

alseha

Putting a focus on health in Qatar

Six amazing benefits of regular exercise



Attention Deficit
Hyperactivity Disorder

Seat belt safety
in Qatar

Plus regular features:

- Local and International Health News
- Ask the Experts
- Fun Health Facts
- How to contact HMC

Meet the people at HMC
who care for you

Osteoporosis
what you need to know

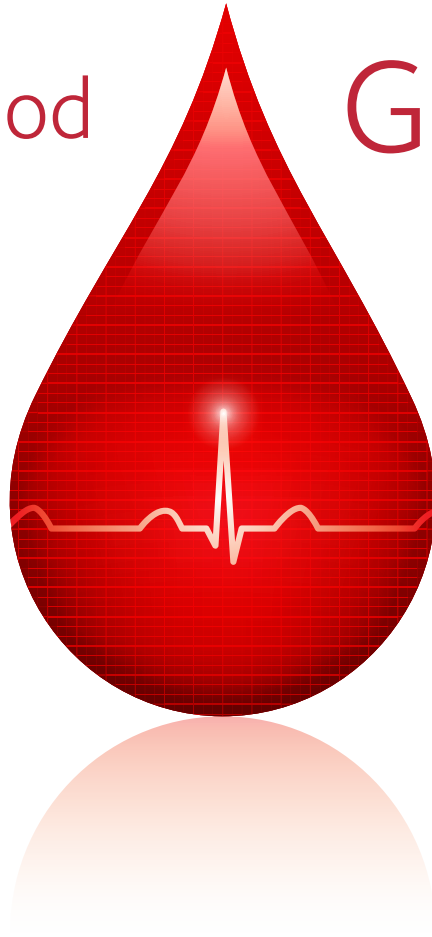


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Hamad Medical Corporation

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Give Blood

Give Life



Hamad Medical Corporation needs more volunteer blood donors.
Give blood and make a difference.

HMC's Blood Unit: **4439 1081**



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alseha

Welcome to the first issue of *Al Seha* magazine.

We hope you enjoy it!

Al Seha, meaning 'Health' in Arabic, is packed full of health news, updates and advice as well as articles on specific health conditions. In this issue you'll find health news from both Qatar and beyond, as well as features on topics of special interest in this region.

Qatar is an ambitious and forward thinking nation that provides great opportunities for people from all over the world. However, Qatar has specific health issues that are affecting the extent to which many people can enjoy their lives in this wonderful country. Obesity, diabetes, heart disease and respiratory conditions are all prominent. Taking responsibility for our own health and making the right decisions and choices about what we eat, the amount of regular exercise we get, and how we live our lives is something we all have to give serious thought to.

A healthy body and a healthy mind are the greatest assets a person can have. They form the building blocks upon which we can achieve great things, so, ask yourself this question: "What have you done today to improve your health?" The good news is that small changes can lead to significant improvements, so don't wait, start your journey to good health today. You will find some great ideas in *Al Seha*.

Al Seha magazine is for everyone living and working in Qatar. Please let us know your views on this first edition and tell us if there are any particular health topics that you would like us to cover in future issues.

The *Al Seha* Editorial Team



**Tell us what you think
about *Al Seha***

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Al Seha is produced and distributed by the Corporate Communications
Department at Hamad Medical Corporation

Designed by Dana PR.

Disclaimer: While great care is taken to ensure that all articles in *Al Seha* magazine are accurate as at the time of publication, readers should be aware that the content is not intended to be a substitute for informed medical advice or care. Readers should not use information contained in *Al Seha* to diagnose or treat a health issue. Always consult a qualified health professional.

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New Patient Pathway Coordinators appointed to guide cancer patients through their treatment

Having a cancer diagnosis and undergoing treatment can be an especially difficult time for the patient and their family and friends. Hamad Medical Corporation's (HMC) response to this has been to recruit a team of highly qualified health care professionals, called Patient Pathway Coordinators (PPCs), to the cancer care program. The PPCs play a key role in coordinating care for every patient who comes in to the service by helping them along every step of their journey, from suspicion of cancer to diagnosis and subsequent treatment. This close relationship is designed to ensure patients experience seamless care and can access all the services they need, when they need them.

The introduction of PPCs has come about as part of HMC's implementation of Qatar's National Cancer Strategy (NCS), launched by Her Highness Sheikha Moza bint Nasser in April, 2011. Jennifer Jones, Project Manager for HMC's Transforming



Cancer Services team said: "HMC is very proud of the introduction of PPCs. The importance of the role of the PPC was described in the NCS and it is very exciting to see the idea come to life. So far the feedback from patients has been excellent. It is clear they appreciate the high level of support and guidance they get during their treatment."

The Transforming Cancer Services Team at HMC is committed to delivering patient-centered care at all times and PPCs are central to this. There are now seven PPCs working with patients and more to come. Each team member completes a specialist training course at London's Royal Marsden Hospital which is a world ranking cancer treatment center.

State-of-the-art ambulance fleet takes to the road

In April 2012, Hamad Medical Corporation (HMC) proudly unveiled the first vehicles in a new replacement fleet of 100 emergency ambulances. Built to world class specifications, the new vehicles have a Mercedes-Benz chassis and narrow bodies to enable faster progress through traffic. They also have enhanced warning systems, vastly improved safety features for all occupants, new communication technology and a state-of-the-art stretcher system. The vehicles have been carefully designed to help the crew deliver improved care at the roadside and on the move and to enhance the patient's experience and safety whilst on board.

Every new vehicle is fitted with electronic data transmission to enable fast transfer of clinical information direct to the hospital, ahead of arrival. They also have mechanical heart resuscitation equipment that enhances the effectiveness of



resuscitation in cases of cardiac arrest.

The new vehicles are part of a bigger specialized fleet that already includes Toyota Landcruiser Prado rapid response vehicles, specialized Mass Casualty Incident (MCI) vehicles, and mountain bikes and quad bikes for difficult-to-access areas. These ground-based resources are supported by the Lifelight Helicopter Emergency Medical Service.

Chief Executive Officer of the Ambulance Service, Dr. Robert Owen explained that the arrival of the new ambulances is one step in a range of improvements that includes setting up a critical care paramedic program, expanding the Lifelight program and re-organizing ambulance deployments across the country.

First facility in the GCC to offer long-term care in a place to call home

Rumailah Hospital (RH) cares for many patients for whom hospital is their home. The majority of them live with a severe disability as a result of conditions such as cerebral palsy and spinal cord injury. In October 2011, to encourage more independent living, RH opened a new residential care facility. The compound contains 17 specially converted villas, each with five en-suite bedrooms.

There are currently 42 residents living at the 'Residential Compound' and each resident has their own bedroom which they can personalize. Every villa is staffed by two registered nurses 24 hours a day, seven days a week who provide nursing care specifically planned to meet the residents' individual needs. Residents have access to an on-site clinic that provides

routine medical care, five days a week. There is always a doctor on-call, on site, to manage any emergencies.

The new compound is the first facility of its kind in the GCC and aims to reintegrate HMC's long-term patients into the community, encourage their independence and provide them with the opportunity for socialization to enhance their quality of life.

The care team at the compound has seen a dramatic improvement in how residents approach day-to-day activities. It is clear that the new facility has helped its residents build a desire to become more independent, take more interest in activities in the community and re-connect with their families.

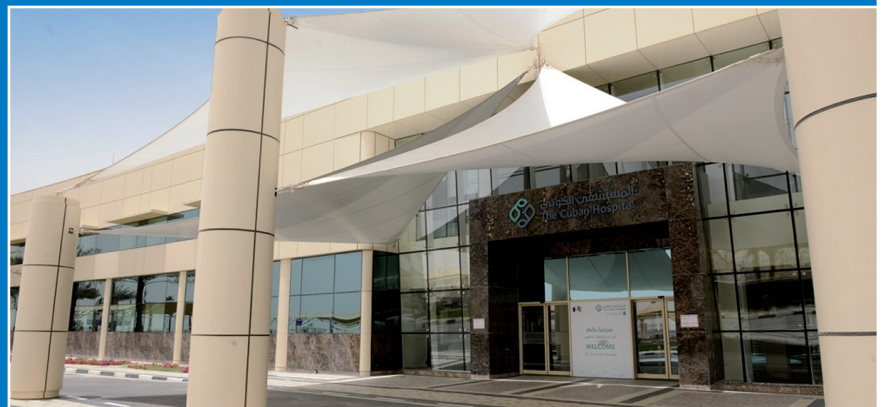


Emir inaugurates the Cuban Hospital – a unique partnership between Qatar and Cuba

His Highness the Emir Sheikh Hamad bin Khalifa al-Thani formally opened the Cuban Hospital (CH) in Dukhan on 10 January, 2012. During the opening ceremony which was attended by Cuban Health Minister Dr Roberto Morales Ojeda, other ministers and esteemed guests, the Emir unveiled a ceremonial plaque.

