

Professionals and Promotions

Ethics have always been an issue, now-a-days in every field, more so in medicine. When we repeatedly speak of ethics, means we are stepping out frequently. If not checked at right times, some of the actions of the professionals become objectionable by public. It is unfortunate, that professionals take oath, more as ritual than a conscious affirmation. This is seen in every sphere; public or private, proportions may vary.

Recently, from Harvard to Stanford a notable instruction was sent out to medical professionals, banning them from receiving samples, participation on behalf of pharmaceuticals as promoters of their products etc. This is welcomed by all, though not totally. The issue of ethics is only a small part but the umpteen numbers of related issues that amount to intellectual or monetary corruption. It may be rude to conclude and many professionals are innocent and see only the scientific part of it. It is not universal, the higher the cadre, greater is their role in the promotion of a given product. What is that Professionals who indulge get, pleasure trips, rewards, continuous support of the company, including some personal gains. Managements of Harvard noticed the malady of such practices. Weeks of absence from the place of work by travelling to several places across the continents, promoting the products cause serious inconvenience to the services. Apart from this is the greatest damage caused by identification of the said professionals with some companies. Let us not dwell on the quality of the products, which is a different issue.

Medical professionals opting to write protocols, promotional literature, release product information, and above all making some claims that are intended to attract peers, are all questioned by both public and colleagues. The image of the entire professional fraternity is at stake sometimes. To have a bias for a product may not be objectionable but selection and dropping any product irrationally creates problems. This is not restricted to drugs, but to many biomedical equipment, disposables, catheters etc.

Medical ethics is categorical in admonishing such practices. But, unfortunately, they continue in some form or other. For example advertising, particular professional or services as information is different from publishing photos and pictures. Medical Profession is noble, no doubt, are the professionals noble?, is the question asked by public. As responsible citizens, Medical professionals need to practice and project up-right personality. In Greek, persona means, Mask, at the same time , Persona in Latin is divine. I do not know what becomes applicable in this situation.

Dr. K. Ravindranath
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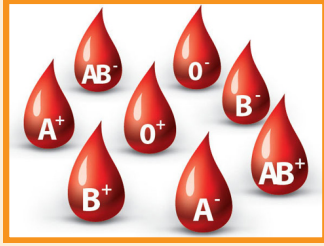
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Blood YOUNG and OLD.... How do we make them YOUNG



There is difference in the blood of young and old. A research group at Lund University in Sweden in an article published recently in the scientific journal **Blood**, explains how they have succeeded in rejuvenating the blood of mice by reversing, or re-programming, the stem cells that produce blood.

Stem cells which form the origin of all the cells in the body, can divide an unlimited number of times. When stem cells divide, one cell remains a stem cell and the other matures into the type of cell needed by the body, for example a blood cell.* "Our ageing process is a consequence of changes in our stem cells over time", explained Martin Wahlestedt, a doctoral student in stem cell biology at the Faculty of Medicine at Lund University, and principal author of the article. "Some of the changes are irreversible, for example damage to the stem cells' DNA, and some could be gradual changes, known as epigenetic changes, that are not necessarily irreversible, even if they are maintained through multiple cell divisions. When the stem cells are re-programmed, as we have done, the epigenetic changes are cancelled." The discovery that forms the basis for the research group's method was awarded the Nobel Prize in Medicine last year.

The composition of blood is one example of how it ages; blood from a young person contains a certain mix of B- and T-lymphocytes and myeloid cells. "In older people, the number of B- and T-lymphocytes falls, while the number of myeloid cells increases", said Martin Wahlestedt. When an elderly person is affected by leukaemia, the cancer often has its origin in the myeloid cells, of which the elderly have more. Being able to 're-start' the blood, as Martin and his colleagues have done in their studies on mice, therefore presents interesting possibilities for future treatment. "There is a lot of focus on how stem cells could be used in different treatments, but all that they are routinely used for in clinical work today is bone marrow transplants for diseases where the blood and immune systems have to be regenerated", said Martin Wahlestedt, continuing:

"A critical factor that gives an indication of whether the procedure is going to work or not is the age of the bone marrow donor. By reversing the development of the stem cells in the bone marrow, it may be possible to avoid negative age-related changes."

Even if composition of the blood in old and young mice is remarkably like that in young and elderly people, Martin Wahlestedt stressed that science is still only at the stage of basic research, far from a functioning treatment. The research group is pleased with the results, because they indicate that it may not primarily be damage to DNA that causes blood to age, but rather the reversible epigenetic changes. **Blood**, explains how they have succeeded in rejuvenating the blood of mice by reversing, or re-programming, the stem cells that produce blood.

National Fire Safety Week – Mock Drill

Global Hospitals, L.B. Nagar in association with AP fire Department conducted mock drill on "Fire Fighting" for employees as part of National Fire Safety Week. Over 120 staff members are actively participated.

