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# Pillars of Care



**01.**  
**Pillars of Care**  
 Page 06

**02.**  
**Self Made**  
 Page 14



**03.**  
**Liposuction**  
 Page 16

**05.**  
**Lamaze**  
 Page 20



**04.**  
**From awareness to Action**  
 Page 18





**06.**  
Divine  
mentor  
Page 22

**07.**  
Social  
media &  
Tech driven  
Nutrition  
Page 25



**08.**  
The Future  
of HR in  
Healthcare  
Page 28

# CONTENTS

# WOUND SURGEON

BHARAT'S FIRST 1<sup>ST</sup>



Dr. KVNN'S



Advanced WOUND Healing Clinics

BURNS, TRAUMA, DIABETIC FOOT

# Pillars of Care

Different Roles. One Purpose.. Saving Lives.

Buildings stand tall because of pillars.

Healthcare stands strong because of people.

In a world where stress is rising, diseases are evolving, and healthy living feels increasingly fragile, care is no longer just a service, it has become survival.

And behind that survival stands a powerful force rarely celebrated enough.

Doctors healing in emergencies.

Therapists restoring hope.

Diagnostic leaders detecting what others cannot see.

Healthcare entrepreneurs building access.

Alternative medicine experts bringing holistic healing.

Health-tech innovators redefining the future of care.

Different paths.

One mission, saving lives.

These are the people who hold healthcare together during its most critical moments. Their work is often unseen, their sacrifices rarely spoken about.

Long nights.

Missed family moments.

Constant pressure.

Life-changing decisions made in seconds.

Yet they continue, because someone's life depends on it.

Healthcare has never been built by infrastructure alone.

Not by hospitals.

Not by machines.

Not by technology.

It is built on human beings who wake up every day and choose care over comfort.

Healthbuzz's "Pillars of Care" honors these extraordinary individuals, the silent strength behind healthier families, stronger communities, and a better tomorrow.

Because healthcare survives on their commitment.

And humanity survives because they care.

Warm regards.

*Rachana Mudumbi*

Editor-in-Chief

Health Buzz

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# Pillars of Care

Different Roles. One life to save



## Dr. Sudeep Sirga

Sr. Consultant &  
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### 1. WHAT DOES A “TYPICAL DAY” IN CRITICAL CARE REALLY LOOK LIKE (SOMETHING COMMON PEOPLE CAN’T UNDERSTAND)?

There is rarely a “typical” day in Critical Care. A day usually begins with reviewing every patient in detail—vital signs, oxygen needs, blood pressure, lab reports, cultures, scans, medications,

kidney function, nutrition, and progress overnight. Each patient may have multiple organ systems involved, so every decision affects something else.

While people may imagine that ICU work is only dramatic emergencies, much of it is silent vigilance. We continuously watch for small warning signs before they become disasters—a slight drop in urine output, a rising lactate, confusion, an irregular heartbeat, or subtle breathing distress. Detecting these early often saves lives more than dramatic procedures do.

Alongside clinical care, there is constant teamwork. Doctors, nurses, respiratory therapists, technicians, microbiologists, physiotherapists, and support staff all function together. We also spend significant time talking with families, explaining difficult realities in understandable language, balancing hope with honesty.

What many people do not realize is that in the ICU, every hour matters. We are making dozens of decisions each day—when to intubate, when to reduce sedation, when to start dialysis, when to stop antibiotics, when to encourage mobilization, when to escalate, and sometimes when not to do more. It is medicine, science, communication, and humanity happening all at once.

## 2. CAN YOU RECALL A MOMENT WHERE SECONDS TRULY MADE THE DIFFERENCE BETWEEN LIFE AND DEATH?

There are many such moments in Critical Care. One unforgettable example is when a patient suddenly developed a life-threatening arrhythmia. Just minutes earlier, everything seemed relatively stable. Suddenly the monitor alarmed, blood pressure collapsed, and the pulse became unrecordable.

In such situations, there is no time for panic. Everyone moves almost automatically—one person starts chest compressions, another prepares defibrillation, another secures airway support, another gives medications, another identifies the reversible cause. Those first seconds are crucial because delay reduces the chance of recovery rapidly.

The patient was given shock, circulation returned, and we stabilized the underlying cause. Later, seeing that patient awake and speaking with family reminded us why preparation, training, and teamwork matter so much. In ICU, miracles often look like disciplined systems responding within seconds.

## 3. HARDEST DECISION YOU'VE EVER MADE IN THE ICU?

The hardest decisions are usually not about which drug to use or which ventilator setting to choose. They are decisions where medicine meets ethics.

One of the most difficult situations is when a patient has irreversible multi-organ failure, no meaningful chance of recovery, and every additional intervention may only prolong suffering. Families naturally want “everything possible” to be done because love does not easily accept limits.

In those moments, the challenge is to guide them with compassion and honesty. We must ask: Are we helping the patient, or only extending pain? Is survival possible, or are we delaying an inevitable outcome?

Choosing comfort-focused care, or deciding not to escalate futile treatment, can be emotionally harder than performing any emergency procedure. These decisions stay with us because they carry the weight of both science and human emotion.

## 4. HOW DO YOU HANDLE LOSS?

Loss is a part of Critical Care, but it never feels normal. Every patient is someone’s parent, spouse, child, or loved one. We handle loss by first accepting the sadness and understanding the value of that life.

We also support the family in those final moments with kindness, dignity, and empathy. Sometimes the most important care we give is not a medicine, but clear words, a calm presence, and respect.

Personally, loss keeps me grounded. It reminds me that medicine can help a lot, but it cannot control everything.

## 5. One myth about ICU?

A common myth is: “If a patient is in ICU, everything can be reversed.”

The ICU is not a magic place. It provides the highest level of monitoring and advanced support—ventilators, dialysis, vasopressors, invasive monitoring, rapid interventions—but outcomes still depend on the disease severity, age, underlying illnesses, timing of treatment, and how the body responds.

Sometimes ICU saves lives dramatically. Sometimes it gives the best possible chance, but nature still takes its course. The ICU increases possibilities; it does not guarantee miracles.