The CH, formerly known as Dukhan Hospital, becomes the eighth hospital to join Hamad Medical Corporation (HMC). The new name of the hospital highlights the special partnership that exists between Qatar and Cuba. Employing more than 200 Cuban medical staff, the CH services the healthcare needs of the population in the west of Qatar, including the towns of Dukhan, Um Bab, Al Jemaliya and Al Shahaniyah.

The Cuban national healthcare system is well respected around the world and the close ties with Qatar ensure that the new hospital will provide high quality care to patients.



Philip Lowen, Chief Executive Officer of the Cuban Hospital, when praising Cuba's healthcare system said, "It is in many ways the envy of the West. We look forward to being able to deliver first class clinical services in this region, particularly on the back of the world class technology platform that Qatar is able to provide."

The hospital's outpatient clinics were opened in the summer of 2011 to provide

laboratory, radiology and pharmacy services to patients on a referral basis. Initial clinics included pediatrics, endocrinology, cardiology, general surgery, ENT and rehabilitation medicine. Since then, several departments have been added: dentistry, physiotherapy and inpatient wards. More facilities such as emergency and maternity will open during 2012.

New Appointment Booking System Reduces Waiting Times



Things are changing at
Hamad General Hospital

Throughout 2012 the Center for Healthcare Improvement and Hamad General Hospital (HGH) are implementing a new referral based fixed time appointment booking system across the Outpatient Department (OPD). The new system is benefitting patients in a number of ways:

- Patients see the correct specialist within the right timeframe for their condition
- There is no need for patients to visit the hospital to make their first appointment
- Staff at the new Referral and Booking Management Office telephone patients to arrange an appointment once they have been referred to the OPD
- Patients receive reminders about their appointment by telephone and SMS from the Patient Contact Center
- Appointments will be made for a fixed time so there will be less waiting when patients come to the clinic
- Each patient will have protected time with the specialist

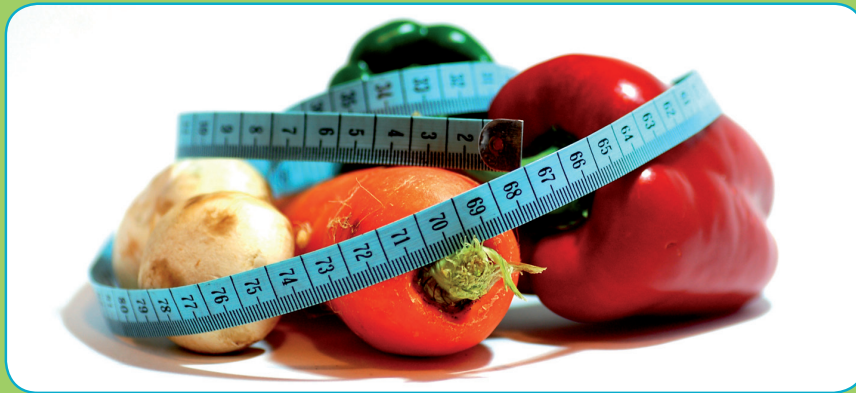
Patients must have a referral in order to be seen at the OPD. Referrals come directly into the Referral and Booking Management Office for tracking and processing. Referrals are then sent to a doctor who will decide who the patient should see and how soon the appointment should be. A representative from the Referral and Booking Management Office will then telephone the patient to schedule an appointment at the clinic at a time that is convenient. Staff at the Patient Contact Center then telephone patients three days ahead of their appointment to remind them. There is no need for patients to visit the Outpatient Clinic until the day of the appointment. Patients are advised to arrive 30 minutes before their appointment time and patients without a pre-booked fixed appointment cannot be seen.

“Patients receive reminders about their appointment by telephone and SMS from the Patient Contact Center”

The fixed appointment system was put into operation initially at the Pediatric Daytime Clinics and Urology Clinics. It was so successful that all clinics in the Outpatient Department at HGH moved to adopt the new system. This is all part of Hamad Medical Corporation's continuous effort to enhance the quality of patient care.

For more information, including details of which clinics have been moved to the new system, please visit www.hamad.qa/opd. Alternatively, if you are due to have an appointment at the OPD in the near future and have questions please call +974 4439 5777.

Qatar's five year plan to build a healthy society



The National Committee for Nutrition and Physical Activity, run by the Supreme Council of Health, has developed a five-year plan aimed at promoting healthy eating, regular exercise and other healthy lifestyle habits. It is hoped that the plan

will help reverse the increasing rates of obesity, diabetes, high blood pressure and other health issues, all of which have seen a steady increase in recent years.

Recent surveys suggest that up to 70% of all residents in Qatar are overweight

and more than 30% are classed as obese. Qatar also has the fourth highest rate of diabetes in the world with 16.7% of the population estimated to have the disease. Additionally, more than 50% of residents fail to meet recommended levels of physical activity and an alarming 81% do not consume adequate amounts of fruit and vegetables.

The plan incorporates tools to initiate behavioral change including legislation, education campaigns and mandatory physical education in schools, controls on food advertising and a comprehensive media plan to raise awareness. One issue that will be heavily targeted by the committee is that of food labeling. The committee believes that all food products, whether in supermarkets or restaurants, should be clearly labeled with details of the fat, calorie and nutritional content.

Get Fit for Free in the fresh air

The sea views and wide pathways make the Corniche a popular location for Doha's fitness enthusiasts and the introduction of outdoor fitness equipment has given the Corniche's healthy image another boost. Fitness machines have been installed at two locations along the Corniche to provide greater opportunities for Qatar's residents to increase their physical activity levels.

The machines are located near to Sheraton Park and next to the Oryx statue and give users the chance to perform a range of resistance training exercises to build muscle and strengthen joints. Instructional signs have been fitted to each machine to assist people in need of a little guidance. Some also feature smartphone 'tag' technology to access videos showing how to use the equipment correctly.



The installation of the machines is part of Qatar's efforts to increase the activity levels of residents. Rising rates of obesity in addition to diseases associated with excess body fat such as diabetes and

heart disease mean that promoting healthy living has become a major focus for the country.

See you on the Corniche soon!

Qatar ranked 20th best in the world for children's healthcare

A recent study by international health charity Save the Children has ranked Qatar as the 20th best country in the world for children's healthcare provision. The study assessed the number of health workers each country has in relation to the number of children, as well as vaccination rates and access to emergency care during childbirth. Qatar fared significantly better than other GCC countries, with Kuwait placed 47th, Oman 54th, Bahrain 59th and UAE 60th. The report found that healthcare services for children in Qatar, more than 85% of which are delivered by Hamad Medical Corporation, provide 2.76 doctors and 7.37 nurses per 1,000 children.



Global index top 20

1. Switzerland	11. Russian Federation
2. Finland	12. France
3. Ireland	13. Czech Republic
4. Norway	14. United Kingdom
5. Belarus	15. United States
6. Denmark	16. Kazakhstan
7. Sweden	17. Australia
8. Cuba	18. New Zealand
9. Uzbekistan	19. Lithuania
10. Germany	20. Qatar

Did you know?

Nearly three quarters—71 percent—of all people living in Qatar are overweight. The prevalence of childhood obesity is also high with 28 percent of children in Qatar classed as overweight.

Seat belt safety in Qatar

Road safety issues in Qatar are never far away from the headlines. Illegal use of mobile phones, tailgating and failure to wear a seat belt are just some of the issues causing concern amongst the country's road safety campaigners. Seat belts save lives. Yet sadly, this simple message is not getting through to many people in Qatar.

During a car crash three potentially fatal forces are triggered:

1. The car hitting another object
2. The driver and passengers colliding with the inside of the vehicle
3. The impact of internal organs against bone

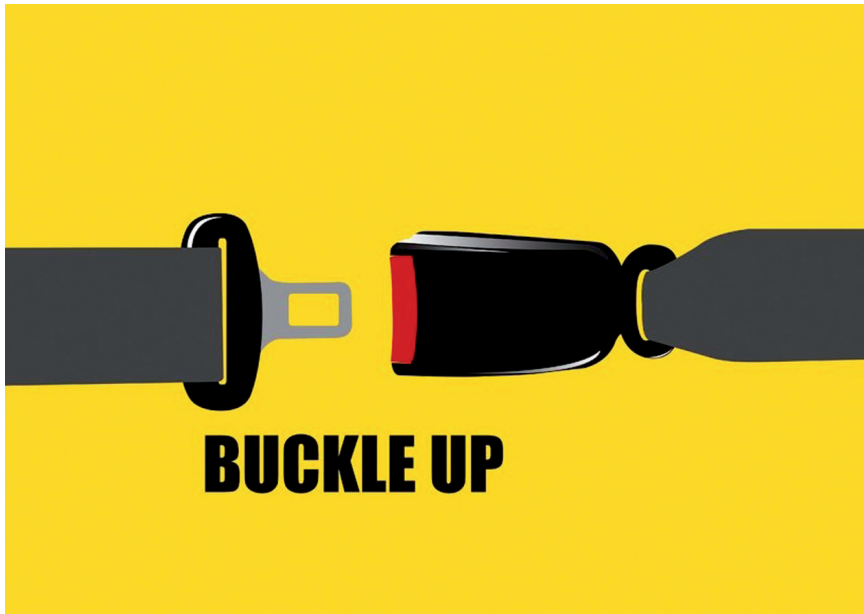
These three forces and their potentially serious consequences can be dramatically reduced by one simple action; wearing a seat belt.

