

Continental Circle of Life



Continental Women & Children's Monthly Newsletter Jan - Feb 2024

Obstetrics & Gynecology | Pediatrics & Neonatology | Reproductive Medicine

OUR JOURNEY SO FAR...

6,577

BABIES BORN

9,232

OBGYN ADMISSIONS

10,629

PEDIATRIC ADMISSIONS

83,723

OBGYN CONSULTATIONS

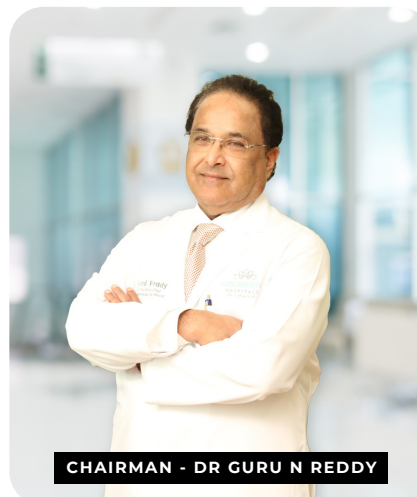
94,345

PEDIATRIC CONSULTATIONS

Welcome to the 1st edition of our monthly newsletter!

Dear Readers,

I am delighted to welcome you to the first edition of "Continental Circle of Life." As Chairman of Continental Hospitals and on behalf of Continental Women & Children's Centre, I am excited to introduce this monthly newsletter dedicated to the entire spectrum of women's health—from fertility to menopause—and comprehensive pediatric care.



CHAIRMAN - DR GURU N REDDY

Our commitment to providing exceptional healthcare to women & children encompasses our departments of Obstetrics & Gynaecology, Pediatrics, and our Fertility Centre. Inside these pages, you'll find valuable health tips, profiles of our skilled specialists, and heartening success stories that reflect our dedication to every stage of life.

"Continental Circle of Life" is more than just a newsletter; it is a reflection of our holistic approach to healthcare, ensuring the well-being of

women at various stages and providing comprehensive pediatric care. We look forward to sharing insightful information and fostering a sense of connection within our community.

Enjoy this month's newsletter with all the details of what has happened in the past month in Continental Women & Children's Center!

Dr. Guru N Reddy

In this newsletter you will find:

Health Insights

Our Service
Showcase

Patient Stories

Know your care
providers

Snapshot recap

Upcoming
events

Health Insights



Dr Suneetha Kumari P

Senior Consultant Obstetrician & Gynecologist

Prioritizing Maternal Wellbeing: Regular Antenatal Checkups

In the journey of motherhood, joy and challenges intertwine. As a Senior Consultant Obstetrician and Gynecologist, I stress the crucial role of regular antenatal checkups for both mother and baby's well-being.

Why Regular Antenatal Checkups Matter:

- 1. Monitoring Maternal Health:** Early assessments address potential issues like blood pressure, gestational diabetes, and weight gain.
- 2. Fetal Growth and Development:** Checkups track the unborn child's growth, detecting anomalies and ensuring a healthy progression.
- 3. Screening for Complications:** Regular visits screen for risks like preeclampsia and gestational hypertension.
- 4. Nutritional Guidance:** Opportunities to discuss dietary needs and address nutritional concerns.

When to Schedule Antenatal Checkups:

- **First Trimester (0-13 weeks):** Ideally, within the first 8-10 weeks for a thorough initial assessment.
- **Second Trimester (14-27 weeks):** Routine checkups monitor fetal development and address emerging concerns.
- **Third Trimester (28 weeks until delivery):** Frequent checkups closely monitor health, preparing for labor.

Expectant Mothers' Role:

- 1. Open Communication:** Promptly share concerns for effective collaboration.
- 2. Adherence to Recommendations:** Follow the schedule to avoid missed opportunities for early intervention.
- 3. Self-Care:** Prioritize rest, a balanced diet, and exercise for a healthier pregnancy.

In conclusion, regular antenatal checkups are a collaborative effort for a safe and healthy pregnancy. Embrace this journey with proactive care for a joyous arrival.



Dr Kavitha Naragoni

Senior Consultant Obstetrician & Gynecologist

Empowering Women's Health: Cervical Cancer Screening & the HPV Vaccine

Proactive measures are crucial for preventing cervical cancer, a silent threat that affects many. As a Senior Consultant Gynecologist, I emphasise on the significance of cervical cancer screening and the powerful role of the HPV vaccine in cancer prevention.

