



## **Mrs Zanubia Shams**

Co-Chairperson  
Zulekha Healthcare Group

**Mrs Zanubia Shams**, a visionary leader and prolific entrepreneur is a sincere healthcare ambassador and benevolent personality. She has been shouldering the operational responsibilities of the Zulekha Healthcare Group since 2005, supporting her mother Dr Zulekha Daud in expanding their operations in UAE & India. Mrs Shams has an inherent passion for excellence in operations and with her strategic leadership, she exudes an air of confidence that catalyses the operational efficiencies across Zulekha Healthcare Group.

A post-graduate in Business Administration from Southern New Hampshire University, USA, in her professional career, she has successfully established a network of Zulekha Healthcare facilities in UAE and India including three hospitals, medical centres, pharmacies and a pharmaceutical store. The group's projects embody applied dedication for quality & environment friendly healthcare solutions in UAE & India.

To maintain international standards she reinstates it is essential to expand both our knowledge and understanding of how things are being done and adopt newer ways of doing them including newer perspectives of management, customer service and technology blend. Her able guidance helped her teams blend technology with the human experience, thereby delivering service excellence and creating centres of excellence across key specialities such as Orthopaedics, Gynaecology, Bariatric, Oncology and Cardiology.

Her commitment towards philanthropy compliments her zeal for success in her business initiatives. Her active involvement in helping communities and the underprivileged through CSR initiatives goes beyond the conventional boundaries of healthcare. Through a series of health-focused campaigns and initiatives, she continues to address major health concerns year on year.

Fostering inclusive progress Zanubia extends a helping hand to 'People of Determination' through various initiatives. The group's star program 'True Heroes', launched in 2018 is an initiative that rewards parents and mentors of special children and those who have gone the extra mile to make a difference to lives. She advocates that it is our responsibility to reinstate our belief in the abilities of these individuals and assure them that we care and understand, and will support their special needs with the best of our services for them. Provision has been made to enable dedicated special services at Zulekha hospitals in UAE for these individuals. Going a step further, the hospital engages with parents through right parenting programs that support existing and any new parents, cope with challenges and ensure they are educated on the right behaviours in the upbringing of these children. Her efforts in creating a sustainable society are continuous.

In May 2015, she launched a new cervical cancer screening and prevention initiative - 'Chance to Change' to help reduce the incidence of the disease through early detection and regular checks thereby saving lives across the Emirates.

Later the same year, as part of October's global Breast Cancer Awareness month, Mrs Shams spearheaded the launch of the 'Pink It Now' campaign, offering women in the UAE access to free breast cancer consultations and mammograms.

Additionally, she had taken forward two other campaigns - Screen and Survive, a colorectal cancer awareness initiative and Nabd Al Khair, a cardiac health and wellness initiative that funds cardiac surgeries of needy. Her compassion towards the communities in offering free checks and consultations through the years resonates her desire to eradicate the deadly diseases commonly prevailing in our societies and killing the masses.

Under her leadership, Zulekha Healthcare Group has joined hands with IFC - World Bank Group to drive 'She Works', a Global Initiative to improve Women Employment. This initiative compels a 60:40 women to men employee ratio to be achieved by the organization, which it has.

Mrs Shams believes that having been able to offer affordable quality healthcare services for over five decades now, it has become a habit to serve only the best to our patrons. She embraces the advent of latest patient information systems or hospital information systems in daily operations, which are just another catalyst in the golden phase of healthcare developments.

Adding to her credits, Mrs Shams features on the Forbes list of Top 100 Most Influential Women in the Middle East. She was also honoured with the Emirates Women Award by the Dubai Quality Group.