

THE Healthcare Insights

Your Guide to Healthcare

AUGUST 2021



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THAT
ANALYTICS
BRING TO
HOSPITALS**

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Gifting New Hope and Possibility to Cancer Patients

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Editorial

Illuminating the Search for Honest Leadership

Pharmaceuticals is significant to healthcare. Doctors incorporate all sorts of pharma products i.e., tablets, pills, injections and many more to treat patients around the world. They are prescribed for all kinds of reasons including minor health issues, physical pain, nutritional supplements, serious illnesses and also mental ailments.

From the healthcare provision point of view, along with an intention to support patients, pharma is also a business. In fact, this sector is very huge around the world. Recognized as a valuable component of healthcare, professional pharma sees the movement of millions and billions of dollars each year. So, along with the effort to support patients, the lucrative and powerful element of money comes into play. Thus, it becomes vulnerable to foul play, malpractice and fraud unfortunately.

Letting go of the possibility of risks, let's spend a moment to appreciate just how crucial the pharma sector has been for nearly two years now. From the outbreak of the novel coronavirus in late 2019, our society, business ecosystems and whole industries have been severely affected. Almost immediately, the pharmaceutical sector has become the centre of urgent activity and attention. The leaders within governments and good-natured businesses have been collaborating with scientists to develop and to procure vaccines for millions of people everywhere.

The truth remains that we need leadership with honesty and transparency within the pharmaceutical sector. We need people to stand up with pharmaceuticals for the right reasons. Thus, the search for leaders with honesty and transparency within the industry is the theme of this issue of the Healthcare Insights magazine. We are delighted to present you the stories of the 10 most successful entrepreneurs revamping the pharmaceutical industry worldwide. Alongside giving something of value to healthcare, we believe they are supporting some genuine causes in the society.

We hope you read and enjoy this magazine. Here, we want to share our gratitude to the innumerable members of healthcare around the world today for working very hard to alleviate the stress, burden and workload caused by the ongoing pandemic.

Thank you! Have a nice day! Stay safe!

Rethinking Care Delivery with AI-Powered Physicians



Are robots going to replace flesh-and-blood physicians in the future? This is the ongoing debate that is creating ripples in the healthcare industry right now. Well, there has always been some sort of skepticism when it comes to the use of Artificial Intelligence in the medical sector. Most physicians tend to believe that AI technology is overhyped. They don't like the idea of machines dictating their decisions. But, looking at the fast-evolving healthcare delivery landscape, physicians are now rethinking more proactively about how they can improve care quality and patient experience.

Potential of AI in Healthcare

Though AI is still in the early phases of its development, it is already capable of assisting healthcare professionals in a variety of tasks. Since the early 2000s, surgical robots are being used to assist surgeons in performing delicate work with greater precision and flexibility. Today, AI-powered robots are quickly moving into other areas of healthcare for improving efficiency and patient healthcare outcomes. For instance, some robots are helping nursing staff with simple repetitive, and time-consuming tasks in hospitals.



A robot called TUG can carry multiple racks of medicines and lab specimens to any location in the hospital. RIBA (Robot for Interactive Body Assistance) is another useful robot with strong human-like arms and sensors that are able to lift patients out of bed and carry them. Another relatively new, yet highly promising medical robot is nanobots that can be used to identify and attack cancer cells and safely remove foreign objects. Now, with the advent of next-generation physician robots both patients and healthcare professionals will reap tremendous benefits. The AI-enabled physicians can enhance patient engagement and care experience by delegating routine and mundane tasks such as ordering prescription refills and responding to patient queries with the support of AI algorithms. Using such robots for health care interactions is a promising way to curb in-person contact between health care workers and sick patients in this era of social distancing. In addition to providing much-needed support and relief to overwhelmed medical staff, robot physicians can work for long hours, and never call in sick. But would this mean that there is no need for medical professionals anymore? Of course not.

AI Vs. Human Doctors

The healthcare community should not fall for the fear-mongering around A.I. Yes, A.I. will be bigger than all other tech revolutions in the medical sector. But humans will always be needed.

AI may offer brilliant solutions but how would it mimic empathy and compassion? Imagine a robot performing a critical surgery on a patient and for some unavoidable reason not able to save the life of the patient. How the robot is going to inform the patient's family about this? The machine would probably just say, "Patient Status: Deceased." This is not going to bode well for all, right? Showing empathy and compassion during such a trying time is something that we can't expect from a robot.

Also, can we trust a robot or a smart algorithm when it comes to making life or death decisions? Even while taking blood samples, we need human doctors to hold our hands and guide us through therapy and overall support. An algorithm cannot replace that. Also, AI-driven robots and algorithms will never have the creativity and problem-solving skills that are required for diagnosing and treating a patient. While IBM Watson can easily scan through millions of pages in seconds, it won't be able to do the Heimlich maneuver if a patient is choking. There will always be tasks that humans can do faster and more reliably and cost-effectively than technology.

So there you have it. AI physicians definitely hold the potential to change the healthcare landscape. But they are unlikely to completely replace human physicians any time soon. Instead, they could become significant partners for humans in reshaping modern health care.

NIR EREZ



Worldwide Innovations in
Cancer Care

Gifting New Hope and Possibility to Cancer Patients

Within all the subfields of healthcare, cancer is one of the most serious concerns. Cancer is a very serious and ugly business. A cancer patient's body behaves abnormally and usually requires external medical intervention to fight the disease. Oncologists (doctors specializing in treating cancer) only have a few limited options to treat cancer patients like surgery, radiotherapy, chemotherapy and personalized medicine. This is very noticeable when the cancer has spread in the body or is located in very sensitive organs like the brain or in cases of rare types of cancers that have no treatment guidelines. These methods are often very expensive and excruciating for patients and there is no guarantee of successful outcome.

Within cancer treatment, 'time' is a very critical and sensitive matter. There are much greater chances of a patient recovering from cancer, when he or she receives good quality treatment, quickly and early. In this way, the adage 'prevention is better than cure' has always been a timeless guiding principle

for treating illnesses as well as taking care of our health and well-being.

'Mr. Nir Erez', the CEO and founder of a unique medical company specializing in cancer, understands the nature of cancer and its treatment very well. He has devoted all of his professional life to the treatment of cancer, first by working with an internationally leading pharmaceutical company and then through his own company. He's also personally experienced the pain, grief and difficulty within cancer treatment. His very own mother was diagnosed with an aggressive form of breast cancer, but after four years of gruelling treatment, she unfortunately passed away. Two years later, he discovered a new drug having 15 times greater success rate for the same cancer his mother suffered from. This was a great failure because she could have had the chance to live longer with much better quality of life, but no one properly knew about this drug. This strongly motivated him to help cancer patients avail new forms of treatment and thus increase their chances of longevity.