## 6. HOW DO YOU COPE WITH BURN-OUT?

Burnout in Critical Care is real because the work is intense, emotionally heavy, and continuous. Coping requires deliberate effort.

First, teamwork matters. Sharing workload, discussing difficult cases, and supporting colleagues prevents isolation. Second, boundaries matter—rest, sleep, family time, exercise, and stepping away mentally when off duty.

Third, purpose protects us. Remembering the patients who recovered, the families who were grateful, and the lives improved gives meaning to hard days.

Finally, asking for help is strength, not weakness. Healthcare workers also need support systems.

## 7. HOW DO YOU MAINTAIN EMOTIONAL QUOTIENT AFTER LOSING A PATIENT DESPITE YOUR BEST EFFORTS?

Emotional balance does not mean becoming emotionless. It means caring deeply without being destroyed each time.

Not every death means failure. Sometimes disease is stronger than available medicine.

We focus on competence, urgency, honesty, and compassion.

With time, emotional intelligence grows through perspective: celebrate recoveries, learn from losses, stay humble in success, and stay steady in grief.

## 8. CHALLENGES FROM FAMILY MEMBERS/ATTENDEES OF PATIENT?

Families in ICU are under extreme stress. Fear, confusion, guilt, financial pressure, and exhaustion can make emotions intense. Anger or mistrust often comes from anxiety rather than hostility.

Common challenges include unrealistic expectations, requests for constant updates, conflicting opinions among relatives, misinformation from outside sources, or difficulty understanding why improvement is slow despite treatment.

The solution is communication. Clear, regular, honest conversations reduce conflict significantly. Families need to feel heard, respected, and included. Even when the news is difficult, transparency builds trust.

Most families are not “difficult”; they are distressed.

## 9. HOW HAS CRITICAL CARE CHANGED YOU?

Critical Care has changed Me profoundly. It teaches you that life is fragile and time is precious. A normal conversation, a meal with family, or an ordinary day becomes something to value more deeply.

It teaches humility—despite all technology and expertise, we are not in complete control.

It teaches resilience—because you return the next day ready to help again.

It teaches gratitude—because recovery can be extraordinary. Most importantly, it teaches ~ compassion.

Behind every monitor and diagnosis is a human story. Critical Care does not just make you a better doctor; it makes you a better human being.



## A CARE PILLAR OF PHARMACY, INNOVATION AND LEADERSHIP

Dr. Pangnurri Ramesh Kumar

Some individuals contribute to an industry; others help shape its very foundation. Dr. Pangnurri Ramesh Kumar belongs to the latter.

As one of the distinguished “Care Pillars” featured on the cover of HealthBuzz, we are proud to honor a visionary whose journey reflects scientific excellence, strategic leadership, and enduring contributions to the pharmaceutical world.

With a Doctorate in Chemistry, a Diploma in Business Management, and leadership certification from LMI, Dr. Ramesh Kumar represents a rare blend of scientific expertise and managerial foresight. Across three decades, he has made a significant impact spanning agrochemicals to bulk drugs, driving innovation, operational excellence, and sustainable growth.

A prolific scientific contributor with 23 research publications, he has also held key leadership roles as Vice President at Excel Industries and Executive Director at Malladi Drugs & Pharmaceuticals, shaping organizations through vision and execution.

His expertise across Operations, R&D, Business Development, Project Management, Greenfield Projects, and Quality Systems, reinforced by a Six Sigma

Green Belt from G.E. Plastics, USA, reflects a lifelong commitment to excellence.

His journey carries a strong global footprint through collaborations with leading organizations across South Africa, USA, South Korea, UK, and the Netherlands, contributing to technology transfer and international pharmaceutical advancement.

More than an accomplished professional, Dr. Ramesh Kumar embodies what a true Care Pillar stands for: strength, innovation, mentorship, and impact.

HealthBuzz proudly features Dr. Pangnurri Ramesh Kumar as a “Care Pillar,” honoring a legacy that continues to inspire and strengthen the foundations of pharmacy.



# THE ARCHITECT OF SMILES

PROF. DR. T. SHANKAR

Redefining Dentistry  
Through Vision, Precision &  
Compassion



“From a single chair to 4 state of the art hospitals across Hyderabad, his journey is a masterclass in clinical excellence and high impact entrepreneurship. Meet the Director of Dr. Gowds Dental Hospital - a FullMouth Rehabilitation Pioneer.”

## 1. THE CLINICIAN: Master of Complex Rehabilitation

A name synonymous with precision, Prof. Dr. T. Shankar is a FullMouth Rehabilitation Specialist and one of India’s most sought after Experts in Advanced Implantology. With an M.D.S. in Prosthodontics, he has dedicated over 2 decades to solving the most challenging dental cases - from single tooth loss to complete oral rehabilitation.

### Core Clinical Expertise:

Advanced Implantology: Allon4, Allon6, Zygomatic Implants, Immediate Loading, FullArch Restorations

- Precision Smile Makeovers: Digital Smile Design, Porcelain Veneers, Laminates, Gummy Smile Correction

- Complex Prosthodontics: FullMouth Reconstruction for worn dentition, TMJ disorders, geriatric care
- PatientCentric Approach: Pioneering “NoPain, SameDay Teeth” protocols with 3D guided surgery and digital workflows

He has successfully completed 10,000+ implant procedures and 1,00,000+ smile transformations, earning trust from patients across India, NRIs, and international medical tourists.

## 2. THE ENTREPRENEUR: Building Healthcare at Scale

As Director of Dr. Gowds Dental Hospital, Dr. Shankar transformed a legacy clinic into Hyderabad’s most trusted multispecialty dental brand. Under his leadership:

- 4 Centers of Excellence: Gachibowli, Madhapur, Nanakramguda, Koti -

strategically serving IT corridors to heritage zones

- TechFirst Ecosystem: First in Telangana to adopt CBCT, Intraoral Scanners, Invisalign iTero, and CAD/CAM same day crowns
  - Team Builder: Mentored 150+ dentists, creating a culture of ethical, evidence-based practice
  - Accessibility Vision: Introduced NoCost EMI, NRI FastTrack Programs, and Senior Citizen Care to democratize premium dentistry
- His model proves that clinical excellence and business acumen can coexist - scaling impact without compromising on quality.