Qatar's current road safety laws state that the driver and front seat passenger must wear a seat belt. However, there is currently no law enforcing seat belt use for passengers in the rear seats of cars, and most worryingly, for the use of child seats or restraints.

Dr Robert Owen, Executive Director of Hamad Medical Corporation's (HMC) Ambulance Service is all too aware of the repercussions of not wearing a seat belt: "Every single day our paramedics see at first hand the impact and consequences of not wearing a seat belt. Paramedics are the first people to witness the tragedy that occurs when a passenger decides not to put their seat belt on. I encourage everyone to have the initiative to put on their seat belt. In the unfortunate event that you or your family is involved in a



“Road traffic accidents are currently the third leading cause of death in Qatar”



crash or accident on the road, it could prove extremely beneficial in keeping you alive,” stated Dr Owen.

In 2008, Qatari company RasGas – a global energy supplier – developed a national campaign to spread awareness on road safety issues. RasGas focused on the use of seat belts and child seats. The company published statistics for road traffic accidents in Qatar during 2007 which showed more than 10,000 accidents and 199 fatalities, with children accounting for a quarter of those killed. Road traffic accidents are currently the third leading cause of death in Qatar.

Furthermore, the World Health Organization (WHO) published a Global Status Report in 2007 estimating only 50 percent of people in Qatar wear a seat belt when travelling in a vehicle and that over 70 percent of Qatari Nationals fail to put on their seat belt. The WHO also claims that wearing a seat belt can reduce fatalities involving front seat passengers by between 40 to 50 percent. Additionally, if used correctly, child

restraints such as car seats can reduce child fatalities in the event of a crash by up to 70 percent

The WHO’s data is supported by a paper compiled by HMC’s Ambulance Service in 2008. The paper showed only 33.9 percent of males and 32.6 percent of females in Qatar wore seat belts at the time of being involved in a road traffic crash.

Director of Trauma Services at HMC, Professor Rifat Latifi said: “Not wearing a seatbelt directly increases your risk of dying or sustaining significant injuries in the event of a car crash. The risk of death is more than three times higher for an ejected occupant (driver/passenger found on the road, not in their car) compared with a non-ejected occupant (person retained in the vehicle). Wearing a seat belt significantly reduces the risk of ejection from a vehicle and therefore decreases the risk of death. The greatest tragedy is the senseless loss of life that we observe everyday as a result of car accidents amongst the youth in Qatar.

Understanding the importance of wearing a seat belt for all passengers, including children, and enforcing the current laws, can prevent this carnage in our streets.”

It is clear that greater public education and stricter enforcement of current seat belt legislation is needed in order to lower mortality rates on Qatar’s roads. The entire population must be aware of the potentially fatal risks of not wearing a seat belt. Next time you get into your car do not put yourself at unnecessary risk of injury, or even death, for the sake of the few seconds it takes to put a seat belt on.

“The greatest tragedy is the senseless loss of life that we observe everyday as a result of car accidents amongst the youth in Qatar”



The National Health Strategy

Supporting a healthy population



الاستراتيجية الوطنية للصحة
National Health Strategy
2011-2016

الرعاية من أجل المستقبل
Caring for the Future

The Supreme Council of Health launched Qatar's National Health Strategy (NHS) in 2011. The strategy addresses the unique set of health challenges facing Qatar.

In May, 2012 the NHS One Year On Forum brought together leading figures from key organizations involved in the strategy for a transparent look at both the achievements and challenges to date.

What is the National Health Strategy?

The National Health Strategy 2011-2016 (NHS), aligned to the goals of the Qatar National Vision 2030, is an ambitious program, with seven goals and 39 specific projects, to transform health services in Qatar with the aim of supporting a healthy population, both physically and mentally. The Supreme Council of Health, Hamad Medical Corporation and the Primary Health Care Corporation are working together to achieve a healthy, vibrant society in Qatar by promoting public health, encouraging healthy lifestyles, providing comprehensive community-based primary care (health centers), and supporting advanced, best practice hospital and continuing care services that are patient-centered and

meet the needs of the country's diverse and rapidly growing population.

At the launch of the NHS in April 2011, Her Highness Sheikha Moza bint Nasser, Chairperson, Executive Committee, Supreme Council of Health and Vice Chairperson, Supreme Council of Health, highlighted the need to put the patient at the heart of the strategy.

How will health and healthcare for the people of Qatar be improved?

One year on from the launch, teams of healthcare professionals, planners and administrators are working harder than ever across more than fifty health and governmental organizations to deliver the seven key goals of the NHS:

1. A comprehensive world-class healthcare system accessible to the whole population.
2. An integrated system of healthcare.
3. Preventive healthcare, taking into account the differing needs of men, women and children.
4. A skilled national workforce.
5. A national health policy that sets and monitors standards.
6. Effective and affordable services in accordance with

the principle of partnership in bearing the costs of healthcare.

7. High calibre research directed at improving the effectiveness and quality of healthcare.

39 projects currently encompass the activities that will bring the seven goals to fruition by 2016. These projects include establishing a national health insurance scheme, improving road safety, promoting healthy eating and physical exercise, helping smokers to quit, and developing continuing care services, diabetes care and the national cancer screening program.

Each project is being led by either the Supreme Council of Health, Hamad

“ An ambitious program, with seven goals and 39 specific projects, to transform health services for everyone living in Qatar, now and in the future.”

“With eight hospitals, a national ambulance service and a home healthcare service, it is clear that HMC has a vital role to play.”

Medical Corporation or the Primary Health Care Corporation. Each lead organization is committed to working with patients, the public and other stakeholders to implement these projects in the most beneficial way.

Increased community involvement across the many projects will help support delivery of the NHS's first critical goal of creating a comprehensive world-class healthcare system that is accessible to the whole population. A fundamental building block of this goal is growing 'a culture of wellness in Qatar' to sit alongside an enhanced healthcare sector. Under the guidance of His Excellency Abdulla bin Khalid Al Qahtani, Minister of Health and SCH Secretary General, the NHS will realize benefits for everyone living in Qatar, now and in the future.

What is the role of Hamad Medical Corporation in the National Health Strategy?

Hamad Medical Corporation (HMC) is the premier non-profit healthcare provider in Qatar, delivering medical services to more than 90% of the population. With eight hospitals, a national ambulance service and a home healthcare service, it is clear that HMC has a vital role to play in the delivery of the NHS.



“HMC is also the driving force behind Qatar's Mental Health Plan and Organ Transplantation Plan, both of which are seen as areas of very high priority.”

HMC takes the lead on many key areas of the strategy such as diabetes, cancer, organ transplantation and mental health. An example of HMC's contribution to the NHS is the development of a new role in cancer care. Patient Pathway Coordinators (PPCs) act as the patient's advocate during their entire journey of care, from initial testing and diagnosis and onwards through treatment within HMC. The PPCs are totally in line with Sheikha Moza bint Nasser's instructions to ensure patients are the central focus of the NHS and healthcare delivery. In addition to a leading role in the National Cancer Strategy, HMC is also the driving force behind Qatar's Mental Health Plan and Organ Transplantation Plan, both of which are seen as areas of very high priority for Qatar's population.

For more information on the National Health Strategy please visit www.nhsq.info.

Transforming healthcare in Qatar

The future of healthcare in Qatar has never looked brighter. Working closely with Weill Cornell Medical College in Qatar (WCMCQ) and five leading health, education and research partners from across the country, Hamad Medical Corporation (HMC) launched the Academic Health System (AHS) initiative in August 2011.

This is an innovative new partnership that will transform healthcare in Qatar. Over the next five years, Qatar's AHS will improve the standard of care that patients receive, train the next generation of clinical and scientific leaders and support world-class research leading to new and exciting discoveries.

