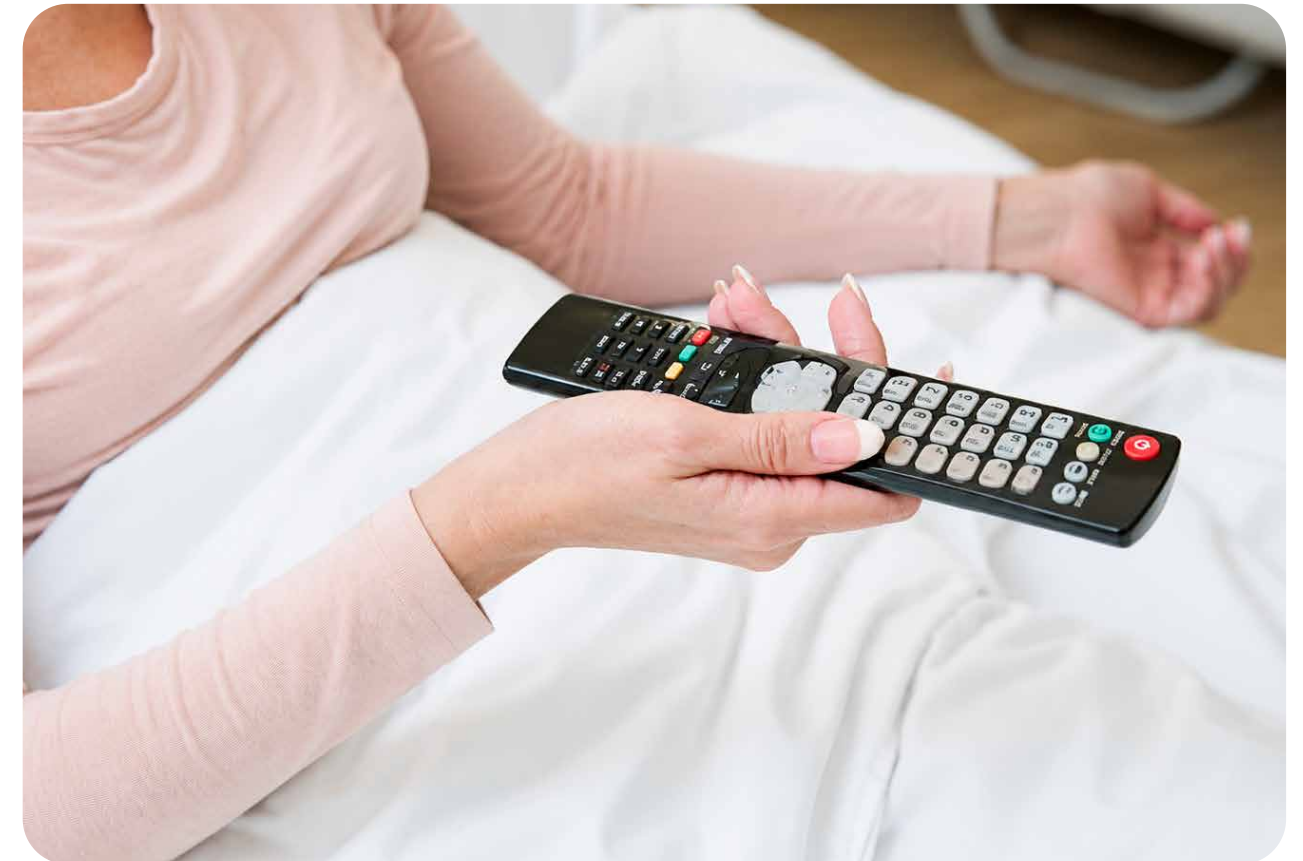
04

Support at the Touch of a Button

If you or your loved ones are admitted into our Inpatient Wards, you can now contact the Customer Service Call Centre by **dialling 6777** for non-clinical support during their stay. From porter assistance, housekeeping, to pillows and toiletries, this service is designed to ensure your comfort throughout your hospital journey.



Comfort from Your Room



SSMC's new in-room infotainment system allows you to access entertainment and useful hospital services directly from your room. You can order meals, stream your favourite shows, play games, and learn more about hospital services, all designed to make your stay more relaxed and connected.

Dedicated Food Delivery Areas

To help maintain a safe and organised environment across the hospital, SSMC has introduced **designated food delivery collection areas for patients and visitors**. Delivery orders can now be collected from the **Food Court in Basement 1 of the Hospital building and Basement 1 Parking in the Annex building**.



New Retail Experiences at SSMC

We have expanded our retail offerings to make your experience at SSMC more convenient. You can now enjoy additional dining and café options across the hospital, including:

Retail Name	Building	Floor
LMTD Coffee Shop	Hospital Building Tower D	Level 1
Brioche Dorée	Hospital Building Tower C	Level 1
Caffe Nero	Hospital Building Tower D	Ground Floor
Julith Coffee	Hospital Building Tower A	Ground Floor
Eyewa	Clinic Building	Basement 1



Whether you are looking for a quick coffee, a light snack, or a place to relax, these options are here to make your visit a little more pleasant.

