A Story Of Change

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VP of Fundraising, Director of Volunteers

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Vice President Academic Affairs, Research, Outreach
Children's Cancer Hospital Egypt 57357

Executive Director of Fundraising & Business Development
Children's Cancer Hospital Egypt Foundation 57357

Secretary General, Board of Directors
Association of Friends of the National Cancer Institute

Secretary, Board of Directors
Egypt Cancer Network 57357 and AFNCI

“People change what they do less because they are given analysis that shifts their thinking than because they are shown a truth that influences their feelings.”

John P. Kotter, The Heart of Change
John P. Kotter is the Konosuke Matsushita Professor of Leadership (retired) at Harvard Business School in Boston. He is the author of 15 books, including The Heart of Change: Real-Life Stories of How People Change Their Organizations, John P. Kotter on What Leaders Really Do, and Leading Change. He has published six articles in HBR, including "What Leaders Really Do" and "What Effective General Managers Really Do."

The flow of see-feel-change is more powerful than think-analyse-change.
8 STEPS TO CHANGE

1. Establish a sense of urgency.
2. Create a guiding coalition.
3. Develop a vision and strategy.
4. Communicate the Change Vision.
5. Empower employees for widespread action.
7. Consolidate gains and produce more change.
8. Embed the new approaches to change in the organization culture.

Survival

U.S.A and Europe:

1975 → 50%
2013 → 80%
Less than 40% survival in Egypt until 2013: CCHE 57357 has survival curves averaging 70%.
Treating over 7000 patients: (Active and follow-up)
Change is a must; it is not an option

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead
We are a people's organization alleviating the suffering of and providing hope to children with cancer and their families.

- The hospital was built and is sustained completely by donation.
- All children are treated for free regardless of race, creed or ability to pay.
Passion for Excellence
Love and Respect for all Children
Teamwork and Partnership
Accountability
Social Responsibility
Creativity
Professionalism
Thirst for Knowledge
CCHE Core Values

STRATEGIC DIRECTION

Our strategic direction is the three pillars of quality care, education and research which is the heart of the hospital mission to provide free care with justice in quality for all children with cancer.
Plans are nothing
Planning is everything

FUNDRAISING

Being donor centered, we are transparent, trustworthy, and model of philanthropy ensuring financial sustainability through multi sector cooperation.
Fundraising is a Profession

Mrs. Zohra donates 5 LE after saving for 5 Months

84 year old Mr. Mohamed Mabrouk donated 40 LE
School students visit October 20/04

Largest Children’s Cancer Hospital in the World

7/7/2007-7/7/2014

Completely built and sustained by donations

185 Beds
24/7 operation

- Wide area with comfortable chairs.
- 12 private rooms for infectious or sick patients.
- Can serve 300 patients/day
ICU & Step-down

(20 BEDS)

Very well equipped with the most up-to-date technology to save our critically ill children.

Physiotherapy Department

Our critically ill children
Nurse Satellite Station

Inpatient room:
36 semi-private, 149 private
For all countries to achieve their destinies of prosperity and harmony for their people, we need to work together sharing talents, vision, and supporting each other in education and health which are the greatest needs for our people and countries to advance from poverty to prosperity.
Our Arab Friends who have contributed funding and educational collaborations

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**African Ambassadors Visit to Begin Collaboration 2012**
We provide all our patients with the best quality services and up to date technology without discrimination.
CCHE 57357
Health Information Technology
"you cannot manage what you cannot measure"
Peter Drucker

Business Layer
- ERP
- Customer Records & Billing

Foundation Layer
- Connectivity
- Security
- Storage
- Bandwidth
- Support growth
- Mobility
- Availability

Healthcare Applications
- PACS

Network & Security
- Data Center
- Server
- Server growth
- Performance

57357 HIT in Action
We know that in order to break cure rate records, we must engage in Research and we have a leading edge in that respect in terms of facility, latest equipment, large population samples and strong ties with renowned pediatric cancer centers around the globe.

Research Objectives

- Supporting CCHE Investigators by facilitating the development of ethical quality clinical protocols/research studies, research documentation and research methodology.
- Providing a centralized patient registration system
- Monitoring studies for quality research documentation and adherence to Egyptian government and international regulations and ICH GCPs.
We believe that knowledge is worthless if it is not put into action, all our processes are built on evidence-based practices. We know that to achieve our mission, we must constantly learn, train and share knowledge with others, we are a learning Organization.
• January 20, 2014

2000 staff of all levels will receive compulsory blended e-learning soft skills: team building, communication, CPR, English language, Information technology

Specific specialty skills:
Leadership, management, finance, marketing, infection control, etc.

Over 250 packages available to all staff.

