



The Patients' Behbud
Society for AKUH



آغا خان یونیورسٹی ہسپتال
The Aga Khan University Hospital

IMPACT

SUMMER 24

OFFICIAL NEWSLETTER OF PBS FOR AKUH



Ramzan Campaign 2024

Thanks to our sponsors
HBL and Jubilee Life, our
campaign was a success.

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PBS x PSO Partnership

Read about our partnership with
PSO on treating children with
CHD..

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Helping Infants Hear Better

Read about our partnership with
Oriental Sales Corporation to provide
cochlear implants to deaf children.

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Novartis x PBS: Fighting Cancer

The new MoU between PBS, Novartis, and AKUH
will see partial coverage of cancer treatments at
AKUH.

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Dear PBS Supporters,

It gives me great pleasure to report that we had a very successful Ramzan campaign this year. Our marketing campaign was stronger than before, and we were able to meet our set targets for collections. Let me especially thank our dedicated volunteers who outdid themselves by proactively reaching out to donors and raising funds for our worthy cause.

I am delighted to report that PBS is supporting more complex treatment at AKUH than ever before. We are helping more and more children listen for the first time in life with costly cochlear implants, helping restore vision with corneal transplants and facilitating treatment of various forms of cancers. These treatments are very expensive globally, and I earnestly request you all to keep up your support to PBS so that we remain true to our purpose, providing access to quality healthcare at AKUH to the deserving and mustahiq individuals.

Best wishes and regards,

Abdul Qadir Memon
President
The Patients' Behbud Society for AKUH



Ramzan Campaign 2024

The holy month of Ramzan is a special time when many Muslims choose to donate their zakat to individuals and charities. During this period, charitable organizations across Pakistan actively seek zakat contributions.

The Patients' Behbud Society for AKUH launched its annual Ramzan campaign to connect with more people, share our vision and mission, and highlight the impact we have on patients' lives. This comprehensive, 360-degree marketing effort targeted both existing and potential donors and was initiated in February 2024 and continued through the holy month across various media outlets including billboards, newspapers, and social media.

We take pride in the fact that every rupee PBS collects in the form of zakat and sadaqat goes directly to patient care. None of the marketing expenses for this campaign were drawn from these funds. Instead, the campaign was financed through AKUH budgets and generous sponsorships from HBL and Jubilee Life Insurance, along with complimentary media opportunities provided by our partners.

We are deeply grateful for the unwavering support we received, which enabled us to continue making a significant difference in the lives of our patients. Thank you for your continued generosity.

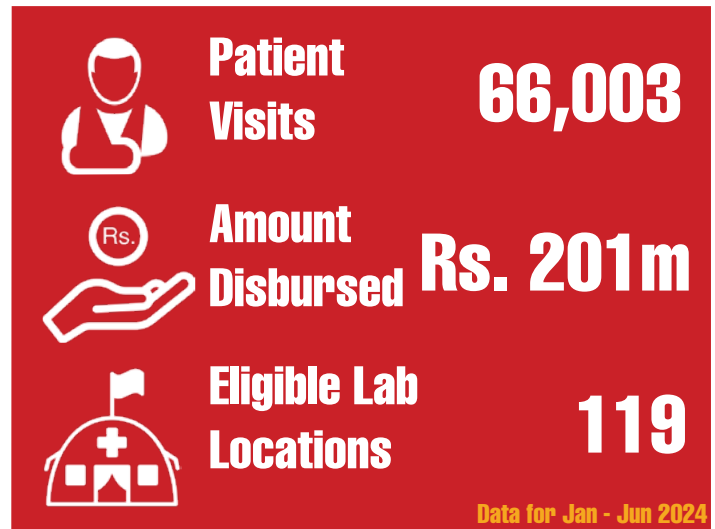


Updates on our Flagship Programmes

PBS Zakat Laboratory Programme

AKUH manages an extensive patient access programme, with 248 laboratory units out of the 300+ in Pakistan offering welfare. To further support zakat mustahiq patients access quality diagnostics, PBS for AKUH launched a zakat programme at AKUH laboratories in late 2021.

This programme started at two laboratory units in Karachi, and today, has expanded to 119 units across the country. The zakat support at these labs has been made possible thanks to our generous donors.