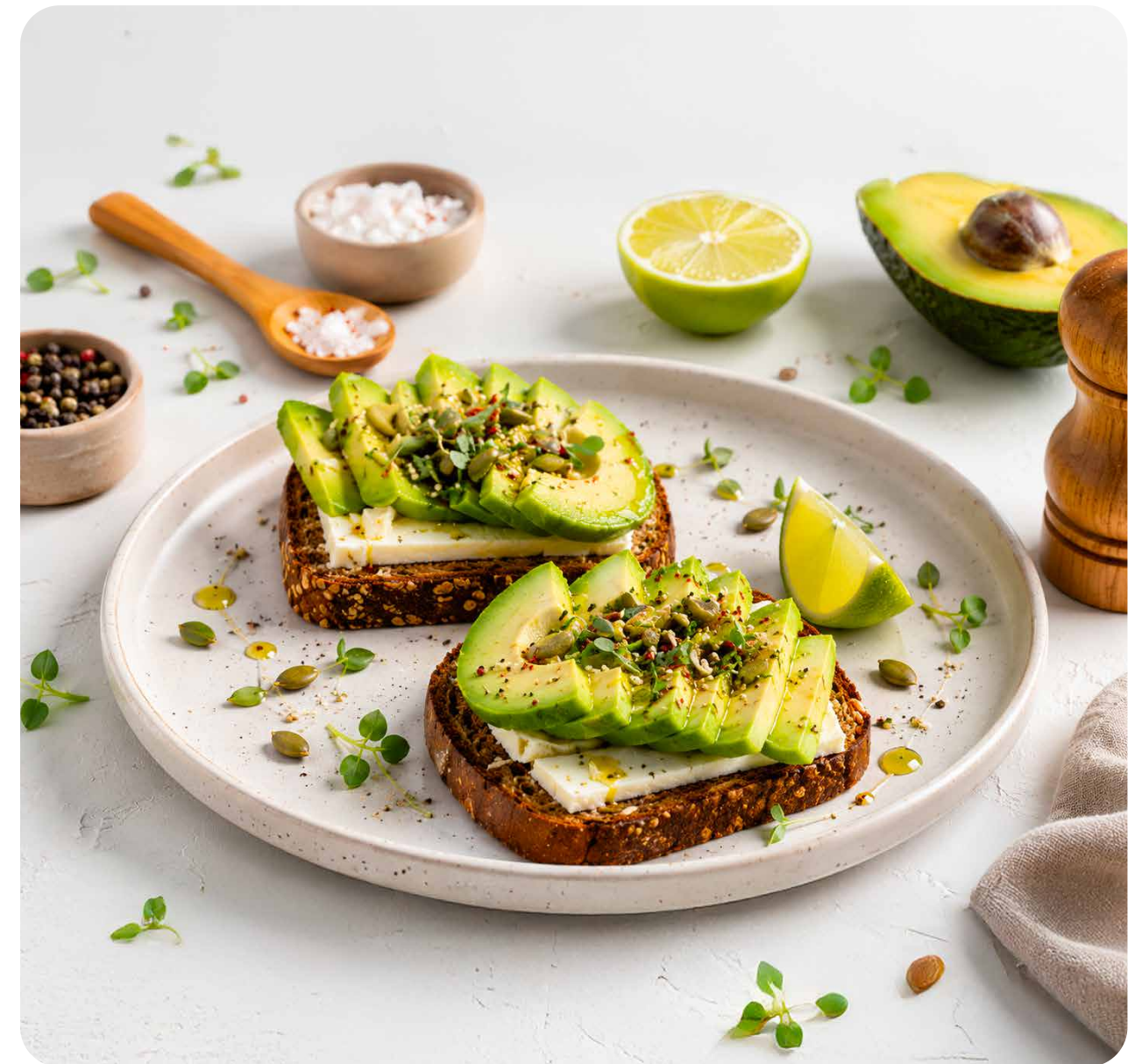
The Life Corner Pharmacy Now Open

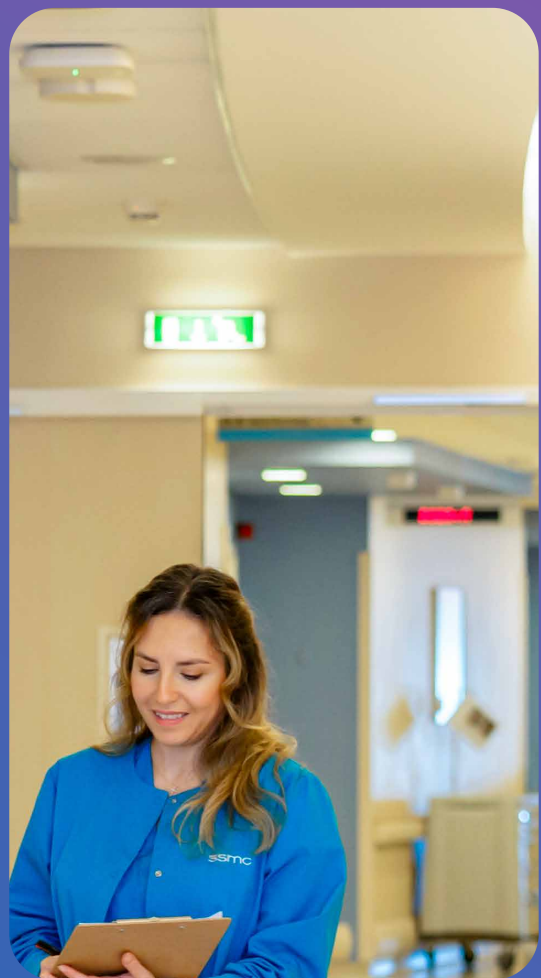
The Life Corner Emergency Department Pharmacy is now open on the Ground Floor of Tower D, for patients discharged from the Emergency Department, making it easier to access medication and support when you need it most.



Supporting Your Health Every Day

At SSMC's Wellness Counter, you can now enjoy a daily menu of fresh and nutritious meals designed with your wellbeing in mind. The menu makes it easier to make healthier choices every day.