Cervical Cancer Screening:

Cervical cancer is one of the most preventable cancers, and regular screenings play a pivotal role in early detection. Pap smears and HPV tests are effective early detection tools to identify abnormal changes in cervical cells before they transform into cancer.

The HPV Vaccine: A Game-Changer:

Human Papillomavirus (HPV) is a common sexually transmitted infection linked to the majority of cervical cancer cases. The HPV vaccine, designed to protect against high-risk HPV types, is a breakthrough in cancer prevention. Administered in early adolescence, the vaccine prevents infection with certain HPV strains, reducing the risk of cervical and 7 other types of cancers.

The Power of Prevention:

The HPV vaccine is a shield against seven types of cancers, including cervical, vaginal, vulvar, anal, penile, and certain types of oropharyngeal cancers. By vaccinating young individuals, we not only protect against future cancer risks but also contribute to the global effort to eradicate these preventable diseases.

Stay informed about the importance of preventive measures. Knowledge empowers you to make informed decisions about your health.

At Continental Hospitals, our commitment to women's health extends beyond diagnostics and treatments. It encompasses preventive measures like cervical cancer screenings and the revolutionary HPV vaccine.

Health Insights



Dr Kiran Kumar G

HOD & Consultant Pediatrician & Intensivist

Essential Recommendations: Regular Pediatric Checkups

Regular pediatric check-ups are essential for the holistic well-being of your child, serving as a crucial aspect of preventive healthcare. These routine visits play a pivotal role in monitoring growth, development, and early detection of potential health issues. Here are key benefits of these check-ups:

- **Breastfeeding Support:** Encourages proper practices.
- **Immunizations:** Protection from diseases.
- **Growth Monitoring:** Early identification of issues.
- **Nutritional Guidance:** Ensures optimal development.
- **Vision and Hearing Screening:** Timely intervention for impairments.
- **Behavioral Assessment:** Detection of concerns early.
- **Healthy Habits:** Oral hygiene, sleep, and activity.
- **Developmental Milestones:** Early detection and support.
- **Chronic Condition Management:** Monitor and care.
- **Safety Education:** Prevents injuries.

These check-ups go beyond treating illnesses; Early detection, preventive care, and the establishment of healthy habits contribute to a foundation for a lifetime of good health. As parents, your active involvement is the Key!



Dr Sudheer Kumar K

Senior Consultant Pediatrician

Combating Iron Deficiency Anemia in Children

Iron deficiency anemia affects 30% globally, with India's prevalence at a concerning 52%. Children, especially aged 6 months to 59 months, are vulnerable. As a senior consultant pediatrician, I stress the need for preventive actions and awareness.

Routine screenings between 9-12 months are crucial for early detection. Symptoms can be subtle, including pallor, irritability, and poor concentration.

Prevention is key, and simple steps can make a significant impact:

1. **Iron-Rich Foods:** Include a variety of iron-rich foods, vegetables, and fruits in your child's diet.
2. **Regular Deworming:** Combat worm infestations through regular deworming.
3. **Malaria Prophylaxis:** If living in malaria-endemic areas, take appropriate precautions.
4. **High-Protein Diet:** Emphasize a diet rich in protein.
5. **Limit Cow Milk Intake:** Avoid excessive consumption of cow milk.
6. **Avoid Junk Foods:** Minimize the intake of processed and junk foods.

By incorporating these measures into our daily lives, we can ensure healthier, vibrant futures for our children.



Dr Sravanthi Reddy

Senior Consultant Pediatrician

Promoting healthy sleep habits in children

As a pediatrician specializing in sleep disorders, I stress the crucial role of quality sleep in children's well-being. Research highlights its impact on attention, cognition, memory, and overall development.

Shocking data from the American Academy of Pediatrics reveals that 25% of children under 5 lack adequate sleep, posing long-term health risks. Poor childhood sleep links to adult cardiovascular issues, diabetes, and mental health concerns.