The AHS is the first partnership of its kind in the region, and the world's first nationwide academic health system. In addition to HMC and WCMCQ, current partners include Qatar University, University of Calgary - Qatar, Primary Health Care Corporation, College of the North Atlantic - Qatar, and Sidra Medical and Research Center.

Al Seha recently sat down with three of the senior leaders involved in developing Qatar's AHS to learn more about this innovative approach to transforming healthcare in the country.

is recognized internationally as a model for pioneering research and clinical discoveries, delivering high quality care and educating world-class healthcare professionals. Its success lies in the strength of the partnership, intertwining each partner's activities in what has been termed the "virtuous cycle".

Patients receive excellent clinical care, delivered by highly trained healthcare professionals working in inter-professional teams, informed by the latest research developments. The cycle continues as each area evolves and improves, learning from each other's experiences and results. Though the concept may seem complex, the end result is simple: patients receive the best possible care, meeting or exceeding international standards and best practices.

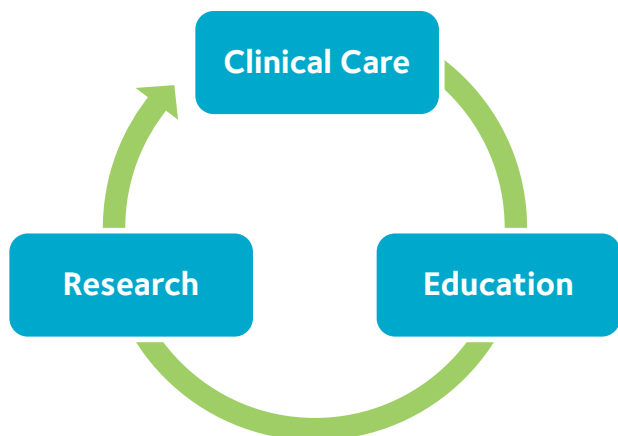
It is important to recognize that our AHS is not just a project or initiative, nor have we formed a new organization – rather, it is a long-term relationship between Qatar's healthcare, education and research providers.

“The AHS concept is recognized internationally as a model for pioneering research and clinical discoveries, delivering high quality care and educating world-class healthcare professionals.”

Q What is an Academic Health System?

Dr. Javaid Sheikh, MD, Dean of Weill Cornell Medical College in Qatar

A It is a partnership between leading education and research institutions and healthcare providers, focusing on three pillars: clinical care, research and education. The AHS concept



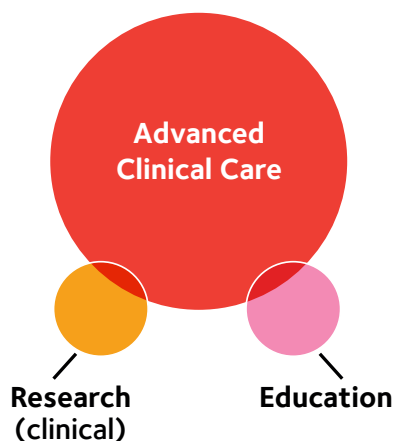
Q How will health and healthcare be improved?

Hanan Al-Kuwari, PhD. Managing Director of Hamad Medical Corporation

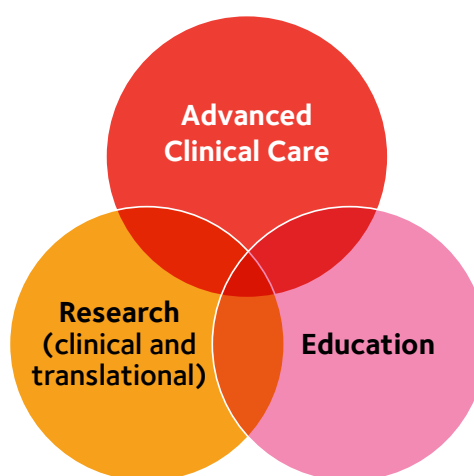
A HMC is fully committed to putting the patient at the center of everything it does. Qatar's AHS lies at the heart of this commitment, delivering high quality healthcare to our patients and contributing to making our population healthier.

By investing in innovative research, with a focus on clinical and translational research, our AHS will contribute to the development of new clinical and therapeutic practices, allowing the newest and most effective healthcare solutions to be developed, understood and offered to our patients. Patients will be cared for by inter-professional teams of physicians, nurses and allied health professionals, ensuring the best care possible and allowing our healthcare professionals to learn and grow within their professions, gaining knowledge and expertise from their peers.

Our Current State



Our Vision for 2016



Forming an AHS in Qatar is a significant milestone for HMC and our AHS partners, as well as for healthcare in Qatar. Together, we have started a journey of transformation that will move us from an environment where clinical care, education and research take place in silos, to one where the three elements are fully connected, draw on each other's strengths and contribute to Qatar's vision of a comprehensive, integrated and world-class system of care.

Through these interconnections we will achieve a true transformation, contributing to a healthy, productive and sustainable population for Qatar.

and act as a resource center for researchers at HMC and in partner institutions. On completion in 2014, the TRI will house the facilities and resources required to carry out internationally competitive clinical and translational research often referred to as "bench to bedside" research. For patients, this means access to the latest treatments, tools and techniques, and the opportunity to take part in studies and clinical trials that will help us better understand and treat health problems.

Our workforce holds the key to our success, and we are focusing much attention on building an "AHS-ready workforce" of health professionals equipped to provide the highest level of care, engage in innovative research, and train and mentor the next generation of clinical and operational leaders.

Our achievements so far are significant, and a source of pride, but we are still in the early stages of our journey. Together, we will continue to pursue innovations that will transform HMC and our partners into an AHS that will truly compete and be recognized internationally.

For more information on Qatar's AHS visit <http://ahs.hamad.qa/en>

“The end result is simple: patients receive the best possible care, meeting or exceeding international standards and best practices.”

Q How are HMC and partners working to transform into an AHS?

Professor Edward Hillhouse, Chief of Medical, Academic and Research Affairs at Hamad Medical Corporation

A Over the past year, we have worked closely with our partners to develop a strong foundation for Qatar's AHS. In just a short time, we have made significant progress in moving forward from vision to reality.

A good example of work to date is the development of comprehensive institutes that will be centers of excellence for understanding and treating health issues that are particularly relevant to Qatar's population. Initially, they will look at areas such as diabetes, weight disorders, cancer, heart disease and problems of the nervous system. These institutes will have a local impact - addressing issues that affect the local population - but will also contribute to research and clinical care on an international scale.

Another example is the Translational Research Institute (TRI) we are planning. It will be a world-class research facility

Love Your Kids?



Strap them in Keep them safe



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Preparing for Qatar's Future Health Challenges

At the heart of Qatar's National Health Strategy is a concrete plan to improve the health and wellbeing of the nation. This plan depends on the development of an integrated system of healthcare offering high quality services to the people of Qatar.



Hamad Medical Corporation (HMC) is preparing to play its part by renewing its focus and by putting patients very firmly at the center of all its activities. HMC has developed a new structure to ensure resources and human capital are allocated according to greatest need and to address the challenges of delivering caring and effective healthcare to all the people of Qatar.

The new structure has three key aims:

1. Integrating HMC's services around patients' needs
2. Developing and increasing clinical leadership across the organization
3. Placing authority at the right levels of the organization, in order to best respond to patient needs.

In HMC's new organizational structure, the hospital Chief Executive Officers and other operational leaders will be empowered to take responsibility and make decisions about people and resources at the local level. The hospital Chiefs of Staff will be replaced by hospital Medical Directors, responsible for clinical quality and clinical care in their hospitals. Hospitals will be supported to provide seamless care to patients through the formation of three new care groupings: Tertiary, Continuing Care and the General Hospitals Groups. Three Hospital Group Chiefs will provide leadership to ensure that care is integrated and delivered in the most effective and efficient way across the hospital system as a whole. Through this re-organization, HMC is committed to ensuring its patients are cared for at the right place, at the right time.



“Hamad Medical Corporation (HMC) is preparing to play its part by renewing its focus and by putting patients very firmly at the center of all its activities.”



Cigarette packets in the United States to carry graphic warning labels

In 2011 the U.S. Food and Drug Administration (FDA) announced new regulations stipulating cigarette packets must display graphic warning labels. Nine warning labels have been created to highlight the negative effects of smoking. Each label will feature a graphic image along with a warning message detailing the harmful consequences of smoking, for both the smoker and those around them. The warning messages include:

- Tobacco smoke can harm your children
- Cigarettes cause fatal lung disease
- Cigarettes cause cancer
- Smoking during pregnancy can harm your baby
- Smoking can kill you

The new regulations require all cigarette packaging in the US to carry these labels before September, 2012. The labels must be featured on both the front and back of the packets and cover at least 50 percent of the area. Each warning label

will also promote a telephone helpline that smokers can contact for help and advice on quitting.