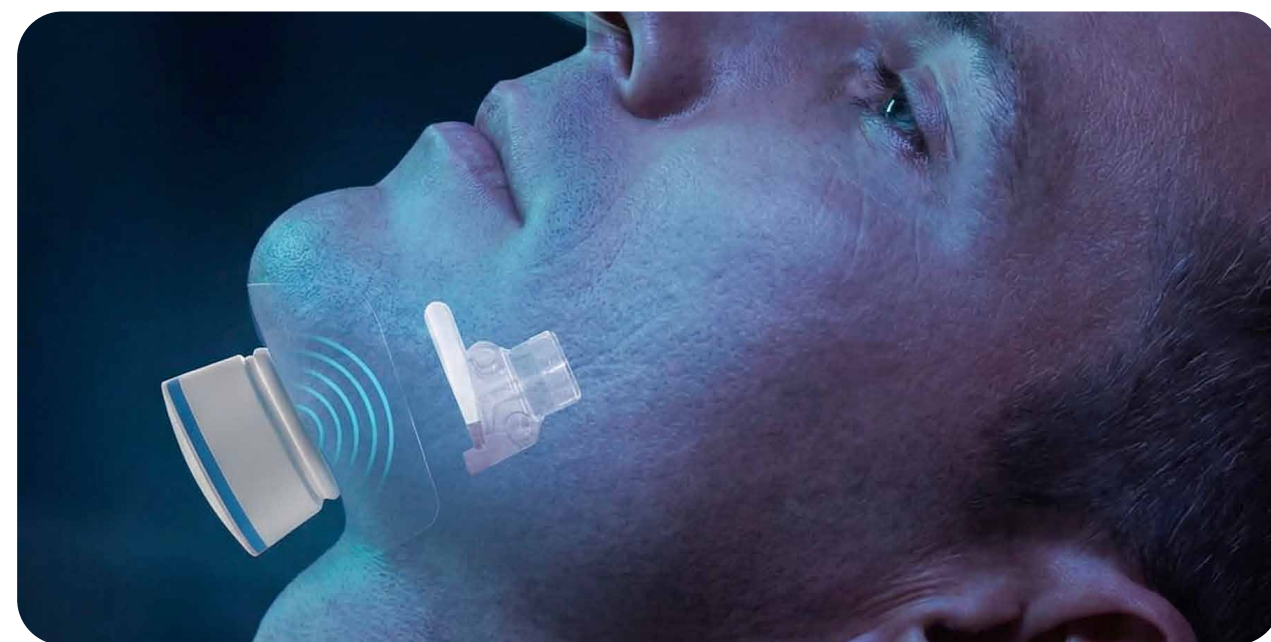




**FIRST- CLASS
CARE**

A New Treatment to Sleep Better

SSMC has introduced a new treatment option for people living with obstructive sleep apnoea. The implantable therapy helps keep the airway open during sleep, allowing patients to breathe more comfortably and enjoy better-quality rest. Designed for patients who may struggle with traditional sleep apnoea treatments, the procedure offers new hope for improved wellbeing and healthier sleep.



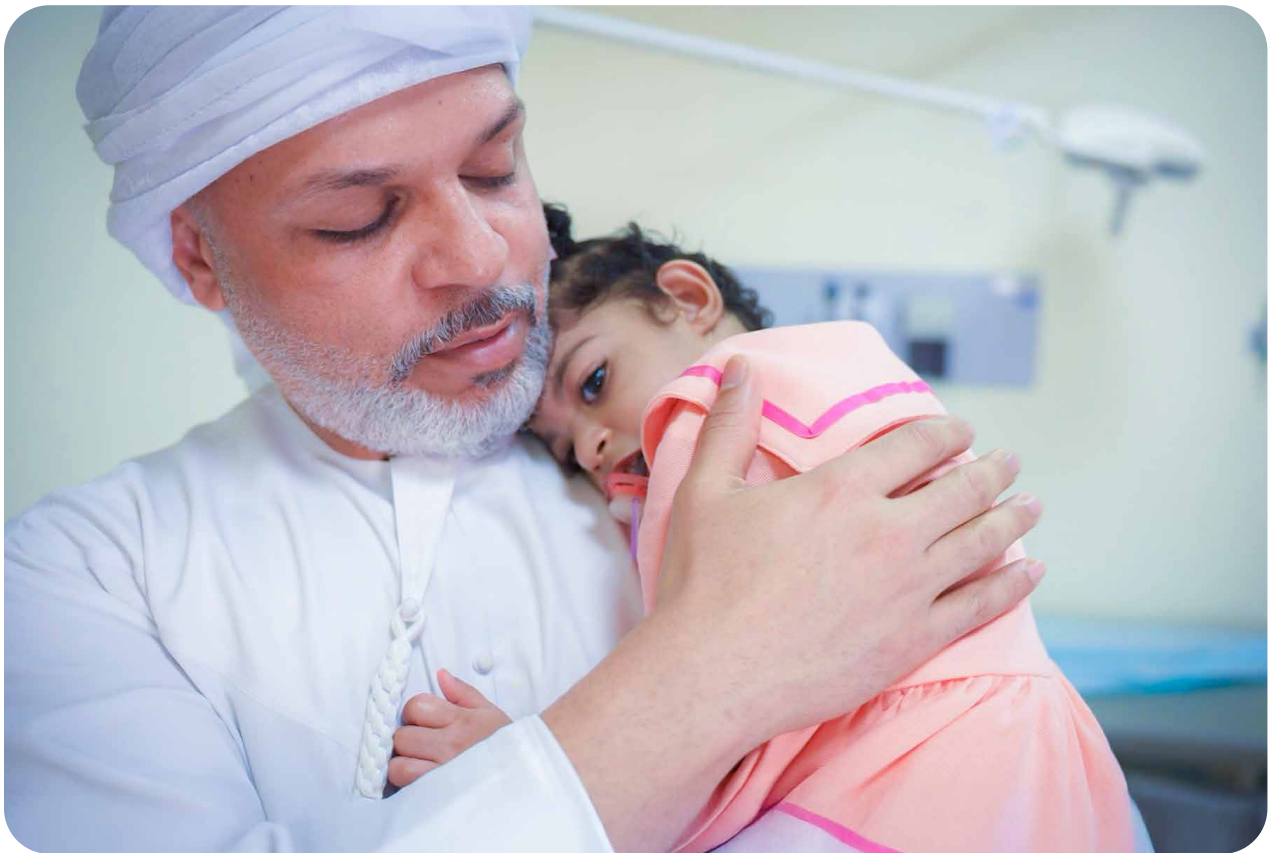
SSMC Offers a New Sense of Comfort

Living with excessive sweating can affect confidence, comfort, and everyday life. SSMC recently performed a minimally invasive robotic procedure designed to help patients find long-term relief from hyperhidrosis. Using advanced robotic technology, the treatment supports faster recovery and improved comfort, helping patients return to daily activities with greater confidence.



