

Aadicura Cares

Edition 2024 | February | Issue 11

MONTHLY NEWSLETTER

Former Chairman's Message

REFLECTING ON THE JOURNEY AND THE ROAD AHEAD

At the onset, I would like to congratulate Team Aadicura for achieving significant milestones. I feel lucky to have a committed team of more than 500 members working tirelessly and with passion.

In a year marked by challenges, our hospital has shown resilience and unwavering commitment to providing exceptional health care to our patients.

In the face of a competitive healthcare market, I am proud to present that Aadicura Superspecialty Hospital has delivered a very impressive financial performance this past year. Our revenues have shown a notable increase which is a testament to the diligent dedication and hard work of our unique team. This achievement shows our ability to grow by leaps and bounds and further capitalize on newer opportunities to expand our services.

A key aspect of our success lies in our professional, patient-centric operational activities through which we could achieve a Net Promoter Score of 95 + all the time.

Through strategic initiatives like hiring a grooming officer to create a polite environment in almost all the work fields of the hospital viz. security, parking, housekeeping, front desk, accounts and billing, nursing and medical departments, etc., zero-hour billing system, transparent billing system, honest and ethical business development plans etc. we could optimize our resources to enhance productivity and satisfaction level amongst everyone at Aadicura Superspecialty Hospital.

Though our position in the local healthcare market is pivotal, we have plans to expand our reach to perform better as a company. We are also planning to invest in cutting-edge technology to enhance patient care and to stay at the



DR VIJAY THAKORE
Chairman (2021-2023)

forefront of healthcare innovations.

By offering Free camps, educative activities, health awareness programs, and subsidized treatment to needy patients we are disposing of our responsibility towards the society. We have also been mindful of the well-being of our staff members and creating a positive and supportive work environment.

In conclusion, I would like to express my sincere gratitude to our patients, our employees, and our partners for putting faith in me. Without all of your collective efforts, it would not have been possible to achieve remarkable success.

Thank you for your unwavering support & trust in our shared vision and mission.

STAR PERFORMERS



Ms. Jyotika Ajmeri
Best Employee in
Customer Care



Mr. Kinjal Prajapati
Employee of
the Month



Mr. Shailesh Sarsava
Nurse of
the Month



Ms. Sheron Macwan
Nurse of
the Month



Mr. Dhanraj Chaudhari
Best Multitasking
Staff of the Month



Ms. Jyotsana Solanki
Best Multitasking
Staff of the Month



Mr. Dharmesh Vankar
Best Multitasking
Staff of the Month



Dr. Mahesh Baldaniya
Best Doctor
of the Month



Mr. Vivek Patel
Best OT Staff
of the Month



Ms. Sumitra Ravat
Best Cathlab Staff
of the Month

TOWARDS A BRIGHTER FUTURE

Aadicura Superspeciality Hospital completed 2 successful years of functioning on 21st December 2023. So far, the journey associated with the challenges of setting up a new hospital, staffing, and services has gone very well including getting NABH accreditation.

Over the years, Aadicura Superspeciality Hospital has made remarkable progress in terms of patient inflow, patient satisfaction as also financial growth.

Going forward, our main aim is to maintain steady growth and to establish Aadicura as the premium Superspeciality hospital in the region. To achieve that, we will have to create a strategy rooted in the learnings of these past years to understand the local market dynamics alongside the changing landscape of the healthcare industry.

In Gujarat, specifically the Vadodara region, patients have always preferred nursing homes and familiar doctors over big hospitals. However, over the last decade, there has been a change in patients' expectations. Patients want the facilities of multi-specialty hospitals but large set-ups often overwhelm them. They seek direct access to a doctor. Aadicura Superspeciality Hospital is strategically positioned offering corporate-level infrastructure as well as a dedicated full-time team of specialised doctors. However, this positioning also poses two-level competition for us in the local market. On the one hand, there are three giant corporate-owned hospitals in the region with deep pockets, larger setups, and more resources. And on the other hand, individual-owned hospitals provide cheaper treatment options.

Going forward, to bring about that change, we plan to work in the following direction:

1. Maintaining the latest and the best treatment options available in the region

This involves having the latest medical equipment and technologically advanced devices and incorporating the use of AI and these can be prohibitively expensive. To date, Aadicura has the latest and best infrastructure and with a high turnover has managed to overcome this challenge.

Also, we need to make sure that the doctors on the team regularly update themselves by attending conferences, and training courses and upgrading their skills.