Founder & CEO



Worldwide Innovations in
Cancer Care



Tracing Mr. Nir Erez's Professional Development

Mr. Erez graduated from the renowned Weizmann Institute of Science studying organic chemistry. In 2003, he began his career working with Roche Pharmaceuticals within the oncological department. Slowly and steadily, he learned about cancer, its various types, the common ways it develops, standard treatment protocols and the latest drugs. He acquired broad professional knowledge, know-how and met many Israeli oncologists and opinion leaders from around the world.

In 2010, Mr. Erez lost his mother after a four-year-long struggle with cancer. Her oncologists provided her with standard protocols with just 1 to 2% success rate, without considering other possibilities. But years later, he discovered a new cancer drug trial, which could have prolonged her life and give her good quality of life as well. This drug was declared as a breakthrough drug by the FDA, because in early studies it provided 15 times greater outcomes, with minimal side effects and recently it was approved. He thus realized that innovative treatments like this can greatly benefit patients in their fight against



cancer, well beyond conventional treatments.

Being passionate and committed, Mr. Erez worked hard to find ways to help similar patients through his very own business. Thus, ‘TRIAL-IN Pharma’, a unique cancer service company enabling access to innovative, investigational and advanced cancer treatments, was born.

Guiding Cancer Patients to the Best Treatment Possibilities

“We navigate cancer patients towards survival and longevity far beyond standard treatments. We have developed an algorithm to identify the best investigational and innovative treatments for each patient according to the unique medical condition, tests and history,” Mr. Erez says.

TRIAL-IN Pharma provides innovative cancer treatment options, proven to have much better chances of successful results. They are a team of senior oncologists, with

“

We have developed an algorithm to identify the best investigational and innovative treatments for each patient according to the unique medical condition, tests and history.

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Nili Eisenberg (Mother of Nir Erez)

extensive working experience as well as expertise in cancer clinical trials. They inform patients about innovative treatments from thousands of clinical trials and compassionate-use drugs from around the world that best match their specific medical condition and history. Though they are located in Israel, they have been supporting hundreds of patients.

Today, the company is the only company performing a unique, personalized search to reveal innovative possibilities within cancer treatment, for each patient. Their senior oncologists examine extensive medical information to identify the best treatment for each patient. By collaborating with an international network of medical centres, clinical trials, researchers and pharma companies, they help their patients receive state-of-the-art treatments. On top of it, the company provides ongoing professional guidance and support to patients and families all the way and for as long as needed.

TRIAL-IN Pharma specializes in treating patients with stage IV cancer (cancer that has spread to different organs in the patient's body), rare forms of cancer and cancers of aggressive forms such as brain tumours. To add, the company takes care to consider other vital aspects of successful healthcare like off-label drugs, case reports as well as obtaining drugs from vast distances to save patients the need to travel.

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We care, we do not want patients and families miss opportunities under the radar. Basically, we do not give up on life.

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Along the way, the company ensures to provide services, in a very humane manner, treating their patients and their families with care, empathy and compassion. “You really want to know what our real special USP is? We care, we do not want patients and families miss opportunities under the radar. Basically, we do not give up on life,” Mr. Erez states optimistically.

Creating the Next Chapter within Cancer Care

TRIAL-IN Pharma’s services are rooted in a sincere desire to give hope to cancer patients, by practically showing that there is progress and innovation within cancer treatment. The company started with just one oncologist, but over the years they have grown into 17 senior oncologists, serving patients around the world. “TRIAL-IN Pharma has great business potential to develop in many areas on top of our current activity which can still reach the sky and beyond. I love what I do and the disruptive cancer care we bring to the world,” Mr. Erez shares with enthusiasm.

“Be emphatic, show compassion, always do your best and stay loyal to your inner voice and values. Smile and be nice. Give with no return when you can. Do to make a change when you can and smile all the way!” Mr. Erez advises today’s youth.

10 most successful healthcare entrepreneurs revamping the pharmaceutical industry worldwide'

Pharmaceuticals is crucial to modern healthcare. The ongoing coronavirus (COVID-19) pandemic has dramatically brought out the limitations and weaknesses of our global healthcare industry, especially of the pharma sector. The previous two years have been an intense period of challenge, change and growth here.

Today, the pharma sector encounters many big challenges. We believe these are three biggest challenges: First, overwhelming supply chain demands caused by the huge production of COVID-19 vaccines. Second, the increased reliance on technology renders healthcare systems vulnerable to cybercrime. Third, there is a very high upsurge of disposable but non-biodegradable products in our society today. This is a phenomenon accelerated by the need for safety measures including masks, gloves and so on.

On the bright side though, there have been many positive developments in the pharma sector too. Perhaps the biggest one is the increased reliance of technology. Professionals here are increasingly inviting digital transformation, to improve their healthcare provision model holistically. Also, artificial intelligence (AI) has been a friend in need to healthcare, in helping to study the novel coronavirus and to discovery vaccines as well.

Now, we believe the need of the hour is for honest, transparent and ethical leaders to take charge of the pharmaceutical sector. So, in this issue of the Healthcare Insights magazine, we are presenting you with the stories of the '10 most successful healthcare entrepreneurs revamping the pharmaceutical industry worldwide'. We want to support the individuals in their efforts to guide pharma towards the path of the collective good.

10 MOST SUCCESSFUL HEALTHCARE ENTREPRENEURS REVAMPING THE PHARMACEUTICAL INDUSTRY WORLDWIDE

ENTREPRENEUR	WHAT THEY DO
Josef Scheiber	Josef Scheiber is the Founder and Managing Director of BioVariance GmbH, precision medicine through analysis of genetic data.
Khurshid Zaidi	Khurshid is the co-founder and Managing Director of the Company. With a career of over 22 years, Khurshid is specialized in facilitating joint ventures and developing a regional sales network.
Lorie Spence	Lorie Spence is the Business Manager of CONNECT Communications. CONNECT Communications helps facilitate stronger collaboration between industry professionals, healthcare providers, and patients, for improved disease management, optimal treatment, and – ultimately – a better patient journey.
Markus Musiol	Markus Musiol is the Co-Founder of Cannify Pharma GmbH, a fully licensed wholesaler for the direct sale of medicinal cannabis to pharmacies.
Nir Erez	Nir Erez, Founder & CEO of TRIAL-IN Pharma Ltd. He is a chemical engineer who holds a master's degree in organic chemistry.
Norman Goldschmidt	Norm Goldschmidt has more than 30 years of experience combining business understanding with technical expertise to deliver projects and services with exceptional value, speed, and compliance. He is the President of Genesis AEC
Rick Brar	Rick Brar is a serial entrepreneur with unparalleled foresight into the cannabis space stemming from his years of experience within and beyond the industry. Now, leading the helm at Brains Bioceutical, Rick is following his knowledge of the cannabis space into Europe. He is the CEO and Chairman of Brains Bioceutical Corp.
Sha A	Sha A has over 10 years of experience in the Pharmaceutical industry, ranging from commercial roles to technical, Quality Control, formulation, and manufacturing roles. He is the owner and managing director of Aspire-Labs.
Dr. Sigalit Ariely-Portnoy	Dr. Sigalit Ariely-Portnoy has many years of experience in the pharmaceutical industry (15 years at Taro and Teva and 9 years at Gsap) and is very well acquaintances with pharmaceutical processes, change management processes, and building of production plants. She is also the Founder and CEO of Gsap.
Sinhue Noronha	Sinhue Noronha, Founder and CEO of Africure. The visionary entrepreneur has spent 30 years in pharmaceuticals in African Markets focusing on marketing & manufacturing.