Smoking related diseases cause around 450,000 deaths each year in the US making smoking the number one cause of preventable death. The new labeling regulations are the first significant changes to cigarette labeling for 25 years. It is hoped that the graphic nature of the labels will deter people from smoking and leave them in no doubt as to the severity of the health implications associated with tobacco smoke.

The new labels have been welcomed by anti smoking groups, yet there is a sense that they may have little impact on the majority of smokers. Many campaigners are concerned that while the labels may make an initial impact on smokers, over time, the impact will lessen and smokers will become immune to them.



UK cancer survival times almost six times longer than 40 years ago



UK data, compiled by the London School of Hygiene and Tropical Medicine, has shown people live almost six times longer following cancer diagnosis than 40 years ago. The data, analyzed by UK cancer support charity Macmillan, shows the average survival time following diagnosis has increased from just one year in 1971 to almost six years in 2010-11.

The data included the survival times of 20 different forms of cancer. The figures varied depending on the type of cancer – with little improvement in survival times for several forms of cancer – yet

the overall figures showed clear progress in the treatment of people following diagnosis.

People diagnosed with one of six forms of cancer, including breast, colon and non-Hodgkin's lymphoma, can now expect to live far longer than they would have done 40 years ago, with an average survival time of more than ten years. The analysis showed the average survival time for breast cancer has doubled since 1971.

Ciaran Devane, Chief Executive of Macmillan, said: "This research is a huge

breakthrough in seeing the real picture of how long people are living after a cancer diagnosis."

Despite the significant increase in survival times overall, concerns have been raised over the variation between different types of cancer. Certain cancers – including lung and pancreatic cancer – have shown little improvement in survival rates during the past 40 years.

"It is clear that much, much more money needs to be put into research, surgery and treatment for the cancers with the poorest prognosis," concluded Devane.

UK study indicates type 2 diabetes can be reversed with strict diet



A study at Newcastle University in the UK claims that a strict diet, containing just 600 calories a day, could reverse type 2 diabetes in people recently diagnosed with the disease. The findings were released in the same month in which a separate study claimed the number of adults worldwide with diabetes has doubled since 1980. It is estimated that there are now 347 million people with diabetes in the world, compared to 153 million in 1980. Qatar and other Gulf countries have a particularly high prevalence of diabetes.

The Newcastle University study found that by maintaining the low calorie diet for an eight-week period the levels of fat in the pancreas and liver were significantly reduced, leading to a rise in insulin production. The researchers found that seven out of 11 (63 percent) participants

were diabetes free 12 weeks after the study concluded. Traditionally, type 2 diabetes affected mainly middle aged and elderly people, but recent trends have found younger people are becoming more susceptible to the disease, largely due to poor diet and lifestyle factors.

The participants were all diagnosed with type 2 diabetes in the four years leading up to the study, so the benefits of the strict diet are unclear for long-term sufferers. During the eight-week diet, participants consumed only diet drinks and non-starchy vegetables, yet once the eight-week period was complete, participants returned to their normal diet. While further research is needed to establish whether the diabetes reversal is permanent, the study findings have been positively received by diabetes groups.

Did you know?

Malnutrition, in all its forms, is a significant factor in the development of disease and premature death. Undernutrition – characterized by a deficiency of calories, vitamins or minerals – contributes to roughly 30 percent of all child deaths worldwide. Conversely, over consumption of calories leads to increasing rates of obesity and contributes to a range of long term conditions.

OSTEOPOROSIS

What you need to know



What is osteoporosis?

Osteoporosis is a condition characterized by a decrease of bone density resulting in a loss of bone strength. In its severest form, the bones of osteoporosis sufferers may become so fragile that even the slightest knock or fall can result in a fracture. Although commonly associated with post-menopausal women, osteoporosis can also affect men, younger age groups and children.

Bone density loss

Human bone density increases until about 30 years of age. Large amounts of calcium and other minerals are used to build strong, resistant bones, through a continuous bone regeneration process. However, from about 35 years of age people begin to suffer a natural loss of bone density, leaving them vulnerable to osteoporosis. When this natural decrease in bone density occurs at an advanced rate, the bones become very frail and brittle, leaving them susceptible to fractures. Studies have found men and women over 35 years old naturally lose one percent of their bone density each year. However, post menopausal women may lose up to six percent of their bone density each year due to a reduction in the female hormone estrogen. The importance of estrogen is highlighted by the fact that up to 80 percent of osteoporosis sufferers are women.

Influence of diet on osteoporosis

Diet plays an important role in the development of strong bones and also in the body's ability to prevent bone density loss. Calcium is the most important mineral for bone strength, with 99% of the body's calcium found in the bones. Calcium combines with other minerals to form hard crystals that provide strength and rigidity to the bones. The human body cannot produce calcium by itself; therefore it must come directly from food sources. Due to the fact that bone density can only be increased until the age of about 30 years of age, it is vitally important that people consume sufficient amounts of calcium in these first three decades of their lives. After 30 years of age it is impossible to increase bone density.

Good dietary sources of calcium



Dairy products such as milk and cheese



Leafy green vegetables including broccoli and cabbage



Canned fish, particularly sardines and mackerel – the calcium is found in the small bones

“Due to the fact that bone density can only be increased until the age of about 30 years of age, it is vitally important that people consume sufficient amounts of calcium in these first three decades of their lives.”

How to boost your calcium intake

- Consume two to three daily servings of dairy foods high in calcium for example milk, cheese or yoghurt
- Consume two to three servings of canned fish each week. This will provide you with heart healthy omega fats as well as vitamin D to aid calcium absorption
- Eat at least one serving of green leafy vegetables each day, such as broccoli, spinach or cabbage
- Calcium and vitamin D supplements should be considered if you feel that your diet does not provide sufficient intakes

Dietitian Hanin Hamouch, from Al Wakra Hospital, commented: “As well as including calcium rich foods in your diet, it is equally important to reduce factors that inhibit calcium absorption, including a high phosphorus intake and high protein

diet, as these increase urinary calcium excretion. Additionally, excess fat in the diet may reduce calcium absorption through the formation of insoluble calcium soaps. Conversely, certain nutrients work synergistically with calcium to promote its absorption. These include vitamin D, which carries calcium from the intestines to the bloodstream, and dietary vitamin C to ensure calcium is maintained in an absorbable form.”

Vitamin D plays a crucial role in aiding the absorption and utilization of calcium in the body. Without sufficient amounts of vitamin D present in the body, much of the calcium will not be absorbed. Vitamin D can be sourced in dairy products; however it is almost impossible to consume sufficient amounts of vitamin D from diet alone. The easiest and most effective way to increase your vitamin D level is through exposure to natural sunlight. Skin cells react to sunlight in a unique way and stimulate vitamin D production. Studies have repeatedly shown that Muslim women who dress modestly – wearing a veil and abaya – are particularly vulnerable to vitamin D deficiency. The key to vitamin D synthesis is through direct sunlight as the sun’s rays do not penetrate clothing sufficiently in order to stimulate vitamin D production in the cells. Just 15 minutes exposure to direct sunlight, three times a week, is enough to boost vitamin D levels significantly.

Exercise and osteoporosis

“Exercise has a positive effect on bone mineral density and bone strength,” explains Jyotsna Kharsikar, a physiotherapist at Hamad Medical Corporation. “Research has shown that if a high bone density is formed in childhood the individual will have denser, stronger bones in adulthood. Active children – who regularly perform high impact exercises – have higher density bones than inactive children.”



“Just 15 minutes exposure to direct sunlight, three times a week, is enough to boost vitamin D levels significantly.”

Exercise increases the body's ability to combat the natural loss of bone density, reducing the speed at which bone density decreases. People suffering from osteoporosis are advised to avoid high-impact exercises such as running, as these may increase the risk of fractures. Yet moderate intensity, low-impact exercises are recommended, as they can offer a number of benefits including increased muscle strength, balance and coordination.

Resistance and strength training have been shown to stimulate bone formation, increase the retention of calcium and prevent osteoporosis. These weight bearing activities are the most effective forms of exercise at strengthening bones. In addition to preventing bone density loss, exercise helps to strengthen muscles and improve coordination, both important factors in reducing the risk of falls.

Did you know?

When calcium stores in the blood are depleted the body responds by taking calcium from the bones, resulting in weakened bones. Be sure to consume sufficient amounts of calcium in your diet to prevent loss of bone density.

Additional risk factors for osteoporosis



Smoking

Research has shown that tobacco smokers are more likely to have low bone density scores and develop osteoporosis. Smoking is believed to inhibit the absorption of calcium in the bones and contribute to the development of osteoporosis.



