

Seminar on 'Story of a Startup: shombhob.com'



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BRAC UNIVERSITY
School of Pharmacy

Join us for a seminar on

"Story of a Startup: shombhob.com"

Under the "Toolbox for Success" Series

Guest Speaker



Azra Salim
Founder and CEO,
Shombhob Health Ltd.

Moderator



Namara Mariam Chowdhury
Senior Lecturer, School of Pharmacy,
BRAC University

Thursday
2nd March 2023
12:00 PM

Organized by
School of Pharmacy

BRAC
Auditorium UB 02

Strong leadership is essential for successful entrepreneurship. A leader with vision, creativity, and the ability to motivate their team can drive a company towards success. An entrepreneur must possess these leadership qualities to turn their ideas into reality and build a sustainable business.

As a part of our 'Toolbox for Success' series designed by the School of Pharmacy, Brac University, a seminar on 'Story of a Startup: shombhob.com' was organized on March 2, 2023, to provide students with insight into successful entrepreneurship.

Ms. Azra Salim is the Managing Director and CEO of Shombhob Health Ltd., which owns the e-commerce portal, shombhob.com, and a Director at Jayson Pharmaceuticals Ltd., one of the oldest pharmaceutical manufacturing companies in Bangladesh. Ms. Azra also serves as the Membership Chair of Entrepreneur's Organization Bangladesh, an international organization which is a global network of entrepreneurs to enable peer to peer learning.

She completed her Bachelor of Science in Economics with a concentration in Finance from Wharton School of Business, University of Pennsylvania, USA. After earning her degree from there, she worked in Pennsylvania for a Consulting company from 2000 till 2003, doing Financial Consulting for their Fortune 500 clientele. During her employment there she got the opportunity to work with many multinational pharmaceutical and healthcare companies, which have added value to her career in Bangladesh.

She returned to Bangladesh and joined the family-owned business at Jayson Group. She was actively involved in the management of the pharmaceutical manufacturing business till 2020. Azra is very passionate about incorporating technology to make operations more efficient, and she was instrumental in implementation of the ERP software and Salesforce Automation software in Jayson. After the onset of Covid 19, Azra felt the need for a reliable e-commerce solution to make access to medicines and healthcare products easier for the people of Bangladesh. Azra followed her belief that technology when properly utilized can improve human condition. She is passionate about improving healthcare for the people of Bangladesh. She founded Shombhob in 2021 as a digital platform to improve access to guidance and healthcare products, e.g., pharmaceuticals and other healthcare/beauty products (and pet medicines/products) to the people of Bangladesh. The population density of Bangladeshi cities results in substantial traffic congestion and difficulties for residents to access medicines and related healthcare products. Shombhob has a unique opportunity to provide authentic medicines and healthcare products more conveniently. Bangladesh is currently investing heavily in broadband access. E-commerce/online shopping is rapidly growing, like the US 10-15 years ago. With her industry background and passion for healthcare, she gives shombhob.com an edge over the competition, to become the market leader in this space.

During the seminar, the speaker discussed the importance of strong leadership in pharmaceuticals as the sector requires good judgment and clarity of direction because it is an industry where professionals have a direct impact on people's lives. Pharmaceutical leaders need to have a strong knowledge of not only healthcare but also business competence.

Ms. Azra Salim shared her experiences and a few leadership lessons that motivated or inspired the audience on their own journey. Her discussion explored the fundamentals of entrepreneurship - identifying new opportunities, and strategies for success, the obstacles to entrepreneurship including the ability to take risks, optimizing resources, etc. More importantly, she will shed light on how to cultivate an entrepreneurial mindset and how it can have a positive impact on our society. The seminar was moderated by Ms. Namara Mariam Chowdhury, Lecturer, School of Pharmacy, Brac University. Faculty members, Teaching Assistants, and students of the School of Pharmacy attended the seminar.