### 3. THE VISIONARY: Beyond the Dental Chair

Dr. Shankar’s influence extends far beyond clinical practice:

- Academician: Professor & mentor, shaping the next generation of Prosthodontists through lectures, workshops, and hands on implantology courses
- Thought Leader: Regular speaker at national forums on “Digital Dentistry” and “Entrepreneurship in Healthcare”
- Community Pillar: Free dental camps for underprivileged communities, oral cancer awareness drives in Telangana
- HighVisioned Personality: His mission - “To make world-class dental care a standard, not a luxury, for every Indian.”

### 4. CARE PILLARS: His Philosophy of Practice

Dr. Shankar’s success rests on 4 nonnegotiable pillars:

Pillar	In Practice
Precision	Micron-level accuracy using 3D planning, guided surgery, digital workflows
Innovation	Early adopter of Zygoma implants, DSD, immediate loading for medically compromised patients
Empathy	Telugu speaking teams, senior citizen protocols, anxiety-free dentistry
Integrity	Transparent pricing, evidence-based plans, lifelong followup commitment

### 5. IN HIS WORDS

“A smile is not cosmetic. It’s confidence, nutrition, and dignity. My job isn’t to fix teeth - it’s to give people their life back. Whether it’s a young professional getting Invisalign or a 70year old grandfather eating without dentures for the first time in 20 years... that moment is why we exist.”



## 6. AT A GLANCE

<b>Designation:</b>	Director, Dr. Gowds Dental Hospital
<b>Specialization:</b>	Prosthodontics, Advanced Implantology, FullMouth Rehab
<b>Experience:</b>	20+ Years
<b>Key Recognition:</b>	Top Implantologist in South India, Invisalign Diamond Provider, Pioneer in Zygomatic Implants - Hyderabad
<b>Clinics:</b>	Gachibowli   Madhapur   Nanakramguda   Koti
<b>Vision 2030:</b>	10 Dr. Gowds centers + India's first Digital Dental Training Academy

### HealthBuzz Verdict:

Prof. Dr. T. Shankar represents the new face of Indian healthcare - where a senior doctor is also a savvy entrepreneur, a clinician is also a technologist, and a specialist never loses the human touch. He isn't just creating smiles. He's creating a blueprint.

### Contact Dr. Gowds Dental Hospital

Gachibowli: +91 93912 54356

Madhapur: +91 63042 64135

Nanakramguda: +91 91542 28338

Koti: +91 94413 33906



## THE VOICE THAT CONNECTS CARE...

**Madhavi Siddam**



In a world where healthcare information is abundant yet often overwhelming, many choose Crime, Politics, Entertainment & sports, our Pillar of Care chose Healthcare & has been associated exclusively with Healthcare for over 20 years. Madhavi Siddam has emerged as a trusted voice bridging the gap between medical experts and the public with clarity, credibility, and compassion.

With over two decades of excellence in media, Madhavi's journey spans leading platforms like Gemini, Teja, NTV, and currently TV5, where she serves as a Health Correspondent and Anchor. Her versatility as a news reader, presenter, interviewer, and author reflects not just experience, but mastery. Over the years, she has conducted interviews with thousands of doctors across specialties, earning recognition for her deep understanding of medical subjects, spontaneity, and insightful conversations.

Her impact extends far beyond television. Through radio, celebrity interactions, and numerous health articles, she has consistently simplified complex medical topics for the wider audience. A defining milestone in her career is her book, "Life Savers - From the Diary of a Medical Journalist"; a powerful

collection of stories that highlights the journeys of distinguished doctors. The book has received global acclaim, especially from international Telugu associations, celebrating her as a storyteller of real-life healthcare heroes.

Beyond media, her true strength lies in service. Deeply committed to community welfare, Madhavi actively organizes health awareness camps and uses her strong network of medical professionals to help people access the right care. From offering guidance and second opinions to facilitating priority consultations, she and her team have positively impacted hundreds of lives.

Madhavi Siddam is more than a media personality, she is a connector, an enabler, and a compassionate force in healthcare communication.





# SELF MADE

**DR.  
KVNN  
SANTOSH  
MURTHY**

**HEALING WITH INNOVATION,  
SERVING WITH HEART...**

International Limb Salvage &  
Advanced Wound Surgeon

Dr. KVNN 'S ADVANCED WOUND  
HEALING CLINICS

In the demanding field of wound care, where every decision can change the course of a life, Dr. KVNN Santosh Murthy has emerged as a symbol of hope, innovation, and humanity. His journey is not just defined by medical excellence, but by a deep, unwavering commitment to preserving life, dignity, and mobility.

An internationally renowned wound surgeon, Dr. Murthy specializes in burns, trauma, and diabetic foot management, bringing advanced, evidence-based care to some of the most complex cases. Through his visionary leadership, AWH Clinics has grown into one of Bharat's most trusted centers for advanced wound healing; where science meets compassion, and innovation meets impact.

Dr. Murthy is widely recognized for pioneering transformative techniques such as fish skin grafts, human mesenchymal stem cell therapy, Hyperbaric Oxygen Therapy (HBOT), and laser-assisted treatments. These cutting-edge approaches have not only redefined wound care protocols but have also restored hope for patients who once faced the possibility of amputation. With over 2,600+ successful treatments, his work has touched thousands of lives, each story a testament to healing, resilience, and second chances.

At the core of his mission lies a powerful belief: amputation should always be the last resort, not the first option. Through continuous awareness initiatives and patient education, he has been relentlessly advocating for limb preservation, giving patients not just treatment, but a renewed future.

His excellence has earned him international acclaim, including honors from The International Society for Burn Injuries in London (2024) and the Wound Care Conference in Turkey (2025). Yet, beyond the awards and achievements lies the true essence of Dr. Murthy, a doctor who heals with both skill and soul.