Khurshid Zaidi

A Promising Entrepreneur who is Revolutionizing the Healthcare Sector

The pharmaceutical industry has grown to become one of the most complicated and challenging industries in the business world. Pharmaceutical companies are confronting a heap of pressure from investors, stakeholders, regulatory experts, patients, and the healthcare industry as they are expected to produce high-quality medical products around the globe. Co-founded by Khurshid Zaidi, Pharma Solutions is one such company that provides an effective platform for innovative pharmaceutical and healthcare companies, who are keen to venture into the emerging market of the Middle East & North Africa (MENA) region.

Khurshid Zaidi graduated from India in Science and Pharmacy and completed his post-graduation in Diploma in Business Management. With a career of over 22 years, he started as a Trainee Executive with Abbott Laboratories, and was elevated as product specialist. He launched many innovative products in India such as Terazosin Hydrochloride and Clarithromycin. Later, Khurshid moved to Dubai and worked with an established Distribution company, Dupharm as Commercial Manager and managed a team of Medical reps and Regulatory Affairs officers during his tenure of 11 years.



Managing Director,
Pharmasolutions LLC

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Our idea was to initiate our operations in all GHC (Gulf Health council countries) – 6 of them and not to restrict in the UAE.

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“During my stay at Dupharm, together with my team we registered 30 Pharmaceutical molecules in the UAE and were instrumental in division’s growth from USD 50,000 to USD 4.2 Million. During this period, we collaborated with 7 manufacturers globally,” shares Khurshid.

In 2011, Khurshid quit Dupharm to start his own venture, in partnership with his industry friend MaamounIssa. The two industry veterans have worked together prior to Pharma Solutions and with their different core competencies, it resulted in the perfect synergy of efforts. “Our idea was to dive into the critical care segments of Oncology, Intensive care, Infectious diseases, Accident – Emergency and create a niche and position ourselves as an effective source for all Hospital’s emergency requirements,” Khurshid recalls.

Pharma Solutions: Meeting the Needs of the Industry

Headquartered in Dubai, UAE, Pharma Solutions

is a pharmaceutical platform, with commercial activities in 14+ countries of the GCC and MENA region. The company was established mainly to serve the unmet Medical needs of the industry. During his field interactions with doctors, nurses, and patients, Khurshid realized that there is always a shortage of treatment options in life-threatening emergencies. The company’s initial year was aimed to spend the gap analysis and during the subsequent year, it successfully collaborated with the manufacturers who could trade in with such products in the region. “Our idea was to initiate our operations in all GHC (Gulf Health council countries) -6 of them and not to restrict in the UAE,” affirms Khurshid.

Pharma Solutions’ initial focus segments were Chemotherapy and radiation-induced Oral Mucositis and Pre Hospital emergencies. Later, it registered items for Chemo-induced Nausea/Vomiting, HIV and TB, Anaphylaxis, and with this kind of product basket, the market started taking the company seriously with serious products.

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The aspiring entrepreneurs of this generation are much more dynamic with bigger risk appetite, but my suggestion is more conventional and conservative as to ‘Plan your work’ and ‘work your plan.’

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The company provides innovative services to healthcare organizations with proven credentials in establishing the chosen products in a very short span due to its knowledge and experience in regulatory affairs, business development channels, and the identification of the right partners or customers. Khurshid says, “Our primary focus lies in cancer care & support, emergency treatment, critical-care, rare diseases, and various other serious therapeutic segments.”

Tips for Aspiring Leaders

Working as an employee for 13 years, Khurshid could always empathize with what drives and motivates a team. As a long-term success plan, he never hesitated to hire team members who are more qualified and experienced than him or his team. Within the 7 years of active operations, the team has grown from 3 to 38, with their client's base spread across 14 Middle East markets and the service to all major Hospitals of UAE, KSA, Oman, Qatar, Syria, Iraq, Jordan. The company's revenue growth has accelerated at 35% Y to Y, since last 3 years.

According to Khurshid, a true leader should at least have a short to medium-term Vision, which is practical from a resource allocation viewpoint and surely there are no shortcuts to success.

“The aspiring entrepreneurs of this generation are

much more dynamic with bigger risk appetite, but my suggestion is more conventional and conservative as to ‘Plan your work’ and ‘work your plan’. The team-building process is the most crucial element in any entrepreneurs’ journey. Without this, no plan works,” shares Khurshid.

Future Roadmap

Pharma Solutions aims to bring world-class treatment options in the Middle East and the company recently got approved for short-supplied products to help the ailing community. The company's vision is to be the most favored source for supplies of emergency drugs and create an effective platform for the manufacturers to position and market their products, the most effective way.

The company has a dedicated Business Development and Market Access Division for the evaluation of all potential projects. The local and International Commercial Managers are in process of higher penetration for the available range of products and the Regulatory Affairs department to ensure the fastest possible Government approvals process.

“We are expanding into the areas of Complex Neurology as well as Rare diseases, Thalassemia, New generation Oncology, Orphan disease products. By doing so, we are confident of expanding our revenues as well as serving the Hospital's critical care needs,” concludes, Khurshid.