Eating disorders

Bulimia and anorexia, two common eating disorders, are strongly linked to osteoporosis due to poor calcium intakes. These disorders affect many young people, contributing to osteoporosis in this age group.

Excessive alcohol consumption

People who consume high amounts of alcohol have an increased risk of developing osteoporosis as alcohol interferes with calcium absorption.



Long-term use of medications

The use of corticosteroid medications – such as cortisone and prednisolone – can weaken bones. These medications are taken for chronic conditions such as asthma and arthritis and can reduce bone density if taken for a sustained period of time.



To prevent the onset of osteoporosis it is very important to be aware of the risk factors. Certain risk factors cannot be altered – such as gender, age and post menopausal influence – yet people should still be aware of these in order to fully understand the risks. However, it is possible to avoid many of the risk factors including smoking, high alcohol consumption and poor diet. Living a lifestyle that follows healthy guidelines will go a long way towards protecting your bones from the harmful effects of osteoporosis.

Health risks of smoking

Tobacco smoking:

- Suppresses immune function
 - Dulls smell and taste
 - Reduces energy
 - Creates wrinkles
- Accelerates ageing
- Reduces fertility

Smoking raises the risk of developing:

- High blood pressure
 - Heart attack
 - Stroke
 - Cancer
- Impotence
- Lung disease
- Gum disease



Quitting timeline

20 minutes

Blood pressure and pulse return to normal

24 hours

Lungs start to clear

2 days

Your body is nicotine-free and your sense of taste and smell improve

3 days

Breathing improves and your energy increases

12 weeks

Circulation improves

3 to 9 months

Coughs, wheezing and breathing improve

1 year

Heart attack risk is halved

10 years

Lung cancer risk is halved



Improve your health – **Quit smoking today**

Smoking Cessation Clinic at
Hamad Medical Corporation

Tel: 4439 2778



مؤسسة حمد الطبية
Hamad Medical Corporation

HEALTH • EDUCATION • RESEARCH

صحة • تعليم • بحوث

Six amazing benefits of regular exercise

Regular exercise burns calories and helps maintain a healthy weight

1

Losing excess body fat, or simply maintaining a healthy weight, requires a combination of healthy eating and regular exercise. Exercise increases the rate at which your body burns calories, preventing the body storing excess calories as fat. Being overweight is associated with an increased risk of many health issues including heart disease, stroke, diabetes and certain types of cancer.



Regular exercise improves sleep patterns

3

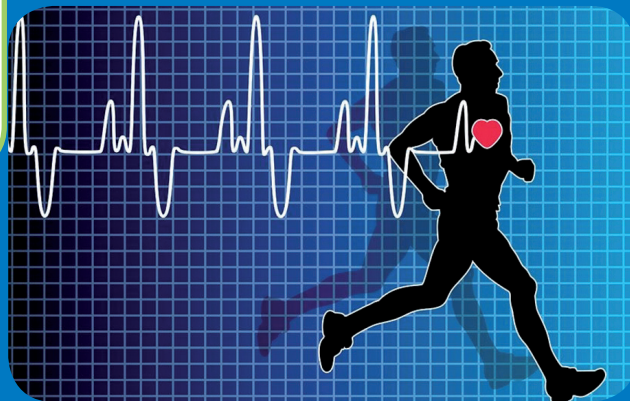
Many people complain that they are too tired to exercise, yet research has found that exercise can actually increase the quality of sleep. The influence of exercise on body temperature appears to be a crucial factor in improving sleep patterns. The time at which exercise is done is also important. During the day the body's temperature naturally rises, before falling again at night to aid sleep. Exercise raises the body's temperature by one or two degrees, lasting for three to four hours following activity. For this reason, the best time to exercise for improved sleep quality is in the late afternoon. This means that the body's temperature will begin to fall around bedtime.



Regular exercise strengthens the heart

2

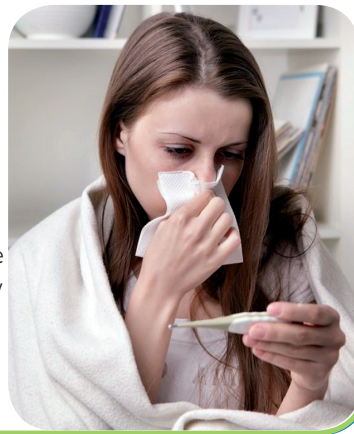
Coronary Heart Disease is the number one cause of death in developed countries and maintaining a healthy heart is a factor in the prevention of it. During exercise the body's cells require a greater supply of oxygen and nutrients in order to function at a higher rate. This increased demand requires the heart to beat faster, increasing the rate at which blood is pumped around the body. In a similar way to which an arm or leg muscle strengthens when exercised, the heart becomes stronger and more efficient with exercise.



Regular exercise boosts the immune system

4

A fully functioning immune system is a vital tool in the battle against illness and disease. Research has shown regular exercise stimulates the body's immune system and boosts the circulatory system, resulting in an increased supply of oxygen and nutrients to the cells. This increased blood flow improves the process of eliminating toxins from the cells and increases the delivery of white blood cells – which fight disease – around the body. Finally, research has shown that the increase in body temperature associated with exercise may inhibit the development and spread of certain disease-causing bacteria.



Regular exercise increases energy levels

5

A review of 12 large-scale studies found a direct correlation between lack of exercise and feelings of fatigue. The key is to perform the correct type of activity. The review highlighted how intense and prolonged exercise results in reduced energy levels, yet moderate exercise is associated with increased energy levels. The study review team concluded that just 20 minutes of moderate activity, four times a week, was sufficient to boost energy levels and eliminate fatigue.



What constitutes regular exercise?

The US and UK governments recommend adults perform at least 30 minutes of moderate intensity exercise five times a week. Moderate intensity exercise includes any form of activity that significantly increases the heart rate. As a general rule moderate intensity exercise means an increase in heart rate and breathing, yet maintaining conversation is still possible. When maintaining a conversation is not possible, due to shortness of breath, the activity can be classed as intense. The type of activity is of less importance than the intensity. Performing enjoyable forms of exercise is the key to sticking to a long-term exercise plan.

Regular exercise strengthens bones and joints

6

Many people, particularly in the over 50s age group, experience regular bone and joint pain. These people may find it difficult to perform regular exercise due to the pain and discomfort experienced with movement. However, research has shown that exercise strengthens bones and joints, so performing low impact activities – such as swimming, cycling and yoga – can help to relieve existing pain, strengthen muscles that support joints and reduce the loss of bone density associated with osteoporosis.



Did you know?

Dehydration significantly inhibits physical activity. Your body needs time to absorb fluids before exercise, so drink small amounts of water regularly throughout the day to ensure you are fully hydrated.

Meet the people at HMC who care for you

Name: **Antonia Limpiada**
 Position: **Director of Nursing, Home Healthcare Services**
 Nationality: **Filipino**
 Number of years working at HMC: **25**



1. What does your typical working day involve?

As a member of the Executive Team at Home Healthcare Services (HHCS) I am heavily involved in the administration of the department. I provide leadership and vision for nursing's philosophy, structure and development within HMC. I am also accountable for the clinical outcome of patient care provided by HHCS staff in patients' homes.

2. What led you into your profession?

I was eager to pursue a career in which I would be able to help and care for people. Nursing is a richly rewarding career path for dedicated, reliable and trustworthy people who are quickly able to develop relationships with patients.

3. Which aspect of your job do you find most rewarding?

The most rewarding aspect of my job is patient satisfaction. I take great pleasure in making a positive difference to someone's life. We all have a mission on this earth to help others. Nursing is far more than a profession, it is a calling, and as nurses we make a real difference!

4. What is your favorite thing about living in Qatar?

Lots of things! Qatar is an incredibly safe country in which to live and provides excellent healthcare facilities to all residents. I'm also fascinated by the world's largest Islamic Art Museum.

5. If you could offer one piece of health advice, what would it be?

Ensure that you get enough sleep! Even though you may eat a healthy diet, exercise and maintain a healthy weight, if you do not get adequate amounts of sleep – at least seven hours a night – then you are playing with fire.

Name: **Hamad Al Khalifa**
 Position: **Chief of Facilities and Workforce Development**
 Nationality: **Qatari**
 Number of years working at HMC: **21**



1. What does your typical working day involve?

My working day involves decision making on strategic issues, providing guidance and leadership to staff, meetings with hospital managers and planning future projects that will ensure HMC is able to meet the rapidly growing demands of the growing population of Qatar.

2. What led you into your profession?

Very simply, my management skills and passion for hard work.

3. Which aspect of your job do you find most rewarding?

I take great satisfaction from achieving the goals that we have worked towards and from leading projects to a successful completion. Being involved with a project from start to finish is particularly rewarding.

