

Contents

ABOUT NESA MATERNITY HOSPITAL.....	5
Our Vision.....	5
Our Mission	5
Our Values	5
• Patient Treatment	5
• Quality and Safety	5
• Respect and compassion	5
• Transparency and Honesty	5
• Research and Innovation	6
• Coordination and Team Work.....	6
• Social responsibility	6
• Learning and empowerment.....	6
KEY TO SUCESS	6
Specialization Area	6
Hospital Capacity and Facilities	6
Doctors and Medical Personnel	6
Educational and Research Activities.....	6
Working Hours and Emergency Services	6
HOSPITAL CULTURE	7
Patient-Centered Care	7
Patient-Centered Culture	7
Emphasis on Positive Patient Experience	7
Effective Communication and Team Collaboration	7
Team Collaboration Culture	7
Open and Transparent Communication	7
Respect for Diversity and Different Cultures	7
Respect for Cultural Diversity.....	7
Training Staff on Cultural Differences.....	7
Professional Development and Continuous Learning	7
Continuous Staff Training.....	7
Career Advancement	7
Work-Life Balance	7
Support for Work-Life Balance	7
Flexibility in Work Schedules.....	8
Employee Well-being and Safety	8
Workplace Safety:.....	8
Support for Employee Mental Health.....	8
Innovation and Continuous Improvement.....	8

Culture of Continuous Improvement:.....	8
Acceptance of Change.....	8
Transparency and Accountability	8
Accountability Culture	8
Transparency in Operations	8
Support for Research and Scientific Innovation.....	8
Encouragement of Scientific Research	8
Promotion of Modern Technologies.....	8
ORGANIZATION CHART	9
OUR SERVICES	10
Preconception Care	10
Prenatal Care	10
• Ultrasound and Imaging.....	10
• Diagnosis of Diseases and Pregnancy Complications	10
• Care for High-Risk Pregnancies	10
Labor and Delivery Services	10
• Natural Birth and Cesarean Section	10
• Pain Management During Labor	10
• Emergency Care.....	10
• Newborn Care	10
Postnatal Care	10
• Mother's Care.....	10
• Nutrition and Care for Newborns.....	10
• Contraceptive Methods	10
Gynecological Services.....	10
• Regular Gynecological checkups	10
• Diagnosis and Treatment of Gynecological Diseases	10
• Gynecological Surgeries	11
• Genital and Urinary Tract Infections	11
Sexually Transmitted Diseases	11
Menstrual Issues.....	11
Uterine and Ovarian Diseases:	11
Infertility Treatment	11
Menopause Care.....	11
Education and Awareness.....	11
Psychosocial Support	11
TARGET MARKET	12
Women with Pregnancy Issues	12
Infertile Women.....	12
Women with Gynecological Conditions.....	12

Women with Infections and Reproductive Issues	12
Women with Uterine and Ovarian Problems	12
Women with High-Risk Pregnancies	12
Women with Specific Pregnancy Complications	12
Couples Seeking Family Planning	12
Contraceptive Counseling	12
Spacing between Pregnancies	12
New Mothers and Newborns	12
Postnatal Care.....	12
Nutrition and Breastfeeding Counseling.....	12
Women with Special Psychological Needs:.....	12
IMPACTFUL INITIATIVES FOR THE COMMUNITY	13
Women’s Health Awareness and Education Programs	13
Awareness Campaigns on Pregnancy Health and Disease Prevention:	13
Education for Adolescents and Young Women	13
Utilizing Digital Media	13
Providing Free or Low-Cost Health Services for Vulnerable Groups.....	13
Mobile Women’s Health Clinics	13
Affordable or Free Care Packages for Low-Income Women.....	13
Enhancing Maternal and Newborn Health	13
Prenatal and Delivery Care Programs	13
Programs to Prevent Maternal and Neonatal Mortality	13
Pregnancy Prevention and Family Planning Programs	13
Contraceptive Counseling	13
Easy Access to Contraceptive Methods	13
Participation in Research and Scientific Innovations	14
Research on Women’s Health	14
Advancing Medical Technologies	14
Encouraging Safe and Natural Birth	14
Natural Birth Education and Pain Management	14
Reducing Unnecessary Cesarean Deliveries.....	14
Collaboration with Governmental and Non-Governmental Organizations	14
Participation in Public Health Projects.....	14
Support for Public Health Campaigns	14
NMH SOCIAL RESPONSIBILITY	15
Commitment to the Community	15
Support for Local Development	15
DEVELOPMENT PROGRAMS.....	15
Infrastructure and Facilities Expansion	15
Increasing Bed Capacity and Delivery Rooms	15