Potential Benefits of Technology for the Treatment of Profound Autism

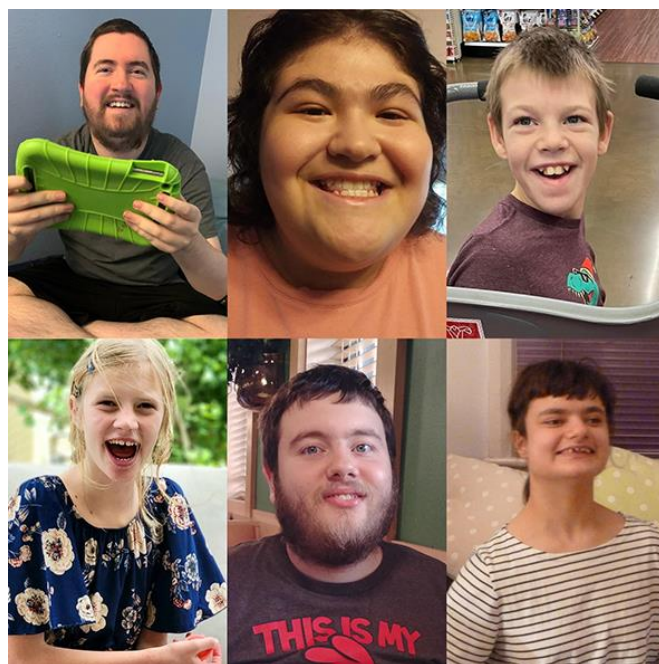


Profound autism, also known as severe autism, is a type of autism spectrum disorder (ASD) characterized by significant impairment in communication and social interaction skills, as well as repetitive behaviors and restricted interests. People with profound autism may have difficulty understanding and expressing emotions, making eye contact, and engaging in social activities.

Currently, there is no cure for profound autism. However, there are various treatment options available to help individuals manage their symptoms and improve their quality of life. Some of the common treatments for profound autism include behavioral therapies, such as applied behavior analysis (ABA) and cognitive behavioral therapy (CBT), speech therapy, occupational therapy, and medication.

Recent clinical trials have explored the potential benefits of using technology to treat profound autism. One such trial involved the use of a virtual reality platform to improve social communication skills in children with ASD. The results showed that children who received virtual reality therapy had significant improvements in their social communication skills compared to those who did not receive the therapy. Another study examined the effects of using a computer-based intervention program that focused on improving attention and social communication skills in children with ASD. The results showed that children who received the intervention had significant improvements in their social communication skills and attention compared to those who did not receive the intervention.

Technology has the potential to greatly enhance the treatment of profound autism by offering new tools and techniques to support communication, socialization, and sensory integration. Augmentative and alternative communication (AAC) devices can help nonverbal individuals with autism express their thoughts and feelings, while virtual reality technology can provide a safe and controlled environment for social skills training. Wearable devices can monitor physiological indicators of anxiety and stress, providing insight into triggers and enabling early intervention. Additionally, robotics and artificial intelligence can provide personalized interventions and support. These technological advancements have the potential to improve the quality of life for individuals with profound autism and their families.



AI on Cancer Detection



Artificial intelligence (AI) has shown great potential in revolutionizing cancer diagnosis, treatment, and management. In recent years, AI tools have been developed to analyze medical data, including medical images, genetic data, and electronic health records, to improve cancer diagnosis accuracy, predict disease progression, and assist in treatment decision-making.

Cancer is a complex disease that involves the uncontrolled growth and spread of abnormal cells. Diagnosis typically involves a combination of physical exams, imaging tests, and biopsies. However, the accuracy of cancer diagnosis can be affected by several factors, such as the expertise of the clinician and the quality of the imaging test. This is where AI can play a critical role in improving cancer diagnosis accuracy.

AI algorithms can analyze large volumes of medical imaging data, such as CT scans, MRIs, and X-rays, to identify patterns and features that are difficult for the human eye to detect. For instance, deep learning algorithms can learn to identify subtle changes in medical images that indicate the presence of cancerous tumors, such as abnormal cell growth and the presence of nodules. AI tools can also analyze genetic data to help identify genetic mutations that increase the risk of developing certain types of cancer. By analyzing large data sets of genetic information, AI algorithms can identify patterns that may be indicative of a predisposition to certain types of cancer, which can help clinicians make more informed decisions about early detection and preventative measures.