4. What is your favorite thing about living in Qatar?

I enjoy being in my home country surrounded by my people, friends and family and I also enjoy the diversity that working at HMC brings to my life.

5. If you could offer one piece of health advice, what would it be?

Exercise regularly and eat well.



Name: **Kirsten Uhde**
 Position: **Critical Care Paramedic**
 Nationality: **South African**
 Number of years working at HMC: **One and a half years**

1. What does your typical working day involve?

I spend my days in either a response car or the helicopter responding to emergency calls that require advanced life support intervention. I also perform duties as the clinical supervisor in the National Command Centre for the Ambulance Service.

2. What led you into your profession?

There was a reality television program about paramedics in South Africa which I found interesting. This prompted me to ask if I could ride along with a paramedic to see firsthand what the job entailed and I haven't looked back since.

3. Which aspect of your job do you find most rewarding?

The most rewarding part of my job is being able to help people instantly during their greatest time of need. There are not many jobs that allow you to have such a direct impact on peoples' lives.

4. What is your favorite thing about living in Qatar?

I enjoy being able to interact with patients and colleagues from so many diverse cultures. I also like the fact that I have become part of a fast expanding emergency service that provides access to state-of-the-art resources and pre-hospital emergency care for the population of Qatar.

5. If you could offer one piece of health advice, what would it be?

Always wear your seatbelt.



Name: **Prof. Hatem Khalaf**
 Position: **Professor of Surgery and Senior Consultant Surgeon**
 Nationality: **American**
 Number of years working at HMC: **One**

1. What does your typical working day involve?

My schedule varies from day-to-day but regular activities include organizing the operating list, doing inpatient rounds, seeing patients in the outpatient clinics and attending meetings.

2. What led you into your profession?

Surgery has always appealed to me as it combines skill and knowledge to offer care to the patient with immediate results. Liver transplantation - my area of expertise - is considered to be one of the most challenging forms of surgery and is the only option for many patients with end-stage liver disease.

3. Which aspect of your job do you find most rewarding?

Seeing my patients in the outpatient clinics, following successful liver transplant surgery, is particularly rewarding for me. I get to witness their progress and joy at being able to return to normal life after so much agony and suffering.

4. What is your favorite thing about living in Qatar?

I enjoy Qatar's peacefulness and also my daily walk along the Corniche.

5. If you could offer one piece of health advice, what would it be?

Take care of your liver by eating healthily, avoiding unnecessary drugs, exercising daily and avoiding other risk factors known for the transmission of viral hepatitis.

Attention Deficit Hyperactivity Disorder (ADHD)

What is Attention Deficit Hyperactivity Disorder (ADHD)?

Attention Deficit Hyperactivity Disorder (ADHD) is a long term condition that affects the person's ability to control behavior and maintain concentration. Typically, symptoms of ADHD are displayed in childhood and continue into adulthood. Current treatment for ADHD includes medication and lifestyle changes, yet these treatments merely control the symptoms rather than cure the disorder.

Diagnosis

The number of children diagnosed with ADHD has been steadily increasing in recent years. However, this increase may be due to improved diagnosis and awareness of the disorder, rather than an actual increase in the number of cases. Current figures estimate that four to eight percent of children suffer from ADHD, with a greater number of boys affected. Children with ADHD are usually diagnosed between three and seven years of age, although in some cases it may not be until much later.

There is no definitive test to determine whether a child has ADHD. Diagnosis is carried out by specially trained experts who observe the child over a sustained period of time and consult with people closest to the child, such as parents and teachers. Screening tools that highlight key behavioral traits of ADHD are given to parents and teachers to help identify possible symptoms.

“ A child with ADHD who has not been correctly diagnosed may suffer from being labeled as naughty. ”

Correct diagnosis of ADHD can be very difficult. In order for a child to be officially diagnosed with ADHD they must meet criteria set out in the Diagnostic and Statistical Manual of Mental Disorders IV (DSM-IV), published by the American Psychiatric Association, or the World Health Organization's ICD-10 diagnostic criteria.

Behavior

Children with ADHD display three main characteristics: inattention, hyperactivity and impulsiveness.

Symptoms of inattentive behavior include:

- A lack of focus when playing
- Not listening when being spoken to
- Difficulty following instructions
- A dislike/avoidance of tasks that require a prolonged effort
- Being easily distracted
- Being forgetful

Symptoms of hyperactive and impulsive behavior include:

- The inability to sit down in one place for long/sustained periods
- Talking excessively
- Inability to wait for his/her turn when playing
- Frequently interrupting other people's conversations
- Displaying seemingly excessive energy levels

It is clear from these lists that the symptoms of ADHD are behavioral traits also associated with many non-ADHD





children. Most children are at times inattentive, hyperactive and impulsive. It is only when these symptoms are displayed to excess that ADHD testing is required. A child with ADHD who has not been correctly diagnosed may suffer from being labeled as naughty. This leads to misunderstanding from parents and teachers about the true cause of their behavior.

Boys differ from girls in their ADHD behavioral patterns in a number of ways. Boys are more likely to be hyperactive, whereas girls display more inattentive traits. Boys with ADHD also tend to display more confrontational and argumentative behavior, making their issues more noticeable.

Children with ADHD may experience difficulty communicating, interacting and playing with other children and adults. Therefore, children with ADHD are more likely to display antisocial behavior and have problems socializing. These behavioral patterns often continue into adulthood.

The exact cause of ADHD is not yet fully understood, yet there are several contributing factors:

- **Brain activity.** People with ADHD frequently display abnormal activity levels in specific areas of the brain.

These areas are parts of the brain that control behavior, memory, planning and organizational skills.

- **Family history.** Genes may play a role in ADHD as the disorder tends to affect families.
- **Environment during pregnancy.** Pregnant women who smoke, or drink excessive alcohol, are more at risk of having children with ADHD.
- **Diet.** Food additives may contribute to behavior associated with ADHD, yet this is likely to be a contributing factor, rather than a root cause.

Treatment

Following diagnosis of ADHD, several options are available to control symptoms and manage behavior. Experts recommend that ADHD sufferers follow a healthy diet that excludes artificial preservatives and additives, in addition to limiting the amount of sugar in their diet. These steps help to control the child's blood sugar and energy levels. Changes to the child's daily routine also need to be made, with clear guidance given as to the boundaries of acceptable behavior.

Schools need to be informed if a child has been diagnosed with ADHD. Most school teachers are now aware of the issues associated with the disorder and any special requirements that arise

from it. Children with ADHD are often prescribed medication to control the symptoms, though this depends on a number of factors including the child's age, intensity of the symptoms, possible side-effects and their initial response to the medication. ADHD medication works by altering levels of specific hormones in the brain, leading to reduced hyperactivity and impulsiveness. It is important to note that in most cases behavior therapy is the first treatment option and medication is only prescribed if no improvement is forthcoming.

A combination of dietary and routine changes, in addition to possible medication, often leads to improved behavior and fewer symptoms. Each of these changes may have a direct impact on the child's behavior, but equally important is the understanding by parents and teachers that the child has a genuine medical disorder. This understanding enables the child's behavior to be managed in a far more sympathetic and beneficial way.

Did you know?

ADHD was referred to as Attention Deficit Disorder (ADD) until 1994, at which point it was deemed necessary to add the 'hyperactivity' element into the classification.

**I've tried numerous times to stop smoking, but with little success.
Do you have any tips or advice that may be able to help me resist the cravings?**

Cigarettes contain nicotine, a highly addictive substance. Nicotine alters the balance of chemicals in the brain which directly affects the smoker's mood and concentration. Even though many smokers are determined to stop, they often find their addiction to nicotine too much of an obstacle.

Quitting smoking can be one of the most difficult challenges a person can do in their lifetime. At HMC's Smoking Cessation Clinic we offer support and advice to smokers on how to quit, as well as counseling and medication to help combat the cravings. Some of the smokers who come to us have tried, unsuccessfully, to quit smoking numerous times, while some are first time quitters. The standard advice that we offer to all smokers includes the following tips:

- Set a date to quit. Identify a particular date in the near future that will be the day that you stop smoking, and stick to it.
- Begin regular physical activity. When first quitting smoking you may feel tense and irritable due to the cravings. Exercise can be a great way to release this physical tension and give you something to focus on, apart from smoking.



- Drink lots of water. Drinking sufficient amounts of water – at least two liters a day – plays a vital role in helping smokers quit. Water cleanses the body of toxins, while drinking a glass of water can be a useful distraction technique when the urge to smoke arises.
- Avoid being around other smokers. When trying to quit smoking it is important to avoid putting yourself in locations where smoking is prevalent. If other smokers are out of sight there will be less temptation.