Human Resource Development	15
Hiring and Training Specialized Staff:	15
Providing Ongoing Training Opportunities	15
Encouraging Training and Research	15
Technology and Equipment Upgrade	15
Purchasing and Upgrading Advanced Medical Equipment.....	15
Implementing Telemedicine.....	15
Improving Access to Healthcare Services	16
Establishing Mobile Clinics	16
Developing Home Care Services	16
Creating Pregnancy and Sexual Health Counseling Centers	16
Improving Quality of Care Services	16
Creating Standard Care Protocols	16
Continuous Evaluation and Improvement of Services	16
Focusing on Patient Safety	16
Enhancing Patient and Family Experience	16
Emotional and Psychological Support	16
Creating a Family-Friendly Environment	16
Supporting Mothers Postpartum.....	16
Insurance Programs and Financial Support for Patients	16
Developing Insurance Programs	16
Community Engagement and Social Responsibility	17
Educational Programs for the Community.....	17
Collaborating with Local Organizations	17
Encouraging Patient and Family Participation	17
Environmental Sustainability Programs.....	17
Reducing Energy Consumption	17
Medical Waste Management	17
FUTURE STRATEGIC GOALS AND PROGRAMS.....	18
Providing Safe and Quality Care	18
Reducing Maternal and Neonatal Mortality	18
Promoting Natural Birth.....	18
Education and Empowerment of Mothers	18
Increasing Access to Medical Services	18
Enhancing Team Collaboration	18
Utilizing New Technologies	18
Utilizing Telemedicine.....	18
Encouraging Clinical Research.....	18
Contact Information for the Hospital	19

ABOUT NESA MATERNITY HOSPITAL

Nesa Maternity Hospital established during year 2024 at the district 2, heart of Kabul City, Capital of Afghanistan.

Private health centers are important organizations because they are providing health services in different fields to huge percentage of the patients across Afghanistan, among these gynecological diseases are in huge number faced by Afghan women in different provinces and rural areas of Afghanistan which is considered as major problems.

According to the United Nations - World Health Organization report due to unavailability of health services 24 mothers and 167 infants are losing their lives on daily basis in Afghanistan.

Nesa Maternity Hospital has shown immense efforts in capacity building of health service providers

To provide quality health services to set ground to support mothers and infants.

Our Vision: Nesa Maternity Hospital is focusing on improving female health, providing extended services to improve the patient experience from the provided health services, our vision is to become leading health center in providing health services in the gynecological sector, we emphasize on advance services in accordance to the updated technology to provide better services to females and infants and to improve their living standard with innovative medical services, specialized procedures, team of the best doctors and specialized in the field, leading in providing secure services, emphatic and comprehensive services for Afghan females in all stages of their lives.

Our Mission: Nesa Maternity Hospital categorized its mission into below important aspects:

1. Providing comprehensive and specialized service in the gynecological sector with advances medical standards.
2. Special consideration on the Afghan mothers and infant's needs.
3. Providing peaceful, kind, and respectful environment.
4. Improving awareness and learning of patients and families.
5. Extending preventive programs and immediate diagnosis.
6. Continuous improvement from the latest researches and medical innovations.

Our Values: Maternity Hospital core values are highlighted as below:

- **Patient Treatment:** considering the need and requirement of the patients, providing individual treatment, respect to the rights and choices of them.
- **Quality and Safety:** Commitment to provide best quality service and insure safety of mothers and infants in all steps of treatment.
- **Respect and compassion:** Behaving in respectful manner with patients and families, understanding their emotions.
- **Transparency and Honesty:** Honest dealing with patients and staff members, transparent and precise information sharing throughout the treatment stages.