Helping Children Hear the World

At SSMC, new possibilities are opening for children living with profound hearing loss with the introduction of auditory brainstem implants. With the care of a dedicated multidisciplinary team, children are now able to experience sound for the very first time, helping them communicate, connect with their families, and engage more fully with the world around them.



Creating Meaningful Eid Al Adha Moments

To mark Eid Al Adha, we brought the festive spirit to our patients and visitors through a series of special activities. Majid, children's beloved character, visited paediatric inpatients and outpatients across the hospital, spreading smiles while distributing Majid magazines and Eid goodies.

On Eid day, a special Eid prayer was also held at the hospital, providing patients, families, and visitors with the opportunity to celebrate in a welcoming and supportive environment.



Patient Story

A Story of Resilience

After experiencing chronic pain for many years, Shatha finally found answers and relief at SSMC. Through expert evaluation, she received a fibromyalgia diagnosis and a personalised treatment plan. Supported by a multidisciplinary team, she was able to better understand and manage her condition. Her journey highlights the importance of listening to patients, and delivering care tailored to their needs.



An Inspiring Journey of Strength and Hope

After Sumaya was diagnosed with chronic myeloid leukaemia, she began her treatment journey at Sheikh Shakhbout Medical City. As she was pregnant, the multidisciplinary medical team developed a comprehensive treatment plan that was carefully tailored to her health needs, while ensuring the safety of both her and her unborn child.

She responded well to treatment, and her pregnancy progressed safely. Through close coordination between the oncology and obstetrics and gynaecology teams, Sumaya gave birth to a healthy baby girl.

Her story reflects the importance of integrated, patient-centred care that responds to patients' needs throughout the different stages of their lives.



Prestigious Recognition for Nursing Excellence

Sheikh Shakhbout Medical City has been awarded the prestigious Magnet® Recognition by the American Nurses Credentialing Center (ANCC), becoming the second hospital in the UAE and the first within the PureHealth group to receive this distinguished recognition.

Magnet® Recognition is regarded as one of the highest international distinctions for nursing excellence. It reflects the medical city's commitment to delivering patient-centred care, advancing nursing practice, and fostering a culture of continuous improvement. This achievement also celebrates the pivotal role and dedication of its nursing workforce in providing high-quality, compassionate, and patient-centred care to patients and their families every day.



Celebrating Extraordinary Care

The Witnessing Outstanding Work (WOW) Awards celebrate SSMC caregivers and team members who go above and beyond to make a meaningful difference in the lives of patients and families. The programme recognises individuals who demonstrate compassion, teamwork, professionalism, and excellence in patient care every day. This year’s WOW Awards honoured outstanding staff members across multiple departments for their dedication, kindness, and commitment to making a positive difference in the lives of patients and families. Congratulations to all the winners:

Category	Winner
Best Physician	Dr. Sultan Mohammed Alkaabi, Specialist Physician
Best Nurse	Jurnaliza Lanticse Orden, Emergency Department Nurse
Best Allied Health	Michelle Bernadette Brooks, Senior Physiotherapist
Best Admin	Naif Abdulhadi Alharthi, Guest Relations Officer

Most Distinguished	Manal Ahmed Bin Amro, Planning and Forecasting Manager
Best Implemented Ideas	Anas Mahdi Musa, Charge Nurse
Culture of Ownership	Hayat Nasser Al Dalali, Clinical Resource Nurse
Best Contracted Staff	Bola Nichola, Catering Assistant Manager
Best Outpatient Clinic	Gastroenterology Clinic
Best Inpatient Unit	C4 Unit



Recognition for Clinical Excellence

SSMC has been honoured in two prestigious categories at the 2025 International Hospital Federation (IHF) Awards, recognising SSMC's continued efforts to advance the quality of care for patients in the UAE. The hospital received the Legacy Achievement Recognition of the Dr Kwang Tae Kim Grand Hospital Award, the highest honour presented by the IHF, in addition to an Honourable Mention in the Dr Prathap C Reddy Excellence Award for Clinical Quality and Patient Safety.