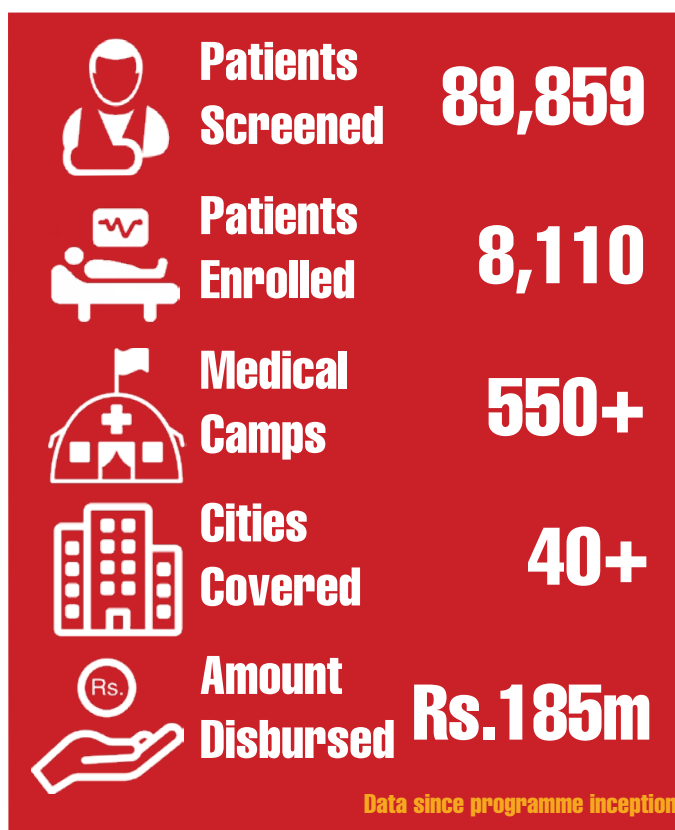
Hepatitis - C Elimination Programme

The Hepatitis-C elimination programme was initiated in 2021 by The Aga Khan University Hospital (AKUH) in collaboration with PBS for AKUH and our corporate donors. The programme provides screening, diagnosis, treatment and post-treatment care to diagnosed patients.

Thanks to our donors, the cost of treatment for needy patients has reduced by 75%.

Recently, PBS signed a Memorandum of Understanding (MoU) with Oil and Gas Development Company Ltd. (OGDCL) to help us bring our Hepatitis-C medical camps to far flung regions in Sindh and Balochistan.

Since the Hepatitis-C programme's inception, we have screened over 89,000 people and over 3,000 have completed treatment.



Donor Agreements

Pakistan State Oil: Helping Children Born with Congenital Heart Disease



Pakistan State Oil (PSO) and PBS for AKUH have signed an MoU to support the treatment of 20 children suffering from Congenital Heart Disease (CHD).

Under the agreement, PSO will bear all costs of treatment for these children. During the signing ceremony, Mr. Babar Chaudhary, Chairman PSO CSR Trust, presented a cheque for this cause to Mr. Abdul Qadir Memon, President PBS. The ceremony was attended by senior officials from both organisations.



Oriental Sales: Cochlear Implants for Children with Hearing Loss

We are pleased to share our recent collaboration with Oriental Sales Corporation, a leading distributor of cochlear implants in Pakistan.

Through this collaboration, Oriental Sales Corporation will support the cost of cochlear implants for deserving patients seeking treatment for hearing loss at AKUH.

The Patients' Behbud Society for AKUH is grateful to Oriental Sales Corp. for this generous gesture.



ORIENTMED
ORIENTAL SALES CORPORATION

Novartis Pakistan: Supporting Treatment of Cancer Patients



The Aga Khan University Hospital (AKUH) and the Patients' Behbud Society (PBS) for AKUH have signed an MoU with Novartis Pakistan to provide access to quality treatment to financially disadvantaged cancer patients.

Under this MOU, Novartis will provide free-of-cost medicine to AKUH, covering partial treatment costs while PBS will cover the remaining cost of treatment. The MoU signing ceremony was attended by Mr. Arif Tahir, CEO of Novartis Pakistan, Dr. Farhat Abbas, T.I, S.I, CEO of AKUH, and Mr. Abdul Qadir Memon, President of PBS.