- **Research and Innovation:** Adopting latest technology and knowledge based and up to date research for continuous improvement of services and improvement of quality and treatments.
- **Coordination and Team Work:** Promoting team work among doctors, Nurses, and other medical personnel to provide better services.
- **Social responsibility:** Commitment to improvement of health services in the society, preventive measures for diseases, and providing services to different categories of the society.
- **Learning and empowerment:** Promoting a culture of continuous learning and education for medical staff, as well as educating patients to empower them in self-care.

KEY TO SUCESS

Specialization Area: The hospital focuses on specialized obstetric and gynecological services, such as pregnancy and child birth, prenatal care, postnatal care, gynecological surgeries, infertility treatments, and specialized care for newborns (NICU).

Hospital Capacity and Facilities: Equipped delivery rooms, surgical rooms, VIP patient rooms, intensive care units (ICU), specialized neonatal care units (NICU), a well-equipped laboratory, a pharmacy, parking facilities, and more.

Doctors and Medical Personnel:

- 4 obstetricians and gynecologists
- 2 surgeons,
- 3 physicians
- 2 pediatricians
- 1 internist
- 4 midwives
- 4 nurses
- 2 pharmacists
- 2 laboratory technicians

Educational and Research Activities: Educational projects and programs for doctors and nurses, as well as the hospital's participation in scientific and educational research.

Working Hours and Emergency Services: The hospital operates 24 hours and 7 days a week, providing access to emergency services.

HOSPITAL CULTURE

Patient-Centered Care

Patient-Centered Culture: Focusing primarily on the needs and health of patients, which means providing high-quality services, addressing patients' physical and psychological needs, and respecting their rights.

Emphasis on Positive Patient Experience: All staff, from doctors to nurses and support personnel, are committed to providing a positive and comfortable experience for patients.

Effective Communication and Team Collaboration

Team Collaboration Culture: The hospital has various medical, nursing, and support teams whose cooperation and coordination are vital for optimal service delivery.

Open and Transparent Communication: Staff should communicate openly and express problems without fear of criticism. This transparency increases efficiency and improves patient treatment processes.

Respect for Diversity and Different Cultures

Respect for Cultural Diversity: The hospital deals with diverse patient and staff groups from various cultures and ethnicities. The hospital culture should emphasize respect for racial, religious, and cultural diversity so that everyone feels valued.

Training Staff on Cultural Differences: Conducting training sessions for staff on understanding and respecting the diverse cultures and beliefs of patients can enhance service quality and patient satisfaction.

Professional Development and Continuous Learning

Continuous Staff Training: The hospital provides an environment where staff are constantly learning and developing new skills. This can include medical training, specialized nursing courses, and management workshops.

Career Advancement: Creating opportunities for career advancement and supporting staff professional development can increase motivation and job satisfaction, as well as improve the quality of medical care.

Work-Life Balance

Support for Work-Life Balance: Hospital staff often face high work pressure due to the nature of their work. The hospital emphasizes the balance between employees' personal and professional lives to prevent burnout.

Flexibility in Work Schedules: Offering flexible work shifts and supporting adequate leave can improve staff mental and physical health and increase their motivation.

Employee Well-being and Safety

Workplace Safety: The hospital is fully committed to ensuring employee safety against infectious diseases, physical stressors, and potential injuries. This includes providing personal protective equipment (PPE) and safety training for staff.

Support for Employee Mental Health

Hospital staff may face stress and mental health issues due to high work pressure. The hospital places special emphasis on supporting employee mental health and providing counseling and psychological support programs.

Innovation and Continuous Improvement

Culture of Continuous Improvement: The hospital encourages a culture of innovation and continuous improvement. This means identifying problems, implementing innovative solutions, and utilizing advanced technologies to enhance services.

Acceptance of Change: The hospital is prepared to embrace changes and innovations, including updating equipment, improving processes, and adopting new treatment methods.

Transparency and Accountability

Accountability Culture: Hospital staff are accountable for their actions and decisions. This accountability culture enhances patient trust in the hospital and improves the performance of medical teams.