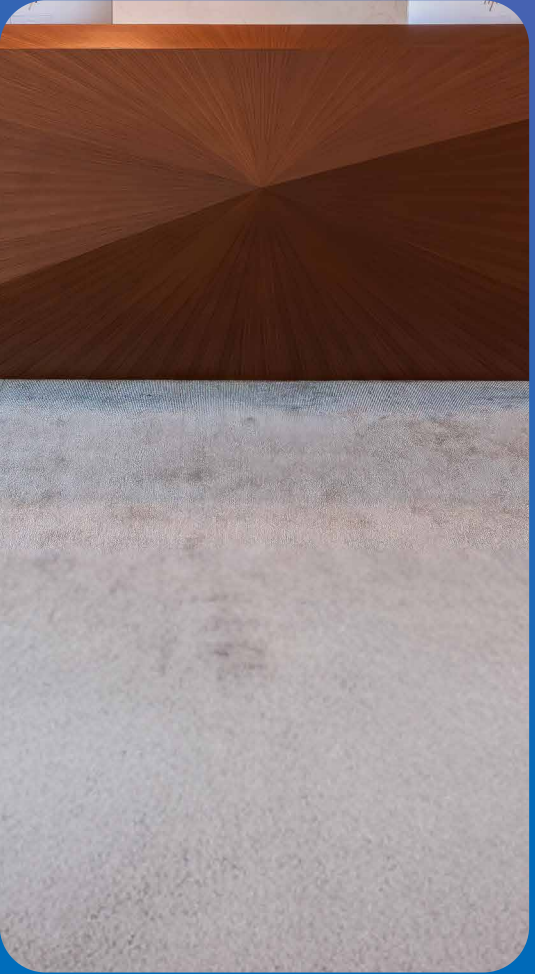
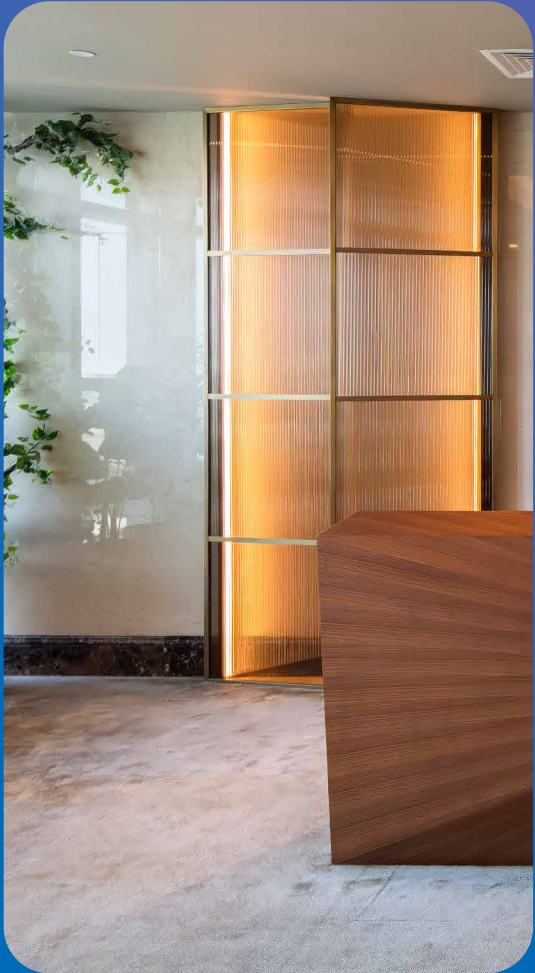
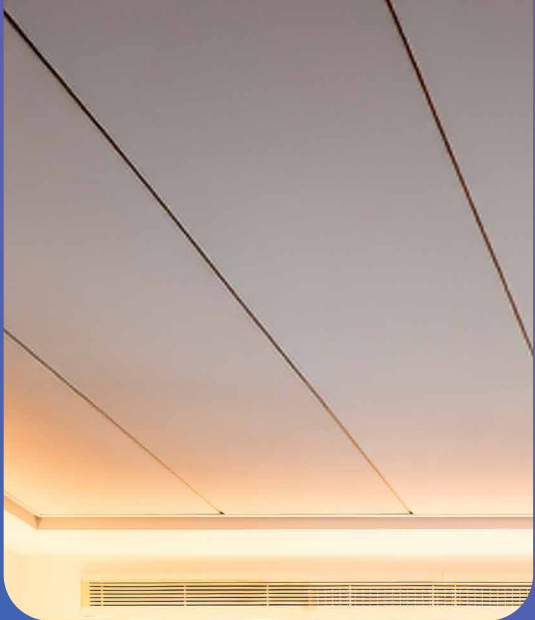
Trusted Standards of Care

SSMC has earned JCI Academic Medical Center re-accreditation, reaffirming the hospital's focus on patient safety, quality care, education, and research. The achievement reflects the hard work and dedication of teams across SSMC to ensure patients continue to receive safe, compassionate, and world-class care.



Supporting Mothers and Babies

SSMC has been re-accredited with the Baby-Friendly Hospital certification, recognising its continued commitment to supporting mothers and newborns through compassionate and evidence-based care. From breastfeeding support to parent education, the accreditation reflects SSMC's dedication to helping families feel informed, supported, and cared for during the earliest and most important stages of their journey together.



LONGEVITY
CLINIC

Introduction to Longevity Medicine

Longevity medicine represents the next evolution in healthcare, marking a shift from reactive disease management to proactive, personalised health optimisation. Rather than focusing solely on treating illness, longevity medicine aims to preserve function, vitality, and quality of life across the lifespan by addressing the root biological drivers of aging and chronic disease.

At SSMC, this approach aligns with our commitment to innovation, excellence, and patient-centred care. By integrating advanced diagnostics, preventive strategies, and individualised interventions, longevity medicine empowers individuals to maintain physical, cognitive, and metabolic resilience well into later life.

Why Longevity Matters Today

The global burden of chronic disease continues to rise, often driven by metabolic dysfunction, chronic inflammation, hormonal and immune dysregulation, and environmental and lifestyle exposures. Longevity medicine addresses these challenges early, before disease onset, with a focus on healthspan rather than lifespan. The objective is not simply to live longer, but to live better, with sustained energy, independence, and performance.