To ensure your child gets sufficient sleep, establish a consistent bedtime routine:

1. **Limit Screen Time:** Turn off screens an hour before bed to align with the natural sleep-wake cycle.
2. **Hygiene Habits:** Encourage bedtime rituals like putting on pajamas, brushing teeth, and a calming bath.
3. **Bedtime Activities:** Include calming activities like reading, singing, or telling a story to transition to a relaxed state.
4. **Comfort Items:** For toddlers, a stuffed animal or security blanket can provide comfort.

Prioritize sleep health in well-child visits, alongside diet and exercise discussions. By fostering healthy sleep habits, we contribute to optimal physical and mental development.

Our Services Showcase



Hugs that Heal: Kangaroo Mother Care

In the heart of our Neonatal Intensive Care Unit (NICU) at Continental Hospital, a tender magic unfolds – Kangaroo Mother Care (KMC).

Imagine cradling your precious newborn against your warm chest, skin to skin, creating not just a cozy moment but a powerful healing connection.

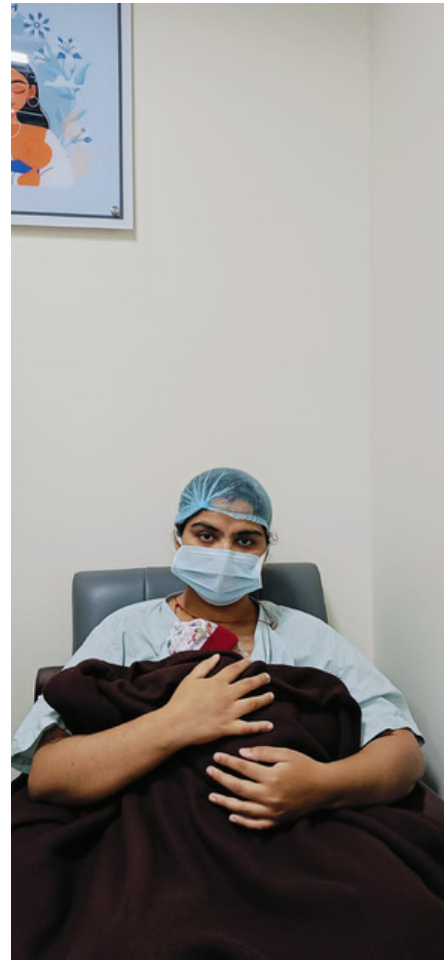
For our little warriors in the NICU, KMC is more than a comforting embrace; it's a superhero cape. Research reveals a plethora of benefits for premature and low birth weight infants:

- 1. Temperature Regulation:** Your warmth aids in maintaining the baby's body temperature.
- 2. Weight Gain:** The close contact supports healthy weight gain.
- 3. Stabilized Heart Rate and Breathing:** A soothing environment contributes to stable vital signs.
- 4. Reduced Incidence of Infections:** Mother's protective touch acts as a natural shield.
- 5. Enhanced Brain Development:** Skin-to-skin contact fosters neurological growth.
- 6. Improved Sleep Patterns:** Babies experience more restful sleep.
- 7. Earlier Hospital Discharge:** KMC contributes to a quicker recovery and discharge.

But the magic doesn't end there. Engaging in KMC also brings profound benefits to mothers:

- 1. Enhanced Breastfeeding Success:** The intimate skin-to-skin contact stimulates milk production, laying the foundation for successful breastfeeding.
- 2. Reduced Stress Levels:** Physical closeness releases oxytocin, the 'bonding hormone,' fostering calm and connection. Mothers practicing KMC often find it eases the stress of a NICU stay, creating a unique connection that lasts a lifetime.
- 3. Faster Postpartum Recovery:** Beyond the medical benefits, KMC strengthens the bond between you and your baby. It's not just about physical touch; it's a dance of love and resilience.

At Continental Hospital, we are proud to offer Kangaroo Mother Care as a part of our showcase of services. As you witness the incredible impact of KMC on your little one, rest assured that you are an integral part of their healing journey.