Amazing Amma Event - A Celebration in honour of all mothers

Global Hospitals, Hyderabad was the medical partners for the Amazing Amma 2013 event organized by Eenadu Publications held on 5th May '13 at RTC Kala Bhavan, Hyderabad. Medical support to the participants in the form of Free consultation, counseling, BP check-up, Weight check-up, RBS check-up. In addition we also provided Mee Hrudayam Kosam Heart Checkup - customized coupons for people who registered with us at the said event.



International Nurses Day – Celebrations & Workshop



Global Hospitals, L.B. Nagar conducted a 2 days' workshop on "Management of Neurological Disorders - Strike it back" for nurses as a part of International Nurses Day. The workshop had scientific sessions and group activity.

Workshop hosted by Dr.Naveen Kumar Venigalla; Dr.Suresh Reddy; Dr.Ch.V. Murali Krishna N.Jithendran; in the presence of Dr.Vijay Kumar Vemuri, AVP-Operations & Medical Services..

Novel combined Procedure used to save a Moribund Patient at Global Hospitals, L.B.Nagar, Hyderabad

Mrs. Annapurna 43 year old patient from Ellandu village, was brought to Aware Global Hospitals, L. B. Nagar on 25th April, 2013 with abdominal pain and fever. She was admitted under Dr.Tagore Mohan Grandhi, Surgical Gastroenterologist.



She was evaluated and diagnosed to have splenic abscess with contained rupture. She underwent mitral valve replacement and angioplasty in the past. While cardiac evaluation prior to splenectomy, Echo showed a mobile mass in the prosthetic valve causing obstruction in the flow of blood with dilated heart and severe LV dysfunction.

Subsequently the patient underwent "Redo MVR with Splenectomy" The team of Doctors Dr. Tagore Mohan Grandhi and Dr Panigrahi Surgical Gastroenterologist did the "splenectomy" and then Dr Amarendra Singh, Consultant Cardiothoracic and Vascular Surgeon performed the "redo mitral valve replacement".

The procedure was very complex and were unable to do as routine procedure. Total operation took around 11 hours. Patient was shifted to CT ICU on ventilator. Patient remained on ventilator for next three days and made good recovery.

Global Health City sets up free 24/7 FREE Emergency Medical Centre at Tambaram Railway station



As a corporate social responsibility, Global Health City, Chennai inaugurated 24/7 FREE Emergency Medical Centre at Tambaram Railway station in association with Indian Railways. The Free Medical Centre will focus on providing immediate emergency care for passengers at the

Tambaram railway station. A fully equipped 24/7 ambulance facility along with trained medical team will be permanently stationed at Tambaram railway station to move the emergency care patient to the nearest hospital

Health Screening Camp at Times of India Office

BGS Global Hospitals organised a free health check camp at the Times of India office premises for the public as part of World Health Day activities. This programme was arranged in association with Times Foundation. The camp on 30th and 31st March 2013 saw over 120 visitors.



The free services offered were Random blood sugar check, Blood Pressure check, ECG, Echo, BMI Calculation, Consultation with Physician and Dietician.

Free Health Screening camp at Uppalapadu, Ongole



Global Health City, Chennai organized a free health camp at Uppalapadu, Ongole. As many as 1200 people were benefited from the health camp. Speaking on the occasion Mr. Bhaskar Reddy, AVP, Global Health City, Chennai, said the

objective of conducting the health camp was to create awareness of general health among the people, provide general health care services and counseling them on basic healthcare and hygiene.

The camp was inaugurated by the Chief Guest Dr. K. Raghurami Reddy, Superintendent of Police, Ongole, in the presence of Mr. Krishnamurthy, Correspondent - Paparao Public School, Tangutur; Dr. Thirumalareddy, MD - Sangamithra Hospitals, Ongole

First Aid training program at Idea Cellular



Global Hospitals, Hyderabad conducts First Aid Training Program at Idea Cellular Ltd. on 22nd May 2013. Employees had a first hand experience of the training who actively participated.

Health Talk at Excel industries Ltd, Mumbai



Health Talk on "Lifestyle Management" was conducted on 25th April 2013. Average age group who attended the health talk was 40 - 45 yrs. About 50 employees attended the Health talk, who actively participated in the Q & A session.

Health Talk at Mumbai Port Trust, Mumbai

Health Talk on "Emergency, First Aid & CPR" was conducted on 7th May 2013 - for the employees of Mumbai Port Trust, Mumbai. The talk was presented by Dr. Sagar Galwankar followed by Q&A session, where all queries were answered.



Global Hospitals, Mumbai conducts Health Camp



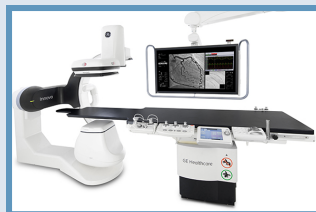
Free medical health check-up camp was conducted for the employees of Biostadt India Limited on 26th of April 2013. The General Health Screening Camp included Random Blood Sugar & Blood Pressure tests. Around 50+ employees were screened.