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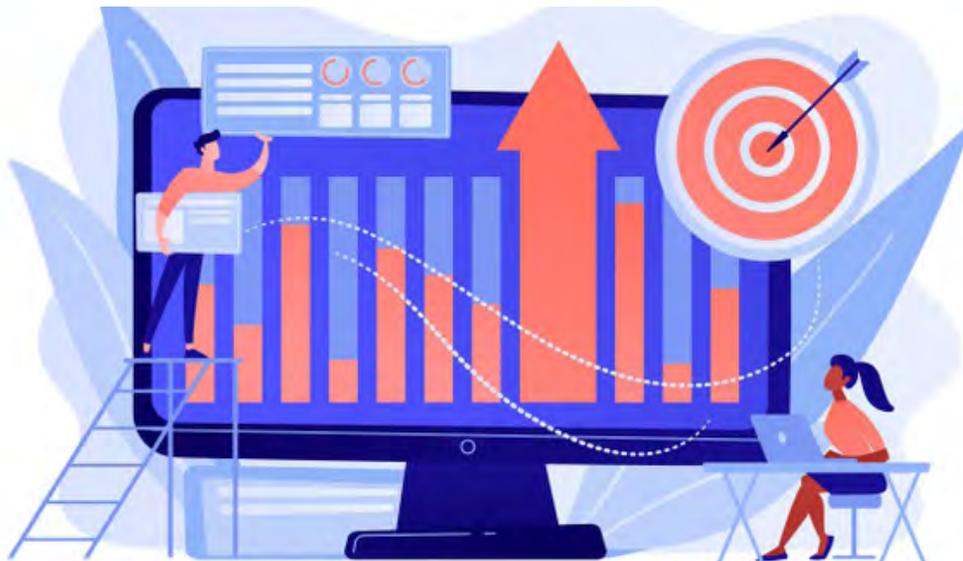
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The importance of Business Intelligence in health management



Used in the 1980s by the consulting firm Gartner Group, the term Business Intelligence (BI) started to be used in a context that had not yet gone through the digital revolution. Given this, it referred to the technologies used at the time to collect and analyze data related to the company's activities. Its purpose was to provide information to support decision-making.

The concept, however, has evolved over the years. Today, BI solutions not only capture and measure data to turn it into reports but can cross, store, contextualize, and analyze this data. In this way, they offer tools for simulation, evaluation, and forecasting, which contribute to the efficient management of organizations. Such tools help to transform raw data into useful information for broadly evaluating the business.

In the health area, the strategy is the same. The adoption of systems and solutions that gather diffuse data makes it possible to have an integrated panorama of the institution or health

unit as a whole, so that management becomes more efficient.

BI tools allow institutions and health professionals to quickly and easily obtain comprehensive and detailed information, no matter the system of origin. In this way, business intelligence assists in the search and interpretation of information stored in real-time, which not only helps to support strategic decision-making but is also useful for measuring productivity, control, and management of organizations. They can analyze and cross-check clinical and administrative data and, thus, acquire greater knowledge and intelligence about their processes.

How to use business intelligence in the health sector

The health sector is one of those that most invests in technology and innovation worldwide. Far beyond hospitals, clinics, and laboratories, which allocate their investments to improve patient care, health operators and insurance brokers



that operate in the supplementary health area also direct their efforts to stand out in the market and add more value to their clients. The best way to measure the effectiveness of processes and understand where the points of improvement are is through BI.

Especially in the health area, where there is a volume of expressive data, managing them in an optimized way is the best way to synthesize the information and transform it into strategic support for the institution. The importance of BI in health also applies to companies that make collective healthcare plans feasible for their employees, allowing preventive medicine through data analysis.

However, it is necessary to keep in mind that a BI system needs to have access to reliable data and indicators. Therefore, before implementing a solution of this type and beginning to use this methodology in management, it is necessary to adopt systems that gather reliable information.

Now, let's understand the benefits of business intelligence for hospital:

In Hospitals, Business Intelligence monitors all sectors: accounts payable, receivable, inventory, billing, cost of the operating room, and imaging centers. In other words, it delivers information to decision-makers in the hands of managers. One of the most notable gains, even, is to have this monitoring in real-time. There is no need to wait to happen to act.

There are also improvements with the

management of the professionals' working hours, reducing excessive workload, labor costs, and optimizing patients' time. It is possible to adjust the scales according to the volume of calls. The information in the system will show whether the scales created are meeting the needs of the service or the professionals are completing full journeys unnecessarily.

Process audit within the system

Even if the institution already has consolidated processes, Business Intelligence can even map if there are bottlenecks in the delivery of any of them. In other words, it does an audit within the system itself and checks items such as billing entry errors, incorrect numbers, etc. BI clarifies these small incidents, and also those are hidden within a routine but end up impacting billing, such as stockpiles. There are not only financial loss it also affects the patient's safety, who gains further reinforcement, as from more precise control of the batch of validity and medication of the patient.

The other advantages of Business Intelligence include cost reduction, intelligent data analysis, improved service quality, greater visibility, and transparency for the institution's operations, and much more.

Conclusion

Health Business Intelligence is an added advantage to the hospital management solution that makes the decisions supported with numbers, brings a real identification of the reality, and allows predictive actions.

Sinhue Noronha

Elevating Standards of Healthcare in Africa

The pharmaceutical sector is blooming subsequently more than ever before. However, Africa has about 11 percent of the world's population and holds 24 percent of the global disease burden in human and financial costs. Almost half the world's deaths of children under five occur in Africa. While this is a major challenge, it is also not insurmountable. There is a tremendous opportunity to leverage the private sector in ways that improve access and increase the financing and quality of health care goods and services throughout Africa. One such pharmaceutical company that is committed to improving African health by creating a series of Manufacturing Assets and developing Technical Capabilities in Sub-Saharan Africa is Africure Pharmaceuticals Ltd. Meet Mr. Sinhue Noronha, Founder and CEO of Africure. The visionary entrepreneur has spent 30 years in pharmaceuticals in African Markets focusing on marketing & manufacturing.

Perfect Blend of Skills and Experience

Mr. Noronha started his career at the age of 20 in the pharmaceutical industry as a medical representative and rapidly moved through roles of product executive, product manager, Sr. product manager, marketing manager, and marketing controller. At the age of 30, he ventured into the business of manufacturing and exporting pharmaceutical formulations to buyers in Europe and Africa. Eventually, Mr. Noronha moved into a leadership role in the pharmaceutical industry and



Founder and CEO of Africure

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We have always observed that we are very dear to our clients & strive to provide them with the best possible value in terms of quality, pricing, DIFOT & technical support.

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built various businesses in Africa to a critical size. He says, “Here we are now, with Africure Pharmaceuticals, created with a vision to take manufacturing technology into Africa with a differentiated business model of creating manufacturing capabilities in key African markets.”

A Glimpse into the Organization

With a dynamic vision to provide quality and affordable healthcare to the people of Africa, Africure is established in 2017 with revenue of \$13.5Mn. The company has had a growth rate of 52% over the past 3 years and is expected to achieve close to the \$50 Mn marks in the next two years. “We strongly believe that local manufacturing is the future of pharmaceuticals in the region. Hence, we primarily focus on setting up manufacturing facilities in Africa by upholding our motto ‘Made in Africa by Africans for Africa,’” affirms Mr. Noronha. Africure’s portfolio comprises over 100 molecules and 300 product registrations and has also created local manufacturing facilities in Cameroon, Botswana Cote d’Ivoire, and Tanzania. The company employs approximately 90% of local manpower and has taken up this challenge of local manufacturing despite being in rough terrains.