Core Principles of Longevity Medicine

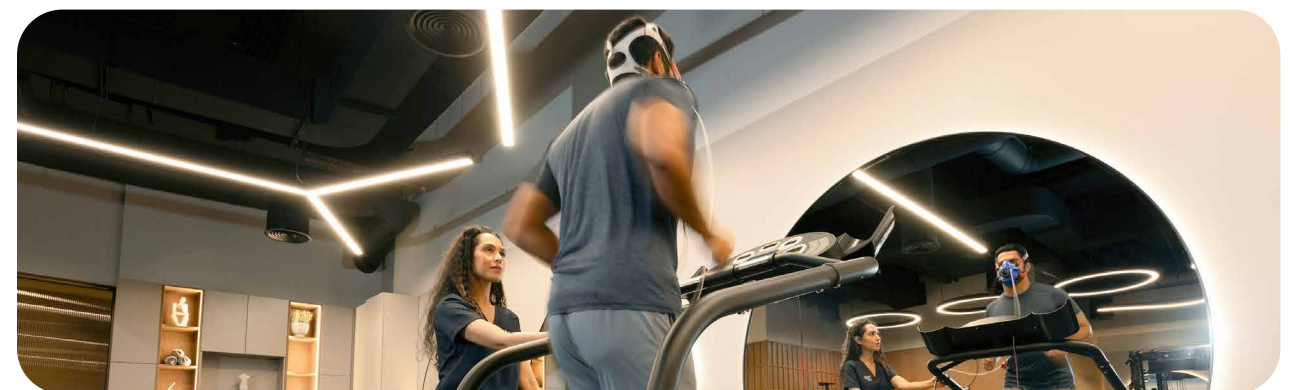
Longevity medicine is grounded in four key principles. Prevention over reaction emphasises early identification of risk to enable meaningful intervention before irreversible disease develops. Personalised care recognises that individual biology, lifestyle, and exposures inform targeted, patient-specific care plans. Data-driven decision making relies on advanced diagnostics and biomarkers to guide precise, evidence-informed interventions. Integrated care models combine lifestyle optimisation, supplementation, and medical therapies to support long-term health.

What This Introduction Covers

This introduction provides an overview of aging as a modifiable biological process, the distinction between lifespan and healthspan, key drivers of aging and chronic disease, the role of predictive, preventive, and personalised medicine, and how longevity principles translate into modern clinical practice.

Looking Ahead

Longevity medicine is not a future concept. It is a necessary evolution in today's healthcare landscape. As science continues to advance our understanding of aging, SSMC remains committed to translating innovation into responsible, evidence based models of care that enhance long term health and wellbeing.



COMMUNITY CARE



Your Voice in Action



Thank you to our patients and families who joined the Patient and Family Advisory Council quarterly meetings. Your stories, feedback, and ideas sparked meaningful conversations with our leadership team, including discussions around opportunities to improve pharmacy waiting times and medication delivery processes, as well as enhance access to laboratory services. Through these conversations, SSMC continues to shape more compassionate, patient-centred care guided by what matters most to you.

Celebration of Care

SSMC hosted its Patient Experience Week celebrations, bringing together a variety of memorable, patient-focused activities designed to uplift and engage all age groups. Highlights included storytelling and art sessions for children and senior citizens, soothing piano performances, special visits from community groups and volunteers, and interactive healthy live cooking and other demonstrations led by Emirati celebrity chef Saeed Al Mheiri.



Joy and Comfort at the Heart of Patient Support

The SSMC Guest Experience Department organised interactive arts and crafts sessions for paediatric inpatients and outpatients, held on both Emirati Children's Day and a dedicated Happiness Day. These thoughtful initiatives helped brighten young patients' days, fostering creativity, emotional well-being, and a sense of normalcy during their hospital journey.



Moments That Matter

At SSMC, we believe small moments of connection can make a meaningful difference in your healing journey. In the last few months, our teams organised community outreach activities, awareness events, and patient experience initiatives designed to bring comfort, support, and joy to you and your families. From Dietetics Day and Glaucoma Awareness activities to educational events focused on Obstetrics and Gynaecology, Multiple Sclerosis, and Hypertension, patients and visitors had opportunities to learn more about prevention, wellbeing, and healthy living.



GAMES

Join Us for Another Fun Puzzle Adventure!

Get ready for more fun with puzzles, word games, and riddles inspired by life at SSMC!

Test your brain with a crossword challenge, search for hidden words, and solve clever riddles all about health, kindness, and caring for others.

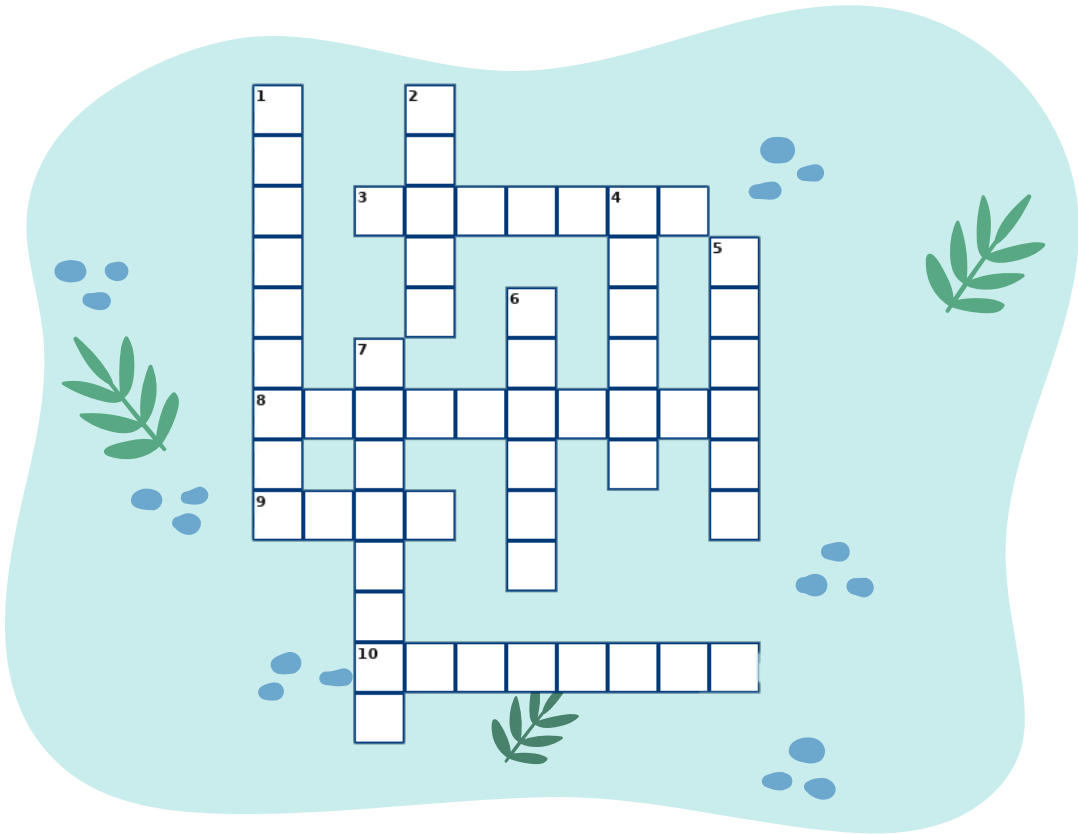
Grab your pencil and let the fun begin!