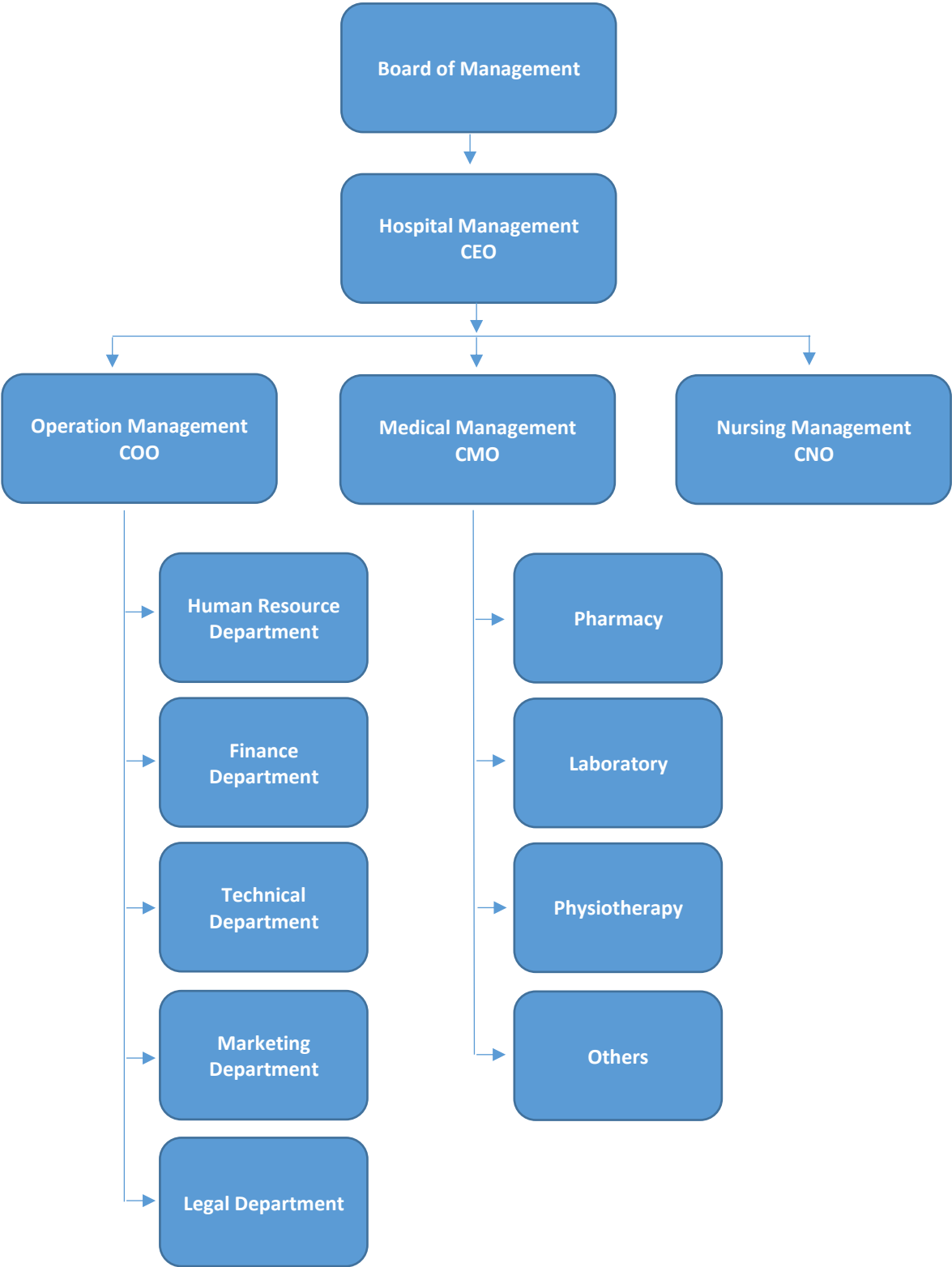
Transparency in Operations: The hospital maintains transparency in providing information regarding performance, treatment success rates, and financial matters, which helps maintain public trust.

Support for Research and Scientific Innovation

Encouragement of Scientific Research: The hospital fosters a culture of research and scientific innovation, which can contribute to continuous improvement in treatment and the advancement of medical knowledge. This includes research projects, scientific workshops, and participation in medical conferences.

Promotion of Modern Technologies: The hospital provides a conducive environment for advancing the use of modern technologies, such as telemedicine, robotic surgery, and artificial intelligence.