Africure’s client base majorly comprises large distributors, hospitals & government procurement agencies. “We have always observed that we are very dear to our clients & strive to provide them with the best possible value in terms of quality, pricing, DIFOT & technical support. Our ultimate consumers have pride in consuming medication manufactured in their own country, which is on par with any high-priced brand comparables,” says Mr. Noronha.

The company has the vision to empower and help Africa embark upon a journey towards building self-sufficiency in pharmaceuticals across key geographies. The company endeavours to manufacture high-quality essential medication in Africa by Africans for Africa. According to Mr. Noronha, Businesses in Africa have their own set of challenges & limitations, spanning from talented manpower, education, raw material availability, engineering support, logistics, bureaucracy, to forex restrictions & domination by large pharma companies. He adds, “However, all the countries have been at this point at some point in time & hence see them as a great opportunity. Anything easy becomes a breeding ground for businesses. I’d rather prefer to create strong & sustainable enterprises in difficult conditions.”

Advice to Aspiring Entrepreneurs

Mr. Noronha says that leadership is all about having a clear vision & getting yourself and your team to believe in it. It needs a lot of persistence & multifaceted knowledge in various domains. It is also important to look at the bigger picture



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Create something unique and scarce, solve a persistent problem. If you are not flexible & top of technology, someone will replace you sooner rather later.

”

whilst not losing your attention to finer detail. His advice to young entrepreneurs is, “Start small, with a larger vision in mind, build the business brick by brick, being on top of things, being aware of what’s happening in the company & in the market, taking constant corrective action leading to constant re-strategizing. Create something unique and scarce, solve a persistent problem. If you are not flexible & top of technology, someone will replace you sooner rather later.”

Evolving and Overcoming Challenges

The ardent entrepreneur believes that the opportunities to grow are unlimited and every country in Sub Saharan Africa has the capability to house a manufacturing facility, on the road to self-sufficiency. While the COVID situation has

awakened the governments and has reemphasized the need to start building their own manufacturing capabilities, Africure assures to support them by all means.

Aficure has started the construction of a manufacturing plant in Ethiopia which will be operational in 2022 and is in the process of expanding into Angola, Congo Brazza, and Uganda. “We continue to look at putting up a new plant every two years and managing plants that are struggling and to turn them into success stories. It will be no surprise if Africure has a basket of 10 plants in the next five years. This would also ensure we meet our commitment to the society at large, by providing technology, employment, healthcare affordability & better standard of living for the people of Africa,” concludes, Mr. Noronha.



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Benefits that analytical solutions bring to a hospital



A few years ago, the health sector started to adopt artificial intelligence (AI) to improve its capacity to make diagnoses, improve the quality of the care provided to patients and also be more efficient in its processes. Last year, Accenture already indicated that the numbers should only grow: the AI market in healthcare was forecast to reach \$ 6.6 billion by 2021.

To give you an idea, a World Bank study showed that the use of artificial intelligence applied to the analysis of electronic medical records could generate savings of R \$ 22 billion by avoiding unnecessary repetitions of tests and treatments. With the increase

in the availability of data and the progress of analysis techniques, albeit in a more incipient way than in the international scenario, what we followed was hospitals across the country seeking to incorporate technology and make it an important ally to bring innovations and efficiency to the sector.

With Covid-19, this whole process has been accelerated. For the post-pandemic, technology must assume a new position: hospital managers who wish to incorporate AI into their administrative and care routines will need to focus on the evolution of hospital processes and create means for data collection and treatment. In this context, in addition to the hospital management

systems, which allow monitoring all hospital sectors in an integrated manner, considering indicators and reports that offer a detailed analysis for decision making, there are analytical solutions supported by Artificial Intelligence (AI) that can bring even more assertiveness to the sector. They are already part of the routine of some health institutions and are an important driving force behind the great transformation that is taking place in the health sector.

Here, are the 3 benefits of using analytical solutions supported by artificial intelligence (AI) in the health area.

Better supply chain management

Supply chain management, in general, is a complex process within healthcare institutions. Even more the pharmacy, sector in which care is needed in the control and release for the nursing team of the medications that will be administered to patients, as well as attention to the need to manage the items from an economic point of view.

An analytical solution supported by artificial intelligence considers several factors - such as seasonal diseases, specialties of health institutions, history, etc. - so that managers can anticipate the acquisition of medicines. This contributes to the lack of inputs and unnecessary supplies. As medicines have an expiration date, they may not be able to withstand the time foreseen for the next seasonality and, therefore, waste. Predictive analysis allows you to create tools that manage purchasing needs, control batch and validity, and even the fractionation of medications.

Disease prediction

The trend is that technology is increasingly focused on maintaining health and preventing diseases. And hospitals should be aware of this because the aging of the population will cause an increase in cases of chronic diseases, cancer, mental illness, and neurological problems in the coming decades. The analytical solutions allow tracing analyzes linked to both regional and seasonal elements as well as external elements. In other words, it is possible to

assess climatic conditions, rainfall, the history of the incidence of the disease, the Human Development Index (HDI), the level of education, and even if the region is resistant (or not) to preventive measures.

If a disease is associated with certain times of the year, with more rain, for example, hospitals can prepare to face it. This means considering historical variables from the last few years about medicines needed for treatment, type of care provided length of stay of patients in beds and professionals involved in care, among many others.

Facilitate the scale of shifts and assistance

The absence of professionals at the front line of assistance - and even at the administrative level - can impact the entire hospital routine and jeopardize adequate care to save lives. One of the great challenges facing the institutions is, therefore, the scheduling to mitigate eventual absences. And there are several factors to be considered: contractual work hours, vacations and leave, sectors in which each of the professionals works productivity and individual performance, among many others. The restrictions also increased with the new coronavirus pandemic, which made the escalation even more complex.

By distributing all of these variables in an analytical model, it is possible to have a much more just duty scale, which avoids the tiredness of professionals and provides labor support so that there are no future problems with justice. The model can also consider the expectations and agenda of the professionals involved, including doctors, which contributes to reducing absenteeism.

Conclusion

For hospital managers who intend to consider the analytical solution for their institution. The analytical data will support more strategic and assertive decision-making, but they remain the responsibility of managers and the clinical staff. Thus, a culture focused on data is a priority. The professionals need to have, then, a mindset focused on the data to analyze whether that orientation makes (or not) sense and what is the best way to apply it.

Is Your Teen's Outburst a Sign of Intermittent Explosive Disorder?