Health awareness talk at Price Waterhouse Coopers

Global Hospitals, Mumbai conducted Health awareness talk on Lifestyle Management at Price Waterhouse Coopers, Shivaji Park office, Mumbai on 22nd May 2013. The talk was presented by Dr. S. Sivaramakrishnan followed by Q&A session, where all queries were answered.



Innova IGS 530 India's first Image guided Cath Lab at Global Hospitals, Mumbai



Global Hospitals Mumbai introduced the India's first image guided system for cardiovascular and interventional imaging called Innova IGS 530 Cath Lab in association with GE Healthcare. This is the latest and the most advanced cardiovascular and vascular X-ray system which provides excellent imaging performance for a full range of interventional x-ray and provides best diagnostic for angiograms, device placement and non-vascular procedures.

Infection control week celebrated



On the occasion of International Nurses Day (12th of May) Global Hospitals, Lakdikapul, Hyderabad has organized Infection Control Week from 13th May 2013 to 16th May 2013 with an objective to educate healthcare personnel on the basic aspects of "Hospital Infection Control

Practices" & Infection Control measures that need to be implemented at workplace.

Dr. K. Ravindranath, CMD signed the Pledge of hand wash & inspected the charts prepared by nurses. Dr. Ravi Kumar (Consultant - Hemato Oncology) conducted a session on "Infection Control in Hospital For Nurses & Doctors - A Perspective", Dr. K. V. Kamesh (HOD Critical Care & Internal Medicine) session on the Importance of Infection Control in ICUs, Dr. Ranganathan Iyer (HOD Microbiology & Consultant) session on Needle Stick Injury, Dr. Mohan (Anesthetist) & Dr. Ravi Chandra (Anesthetist) on Isolation & Barrier Nursing and Care of peripheral & Central line patients respectively

Global Hospitals Group celebrated its 14th Anniversary celebrations

Global Hospitals celebrated its 14th anniversary on 20th May, 2013 with great pomp and grandeur. The theme of the annual day was in accordance with the sanctity of the day.



The program was ushered with lamp lighting & prayer song, which is followed by Dr. K. Ravindranath, (CMD-Global Hospitals Group), Dr. K. S. Ratnakar (GMERF – Director), Dr. Surekha (HOD-Blood Bank Transfusion Medicine), Dr. C. Vijaya Mohan Reddy, (DMS), Dr. K. Prashanth (COO); cutting the cake.

Dr. K. Ravindranath, (CMD-Global Hospitals Group) has eloquently addressed the gathering with his views on futuristic vision and conveyed the necessity of defining the Global Hospitals goal & looking forward to a bright future.

Awards were distributed for the employees who have completed 5 & 10 Years with Global Hospitals, and Best Employees of the Year. The Nursing staff presented their fountain of talents by singing & dancing which mesmerized the audience.

KNOW THYSELF

Rain droplets before reaching ground are pure. The pollution begins when it falls on the soil. There is a bird described in Upanishads that drinks pure water right from the time it drops from the sky. A bird is highly conscious on what it consumes. Of course, we are all very cautious about water we drink, that is why mineral water companies are making millions. Real issue is what we are consuming from the world, from food to thoughts.

The education we receive, the upbringing at home, the company in schools and offices, all shape our attitudes. There is no point in yelling at maladies that we witness in the society today. They are the products of the attitudes residing in all of us. When the very goal of life is position, pay and prosperity, the means decide the path. It is not wrong to seek the material comforts, what we seek we must deserve. Effortless earning, easy glory, everlasting authority is poison of the society now. Leadership is not given by someone but as recognition of quality. Then what is the bench mark quality for anyone to lead a country or society. Honesty, altruism, knowledge, skills, and balance of mind are the qualities of a Leader. Just one of them may never fulfill the criteria, just like one part of the body being strong.

I have heard someone saying 'Society is not bad because of Violence of bad people, but because of Silence of Good people'. Goodness is not tolerance to bad acts that harm the society. The leader has to be sharp, like surgeon's knife which removes mercilessly the diseased part. But favoritism, nepotism, are at the root of all the present day evils. Guru Nanak was retiring from the headship of the Ashram, everyone around anticipated his son would ascend to the throne. Guru Nanak had a plan which is unique. He ordered several of his disciples including his son to clean Cattle shed. After the exercise, he noticed his son could not do that. It appears he remarked when he (son) could not clean a cattle shed, how could he clean the society. The onerous job requires many skills from knowledge to empathy.

- From the Waves of Ocean



Know Thyself lecture at Global Hospitals, Hyderabad

Prof. B. Subba Rao a well known short story writer & guest faculty for various corporates, who served in Ministry of Information & Broadcasting, Govt. of India, has delivered

a lecture on Communication Skills for Vijaya padam - (Secrets of Success) as part of Know Thyself lecture series.

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