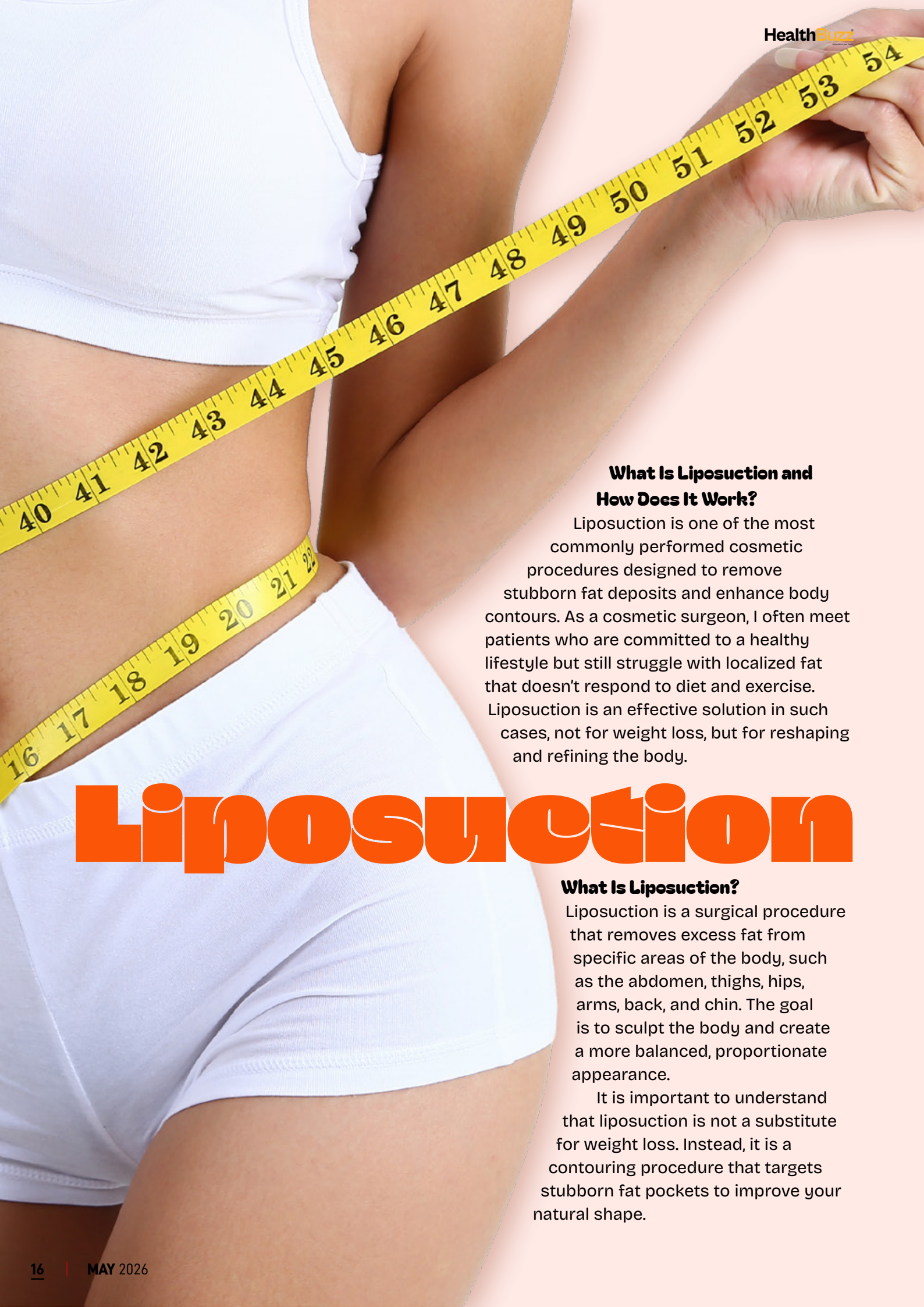
What truly sets him apart is his humanity. At AWH Clinics, care goes beyond clinical treatment. Patients and their attendants are served nutritious, organic meals prepared by his team, completely free of cost. Dr. Murthy often joins them during meal times, breaking barriers between doctor and patient, creating an environment of trust, warmth, and belonging.

Because for him, healing is not just about closing wounds, it is about uplifting lives.

Dr. K V N N Santosh Murthy stands as a rare blend of innovation and empathy, a self-made leader who continues to redefine what it means to truly care.

Saving Limbs. Restoring Lives. Healing with Heart.





### **What Is Liposuction and How Does It Work?**

Liposuction is one of the most commonly performed cosmetic procedures designed to remove stubborn fat deposits and enhance body contours. As a cosmetic surgeon, I often meet patients who are committed to a healthy lifestyle but still struggle with localized fat that doesn't respond to diet and exercise. Liposuction is an effective solution in such cases, not for weight loss, but for reshaping and refining the body.

# Liposuction

### **What Is Liposuction?**

Liposuction is a surgical procedure that removes excess fat from specific areas of the body, such as the abdomen, thighs, hips, arms, back, and chin. The goal is to sculpt the body and create a more balanced, proportionate appearance.

It is important to understand that liposuction is not a substitute for weight loss. Instead, it is a contouring procedure that targets stubborn fat pockets to improve your natural shape.

## What Areas Can Be Treated?

Common treatment areas include:

- Abdomen and waist
- Thighs (inner and outer)
- Arms
- Back
- Chin and neck
- Hips and flanks

Each procedure is customized to achieve natural, proportionate results that complement your body.

## Recovery and Results

Most patients can return to their daily routine within a few days, although full recovery may take a few weeks. Mild swelling and bruising are expected but will gradually subside. Results become more visible over time as the body heals, revealing a more sculpted and defined shape. Maintaining a stable weight and healthy lifestyle helps in preserving long-term results.

## My Approach to Liposuction

As a surgeon, my focus is always on natural-looking results, safety, and patient satisfaction. Liposuction is not about dramatic changes; it's about refining your body in a way that enhances confidence while still looking like you. Every patient's body is unique, and so is every treatment plan. I believe in guiding patients honestly, helping them make informed decisions, and ensuring they feel comfortable throughout their journey.

## Final Thoughts

If you are struggling with stubborn fat despite your efforts, liposuction can be a transformative option. However, the key lies in choosing the right surgeon and having a clear understanding of what the procedure can achieve.

If you are considering liposuction or want to explore your options, a personalized consultation is the best first step.