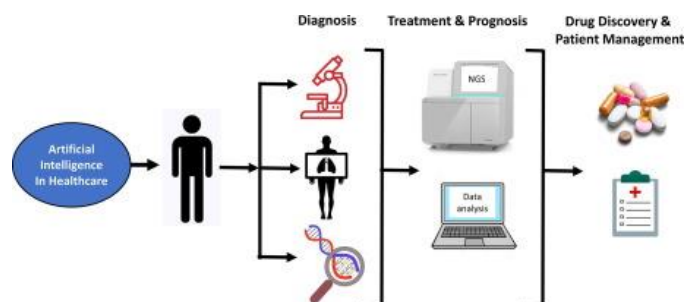
AI can also assist in treatment decision-making by analyzing patient data to predict the effectiveness of different treatment options. For instance, AI algorithms can analyze patient records and predict the likelihood of a certain type of cancer responding to a particular treatment

based on the patient's genetic profile, medical history, and other factors.

Another area where AI can be particularly useful is in predicting the progression of cancer. By analyzing patient data over time, AI algorithms can identify patterns that indicate how quickly a cancer is likely to progress and how it may respond to different treatments. This information can help clinicians make more informed decisions about treatment options and develop personalized treatment plans that are tailored to the patient's specific needs.

Despite the great promise of AI in cancer diagnosis, there are still some challenges that need to be addressed. For instance, AI algorithms require large amounts of high-quality data to be trained effectively, which can be a challenge in some cases. Additionally, the use of AI in healthcare raises important ethical considerations, such as patient privacy and the potential for bias in the data used to train algorithms.

In conclusion, AI has the potential to revolutionize cancer diagnosis and treatment. By analyzing medical data, AI algorithms can improve cancer diagnosis accuracy, predict disease progression, and assist in treatment decision-making. While there are still challenges that need to be addressed, the use of AI in healthcare has the potential to improve patient outcomes and save lives.



Written by: Md. Ayman Siddique (Teaching Assistant)

Effect of Ramadan Fasting on Chronic Kidney Disease Patients



There are an estimated 1.8 billion Muslims worldwide, with the majority of them choosing to fast during the month of Ramadan. Fasting, which requires abstinence from food and drinks from dawn to sunset can be up to 20 h per day during the summer months in temperate regions. Fasting can be especially challenging in patients on hemodialysis and peritoneal dialysis. Moreover, there is concern that those with chronic kidney disease (CKD) can experience electrolyte imbalance and worsening renal function.

CKD patients require supervision with clear, strict instructions on breaking the fast in case of any deterioration, although some CKD patients insist on continuing to practice fasting. All health practitioners who care for CKD patients should be aware that there are no well-established, documented facts regarding whether to advise CKD patients to conduct fasting or not. However, many observational studies have demonstrated that fasting has no meaningful influence on the deterioration of renal parameters in patients with chronic kidney disease.

One of the factors that help to guide whether to fast or not in CKD patients is the number of fasting hours. Ramadan fasting should be carefully considered during the hot months, especially if the fasting exceeds 12 hours. Therefore, it is essential for individuals with CKD to consult with their healthcare provider before deciding to fast during Ramadan. The healthcare provider can evaluate their kidney function and overall health status and provide guidance on whether fasting is safe for them. If the healthcare provider determines that fasting is safe, individuals with CKD should take extra precautions during Ramadan.

They should:

Stay hydrated: Drink plenty of water and other fluids during non-fasting hours to prevent dehydration.

Monitor their electrolyte levels: People with CKD are at higher risk of electrolyte imbalances, which can be worsened during fasting. They should monitor their electrolyte levels and seek medical attention if necessary.

Adjust their medication schedule: If individuals with CKD are on medication, they should discuss with their healthcare provider whether they need to adjust their medication schedule during Ramadan.

Eat a healthy diet: During non-fasting hours, individuals with CKD should focus on eating a healthy diet that is low in salt and processed foods and rich in fruits, vegetables, and whole grains.

Overall, individuals with CKD should prioritize their health and safety during Ramadan and should only fast if their healthcare provider deems it safe for them.



Written by: Iffat Islam Mayesha (Teaching Assistant)