ORGANIZATION CHART



OUR SERVICES

we provide 24 hours a day, 7 days a week services in below major areas:

Preconception Care: Consultation and assessment of women's health before pregnancy.

Guidance on pregnancy planning, proper nutrition, and physical and mental preparation for pregnancy.

Conducting medical tests to diagnose potential diseases and genetic issues.

Prenatal Care

- **Ultrasound and Imaging:** Conducting ultrasounds to assess fetal growth and condition.
- **Diagnosis of Diseases and Pregnancy Complications:** Identifying and managing diseases and specific conditions such as gestational diabetes, high blood pressure, and preeclampsia.
- **Care for High-Risk Pregnancies:** Special services for women facing high-risk pregnancies.

Labor and Delivery Services

- **Natural Birth and Cesarean Section:** Providing services for natural childbirth with the support of a specialist team or delivery via cesarean section.
- **Pain Management During Labor:** Various methods for managing labor pain, including epidural anesthesia and natural methods.
- **Emergency Care:** In case of sudden complications or emergencies during delivery, the emergency medical team is ready to provide immediate services.
- **Newborn Care:** Initial care for newborns, including medical examinations and vaccinations.

Postnatal Care

- **Mother's Care:** Monitoring the mother's health after delivery, including managing postnatal complications such as bleeding, infection, or mental health issues like postpartum depression.
- **Nutrition and Care for Newborns:** Guidance on breastfeeding, newborn nutrition, and initial care.
- **Contraceptive Methods:** Consultation on various contraceptive methods such as birth control pills, intrauterine devices (IUDs), implants, and permanent methods like tubal ligation.

Gynecological Services

- **Regular Gynecological checkups:** Periodic checkups for the diagnosis and prevention of gynecological diseases, including breast and cervical cancer.
- **Diagnosis and Treatment of Gynecological Diseases:** Including infectious diseases, hormonal disorders, cysts, and generative system diseases.

- **Gynecological Surgeries:** Surgeries such as hysterectomy (removal of the uterus) via abdominal and vaginal methods, myomectomy, cystectomy, polypectomy, anterior colporrhaphy, and posterior colpoperineorrhaphy, cosmetic surgeries of the female reproductive system, drainage and incision of Bartholin's abscess, and cyst excision of Bartholin's cyst, along with other surgeries related to the female reproductive system.
- **Genital and Urinary Tract Infections:** Treatment of fungal, bacterial, and viral infections of the genital and urinary tracts.

Sexually Transmitted Diseases: Diagnosis and treatment of sexually transmitted infections (STIs) such as human papillomavirus (HPV) and genital herpes.

Menstrual Issues: Treatment of issues such as irregular, painful, or heavy periods.

Uterine and Ovarian Diseases: Diagnosis and treatment of issues such as uterine fibroids, ovarian cysts, and endometriosis.

Infertility Treatment: Diagnosis and treatment of infertility issues for couples struggling to conceive. Treatment methods include medication, surgery, and assisted reproductive technologies such as intrauterine insemination (IUI).

Menopause Care: Consultation and management of menopause symptoms, including hormonal changes, osteoporosis, and psychological issues. Providing necessary treatments to manage menopause symptoms.

Education and Awareness: Offering educational classes on pregnancy, childbirth, and newborn care. Informing about pregnancy health, contraception methods, and general women's health.

Psychosocial Support: Providing psychological counseling services for women suffering from mental health issues related to postpartum complications or pregnancy. Social support for women facing economic and social challenges who need assistance.

TARGET MARKET

NMH primarily targets women at all stages of life who require medical and health services, this population specifically needs specialized obstetric and gynecological care.

Women with Pregnancy Issues

Infertile Women: Those facing infertility who require specialized diagnosis and treatment such as in vitro fertilization (IVF) or intrauterine insemination (IUI).

Women with Gynecological Conditions

Women with Infections and Reproductive Issues: Those suffering from infections of the reproductive system, sexually transmitted infections, or menstrual problems.

Women with Uterine and Ovarian Problems: Those experiencing uterine diseases, ovarian cysts, fibroids, and endometriosis.

Women with High-Risk Pregnancies

Women with Specific Pregnancy Complications: Such as gestational diabetes, high blood pressure, or multiple pregnancies that require special and specialized care.