## How Does Liposuction Work?

The procedure involves the use of a thin tube called a cannula, which is inserted through small incisions in the skin. This cannula is used to gently break down and suction out unwanted fat cells.

In my practice, I often use advanced techniques such as VASER liposuction, which uses ultrasound technology to selectively target fat while preserving surrounding tissues. This allows for:

- More precise fat removal
- Smoother contours
- Less trauma to the body
- Faster recovery

The procedure is typically performed under local or general anesthesia, depending on the area and extent of treatment.

## Who Is a Good Candidate for Liposuction?

Liposuction works best for individuals who:

- Are close to their ideal weight
- Have good skin elasticity
- Have localized fat deposits resistant to exercise
- Are looking for body contouring rather than weight loss

During consultation, I evaluate each patient individually to determine whether liposuction is the right option or if alternative treatments would be more suitable.



**Dr. Suma Sandhyala**

Consultant Plastic & Cosmetic Surgeon

# AWARENESS ACTION

## Why Vascular Health Deserves Your Attention

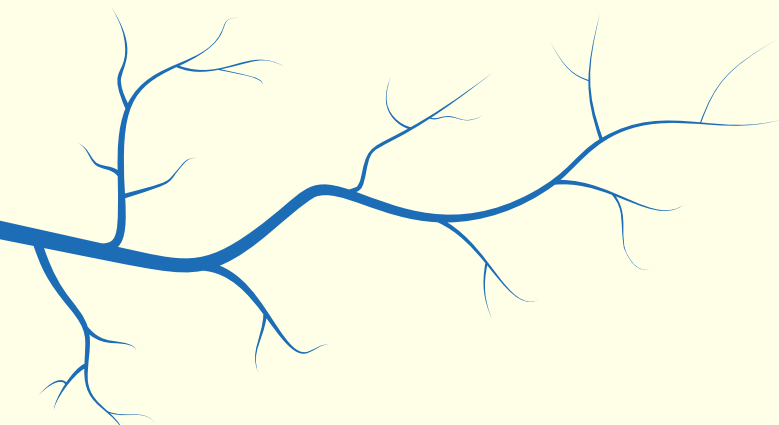
In today's world, attention is currency. And in healthcare, attention can mean the difference between early diagnosis and irreversible damage. We live in an era where a celebrity's skincare routine commands more public interest than a condition that silently claims millions of lives each year. Vascular diseases don't trend. They don't go viral. They don't make headlines until it's too late.

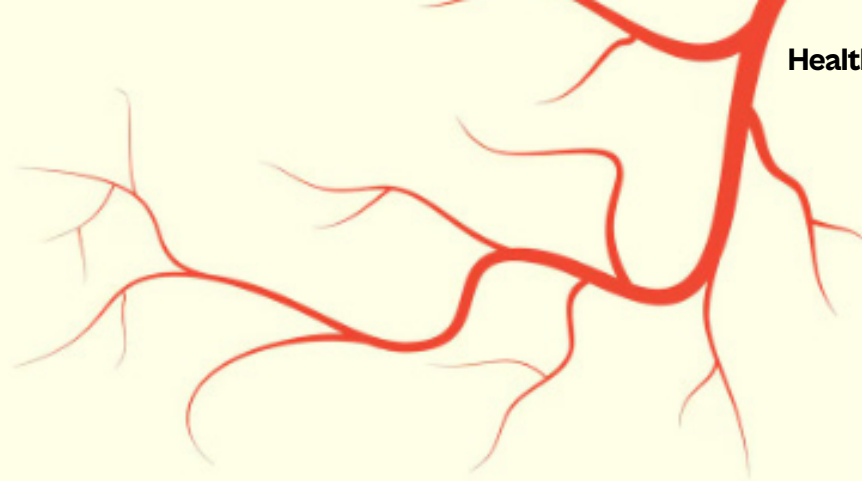
I have spent over a decade in the operating theatre confronting that silence. Nine years combined at Nizam's Institute of Medical Sciences and Apollo Hospitals, Jubilee Hills, and now as part of Ikigai Hospitals a collective of vascular surgeons committed to bringing specialised,

compassionate vascular care under one roof have taught me one unforgettable truth: the patients who reach us early live fuller lives. The ones who arrive late often don't get that chance. I grew up watching my father practice vascular surgery with a quiet dedication that most people reserve for a calling, not a career. He is, by every measure, a stalwart of this field in India. As a second-generation vascular surgeon, I inherited not just his textbooks, but his belief that this specialty carries a particular kind of responsibility. The vascular system is the body's lifeline its roads, its rivers, its supply chains. When those pathways narrow, block, or rupture, every organ downstream pays the price.

And yet, public awareness remains startlingly thin.

Most people can name the symptoms of a heart attack. Far fewer know that a painful, cold, or discoloured limb could signal critical limb ischaemia a vascular





emergency that can lead to amputation within hours if untreated. Fewer still recognise that an aortic aneurysm, a silent ballooning of the body's main artery, rarely announces itself before it ruptures. Deep vein thrombosis, varicose veins, carotid artery disease these conditions sit in the shadows of public health discourse, misunderstood, misattributed, or simply missed.

The consequences of this ignorance are not abstract. I have held the hands of patients who were told for years that their leg pain was "just ageing." I have operated on aneurysms discovered accidentally, on scans meant for something else entirely. I have spoken to families who wish desperately that someone had told them sooner.

This is why awareness is not enough. Awareness without action is just well-meaning noise.

Action looks like this: if you are over 50, have diabetes, smoke, or carry hypertension in your history, ask your physician about a vascular screening. If your legs ache at night, swell persistently, or feel cold to the touch, do not dismiss it. If someone in your family has had an aneurysm or a blood clot, consider yourself at elevated risk and get evaluated.

At Ikigai Hospitals, we have built our practice around the belief that expert vascular care should be accessible, collaborative, and proactive not reactive. The future of vascular health in India depends not on better surgeons alone, but on better-informed patients who walk through our doors before a crisis forces them to.

Attention, channelled wisely, saves lives. Yours might be one of them.