Egyptian:
• American University of Cairo
• University of Alexandria
• Egyptian Ministry of Health

U.S Hospitals:
• Children’s Hospital Boston, Dana Farber Cancer Institute, Harvard University
• University of Massachusetts
• Texas Children’s Cancer Centre/Baylor College
• Children’s Hospital Los Angeles/Keck School of Medicine
• St. Jude Children's Research Hospital
• Memorial Sloan Kettering Cancer Center
Dana-Farber Boston Children’s Cancer and Blood Disorders Center / CCHE Training Collaborations

Treatment strategies, disease overview, research methodology, specialization, research collaboration

Policies, care standards, best practice, evidence based review

Skills upgrading, knowledge transfer, training in current treatment practices

Boston Children’s Hospital/Dana Farber Cancer Institute/CCHE 57357 Pediatric Oncology Fellowship

SOCIAL RESPONSIBILITY

We believe that "Prevention is better than cure", We are constantly engaged in spreading awareness as to the nature of the disease, its causes and ways to prevent it, awareness is our ammunition in our fight against cancer.

Major cancer awareness initiative launched in 2013
We are an ambitious interactive organization striving to meet the needs of expansion and innovation with the ultimate goal of reaching a greater number of patients and achieving higher cure rates.

- 60 bed satellite unit in Nile Delta in completion
- 60 bed expansion on 3rd floor in completion
Guest House and Hospice

- 3 towers of 750 beds total
- Short stay lodgings for children, adult cancer patients and relatives more than 100 km from Cairo
- 150 beds for overnight hydration and light medical care
- 150 bed unit for palliative care
- Lodgings for trainees
- Staffed with physicians and nurses
- RFP for design underway

Two 18 floor towers

Bed tower, health sciences academy, research institute

- 350 inpatient beds
- Neuroscience department for CNS tumors: 6 OR’s with intra-operative MRI’s, intensive care, specialized inpatient unit.
- Tissue repository
- Expanded areas for Bone marrow transplant, clinical pharmacy, diagnostic imaging and radiation oncology, pathology
- Advanced state of the art technology such as, zero energy, green hospital, solar power.
Healthcare training for all levels of Healthcare professionals
1. Healthcare Administration
2. Health Communication
3. Clinical Professional
4. Health Informatics
5. Clinical Technical
6. Clinical Ancillary
7. Non-clinical Professional
8. Non-clinical Technical
9. Hotel Services in Healthcare Setting
MSE/57357 School Vision

- It is our vision that MSE/57357 patients will receive the best education, individualized to their needs to sustain their learning journey despite their illness and reaching their potential.

MSE/57357 Hospital School Mission

- The MSE/57357 School mission is to provide continuity of education within the framework of the Egyptian Ministry of Education Curriculum and facilitation with the home school ensuring that:
  - cancer children will maintain their education,
  - feel connected to their school and peers
  - school re-entry will be much easier because teachers and students will be educated about cancer and will provide a nurturing and supportive environment for the sick child
  - they will achieve their educational and professional goals despite their disease.
1. Pediatric oncology patients often have long term side effects in regards to learning and mobility.
2. We are committed to ensuring equality in education for our patients.
3. The school program is available to all 57357 patients regardless of race, gender, disability, religion or socio-economic background.
4. We aim to develop our culture through spreading the necessity of education and learning with the use of variable methods to reach our aim, as well as making the children proud for who they are and for their ability to fully participate in the school life.
5. The children’s success will be recorded and data will be used to support the children psychologically and encourage them to be creative and to participate effectively and positively.
6. To be a beacon for education and learning for cancer children.

- Modern School of Egypt 2000 board of directors have committed to the supervision of the school project ensuring quality teaching and successful outcomes.
- Financing the project with the equivalent of 200,000 EGP/year in salaries, educational books and educational tools since its inception in 2008.
57357 Children

Total number of school children

Dr. Nermin Sharabas
The number of elementary school students 2012-2007

Dr. Nermin Sharabas

The number of preparatory school students 2007-2013

Dr. Nermin Sharabas
### The number of secondary school students 2010-2012

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### The number of students enrolled in the final exams in the hospital 2013-2008

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<td>96</td>
<td>27</td>
<td>53</td>
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**Dr. Nermin Sharabas**
Success stories

- 2013: 6 high school patients completed their courses successfully averages of:
  - 99.2%: leukemia treatment, developed serious virus in eye over summer, made straight A's in first semester engineering, now recovering from hip replacement surgery.
  - 99%: bone cancer, amputee of right hand, taught herself to write with left, political science.
  - 87.6%: rhabdomyosarcoma: finished treatment, First semester engineering. A's
  - 78%: bone cancer, finished treatment, commerce
  - 73%: bone cancer, finished treatment, computer science
  - 63%: leukemia, half finished treatment, computer science

Dr. Nermin Sharabas

“Things do not change, we change.”

Henry David Thoreau
1. Establish a **sense of urgency**.
2. Create a **guiding coalition**.
3. Develop a **vision and strategy**.
4. Communicate the **Change Vision**.
5. Empower employees for **widespread action**.
6. Generate **short term wins**.
7. Consolidate **gains and produce more change**.
8. Embed the new approaches to **change in the organization culture**.