

MUSKURAYYE AP FIO MAI HAIN

Disclaimer: This review isn't paid nor have the hospital staff asked me to give a review. This is more like a personal review because I am immensely impressed by FIO and its whole management system. This review is what Wordsworth said for poetry: "Spontaneous Overflow of Emotion".

I was diagnosed with Keratoconus in October 2023. A doctor ABC (I would prefer not to use his name) scared the hell out of me. When he checked my eyes, he kind of shrieked: DA DE HO MATA KERATOCONUS HKARI (I THINK SHE HAS KERATOCONUS). I timidly asked what is keratoconus and he responded: STA BA STARGE OCHAI SHE AU RANDA BA SHAI AU BAHAR MULK NA BA PA 10 LAKH YAWA STARGA RAGHWARE (your eyes will completely dry out and you will lose eyesight and you would have to bring eyes form foreign countries. Each eye for 10 lakhs). It was not what he said that was scary but the way he said was what made me think- MY LIFE IS OVER. I AM GONNA LOSE MY EYES.

Cut short to, my husband takes me to FIO on a friend's recommendation for CXL though I wasn't personally willing because I hate changing doctors.

And here we are at the threshold of FIO and if it had been a filmy scene probably some AAAA AAAAA alaap might have sounded in the background when the door was opened by the security guard but oh it didn't.

We enter and a good first impression is made.

Its a cozy place. The interior is simple yet modern, sophisticated and subtle. There are sofas for all patients. Literally, Sofas for all people rather than the typical uncomfortable iron benches or chairs in hospitals that compel one to question one's existence of life. There is a soft and comforting music in the background as well. Cool huh!!!

“But. But. But.” I wonder in my thoughts. “If this place looks so good, it might be very very expensive.” Was it? Not at all. Considering the amazing services provided by the hospital, a fee of rupees 2000/2500 is nothing.

We meet Mr. Irshad from counselling and he patiently answers our concerns. He alleviates the fear of a surgery and shows us a POWERPOINT PRESENTATION about the whole process. I have never been to a hospital where such visual presentations are shown. Impressions. Good impressions. Better impressions. I have my CXL surgery by Dr. Rafique. I have never felt so relaxed in my life.

A series of visits ensues because I have other complicated issues and during those visits I note several things which I would like to share.

While the hospital itself claims that its biggest milestone is having SMILE PRO technology, but in my opinion there are other things as well that only a person from a common background can observe. The hospital management focuses on PEOPLE and more specifically on COMMON PEOPLE. It doesn't matter if you are in a Purda or wearing a Burqa or wearing shabby shalwar kamiz or having the outlook of a poor person- everyone is the same here. Everyone is a special guest in FIO. You don't need to be a biggie or a high class person to get the attention of the staff. They'll treat everyone the same. Either the CEO has trained them to be polite and cooperative or he has selected those people who

are polite and cooperative. Whatever the case might be, the employees of FIO won't disappoint you. They will guide you with patience. They will answer all your concerns without being nasty.

Everything is coordinated. A patient has to meet several experts throughout the checkup process. You don't need to tell the next expert about your problems. The data is automatically sent through their networking system. Every new expert will have the data on his screen before the patient arrives. However, that doesn't mean that the experts would only see what is on the screen and not ask you anything. You will be politely asked about your issues and your apprehensions will be answered. The hospital can be characterized with a simple word-SYSTEM.

They have a good counseling team. You need counseling. Miss Mawra or Mr. Irshad will be there. You want any official document (medical leave, fitness certificates, claim letters etc), these two are there for you. They will patiently listen to what exactly you need. No fussing. No unnecessary arguments. They'll give you a good colored printed document on a good quality paper.

And then the CEO of the hospital Dr. Mushtaq Khattak- the brains behind the hospital. When i visited the hospital for the first two times, I heard his name a lot, but I didn't meet him. I had the thought that like any typical BIGGIE of any institution, he might be an unapproachable person. I thought one might need a special appointment to meet him. However, when I called for an appointment with him, it turned out he is readily available to anyone who wants to meet him. Good one. When I was meeting him for the first time, I had imagined a man with a sullen look, big moustaches , heavy body and judgmental eyes. You know you

visit hospitals and these doctors treat you as if you are to be blamed for your health issues. In short, a typical scary senior doctor. HOWEVER, When I entered Dr. Mushtaq's room and saw him, here was a different man- a tall, handsome and smart man. But what makes him special is something else. His smily face. His gentle nature. And his encouraging approach to patients. He is not a typical senior CEO who will kill you with his haughtiness but a humble and kind man who will tell you EVERYTHING IS FINE even when it isn't. He takes half of a patient's ailment just by his sympathetic approach. Even when a patient seems to irk him, he seems to tolerate it and does not show his irritation (Yeah I noted that as well). During surgeries, he will utter encouraging words time to time to the patient keeping their morale high. Only Dr. Mushtaq will tell you after a surgery: "DON'T WORRRRRY. JUST ENJOY THE PROCESS". The exposure of a US and UK return is evident in his character as well as in his hospital. He has the charm of a Khattak and the gentlemanliness of an English man. He seems to have applied the knowledge of his visits of foreign countries and hospitals in FIO. He is an institution himself. He is a gift to people of KPK.

Dr. Mushtaq and his whole idea of FIO reminds me of a dialogue from a Bollywood movie Rocket Singh: Salesman of the Year (sorry if someone doesn't like it, but it is very relevant): "Karte karte pata chala k business mai koi chalaki, koi scheme, koi jadu ni hai. Hai tou bus ak cheez- LOG. Jo apke sath kaam krte hain jo apke customer hain... mujhe to school se he number smjh main ni atey thai. Mujhe hamesha log he dikhe. Kon Khush hai kon dukhi. Kon kia kaam acha kar sakta hai. Kisko kis kaam mai maza ata hai. Kamaal ki baat pata hai kia hai Sir. Jab log khush hote hain tou number apne ap barne lagte hain. Lekin business number ni, BUSINESS LOG HAIN, SIRF LOG."

Oh and I forgot. If you are a foodie, you have an exquisite canteen on the top floor. Amazing rice and zinger burgers. And THE TEA WAS FANTASTIC.

People there is something wonderful happening in Peshawar and it is FIO. Our Islamabadi, and Karachi and Lahori friends often show off their hospitals and institutions (AREY YAHAN AOO KPK MAI KAHAN ACHI FACILITIES-as if we are living in a Jungle), but now we have something in KPK and specifically in Peshawar as well. We have something to show off as well.

Safia Izhar,

Takhtbhai.