Sudden rage, anger, frustration — these emotions seem natural for a teen to have at times. With all those raging hormones, every teenager is bound to lose their cool at one time or another. They often lash out in anger and become frustrated and defiant when asked to do something they don't want to. But, if they continue to have a bout of intense, uncontrollable anger or aggression with very little or no apparent cause, it could be more than just normal hormonal mood swings.

Does your teen blow up every time you ask a question? Do you often find your child screaming,

lashing in, slamming the door, or breaking stuff? Do you feel like you are walking on eggshells to avoid triggering an over-the-top, impulsive, violent outburst in your teenager? If the above statements ring true for your child, it could be a sign of Intermittent Explosive Disorder (IED), a lesser-known mental disorder marked by episodes of unwarranted anger.

How To Know If You're Dealing With More Than Just An Angry Teenager?

Teens grappling with IEDs exhibit sudden explosive eruptions that usually last less than 30 min-



utes. With little or no warning, these episodes may occur frequently or with a gap of weeks or months. So, if you think your child could be dealing with IED, here are some behavioral, physical, cognitive, and psychosocial signs that you need to look for:

Behavioral Symptoms:

- Frequent unprovoked angry outbursts such as tantrums or fights
- Engaging in self-harming behaviors
- Verbal and physical aggressiveness
- Threatening others
- Damaging property
- Instigative behaviors towards others

Physical Symptoms:

- Muscle tension
- Rapid heart rate
- Headaches
- Tremors
- Chest tightness
- Tingling sensations
- Injuries resulting from violence

Psychosocial symptoms:

- Low tolerance for frustrating situations
- The feeling of remorse, regret, or embarrassment
- Extreme irritability
- Periods of emotional detachment

- Palpitations

Cognitive symptoms:

- Racing thoughts
- Poor impulse control

Any of the above behaviors are a red flag that your teen's anger issues need professional attention along with parental support.

So, What Causes IED?

IED usually shows up in late childhood —after the age of 6. While the exact cause of the disorder is yet unknown, but a number of biological and environmental factors could be the reason behind it. While there's no specific gene that's been proved to cause IED, many experts believe that at least some IED-related traits are passed down genetically from parents to children. Besides this, one's environment is also thought to play a critical role in causing IED. Kids who grow up in a family where explosive behavior and verbal and physical abuse are common, are much more likely to exhibit signs of this disorder as they grow older. Being exposed to such kind of violence at an early age makes them more susceptible to IED. Hence, teens with a history of physical abuse, multiple traumatic experiences, or a history of other mental health disorders have an increased risk of IED.

How to Treat Intermittent Explosive Disorder

Typically, IED can be best treated by a combination of cognitive-behavioral therapy and medications. Cognitive-behavioral therapy (CBT) helps kids identify triggers for their episodes and manage their anger when faced with these triggers. Along with CBT, some antidepressants and anti-anxiety medications such as fluoxetine, phenytoin, oxcarbazepine, or carbamazepine are also used to treat the symptoms of IED.

What Can You Do for Your Teen?

Therapies and medications can reduce the symptoms of IED but they won't necessarily fix defi-

ant behavior or aggression. So, how would you cope with your angry teenager? Combined with or as part of the treatment, these suggestions may help you better deal with the situation.

• Identify the Triggers

To manage the anger of your child, try to find out the triggers that set off the outbursts in the first place. For instance, if doing a particular task is a chronic issue for your child, try to break the tasks down into steps and make it fun for them. This may take time but it can put off intense expressions of anger.

• Avoid Situations Which Can Lead To Temper Tantrums

"You never listen" or "You never take my side" — you may often hear such blanket statements from your angry child. But, don't try to fight back. Instead, ask them how can you do a better job of listening to them? Remember, harsh or angry responses will only escalate a child's aggression. So, try saying phrases like "I hear you", "I understand" — which will make them feel you care and listen to what they say.

• Praise Your Child for Mature Behavior

When you notice mature behavior in your teenager, don't forget to reward it with praise. Teens usually love to hear such compliments. So, appreciate it when they handle things responsibly.

• Wait to talk Until the Storm is Over

Trying to reason with a teenager who is upset is the last thing you would want to do. So, don't rush to talk until the meltdown is over. Stay as calm and as rational as possible even when your teen is extremely defiant.

Lastly, don't get frustrated and keep on trying. Remember, dealing with a reactive teen can be a constant challenge that takes a toll on even the best parents. So, take care of yourself and don't give up hope. With proper support and treatment, teens with IED can get better and lead healthy life.



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How healthcare companies can use digital marketing to stand out



In this period, it is difficult to ignore the influence of digital marketing activities and strategies. No industry is lagging in the use of marketing techniques, and the healthcare industry is no exception. The adoption of digital marketing is already widespread in the healthcare sector worldwide.

A big advantage of digital marketing is not only its cost-effective final application but also its adaptability and ability to be a very powerful tool. Whether to attract new patients or retain existing ones, digital marketing strategies are essential for the visibility of your medical clinic. But do you know how to position yourself digitally? What strategies should a health institution adopt?

This is what you will discover next, read on, and check out the tips we have prepared.

Importance of digital marketing in healthcare

The popularization of the internet has transformed the habits of many people. Before the technological boom, it was necessary to search telephone directories and other printed publications, such as covenant guides, to find specific information about clinics and doctors. Nowadays, whatever the user's interest, the search process is much simpler. Just open a search engine, type in the desired terms, and a multitude of sites that address the topic are listed. This alone would be a sufficient reason for your clinic or health establishment to expand its presence in the virtual environment.

But it is not enough to be on the internet. You need to ensure that your site stands out among so many others in the same niche. And that's where



digital marketing in healthcare comes in. Next, understand how to implement this strategy!

Steps to define your strategy

As we said earlier, it is essential that your health institution is present in the digital environment. However, it is necessary that strategic positioning is made, with assertive actions for its target audience.

The following are some important steps to build the best strategy for your business. Check out:

Define your persona

Defining the persona should be the first step in any digital strategy. After all, the whole strategy must revolve around it, that way; you make sure you are taking your content to the right person for whom you want to reach. The idea is to understand, who you deal with daily, and find out what is the best way to communicate with them.

Adapt your content to legal requirements

The second guideline for those who intend to invest in a digital marketing strategy in the health area is to adapt it to the legal guidelines published by the Federal Council of Medicine, in a document called the Medical Advertising Manual.

The body that regulates the exercise of the profession recognizes the importance of this strategy, but on the other hand, condemns some practices, such as the express guarantee that the treatment will have the expected effects. Despite medical advances, the intention is to make it

clear that different people react in different ways to the same treatment. For this reason, there is a veto to some expressions, especially those that have a sensationalist, alarming, or excessively self-promoting nature. Thus, terms such as: “the best treatment” or “the only one capable of”, “guaranteed result, as well as any other similar ones are prohibited.