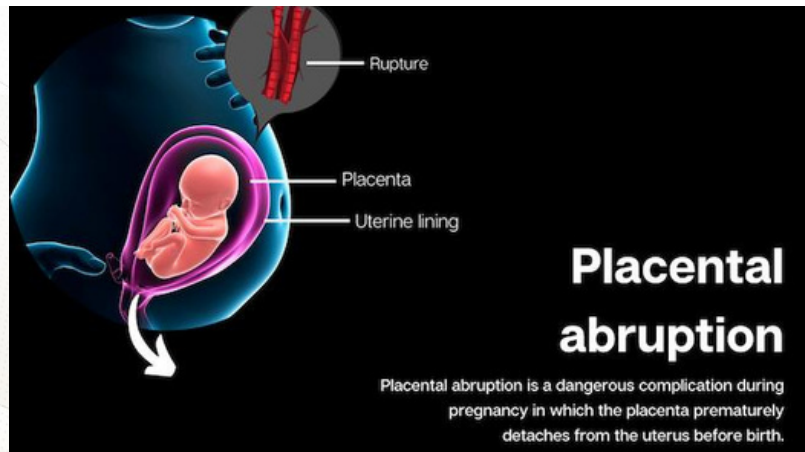
A mother practicing KMC in our NICU

Dr Ramya Nadipineni

Consultant Neonatologist &
Pediatrician



Patient Story



Navigating Pregnancy Challenges: Resilience and Compassionate Care at Continental Hospital

In the intricate journey of pregnancy, unexpected challenges can arise, demanding swift and expert care. Recently, our Emergency Room encountered a poignant case involving a 29-year-old expectant mother, whose path to Continental Hospital took an unforeseen turn.

This young woman, in her 33rd week of pregnancy, arrived at our Emergency Room with severe abdominal pain. Despite having regular antenatal visits elsewhere, her primary consultant referred her to Continental due to ultrasound findings revealing acute cholecystitis. Little did we know that the pain she endured was not solely attributed to this condition.

Upon examination, her elevated blood pressure and a tense abdomen raised concerns. Alarmed by the absence of the baby's heartbeat, we quickly performed a scan, confirming our suspicion – a placental abruption. In such cases, time becomes a formidable adversary, leaving clinicians with minimal opportunities to intervene and save the unborn child.

Abrupton, as the name suggests, is sudden and often catastrophic. Our team, despite their best efforts, couldn't save the baby, emphasizing the heartbreaking reality of such situations. However, our focus swiftly shifted to saving the mother, and with intensive care, we managed to avert further tragedy.

The question arises – **why does placental abruption occur?** Sudden spikes in blood pressure, often associated with conditions like pre-eclampsia during pregnancy, can lead to this devastating event. Most cases provide hints, such as elevated blood pressure and swelling, making regular antenatal check-ups crucial.

In this particular case, the tragedy unfolded after the patient and her husband hesitated to follow the clinician's advice for admission due to high blood pressure readings. Four days later, the consequence was heart-wrenching – the loss of their baby and the patient's near miss case, marked by significant blood loss and acute renal failure.

Despite this not-so-happy outcome, the story underscores the importance of timely medical intervention and the need to heed medical advice. Continental Hospital, equipped with a dedicated team and advanced facilities, stands ready to address such emergencies with compassion and expertise. Our hearts go out to this resilient family, and we share this story not only as a reminder of the challenges in pregnancy but also as a testament to the unwavering commitment of our healthcare professionals.

Dr Elizabeth Mandela

Junior Consultant Obstetrician & Gynecologist

Know your Care Providers



Dr Anusha Reddy

Consultant Obstetrician & Gynecologist

It is with great pleasure that we extend a warm welcome to Dr. Anusha Reddy, our newest addition to the stellar team of doctors at Continental Hospitals.

Dr. Anusha is a highly accomplished and esteemed obstetrician & gynecologist, and we are thrilled to have her expertise enriching our team.

She brings a wealth of knowledge and experience to our institution. Holding an M.B.B.S. from Mahatma Gandhi Medical College and an M.S. in Obstetrics & Gynecology from Sri Ramachandra University, her educational background reflects her commitment to continuous learning and mastery in her field.

We are fortunate to have Dr. Anusha Reddy join our team in January 2024. Her passion for women's health and dedication to patient care align seamlessly with our values, and we look forward to the positive impact she will undoubtedly make in our community.

Please join us in extending a warm welcome to her.

She is available for consultations Mon-Sat between 9am - 4pm



Dr Harshasree G

Consultant Pediatrician

Dr Harshasree is a consultant pediatrician in our team and her special interest lies in general pediatrics.

Her friendly approach to patients and diligent care make her appealing to parents and our little patients.

She is available for consultations Mon - Sat between 9am to 5pm.