Spot the Difference!

Can you find the 7 differences?



Crossword



Across

- 3. Keep safe from harm
- 8. A doctor with extra training in one area
- 9. Sheikh Shakhbout Medical City
- 10. Getting better after illness or treatment

Down

- 1. Finding out what is making someone unwell
- 2. A person who cares for patients
- 4. A place where patients see a doctor
- 5. A person who treats patients
- 6. How well your body and mind are
- 7. The path to a healthier mind and body

Answers

Diagnosis	Nurse	Protect	Clinic	Doctor	Health
Teamwork	Specialist	SSMC	Recovery		

Word Search

Hidden Words

- PATIENT
- KINDNESS
- HEALTH
- WELLNESS
- NURSE
- DOCTOR
- HEALING
- COMFORT
- HAPPINESS
- SMILE
- CARE
- FAMILY

K	O	I	W	N	C	A	R	E	K	R	G	L	K
V	X	F	L	Z	H	E	A	L	T	H	A	P	R
D	N	A	U	H	K	C	P	O	N	U	R	S	E
K	U	M	Q	A	I	E	M	A	C	M	Y	F	M
V	O	I	U	P	N	B	J	E	T	W	B	G	X
F	M	L	T	P	D	C	E	H	O	I	T	W	D
I	T	Y	X	I	N	O	K	E	F	U	E	F	O
D	J	O	E	N	E	M	B	A	N	R	A	N	C
N	C	P	G	E	S	F	F	L	W	T	U	K	T
I	H	P	J	S	S	O	H	I	T	Y	U	P	O
O	M	M	G	S	I	R	H	N	J	C	F	C	R
T	R	J	A	Q	R	T	V	G	L	T	Z	Y	U
O	S	W	E	L	L	N	E	S	S	D	W	L	E
A	Q	W	U	I	Q	S	M	I	L	E	Y	D	W

Riddles

Did you read carefully? Some answers are hidden in this edition! Explore the stories above, then see if you can solve these SSMC riddles.

Riddle 1

I help you hear sounds loud and clear,
Bringing happy voices closer to your ear.
At SSMC, I help children hear for the first time too,
What medical device am I? Can you guess who?

Answer: _____

Riddle 2

You can find me in your hospital room,
With games and TV to brighten the gloom.
You can order your meals and learn things too,
I make your stay more fun for you!

Answer: _____

Riddle 3

I help your body stay healthy and strong,
With fruits and vegetables all day long.
You can find me fresh every day at SSMC,
Helping healthy choices come easily!

Answer: _____

Riddle 4

I wear a badge and help with care,
If you need support, I'll always be there.
From pillows to porter help, just dial a number,
I'll make your hospital stay smoother!