Dr. Ahmad Al Mulla
Head of HMC's Smoking Cessation Clinic

- Tell friends and family you are quitting. It is important that you inform those people closest to you – friends and family – that you are attempting to quit smoking. They can then support you and help you to work through your cravings.

**I've been told that poorly fitting shoes could be the cause of my knee and ankle pain.
How important is it to wear correct fitting shoes?**

The most important aspect of any structure is a solid foundation. In the case of the human body the foot is the foundation and support structure. Each foot is a dynamic structure consisting of 26 bones and hundreds of muscles and tendons. The feet have a direct influence on the body as a whole and are often the root cause of pain in areas including the knees, hips and back.

The arch of the foot is frequently responsible for posture and balance issues in the body. If the position of the arch is incorrect – such as a collapsed arch – the foot may become too flat



and alter the natural alignment of the body. A collapsed arch is commonly treated with custom made orthotics to correct the alignment of the foot. There are several shoes now available in shops which

help to correct posture and balance by activating the muscles of the feet and legs to improve balance and posture.

Ensuring that your shoes fit correctly is essential for the health of your feet and the rest of your body. Shoes that do not fit properly can cause a host of problems including calluses, corns, bunions and hammertoes. For men and women, and especially for children, correctly fitting shoes can prevent problems with



Dr. Talal Khader Talal
Head of Podiatry Clinic at HMC

balance, coordination and other foot issues. It is important to remember that all your weight is carried by your feet. Treat your feet well and you will maintain your mobility and freedom as you age.

I eat a healthy diet with lots of fruit and vegetables, but should I also be taking nutritional supplements?



It's a good question, and one that raises lots of issues. Firstly, we need to define what is meant by a healthy diet and also identify what nutritional supplements are.

A healthy diet can be defined as one that provides sufficient amounts of nutrients to meet the individual's specific nutritional needs. These needs vary depending on age, gender, specific health issues and activity levels.

A nutritional supplement is a concentrated form of an individual nutrient, or a group of nutrients. Nutrients can be classified into two groups:

1. Micronutrients such as vitamins (A, B, C, D, E and K) and minerals (iron, calcium, phosphorous, potassium, sodium)
2. Macronutrients such as proteins, fats and carbohydrates

In general, if the nutritional demands of an individual are met through dietary intake alone, no supplementation is required.

However, if dietary intakes do not meet nutritional demands the person may need to increase certain nutrients through supplementation. A blood test is required to accurately determine whether an individual's nutritional needs are being met through dietary intake, as this is the only way to accurately identify vitamin deficiency.



Maisoun Maraka
Assistant Director of Dietetics at HMC

Eating a varied diet – containing fruit, vegetables, proteins, grains and pulses – will go a long way to ensuring that your nutritional needs are met, without supplementation.

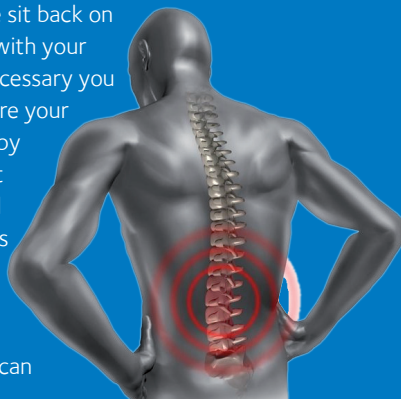
If you believe that you may be vitamin deficient consult a dietitian for a blood test.

I suffer from back pain on a daily basis, possibly due to long hours sitting behind a desk at work. How can I avoid this type of back pain at work or at home?

Prolonged sitting is one of the main causes of lower back pain for office workers. Incorrect posture affects the natural curve of the lower back and leads to misalignment of the spine, increasing the strain on the back muscles. Poor posture causes the intervertebral discs of the spine to be forced backwards, irritating the nerves and causing pain in the lower back and legs.

While sitting at your desk it is important to be aware of your posture and the position of your spine. Do not sit for prolonged periods of time and try to get up and walk around regularly.

To achieve a good posture sit back on a firm, comfortable chair with your feet flat on the floor. If necessary you can use a footrest to ensure your feet are placed flat. Start by relaxing your spine so that you slouch backwards and then push your abdominals forward to arch your back. From this position relax slightly to attain a comfortable posture. You can



use a small rolled-up towel or pillow, placed at the base of your spine, to help maintain this position. This position puts the least stress on the joints of your spine, and reduces the strain on your back muscles, helping to avoid muscle fatigue.

You can improve the flexibility of your spine and strengthen the core muscles by exercising regularly. Swimming, yoga and low-impact aerobics are just some of the activities that can strengthen this area. Increasing the flexibility of the spine and



Jyotsna D. Kharsikar
Senior Physiotherapist at HMC

core muscles, which include muscles of the back, pelvic floor and hips, can reduce back pain. The core muscles work together to keep your trunk stable, hold your body and improve your balance. Strong core muscles keep your back healthy!

The human brain uses **25** percent of the body's oxygen consumption.

If all the nerves found in human skin were placed end-to-end they would measure **72** kilometers in length.

The average red blood cell has a lifespan of just **120** days.

A person will blink **6,205,000** times on average during their lifetime.

The human body is made up of more than **650** muscles.

Human bone is as strong as granite when supporting weight. A block of bone the size of a matchbox can support up to **9,000** kilograms, that's four times more than concrete.

Scientists have identified more than **4,000** chemicals in cigarette smoke, over **50** of which are known carcinogens and poisons.

The heart pumps blood equivalent to **one** million barrels of oil around the body during an average lifetime.

On average, people are **one** centimeter taller first thing in the morning than in the evening. This is due to the compression of cartilage in the joints throughout the day.

50,000 cells will die and be replaced in your body while reading this sentence.

The average human will spend **30** percent of their lifetime asleep.

A newborn baby has about **300** bones compared to a typical adult skeleton which has **206** bones. This reduction is due to a number of small bones that fuse together during growth.

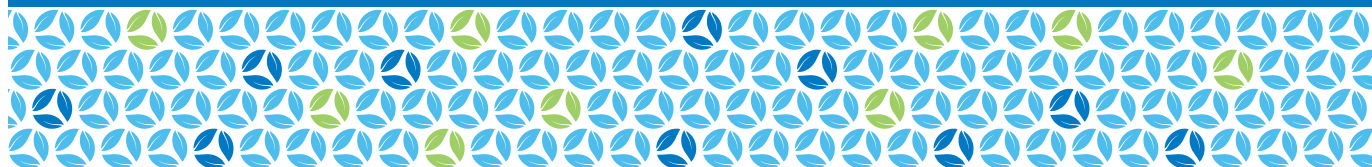
The tongue is the **only** muscle in the human body that is not attached at both ends.



- More than 19,000 people
- Eight hospitals
- Comprehensive home healthcare
- A national ambulance service

Linking healthcare, education and research

Caring for you



How to contact HMC

	المستشفى الكوبي The Cuban Hospital	مستشفى الوكرة Al Wakra Hospital	مستشفى القلب The Heart Hospital	مستشفى الخور Al Khor Hospital
Main telephone number	4015 7777	4011 4000	4439 5838	4474 5555
Outpatient services to make, change or cancel an appointment	4015 7801 4015 7802	4011 4106 4011 4107 4011 4059	4439 5697	4474 5336 4474 5337
Admissions	4015 7888	4011 4035 4011 4036	4439 5676	4474 5275 4474 5274 4474 5276
Patient and Visitor Service Centers for general questions and concerns customerservice@hmc.org.qa		4011 4422	4439 5669 4439 5872 4439 5871	4474 5019 4474 5578
Emergency Departments	4015 7790	4011 4637 4011 4636	4439 5614	4474 5330



كيفية الاتصال بمؤسسة حمد الطبية

المركز الوطني لعلاج وأبحاث السرطان National Center for Cancer Care and Research	مستشفى الرميلة Rumailah Hospital	مستشفى النساء Women's Hospital	مستشفى حمد العام Hamad General Hospital	
4439 7532	4439 3333	4439 6666	4439 4444	رقم الهاتف الرئيسي
4439 7827 4439 7828	4439 3337	4439 3080 4439 3079	4439 5777	خدمات العيادات الخارجية لحجز، تغيير أو إلغاء موعد طبي
4439 7830	4439 3565 4439 3566	4439 3117 4439 3104 4439 3868	4439 2448 4439 2449	مكتب قبول المرضى
4439 7820	4439 7034 4439 7784 4439 7667 4439 7666	4439 3137 4439 3931	4439 1378 4439 1379 4439 1676	مراكز خدمة المرضى والزوار - للردّ على الاستفسارات العامة أو المخاوف customerservice@hmc.org.qa
		4439 3344 4439 3299	4439 2111 4439 2112	أقسام الطوارئ
				