Couples Seeking Family Planning

Contraceptive Counseling: Women needing advice on contraception methods, including permanent and temporary options.

Spacing between Pregnancies: Providing counseling and services for managing appropriate intervals between pregnancies.

New Mothers and Newborns

Postnatal Care: Women who have recently given birth and need postnatal care for themselves and their newborns.

Nutrition and Breastfeeding Counseling: Offering advice on breastfeeding and newborn care to new mothers.

Women with Special Psychological Needs:

Women experiencing mental health issues related to pregnancy and childbirth, such as postpartum depression, anxiety during pregnancy, and psychological problems associated with infertility.

IMPACTFUL INITIATIVES FOR THE COMMUNITY

NMH strives to create positive changes in the community through impactful initiatives and plays an important role in improving the health of women and children.

Women's Health Awareness and Education Programs

Awareness Campaigns on Pregnancy Health and Disease Prevention: Organizing workshops, seminars, and public campaigns on important women's health issues, such as breast and cervical cancer screenings, prevention of sexually transmitted infections, and menstrual hygiene.

Education for Adolescents and Young Women: Conducting educational programs in schools and local communities to raise awareness about reproductive health, menstruation, and preventing unwanted pregnancies.

Utilizing Digital Media: Sharing educational content through social media, websites, and apps to reach a wider audience.

Providing Free or Low-Cost Health Services for Vulnerable Groups

Mobile Women's Health Clinics: Establishing mobile clinics in rural and underserved areas that provide health services such as periodic examinations, vaccinations, and prenatal care for women.

Affordable or Free Care Packages for Low-Income Women: Offering care packages that include free check-ups, low-cost delivery services, or treatment for women's health issues.

Enhancing Maternal and Newborn Health

Prenatal and Delivery Care Programs: Providing comprehensive and personalized care for mothers during pregnancy, including close monitoring of maternal and fetal health, counseling services, and preparation for delivery.

Programs to Prevent Maternal and Neonatal Mortality: Developing specialized services for managing high-risk pregnancies and training staff to handle emergency situations.

Pregnancy Prevention and Family Planning Programs

Contraceptive Counseling: Offering personalized counseling for couples regarding contraceptive methods and family planning.

Easy Access to Contraceptive Methods: Ensuring free or low-cost access to contraceptive methods such as birth control pills and intrauterine devices (IUDs).

Participation in Research and Scientific Innovations

Research on Women's Health: The hospital can participate in research projects focused on women's health, pregnancy, and infertility, applying new scientific findings to service delivery.

Advancing Medical Technologies: The hospital can be a leader in utilizing modern technologies such as telemedicine, women's health apps, and artificial intelligence for diagnosing and treating women's health issues.

Encouraging Safe and Natural Birth

Natural Birth Education and Pain Management: Promoting natural childbirth using non-pharmacological methods such as breathing techniques, massage, and relaxation techniques for pain management.

Reducing Unnecessary Cesarean Deliveries: Providing specialized counseling and medical services to decrease the rate of unnecessary cesarean deliveries and encouraging natural birth.

Collaboration with Governmental and Non-Governmental Organizations

Participation in Public Health Projects: Collaborating with governmental and non-governmental organizations on national and international projects to improve maternal and child health.

Support for Public Health Campaigns: Implementing programs and campaigns related to maternal and newborn health and actively contributing to community health improvement.

NMH SOCIAL RESPONSIBILITY

Commitment to the Community: The hospital focuses on social responsibility and community support. This includes providing free health services to those in need, participating in public health programs, and offering health education to the general public.

Support for Local Development: The hospital plays a role in economic and social community development by providing job opportunities, supporting local businesses, and collaborating with local organizations.

DEVELOPMENT PROGRAMS

The development programs of the NMH are designed to enhance services, increase access to healthcare, and improve infrastructure. These programs typically include physical development, human resource enhancement, technology improvement, and quality service upgrades. The following points outline these development initiatives:

Infrastructure and Facilities Expansion

Increasing Bed Capacity and Delivery Rooms: Expanding the number of inpatient beds and delivery rooms to meet the growing demand for maternal and neonatal services.

Human Resource Development

Hiring and Training Specialized Staff: Increasing the number of specialized obstetricians, midwives, nurses, and support staff with a focus on attracting highly skilled individuals.