### Dr. Nikhila Pinjala

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**Childbirth is one of the most powerful experiences in a woman's life. Yet, fear of labor pain and uncertainty often overshadow this beautiful journey. What if birth could feel more natural, controlled, and empowering? Lamaze training helps you replace fear with confidence and prepares you to welcome your baby with strength and calmness.**

## Understanding Lamaze

Lamaze is a globally recognized approach to childbirth education that focuses on natural delivery. It teaches women how to listen to their bodies, use breathing effectively, and stay relaxed during labor.

## Why Lamaze Matters for You

If you are hoping for a normal delivery, preparation is key. Lamaze gives you the tools to manage pain naturally, stay mentally strong, and reduce unnecessary interventions.

## The Power of Preparation

- **Breathing Techniques:** Help you stay calm and reduce pain perception
  - **Relaxation Strategies:** Keep your body loose and ready for labor
  - **Movement & Positioning:** Help baby descend naturally using gravity
  - **Partner Support:** Provides emotional strength and reassurance
- These simple yet powerful methods make a big difference in your labor experience.

## Your Body is Designed for Birth

Many women underestimate their strength. Your body is naturally built for childbirth. Lamaze helps you trust that strength and work with your body instead of against it.

## For Every Mother

Whether you are a first-time mother or have previous delivery experience, Lamaze adapts to your needs. It empowers you with knowledge, confidence, and control.

## Benefits You'll Experience

- Higher chances of normal vaginal delivery
- Reduced fear and anxiety
- Better pain coping ability
- Shorter and smoother labor
- Faster recovery after delivery
- Positive and memorable birth experience

## A Gentle Reminder

Every birth is unique. Medical care is essential when required. Lamaze complements medical support by preparing you mentally and physically.

## Conclusion

Childbirth is not just about delivering a baby—it is about becoming a mother. With Lamaze training, you step into this journey with confidence, courage, and positivity.

### Dr. Devika

M U, BPT, MPT, EFT  
 • NDT • PFPT  
 Lamaze Trainer I  
 Physical Medicine  
 Specialist





**“A child born not merely to live...  
but to serve thousands through Love,  
Compassion and Divine Healthcare.”**

**SRI DIVYAAMRITA SAI**

**SRI SATHYA SAI DIVYAAMRITAM  
(FOUNDER & MANAGING TRUSTEE)**

Yes! this is inspiring, but a true-life journey of Sri Divyaamrita Sai, Founder & Managing Trustee of Sri Sathya Sai Divyaamritam (SSSDA) – India's first-of-its-kind, completely free-of-cost 100 bedded Comprehensive Cancer Care Hospital and 30 bedded Kidney Dialysis Center, envisioned under the divine inspiration of Bhagawan Sri Sathya Sai Baba. What began as a silent spiritual calling slowly transformed into a massive humanitarian healthcare movement dedicated to the welfare of rural, tribal, poor, and needy communities. While many healthcare systems today revolve around affordability and business models. Sri Divyaamrita Sai envisioned a holistic healthcare ecosystem where no cancer or kidney patient shall suffer due to lack of money.

### **Under His Vision and Leadership, for last 4 years Sri Sathya Sai Divyaamritam has already initiated:**

- Free cancer awareness & screening services
- Rural & tribal medical camps
- AI based cancer detection programs
- Free dialysis services
- Palliative care initiatives
- Health ATM services
- Nutrition, livelihood and educational support programs.

These above initiatives aligned with 11 out of 17 UN SDGs

“Why should a human being lose life merely because he is poor?” Bhagawan Sri Sathya Sai Baba's healthcare mission became the strongest inspiration behind this vision.

His principle that “Free and quality healthcare is the birthright of every human being” transformed Sri Divyaamrita Sai thinking completely.

---

**Sri Divyaamrita Sai believes:  
“Healthcare is not charity.  
It is an act of Love.  
Every life saved is a prayer answered.”**

---

### **“What makes Sri Sathya Sai Divyaamritam unique?”**

This institution is built on two powerful principles:

#### **1. No Billing Counter**

A patient entering this hospital should experience relief, not fear of expenses. Healthcare here is envisioned completely free of cost.

#### **2. Healthcare with Humanity**

Medicine alone cannot heal completely. Love, compassion, emotional support and spiritual strength also become part of recovery.

Sri Sathya Sai Divyaamritam hospital eco-system is being developed on the principles of non-commercial enclave like a Mother's womb of protection, where every patient feels safe, enlightened respected and cared for.

---

**“Whoever enters  
Sri Sathya Sai Divyaamritam as a patient  
should leave not merely healed,  
but transformed into a volunteer of love and  
compassion, carrying forward  
the mission of selfless service  
to humanity.”**

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SSSDA strongly believe healthcare and humanitarian services should reach the doorstep of rural villages through:

- Mobile screenings
- Rural camps
- Awareness programs
- Early detection initiatives
- Preventive healthcare education

With a strong belief that awareness and early detection can save thousands of cancer patient lives.

### **“What is the take-home message of your life?”**

#### **Sri Divyaamrita Sai:**

Life becomes meaningful only when it is useful to others. The greatest wealth one can accumulate is not money, position or fame – it is the blessings that come from wiping someone's tears.

Every individual is born for a purpose beyond personal success. Whatever abilities, resources or opportunities we receive should

become instruments for the welfare of society.

Sri Sathya Sai Divyaamritam is a humble effort for a noble cause towards that divine message.

### **“What is your vision for the future?”**

#### **Sri Divyaamrita Sai:**

My vision is to establish a healthcare ecosystem where:

- Cancer care becomes accessible to the Needy
- Dialysis services reach rural communities
- Preventive healthcare becomes a movement
- Villages become healthier and self-reliant
- Service becomes a way of life for youth

I dream of creating a model where spirituality, healthcare, education, livelihood and compassion work together for universal welfare.