Ms Renuka G

Nurse Manager

Renuka is our dedicated Nurse Manager for Women & Children's and Outpatient clinics. She has been with Continental hospitals for over a decade now.

Her ability to connect with patients, and provide exceptional care combined with leadership skills helped her to grow consistently in her role. Out of her work here, she enjoys drawing, cooking, reading books and gardening.



Dr Veda Vyas

Junior Consultant Pediatrician

Dr. Veda Vyas is a Junior Consultant in our team of Pediatricians and has been working at Continental hospital through his training years.

His calm and reassuring demeanor is something lots of parents would vouch by when they had bring their kids to the hospital.

He is available for consultations Mon - Sat between 5pm to 8pm.



Ms Awasthi KT

NICU Nurse

Those of you who had your children admitted in NICU or PICU might have met Awasthi, our NICU/PICU Nurse. She is a caring and capable nurse who takes care of our little patients when they need care the most.

She has been working at Continental Hospitals for 6 months now and has soon become trusted member of our nursing team. Did you know that she is an excellent dancer too!!



Snapshots Recap

Enjoy a quick glimpse into our recent engagements:

- **Community Health at Green Grace (21st Jan):** Our consultants provided health checkups and consultations at Green Grace Apartment Community, showcasing our commitment to community well-being.
- **Educational Outreach - Oakridge International School Field Visit:** Students from Oakridge International School explored Continental Hospitals, exploring their interest in passion for healthcare as career choice.
- **Pediatric Team's Scientific Discussion:** Our pediatricians engaged in a fruitful scientific discussion on "HMOs: Bridging the care gap", staying at the forefront of pediatric healthcare advancements



Team Birthday

It was our receptionist Mehr's Birthday and we just needed an excuse to come together to celebrate.

Mehr is our witty and smart front desk diva who is dedicated to helping patients with a smile...always.

We took this occasion to appreciate her efforts and encourage others to follow in their footsteps.

When you visit next time, you will surely find her at the front desk willing to make your time with us as easy as possible!



Baby Shower

Many of you might have met Sonia - our charming floor manager who tackles all queries with startling ease.

She went away on maternity break earlier in January and we gave her a little surprise baby shower.

While we cannot wait for her to come back to work, we want her to put her feet up and enjoy these few weeks of rest before she gets on full time duty as a new mum herself.

Wishing her a happy pregnancy & childbirth :)



Cancer Awareness Month

Upcoming Event News

Join us for a month dedicated for spreading cancer awareness at Continental Hospitals in Feb 2024. Continental Cancer Center has organized a series of activities starting from 4th Feb - World Cancer Day to spread awareness about various types of cancers and their prevention.

Date: 04 Feb 2024

Activities include:

- Awareness sessions
- Cancer prevention survey
- Hospital tours

Please participate to improve your knowledge and spread awareness.



CONTINENTAL FERTILITY CENTER



Breaking Boundaries: Continental Fertility Center Celebrates First Successful IVF Pregnancy

We're thrilled to announce a groundbreaking achievement at Continental Fertility Center: our first successful IVF pregnancy in record time. This milestone highlights the exceptional teamwork and advanced infrastructure that define our approach to fertility care.

Since its inception as part of Continental Hospitals, our center has been committed to providing cutting-edge treatments with compassion and excellence. Our dedicated team of specialists, supported by state-of-the-art facilities, has worked tirelessly to make this success possible.

From initial consultation to pregnancy, every step of the journey was guided by precision and personalized care. We owe this achievement to the trust and courage of our patients, whose dreams of parenthood inspire us to push the boundaries of possibility.

Looking ahead, we're more determined than ever to continue advancing reproductive medicine and expanding our capabilities. With a steadfast commitment to innovation and patient-centered care, we aim to make more dreams a reality and bring hope to even more families worldwide.

Join us as we embark on this journey of discovery and transformation, shaping the future of fertility care one success story at a time.

Dr Vidyalatha Atluri

Consultant Infertility Specialist

Thank you for reading!

Hope you find the newsletter as enriching as it has been for me putting it together!

SMITHA CHOWDARY KANKANALA

Editor



040 67 000 000



040 67 000 111

Plot No. 3 • Road No. 2 • IT & Financial District • Gachibowli • Hyderabad - 500 035



info@continentalhospitals.com

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continentalhospitals.com