Answer: _____

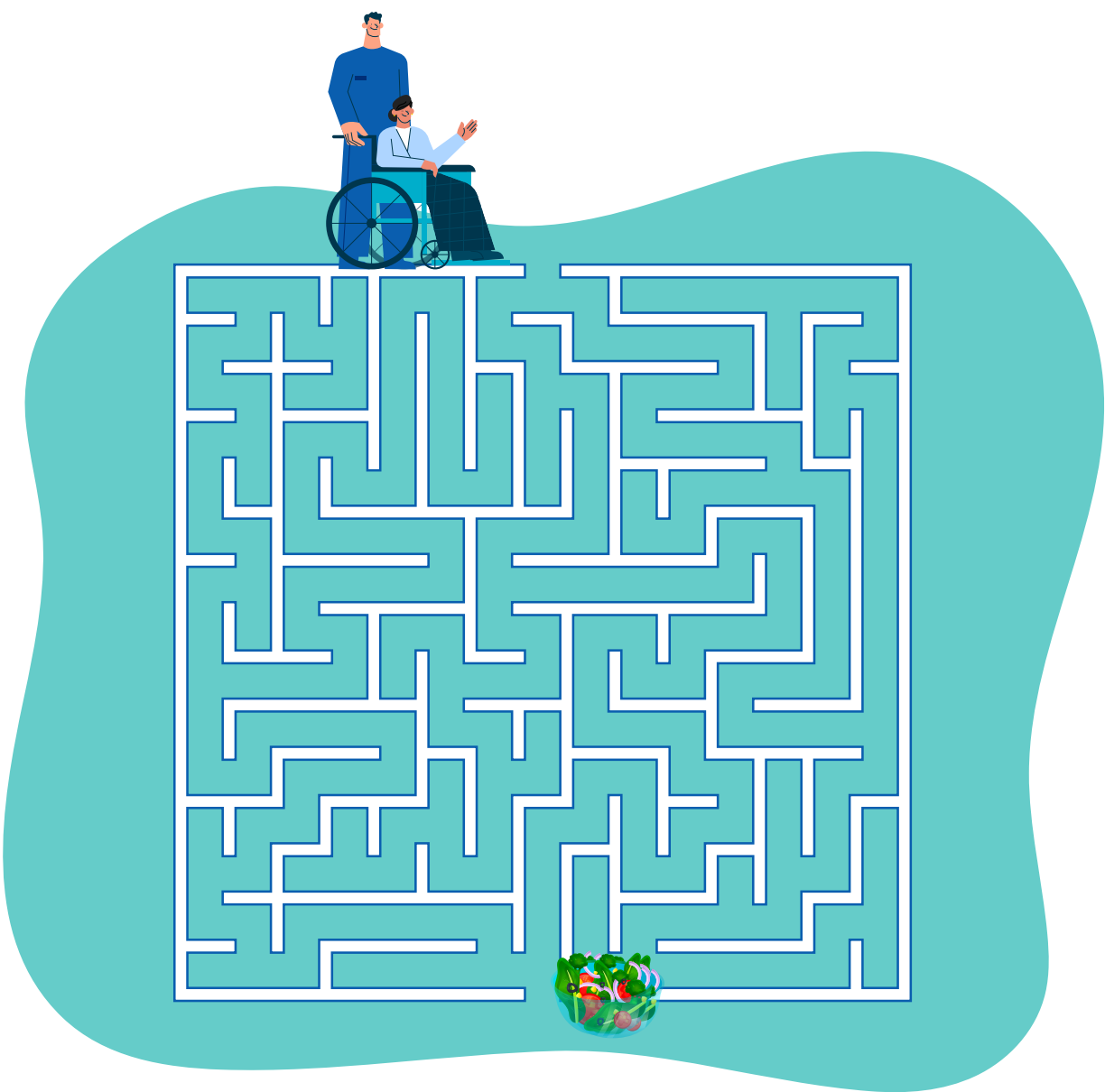
Riddle 5

I was born in Abu Dhabi in 2019,
With many rooms where care can be seen.
I have doctors, nurses, and experts too,
Across many specialties, here to care for you.
With learning, research, and healing at heart,
I help patients make a healthier start.
What am I?

Answer: _____

- Answers**
- | | |
|---|--------------------------|
| 1- Brainstem Implant / Cochlear Implant | 3- Wellness Counter |
| 2- In-room infotainment system | 4- Customer Service Team |
| | 5- SSMC |

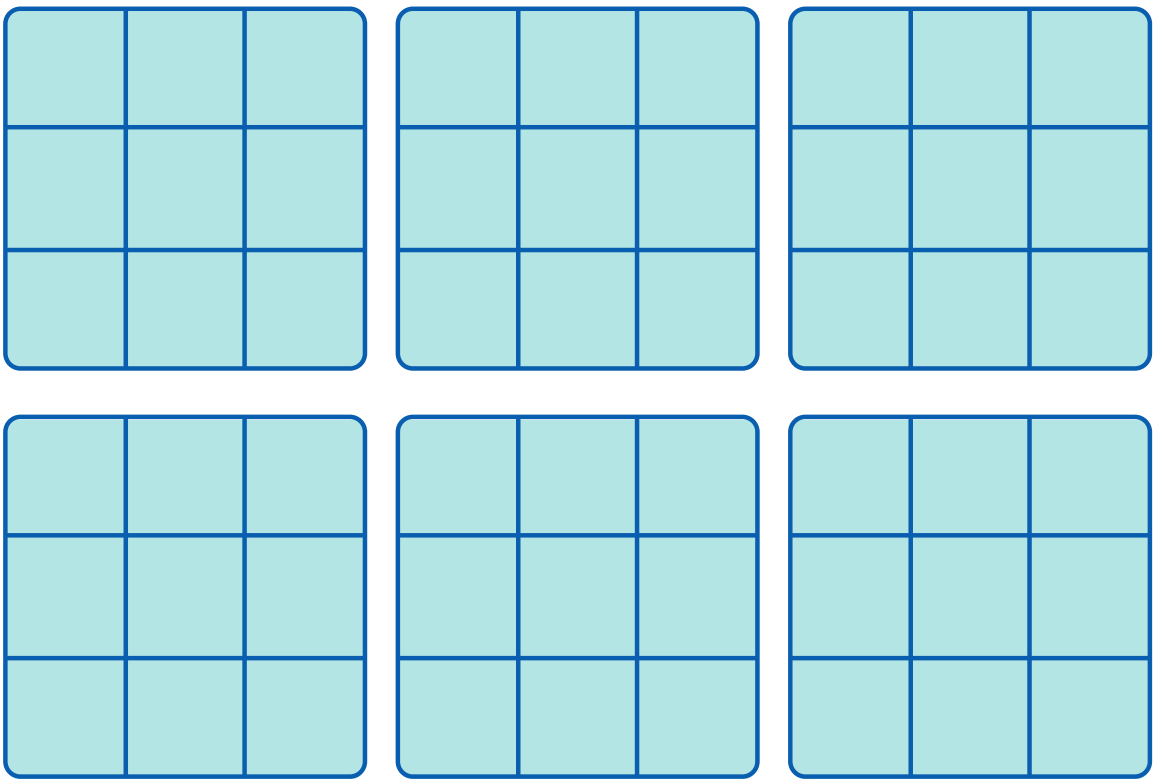
Maze Activity



Help the patient find their way to the Wellness
Counter for a healthy meal!

XOXO Challenge

Challenge your friends and family to a quick game of XOXO!



Your Chance to Win!

Email us at ssmcped@ssmc.ae with your answers to the various puzzles for your chance to win a special prize!



SSMC management reserves the right to select one winner.

A WORLD OF EXPERTS, FOR YOU.

Our values

Respect, Integrity, Compassion, Healing - Care, Teamwork - Together,
Innovation, Excellence, Stewardship.

YOUR OPINION MATTERS.

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