Likewise, it is also forbidden to use the image of patients in advertising materials, even though they have granted authorization.

Relationship phase

After all, how to create a relationship using digital marketing for health? Many healthcare institutions do not invest in this relationship; they do not maintain contact with their patients. It is essential not only to attract the public but also to have tools to retain them.

Lead nutrition is an essential step in establishing authority, a reference in the medium. You need to talk to people, make yourself present. In that way, WhatsApp is an excellent relationship tool, and you can take advantage of tools that will automate this process. Besides, email marketing is one of the main digital marketing strategies for the health area. With it, it is possible to create flows according to your customer’s behavior.

Conclusion

The health area has several opportunities for digital marketing to be well applied and vice versa. Focus on the best performance based on your responsibility as a professional in the area, and be ready to see your business consolidate.

How electronic health record improves patient care



Connectivity and information exchange is becoming increasingly necessary in several sectors. In healthcare, the implementation of the EHR (Electronic Health Record) may mean a breakthrough in the use of technologies for data interoperability. Especially because of the complexity of the data generated in this area, electronic health records have several advantages. But it also requires attention to the security and integrity of the information.

While choosing the ideal software for your clinic, one of the main points that need to be analyzed is how the electronic medical record of the system is developed. In addition to many routine activities focusing on electronic medical records, such

as filling out test results and anamnesis, it is also necessary to ensure that there is complete confidentiality of patients' medical data. With the best electronic medical record available on a daily basis, your care can become more agile and your diagnoses more accurate. Want to know its advantages? Read on!

Advantages of electronic health record:

Accessible Clinical Records in Real-Time

A particular advantage of EHRs is that patient data is available in any department at any time. Unlike paper records and documents, which can only be accessed in one place at a time, EHRs are available to any authorized personnel in multi-



ple departments and health centers. This means that test results, diagnostic images, and pertinent patient health history can be entered and shared with the medical team in real-time, instantly.

Electronic Medical Record allows patients to be involved in the care

Another reason that has led many patients to support and trust these types of medical systems is that they allow them to be involved in their treatment at all times. In other words, these types of systems make it easier for patients to become much more active participants in their health. This improvement is possible because of interconnectivity with the medical professional, websites, or portals for the patient, as well as mobile health applications.

It should be noted that it is increasingly common for patients to be directly involved in the decisions that are made by medical professionals, playing a much more active role in preventive care, clinical treatments, as well as the control of diseases. With electronic medical record the patients are much more committed to their health and healing.

Medical Efficiency and Cost Savings in Health Centers

Electronic health records can significantly reduce administrative costs and facilitate better-coordinated care. EHRs enable healthcare institutions to manage patient visits more efficiently, minimizing treatment errors and allowing for simplified documentation, which results in cost savings for hospitals. The efficiency provided by electronic

health records enables medical staff to do more and provide better care while saving time on communication as well as reducing budgets for non-medical expenses.

Improves control of clinical information

The work of receptionists, secretaries, or other professionals who deal directly with customer service can cause wear and tear due to the volume of information they have to deal with every day. Added to this is the fact that, at each consultation, this professional needs to look at many file folders, which, in addition to making work difficult, makes him not very productive.

Thus, adopting the use of an electronic medical record is beneficial, as it allows the employee to dedicate himself to other functions that are important for the clinic such as serving patients well, taking care of the organization of the space, and deal with suppliers in general.

Conclusion

For several years now, the healthcare system has been developing in such a way that data is increasingly stored electronically and can be accessed centrally. The clinics are also driving digitalization forward and are increasingly relying on paperless processes. In the future, patients will frequently rely on digital methods. It remains to be seen whether patients can find out about their health history via an app or whether it will be different. However, there is a strong trend towards replacing paper formats in healthcare with digital formats.

Taking a Closer Look at Post-COVID-19 Brain Fog



“What was I supposed to do here again? “Did I turn the oven off?”

“Wait, what was I saying?”—We’ve all had these thoughts at one point or another. We all have been there: we walk into a room and then can’t remember why we went there in the first place. Sometimes, we also lose our train of thought and struggle to find the right words. Such feelings of short-term memory loss, confusion, or lack of concentration may sound normal to have after a sleepless night. But, if you are finding yourself in any of these situations quite often after successfully beating the deadly coronavirus, chances are

you are dealing with the post-covid-19 brain fog.

So, what does the Post-COVID-19 Brain Fog mean?

While there’s no precise definition of post-COVID-19 brain fog, this term is being used to describe the cognitive challenges faced by some people who’ve recovered from COVID-19. Once the RT-PCR test turns negative, the covid patient is often considered ‘treated’. But, the reality is that like with many other serious viral infections, the fall-out of COVID can linger on long even after you’ve tested negative. There are plenty of patients who got infected with COVID-19, recovered well and



then a month or two later developed cognitive symptoms, such as inability to think clearly, poor memory, grasping for words, or difficulty in concentrating and completing simple tasks.

In rare and severe cases, patients have also developed post-COVID-19 psychosis starting from hallucinations and paranoia to severe mood disorders.

But, How Does A Respiratory Disease Lead To Neurological Troubles?

A year has passed since the onset of the COVID-19 pandemic, but the mind-boggling aftermath of the virus still confuses the doctors and patients. Particularly, the question which has perplexed the medical community is – how a respiratory virus can lead to neurological problems that last for weeks. While we don't yet know the potential cause of brain fog in people who've had COVID-19, there could be a few different reasons for it. According to researchers, such cognitive effects are a byproduct of inflammatory processes within the brain. This inflammation hinders the ability of neurons to communicate with each other and it may be one of the reasons for brain fog. Some researchers also claim that the microstructural changes in the hippocampus and other areas of the brain after COVID-19 can also contribute to cognitive impairments.

How to Alleviate COVID-19 Brain Fog?

Unfortunately, there's no established treatment to cure post-COVID-19 brain fog. However, as of now, adopting some lifestyle changes and healthy habits can be a great way to boost your mental function. While fighting a deadly in-

fection like COVID-19, your body needs proper nourishment to recover. Hence, you must eat a well-balanced, healthy diet that must include “brain foods,” such as bananas, nuts, avocados, olive oil, dark leafy green vegetables, dark chocolate, and berries. Such foods contain neuroprotective and stimulant traits that help improve cognitive functions and memory.

Besides a healthy diet, good quality sleep is also essential for optimal recovery of your health and restoration of your mental capacities. So, try to get at least six to eight hours of sleep at night. To influence positive thinking and enhance cognitive skills of memory, concentration and intellect, focus on constructive hobbies such as painting, yoga, meditation, and music. Adding simple physical activities or workouts to your daily routine can also help in resolving brain fog or clouding of consciousness. You can start slow with 5 minutes of simple exercises such as stretching and bending and then gradually increase the duration over time. Lastly, stay away from tobacco products and alcohol and also cut out sugar, processed foods, and trans fats from your diet as they are known to affect brain health.