The ultimate goal is not merely curing diseases, but creating:

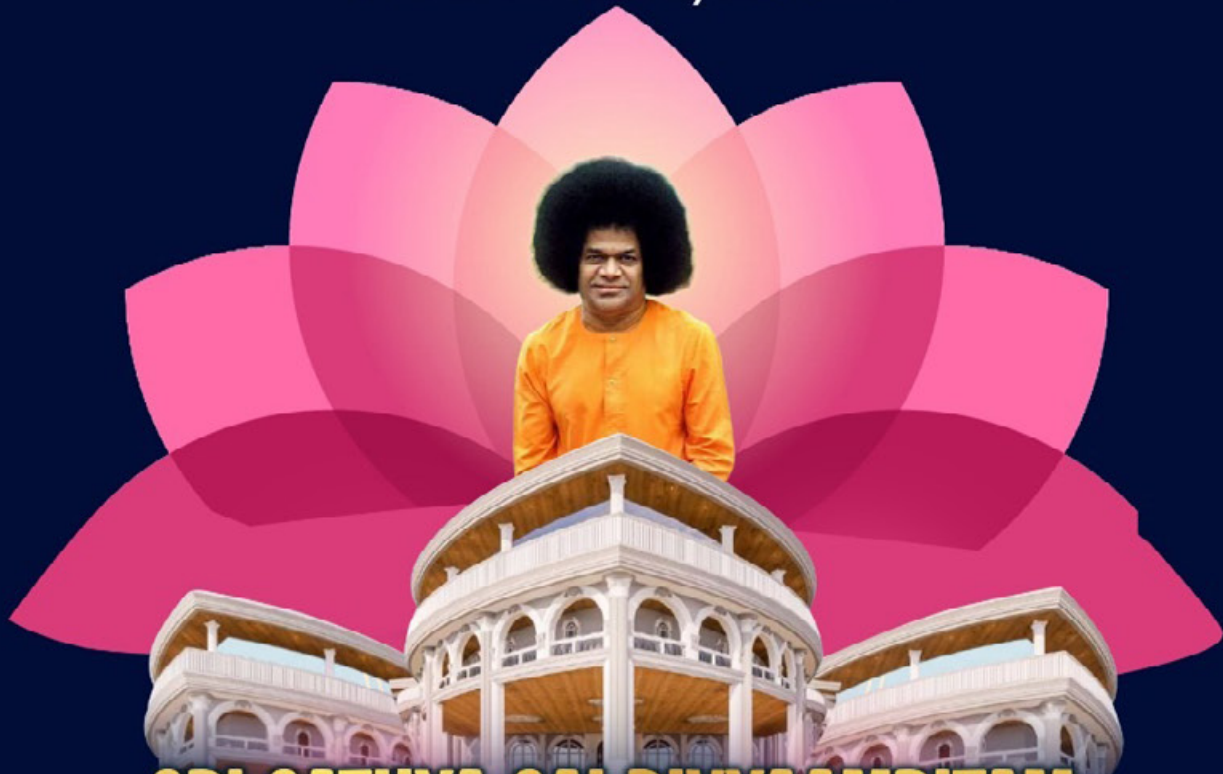
“A Society filled with Love, Peace, Dignity and Human Values.”

If humanity joins hands together with compassion, service and responsibility, we can build a future where no one suffers helplessly

**“Lokahitham Mama Karaneeyam”  
“Doing good to society is my foremost duty.”**

India's First-of-its-Kind, Free-of-Cost  
100 Bedded Comprehensive Cancer Care Hospital  
& 30 Bedded Dialysis Center

Health Buzz



# SRI SATHYA SAI DIVYAAMRITAM A WATERSHED MILESTONE IN HEALTHCARE



100 Bed  
Cancer Hospital



30 Bed  
Dialysis Center



Free Treatment  
for Needy



Advanced  
Cancer Screening



Rural & Tribal  
Outreach



Mobile Cancer  
Clinics

## Healthcare Services



- Free Cancer Treatment
- Breast, Cervical & Oral Screening



- Dialysis Services
- Mobile Cancer Clinics



- Safe Drinking Water Projects
- Hunger Relief Programs



- Education Support
- Women Empowerment

## Our Achievements

27,000+

Cancer Screenings

5,000+

Free Dialysis Sessions

100+

Rural Cancer Camps

40,000+

Students Benefited



### OUR MISSION

To provide free, quality healthcare with love and compassion, and to uplift lives through healthcare, education, livelihood and humanitarian services – without any discrimination.



LOVE ALL  
SERVE ALL

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Approx. 60 km from Visakhapatnam  
International Airport.

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🌐 Info@ssstfuw.org

MAY 2026

A Unit of Sri Sathya Sai Trust For Universal Welfare

# Social Media & Tech-Driven Nutrition

## Pitfalls and the Path Forward



In the past decade, nutrition has undergone a quiet but profound transformation. No longer confined to clinics, academic journals, or government guidelines, dietary advice now circulates at high speed through platforms like TikTok, Instagram, and YouTube. At the same time, advances in artificial intelligence, wearable technology, and personalized health platforms are reshaping how individuals understand and act on dietary information. Together, these forces have given rise to what might be called tech-driven nutrition—a dynamic, democratized, and often chaotic ecosystem of information and influence. This shift brings both unprecedented opportunity and significant risk.

### THE DEMOCRATIZATION OF NUTRITION KNOWLEDGE

Historically, access to nutrition expertise required formal consultation with dietitians or physicians. Today, anyone with a smartphone can access thousands of perspectives on topics ranging from gut health to intermittent fasting. Influencers, fitness coaches, and even laypersons now shape public understanding of food and health.

This democratization has clear advantages:

- **Accessibility:** Complex concepts like macronutrient balance or microbiome diversity are explained in digestible formats.
- **Engagement:** Short-form videos and infographics make nutrition more relatable and actionable.
- **Community-building:** Online groups provide support for weight loss, chronic illness management, or lifestyle changes.

However, accessibility does not guarantee accuracy.

## THE MISINFORMATION PROBLEM

The same algorithms that amplify engaging content often prioritize virality over validity. Simplified or sensational claims- “cut carbs completely,” “detox in 3 days,” “one superfood fixes everything”—tend to outperform nuanced, evidence-based advice.

Several structural issues contribute to this:

- **Lack of credential verification:** Audiences may struggle to distinguish between qualified experts and persuasive amateurs.
- **Algorithmic bias:** Platforms reward content that drives interaction, not necessarily content grounded in science.
- **Anecdotal dominance:** Personal transformation stories often overshadow population-level evidence.

The result is a fragmented information landscape where scientifically sound guidance competes with, and often loses to, compelling narratives.