2. Improving patient experience

We would like to make our hospital a center of excellence with a commitment to service excellence. The focus is to provide safe, effective, and efficient care with a continuous emphasis on clinical governance and quality assurance programs. We would also establish policies and procedures for monitoring and enhancing the quality of care.

A significant emphasis is placed on customer satisfaction by taking personalised care of patients and their families. Supporting them emotionally during the illness along with helping in making informed decisions. Staff training for compassion and empathy will encompass the use of mindfulness sessions.

3. Keeping the cost of treatment under control

With high capital investment and increasing running costs keeping healthcare costs under control is another big challenge. A large number of hospital setups from 50 beds to 300 beds have recently come up in Vadodara. That's led to a shortage of well-trained staff available in the local market, thereby causing a significant increase in the



DR PANKAJ KHANDELWAL
Chairman (2023-2025)

payouts. Diligent use of staff, and policies for retaining skilled, efficient staff will need to be focused on.

4. Expansion of hospital

- With the rapidly changing medical practice scenario with increasing penetration of government schemes, and increasing penetration of low-cost insurance-covered population a modification in practice would be required. We are planning to come up with another hospital set up to cater to this group of patients. Preferably in the vicinity to reduce the high-cost investment duplication whereby the services of the present setup can be utilised.
- To plan multiple secondary-level hospitals in the drainage centers of Vadodara. These will involve a joint venture of local doctors in partnership with Aadicura Hospital, principally along the same lines as Aadicura.
- Expansion of services in the hospital like holistic medicine and preventive medicine.

Over and above the medical services, we aim to become a "Green Hospital" in the next few years. By emphasizing the judicious use of resources, we want to increase our renewable energy usage by up to 90%.

We would consolidate, increase the hospital occupancy, and simultaneously focus on the expansion of the hospital locally as well as regionally.





HAVE FAITH IN GOD

Dr Kushan Nanavati, Vascular & Endovascular surgeon

Dr. Kushan Nanavati is an eminent MCI-recognised vascular surgeon trained at the prestigious Sir Gangaram Hospital, New Delhi has experience in treating different vascular diseases for more than 8 years. He is dedicated to the care of veins & artery-related diseases.



Why did you choose to become a doctor as your career path?

I was inspired by my grandfather who was a physician in Junagadh. He was a very down-to-earth person who treated his patients as his relatives.

Why did you choose your area of specialty?

During my general surgery residency, I have seen many senior surgeons struggling with bleeding during different clinical scenarios. A vascular surgeon is the

only surgeon who doesn't fear bleeding. My main motivation to become a vascular surgeon was renowned Dr Sumit Kapadia who is also my senior partner at Aadicura.

How do you keep up with changes in medicine and healthcare trends?

By attending national-level conferences and regular discussions about challenging cases with fellow vascular surgeons across India.

What is the best medical success story of your career so far?

I was able to save a young patient's leg after a major accident (he suffered a vascular injury) That case gave me the highest level of satisfaction. There have been many such incidences in the last 7 years but this one stands out.

If you were to describe yourself in three words, what would they be and why?

Young. Dynamic. Healthy.

Being a doctor can be very stressful. How do you practice a healthy balance between work and your personal life?

Group practice helps me give enough time to my professional and personal life.

In your opinion what makes Aadicura Hospital unique and different?

The fact that all super-specialists are under one roof and they believe in putting patients first.

Being a doctor what is that one thing you will never support?

Smoking, junk food, and a sedentary lifestyle.

Name a book that has influenced you the most.

Sahasiko ni Srushti by Jule Varn.

Share your mantra for success.

Keep doing good work and have faith in god.

CASE OF GUNSHOT INJURY TO THE HEAD

// Success Stories

A 19-year-old girl was brought to Aadicura Emergency Department at 4.30 am with a history of gunshot injury to the left side of her forehead above the left eye. She had been denied admission at two other hospitals and finally, they came to Aadicura. The girl was unconscious with right-side paralysis and an entry wound with blood oozing from it.