Wrapping Up

It is still not clear that how long brain fog typically lasts after COVID-19. It can linger for weeks or even for months. However, the good news is that there is no evidence of this brain fog being permanent. So, we can be optimistic that it will be cured and you would go back to normal. Just take up a healthy lifestyle, do physical exercise and gradually resume your usual activities. People do recover. So be hopeful and positive.



cost. Responsible care organizations encourage better outcomes for patients by reimbursing healthcare professionals based on results and quality measures.

Using EMR data and electronic prescription information, doctors and insurance companies can better track patient outcomes in the long term, a critical element for providers to demonstrate their performance and therefore be adequately reimbursed. Pharmaceutical companies also need to collaborate on that front and use this targeted data to improve areas such as product development, meet the needs of insurers and provide compelling evidence of the benefits of a drug. Traditionally, data is used in silos, but these new services help find opportunities to use it in several ways, freeing up much more potential.

For example, in R&D, the establishment of this methodology allows the use of data from clinical trials in simulations, which can generate discoveries with less cost and less risk. The data services allow R&D organizations to organize data from various points of sale, including contracted research organizations, academic institutions, laboratory partners, and public health institutes.

Cloud technology helps in reducing costs and improves business functions in the Pharmaceutical Industry

To date, the cloud market has mainly served as a tool for sales and marketing teams at most pharmaceutical companies. But that is changing rapidly. Today, this market is adapting to meet the needs of all areas of the life sciences and has proven to be particularly useful in overcoming IP, security issues and has enabled many companies to reduce operating costs. But it is the acronym “PaaS” that Accenture believes has the greatest applicability in the industry. “Platform as a service” is a complete, pre-integrated solution that makes it easy to deploy

applications without the cost and complexity of purchasing and managing the underlying hardware, software, or hosting resources. The platform can be used to quickly develop, test, and run business applications.

AR and VR

AR-VR has a lot to contribute to the pharmaceutical industry, as companies struggle to engage doctors and research schedules turn into a whirlwind of more and more studies. With their ability to create a captivating virtual world with minute details, AR and VR are promising technologies that can meet a wide range of needs in the pharmaceutical industry.

For reference, the giant pharmaceutical organization “GSK” used an AR tool to create the migraine experience that helped to understand what a migraine patient experiences. This was an exemplary use of AR, and these applications can solve serious problems in today’s healthcare environments, such as empathy and trust. For studies of prediction of interaction between drugs and targets, AR-VR technologies can expand so far. VR can increase the efficiency of the pre-development phases of medicine, allowing scientists to better visualize interactions and thus redesign and redesign molecules according to site specifications.

Conclusion

The application of new technologies to a world such as pharmaceuticals can bring great benefits but, it is not without certain costs and challenges since investing in these things always involves an initial risk. You also have to be aware of the security problems that it can entail. Having so much data in your custody, prevention methods must be applied so that cybercriminals do not steal the information, which means investing in cybersecurity measures.

How to implement telemedicine for clinics



Telemedicine for clinics is a healthcare modality that promises to revolutionize how medical units relate to their patients. With the growth of virtual communication technologies and the advancement of medical innovations, the adoption of new practices has become indispensable for any clinic that wishes to modernize and remain relevant to the public.

More than facilitating and accelerating care, Telemedicine is of paramount importance so that they become more accessible, complete, and advantageous, both for doctors and for the people served.

But, why is Telemedicine for clinics already one of the biggest trends in health, and how to adapt to this new reality?

Why is telemedicine for clinics important?

Telemedicine for clinics is a virtual health care area that provides remote and more complete care through electronic tools that complement traditional medical interventions. In addition to video consultations, the modality is widely used for issuing remote reports and sharing documents with the digital signature, such as: Recipes; Exam results; Certificates, and so on.

As Telemedicine provides a more practical contact between doctors and patients, it significantly favors treatments. Thus, making them more accessible, complete and with better monitoring. Contrary to what many people think, remote medicine did not appear to replace conventional health standards. It serves to improve existing

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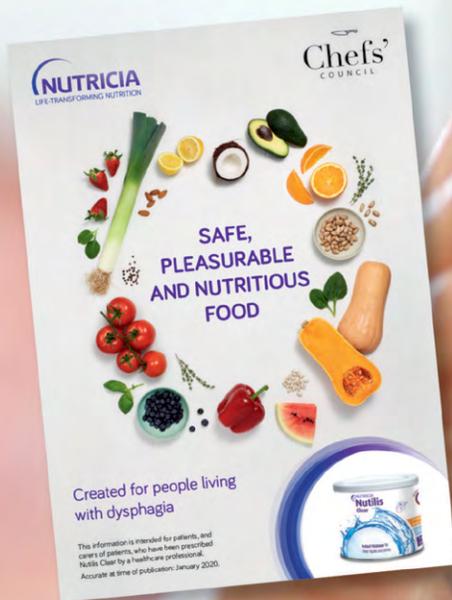
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References: 1. Oudhuis L, Vallons KJR. Viscosities of thickened drinks and ready-to-use food products targeted for dysphagia patients. Clin Nutr Suppl,2011;Vol6(Suppl2):150. 2. Data on file.





medical routines, using technological resources that streamline and facilitate various processes!

How to implement Telemedicine for clinics

Many several professionals believe that the implementation of Telemedicine for clinics is complex. However, it is very simple and does not require high investments.

The best way to start is by assessing the unit, which must take into account 3 aspects:

- Your infrastructure;
- Its components;
- And work routines.

Optimized infrastructure

- Regarding infrastructure, try to evaluate points such as:
 - Physical space available for lending equipment; Number of care professionals for exams or tele consultations;
 - Internet connection;
 - Demands to expand specialties, among others.
- In this sense, it is also important to note that the Telemedicine platform for clinics itself represents an important structural aspect.

Team training

Finally, do not forget that the adoption of digital service modalities also requires total engagement and qualification of your team of professionals! The team is responsible for operating the equipment must know their specific protocols.

Besides, the system as a whole needs to be mastered by employees, as it also includes administrative, medical agenda issues, among others that have a direct impact on the activities performed within the clinic.

Conclusion

Telemedicine for clinics is an alternative that already adds many benefits to health units in the world! Through secure and integrated platforms, the modality allows the realization of:

- Remote queries
- Easy referral of medical records
- Expanded access to different specialties
- A significant cost reduction

In addition to several other possibilities, it favors patients and increases the results of medical companies.



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