## THE RISE OF PERSONALIZED NUTRITION TECHNOLOGY

Parallel to social media influence is the rapid growth of technology-driven personalization. Apps and platforms now integrate dietary tracking, biometric data, and behavioural analytics to tailor recommendations.

Popular tools include:

- MyFitnessPal for calorie and nutrient logging
- Noom for habit formation and psychology-driven coaching
- Levels for real-time metabolic insights

Wearables and biosensors further extend this ecosystem by tracking activity, sleep, and even glucose variability. The promise is compelling: precision nutrition tailored to the individual, rather than one-size-fits-all guidelines.

Yet, personalization raises important questions:

- How reliable are the underlying algorithms?
- Are recommendations evidence-based or commercially driven?
- Do users interpret data correctly without clinical guidance?

## DATA, PRIVACY, AND COMMERCIAL INFLUENCE

Tech-driven nutrition operates on data—often highly sensitive data about eating habits, health conditions, and biological responses. This creates concerns about:

- Privacy and data security
- Commercial bias (e.g., apps promoting specific products or supplements)
- Over-reliance on metrics at the expense of intuitive, sustainable eating

Moreover, many platforms operate on subscription models or partnerships, blurring the line between guidance and marketing.

## BEHAVIORAL IMPACT: EMPOWERMENT VS. OBSESSION

One of the most complex aspects of tech-driven nutrition is its psychological impact. On one hand, tracking tools and online communities can empower users to take control of their health. On the other, they can foster:

- Obsessive tracking behaviors
- Food anxiety or guilt
- Unrealistic expectations shaped by curated online personas

The quantified-self movement—while valuable—can inadvertently reduce nutrition to numbers, overlooking cultural, social, and emotional dimensions of eating.

## TOWARD A MORE RESPONSIBLE ECOSYSTEM

To harness the benefits of social media and technology while mitigating risks, several shifts are necessary:

1. Stronger digital literacy  
Users must learn to critically evaluate sources, distinguish evidence from opinion, and recognize red flags in dietary claims.
2. Greater expert participation  
Qualified nutrition professionals need a stronger presence on social platforms to counter misinformation with accessible, engaging content.
3. Transparent algorithms and disclosures  
Platforms and app developers should clarify how recommendations are

generated and disclose commercial interests.

4. Integration with healthcare systems  
Ideally, tech-driven tools should complement—not replace—professional medical advice.

## CONCLUSION

Social media and technology have irrevocably changed the landscape of nutrition. Information is faster, more personalized, and more engaging than ever before—but also more fragmented and, at times, less reliable.

The central challenge is no longer access to knowledge, but discernment. For educated readers and practitioners alike, the task is to navigate this evolving ecosystem with both openness and skepticism—embracing innovation while remaining anchored in scientific rigor.

In the end, the future of nutrition may depend less on new superfoods or breakthrough diets, and more on our ability to balance technological possibility with critical thinking.



### Dr Matheen Asrar

Head- Department of Nutrition and lifestyle management at Shenoy Hospitals



The future of

# HR

in Healthcare

Healthcare HR today is not just about hiring employees. It is about building resilient teams, improving employee experience, enabling leadership, and supporting quality patient care.

As healthcare organizations continue to evolve, HR leaders are facing new opportunities and challenges:

- Managing workforce shortages and retention
- Reducing employee burnout and improving well-being
- Creating stronger workplace culture and engagement
- Leveraging AI and People Analytics for smarter decisions
- Building future-ready skills through continuous learning
- Strengthening leadership pipelines in hospitals
- Driving digital transformation in HR operations

One of the biggest shifts we are witnessing is the growing importance of “Human Centered HR” in healthcare.

When healthcare employees feel valued, supported, and empowered, it directly reflects in patient satisfaction, operational excellence, and organizational growth.

The future of Healthcare HR will belong to organizations that invest in:

- » Employee wellness
- » Learning & development
- » Technology-enabled HR practices
- » Data-driven workforce planning
- » Compassionate leadership

Proud to contribute to a profession that impacts both employees and patient care every single day.

Second one The healthcare industry is witnessing one of the biggest workforce transformations in recent years, and Human Resources is now playing a far more strategic role than ever before.

Traditionally, HR in healthcare focused on recruitment, payroll, compliance, and attendance management. Today, the expectations from HR leaders have evolved significantly. Modern Healthcare HR is now directly connected to employee well-being, patient experience, operational efficiency, workforce sustainability, and organizational growth.

One of the biggest challenges healthcare organizations are currently facing is workforce retention. Increasing burnout among healthcare professionals, talent shortages, and rising competition for skilled resources are pushing HR teams to rethink their people strategies.

As a result, several important trends are shaping the future of Healthcare HR:

- **Employee well-being & Mental health:** Healthcare employees work in high-pressure environments every day. Organizations are now investing more in mental wellness programs, counseling support, flexible scheduling, and burnout management initiatives.
- **People Analytics & Data-Driven HR:** Healthcare HR is increasingly leveraging analytics to track attrition trends, employee engagement, hiring effectiveness, productivity, and workforce planning. Data-driven HR decisions are becoming essential for hospital growth and workforce stability.
- **AI & Digital Transformation:** AI-powered recruitment, automated onboarding, digital learning platforms, and smart workforce scheduling are transforming

how HR functions operate in hospitals and healthcare institutions.

- **Skill-Based Hiring:** Healthcare organizations are shifting focus from traditional qualifications to practical skills, adaptability, patient-centric behavior, and digital healthcare competencies.
- **Employee Experience & Culture:** Organizations are realizing that a positive employee experience directly influences patient care quality and organizational performance. HR today is equally focused on workplace culture, leadership development, recognition, and employee engagement.

The future of Healthcare HR will not simply be operational, it will be transformational.

Healthcare organizations that prioritize employee wellness, leadership development, learning culture, and digital HR transformation will be better positioned to build resilient teams and deliver exceptional patient care.

As HR professionals, we are not only managing people processes, we are helping shape the future of healthcare itself.

**Swathi Vuyuru**

Cluster Lead - People & Culture  
Continental Hospitals



# Healthcare's Most Powerful Network

# DNA

Doctors Network Alliance



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