Speaking on the occasion, PBS President Mr. Abdul Qadir Memon stated, "It is indeed heartening to see our partners like Novartis Pakistan coming forward to help mustahiq patients by donating expensive cancer remedies. The more zakat and sadaqat we collect, the greater we can serve such needy patients, with ever more barakaat to the givers of this charity."

Mr. Arif Tahir, CEO Novartis Pakistan added, "I am particularly happy of what this partnership brings to women suffering from breast cancer in terms of overall survivorship and quality of life. Together, with the Aga Khan University Hospital, we are committed to making a meaningful difference in the lives of patients."



Dr. Farhat Abbas, T.I, S.I, CEO of AKUH, was keen to comment on this momentous collaboration, "AKUH endeavours to provide access to our health care services for needy patients who may not, on account of financial constraints, be able to afford our regular Hospital charges. Patients who receive financial support receive the same level of care as all other patients. Last year alone we spent more than PKR 5.8 billion on welfare programmes. Our oncologists and other experts aim to provide the best possible treatment to patients and we plan to increase our capacity to treat more patients."

News and Events

PBS Annual Dinner 2024



Each year, The Patients' Behbud Society for AKUH and its generous donors come together to look back on the year and highlight the impact of our collective efforts to bring health and well-being to the lives of eligible patients.

This year's annual dinner was held on 5th March 2024 on the sprawling poolside lawn of AKUH's Sports and Rehabilitation Centre. The event was attended by Dr. Sulaiman Shahabuddin, President AKU, and the university leadership team.

Dr. Sohail Awan, Associate Professor, ENT Surgery presented a successful case of cochlear implant surgery for a child whom PBS supported. Additionally, Dr. Sadaf Altaf, Paediatric Oncologist, narrated the promising journey of young Hamza, who underwent successful treatment of a perilous form of blood cancer.



Dinner Hosted by Dr. Yahya Chawla



A fundraising dinner was hosted by Dr. Yahya Chawla, member Executive Committee and a longstanding PBS patron. The dinner was attended by existing PBS donors, prospective donors, volunteers and AKUH doctors.

During the event, AKUH doctors presented on treatments supported by PBS and donors pledged funds for supporting continued welfare. Participants also noted the increase in demand for funds owing to a substantial spike in the number of patients in recent years.



AKUH News

Practitioner Profiles on the AKUH Website

Finding the right doctor is the first step on the journey to healing. To make this task more convenient, the Aga Khan University Hospital (AKUH) has launched new practitioner profiles on its website.

These profiles provide comprehensive details about AKUH doctors and other practitioners, including their education, specializations, the conditions they treat, and the procedures they perform. Additionally, patients can view doctors' schedules and request appointments directly from the website.

By equipping patients with this information, AKUH aims to empower them to make informed decisions in selecting their healthcare providers.

To learn more: <https://hospitals.aku.edu/pakistan/patientservices/Pages/findadoctor.aspx>



Donate to PBS for AKUH

Online Bank Transfer

Account Name: **The Patients' Behbud Society for AKUH**

- HBL Islamic A/c No. **0896-7901294552**
- Soneri Bank Islamic A/c No. **0048-30000008512**
- Meezan Bank Limited A/c No. **0122-0103135178**
- MCB Islamic A/c No. **0231000189850001**

- Bank Alfalah Islamic A/c. No. **5518-5000170948**
- Faysal Bank A/c No. **3026307000003383**
- Dubai Islamic Bank A/c. No. **128-647704001**
- UBL Ameen A/c. No. **1219-282413224**

Confirm your bank transfer by email at patients.bebbud@aku.edu or by SMS/WhatsApp at **0300-0723000**.

Via Website

Please donate online at <https://giving.aku.edu/index-zakat.html>

By Cheque

Please make your cheques payable to "The Patients' Behbud Society for AKUH".

Doorstep Collection

Please call **0300-0723000** or **+92-21-34863000** and we will collect your cheque from your doorstep.

Post your Cheque

Please send your cheque to:
PBS for AKUH
University Advancement
Aga Khan University, Stadium Road, Karachi



Help them smile again

DONATE NOW





The Patients' Behbud
Society for AKUH



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The Aga Khan University Hospital

Do you know how your Zakat & Sadaqat helped me?



“

I am grateful
to PBS for their
help which gave
my daughter the
gift of hearing.

”

Shoukat Ali
Kazbano's Father