Providing Ongoing Training Opportunities: Offering continuous educational opportunities for medical and nursing personnel to enhance knowledge and skills related to obstetric and neonatal services.

Encouraging Training and Research: Motivating staff to participate in clinical research and innovations in healthcare service delivery.

Technology and Equipment Upgrade:

Purchasing and Upgrading Advanced Medical Equipment: Investing in new and advanced equipment for monitoring mothers and newborns.

Implementing Telemedicine: Facilitating remote medical consultations for patients living in remote areas.

Improving Access to Healthcare Services

Establishing Mobile Clinics: Launching mobile clinics to provide healthcare services to pregnant women in remote and underserved areas.

Developing Home Care Services: Implementing home care programs for women who cannot visit the hospital due to physical conditions, especially during the postpartum period.

Creating Pregnancy and Sexual Health Counseling Centers: Offering counseling and treatment services for pregnancy-related issues, sexual health, and disease prevention.

Improving Quality of Care Services

Creating Standard Care Protocols: Developing and implementing standard protocols for delivering treatment and care services, especially in high-risk deliveries and neonatal care.

Continuous Evaluation and Improvement of Services: Implementing quality assessment programs and gathering feedback from patients and staff to identify weaknesses and improve treatment and service processes continuously.

Focusing on Patient Safety: Strengthening patient safety measures through staff training and adopting best practices to prevent medical errors and treatment complications.

Enhancing Patient and Family Experience

Emotional and Psychological Support: Providing psychological counseling services for mothers during pregnancy and postpartum, especially in cases of difficult deliveries or neonatal loss.

Creating a Family-Friendly Environment: Establishing welcoming and comfortable spaces for families within the hospital, particularly in critical situations where the presence of family can improve the mother's emotional state.

Supporting Mothers Postpartum: Offering educational programs and care support for mothers in the postpartum period, including nutrition counseling, breastfeeding support, and newborn care.

Insurance Programs and Financial Support for Patients

Developing Insurance Programs: Creating insurance schemes and providing financial assistance to reduce treatment costs for patients, particularly for low-income families.

Community Engagement and Social Responsibility

Educational Programs for the Community: Organizing awareness campaigns and health education for women regarding pregnancy, childbirth, and prenatal care.

Collaborating with Local Organizations: Partnering with local and international organizations on public health programs to improve community health and reduce maternal and neonatal mortality.

Encouraging Patient and Family Participation: Motivating patients and families to engage in educational programs.

Environmental Sustainability Programs

Reducing Energy Consumption: Implementing energy reduction programs and utilizing renewable resources to lessen the hospital's environmental impact.

Medical Waste Management: Managing hospital waste and reducing the use of harmful chemicals and plastics.

FUTURE STRATEGIC GOALS AND PROGRAMS

Providing Safe and Quality Care: Ensuring a safe environment for mothers and newborns during pregnancy, delivery, and postpartum.

Reducing Maternal and Neonatal Mortality: Decreasing mortality rates through advanced and appropriate care methods for mothers and newborns.

Promoting Natural Birth: Offering necessary support and solutions to increase the rate of natural births and reduce unnecessary cesarean sections.

Education and Empowerment of Mothers: Educating mothers about pregnancy, delivery, and newborn care to raise awareness and empower them.

Increasing Access to Medical Services: Ensuring easy and quick access to specialized maternal and neonatal services, especially for mothers in underserved areas.

Enhancing Team Collaboration: Strengthening teamwork among doctors, nurses, and other medical staff for better service delivery.

Utilizing New Technologies: Leveraging new technologies in diagnosis and treatment to improve service quality.

Utilizing Telemedicine: Improving access to medical services in remote areas or for patients who require remote consultations.

Encouraging Clinical Research: Encouraging doctors and researchers to conduct studies aimed at improving childbirth methods, treating pregnancy-related diseases, and enhancing maternal and neonatal health, which contributes to knowledge development and improved treatment outcomes.

Contact Information for the Hospital

- **Address:** Kabul, Afghanistan
- **Website and Social Media Links:** [Insert links here]
- **Key Contact Numbers and Emails:**
 - +93767404843
 - +93728404843