She was soon attended in the ER by **Dr. Ashish Desai**, Brain and Spine Surgeon, and an urgent CT Head with CT Angiography was done. CT head showed a fracture of the left-sided frontal bone with bone fragments driven into the brain and bullet lodged within the occipital lobe and hemorrhages along the bullet trajectory, while angiography was normal. After preoperative investigations and necessary counselling, she was taken for urgent surgery. She underwent a left occipital craniotomy with the removal of the bullet. During the same operation, she had a surgery to remove a blood clot and bone pieces from her head to relieve

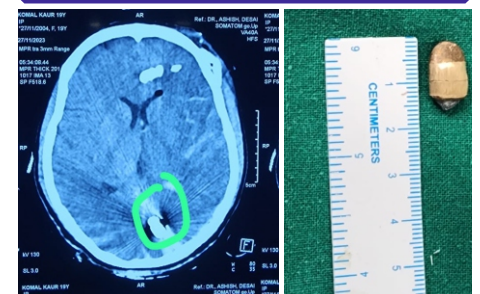
pressure on her brain.

Post surgery she was shifted to ICU. She remained stable vitally and gradually improved neurologically. She started opening her eyes and gained some movement in her right-sided limbs. She was soon shifted out of the ICU and began her rehabilitation in the ward. She started understanding simple commands and was able to mobilise with support by the 12th day.

Things were going well when on the 15th day she was found to have weakness in her right hand. CT Head was done which showed a large hematoma in her left brain. Further CT Angiography was done which showed a pseudo aneurysm in the distal branch of the left Middle Cerebral Artery. Parent vessel occlusion was done in the Cath Lab by **Dr. Sandip Mavani**, Endovascular Neurosurgeon. Her hematoma remained stable and so she was managed conservatively for it. She was again shifted to the ward and Rehabilitation was restarted. She had



Dr Sandip Mavani | Dr Ashish Desai



bouts of fever which responded to antibiotics. She further improved and started speaking simple words and accepting oral feeds. Also, she regained some power in her right leg and started walking again. She was discharged in stable condition.

Gunshot wounds to the brain carry a significantly high mortality rate; however, through timely and efficient medical intervention, we are happy to save a young girl.

EVENT GALLERY

EXCHANGE OF BATON CEREMONY - First Week January 2024



We are thrilled to share the exciting news of a significant milestone in the journey of Aadicura Superspeciality Hospital. In the first week of January 2024, we witnessed a unique Change of Baton Ceremony, where we bid farewell to the remarkable leadership of Dr. Vijay Thakore, who has completed his distinguished term as the Chairman of our esteemed hospital and we welcomed our new Chairman Dr. Pankaj Khandelwal.



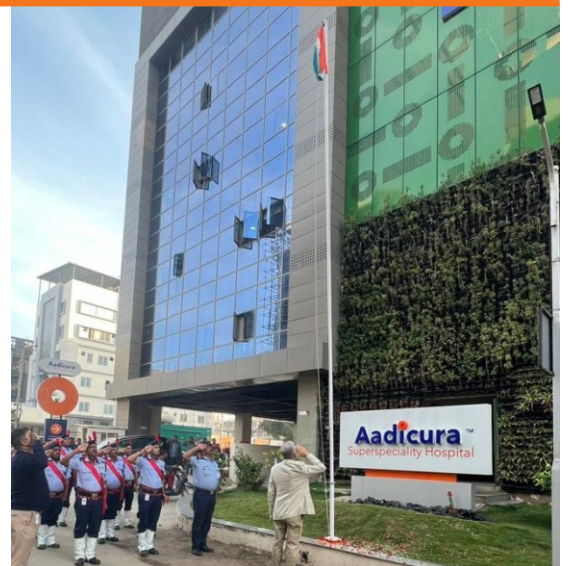
The ceremony was attended by employees who gathered to witness the change of leadership and hear our doctors speak about their journey so far and the plans for the future growth of Aadicura.

RAM MANDIR PRAN-PRATISHAN CELEBRATIONS - 22nd January 2024



22nd January 2024 - this momentous day of Ram Mandir Pran Pratishtha was celebrated by doing aarti and rangoli at the hospital. Employees gathered in the hospital's newly opened auditorium to witness the live screening of the ceremonies.

REPUBLIC DAY CELEBRATION - 26th January 2024



On 26th January 2024, the 75th Republic Day was celebrated with much enthusiasm. Employees came together for flag hoisting and celebrating the diversity of our country.

Aadicura™
Superspeciality Hospital
— Putting Patients First —

Windward Business Park, Jetalpur Road, Vadodara
Book an Appointment : +91 89805 53311 / 7711

Emergency 24/7 : +91 89805 58811

Our ASC Clinics :

Anand | Bharuch | Dahod | Godhra

📧 contact@aadicura.com 🌐 www.aadicura.com



We are available on WhatsApp. Scan this code to connect or send 'Hi' on Whatsapp



8980 5010 11