



# Newsletter

ISSUE #13  
MAY 2026

EXECUTIVE HEALTH, DELIVERED WITH PATIENT-CENTERED EXCELLENCE



**BAYVIEW**  
HOSPITAL



**BAYVIEW**  
URGENT CARE 24/7

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Photo: Bayview Urgent Care - October 2025

# BAYVIEW URGENT CARE

## Delivering Patient-Centered Excellence

CLINICAL | PATIENT CARE 



At the heart of modern healthcare lies a simple yet powerful principle—putting patients first. At **Bayview Urgent Care**, this principle is not just a philosophy; it is the foundation upon which every **interaction, decision, and treatment is built.**

Though modest in size, Bayview Urgent Care has established itself as a dynamic and impactful healthcare facility, delivering high-quality care that meets the evolving needs of the community. The center is led by Consultant Specialist Emergency Physician Dr. David Byer, whose expertise and leadership have shaped a culture of clinical excellence and compassionate care.

### **A Commitment to Patient-Centered Care**

Bayview Urgent Care is proud to be a patient-centered facility, where every individual is treated with dignity, respect, and personalized attention. The healthcare team is deeply committed to delivering evidence-based care that prioritizes positive patient outcomes while addressing the growing demands of today's healthcare system. Every patient encounter is guided by a focus on clear communication, timely and effective treatment in an environment of holistic and compassionate care.

### **A Strong, Forward-Thinking Clinical Team**

The Urgent Care Department is staffed by a cadre of competent specialist physicians in Emergency Medicine and Family Medicine working alongside other physicians with experience in these and other clinical disciplines. The clinical team also comprises ably experienced and dedicated nurses along with other associate professionals who are dedicated to providing excellent patient care.

The team strives to remain at the forefront of current clinical guidelines and best practices. A strong emphasis on ongoing training and professional development allows the department to consistently deliver safe, effective, and up-to-date medical care. The team's commitment to learning directly translates into improved patient outcomes and a higher standard of care for everyone who walks through our doors.

# COMPREHENSIVE SERVICES

## Under One Roof

CLINICAL | CARE WITH PURPOSE 

Bayview Urgent Care offers a wide range of services designed to address both immediate and long-term health needs, including:

- **Acute Care for medical condition**
- **Minor clinical procedures performed with precision and care**
- **Chronic disease management**
- **Preventative healthcare services**

This comprehensive approach ensures that patients receive well-rounded, continuous care tailored to their individual needs.

### Seamless Continuity of Care

One of Bayview's greatest strengths is its close integration with the main hospital and its associated specialist physicians, allowing for smooth transition from Urgent Care to inpatient services and other specialist care when necessary. This continuity ensures that patients benefit from coordinated, consistent care throughout their healthcare journey.



### A Healing Environment

While the facility may be small in stature, its impact is anything but. Bayview Urgent Care continues to play a vital role in delivering accessible, high-quality healthcare, supporting both individual patients and the broader community.

### Making a Meaningful Impact

While the facility may be small in stature, its impact is anything but. Bayview Urgent Care continues to play a vital role in delivering accessible, high-quality healthcare, supporting both individual patients and the broader community.

With strong leadership, a dedicated team, and an unwavering commitment to excellence, Bayview Urgent Care stands as a beacon of patient-centered care, meeting today's healthcare challenges with professionalism, compassion, and integrity.

Article written by Dr. Richanna Leach-Nicholls- Family Physician, Bayview Urgent Care

Pioneering a New Standard of Care: Meet

# ZAHRA ASHBY

## Bayview Hospital's First Patient Care Coordinator

STAFF SPOTLIGHT | PATIENT CARE



***"I'm extremely proud of what I've accomplished while I've been here, I love the diversity of the role — every day is different, and there's always an opportunity to make a difference."***

When Bayview Hospital created the Patient Care Coordinator role, it was charting new territory. There was no blueprint, no predecessor, and no established playbook. That's precisely the kind of challenge that Zahra Ashby was built for.

Since joining the team in October 2025, Zahra has not only defined what the role looks like at Bayview — she has expanded it well beyond its original scope, becoming an important part of how the hospital connects with patients.

Zahra's journey into healthcare began at the University of South Florida, where she pursued a Bachelor of Health Sciences with a focus on pre-physical therapy. Recognising that health is more than biology alone, she broadened her programme to include a concentration in health administration — a decision that would prove formative.

After graduating, Zahra took a role as a Practice Assistant at a primary care clinic in Boston. It was there, she says, that she discovered the business engine behind patient care — the administrative, financial, and operational systems that keep a healthcare facility running. **"I learned the business end of healthcare,"** she reflects. **"All of the admin, financial, and business aspects."**

Returning to Barbados with a thirst for more experience in health administration, she came across the opportunity at Bayview — and the rest, as they say, is history.

One of Zahra's most significant achievements has been her role in launching Bayview's Executive Medical and General Medical Programme in November 2025. The programme, which focuses on preventative health and corporate wellness, offers a premium concierge-style experience: no waiting, on-site diagnostics and laboratory services, and a fully coordinated patient journey from start to finish.

**"Offering a service doesn't just entail getting a diagnosis — there is a component in terms of comfort and customer service that is incredibly important. It's important to have someone who can coordinate all the departments and bring everything together to ensure the patient has a good experience."**

From the ground up, Zahra developed the standard operating procedures, coordinated appointments, conducted tours for



corporate clients, and ensured every patient arriving at Bayview received a seamless experience. Before a patient even steps through the door, she has already registered them in the system, briefed the clinical team, and confirmed that every detail is in place.

The programme has grown substantially since its launch — a testament to both the demand for the service and the quality of Zara's coordination. She has also worked alongside Clinical Director Dr. Ferdinand, gaining deeper insight into hospital operations and the logistics involved in delivering patient care at an institutional level.

What began as a focused coordination role has steadily widened in scope. Zahra is frequently called upon to support other departments across Bayview's administrative operations — a reflection of both her capabilities and the trust she has earned across the organisation.

She is quick to highlight what she believes makes the role truly meaningful: "When a patient walks into Bayview Hospital, the first interaction is with the receptionist and administrative team. It's important to have a strong administrative team that can answer questions — including billing — because that is part of patient comfort. A lot of people seek care depending on what they can afford, and money is a factor."

Her experience with electronic health records and scheduling systems has been a practical asset from day one — allowing her to hit the ground running and bring efficiency to a brand-new function.

In the coming months, Zahra will be departing Bayview to complete her studies in physical therapy. But her long-term vision is clear: she sees her future in health administration, and her time at Bayview has only deepened that conviction.

**"I'm extremely proud of what I've accomplished while I've been here,"** she says. **"I love the diversity of the role — every day is different, and there's always an opportunity to make a difference."**

In the coming months, Zahra will be departing Bayview to complete her studies in physical therapy. But her long-term vision is clear: she sees her future in health administration, and her time at Bayview has only deepened that conviction.

Bayview Hospital is grateful for Zahra's dedication, initiative, and warmth. She has set a remarkable standard for the Patient Care Coordinator role — and whoever follows in her footsteps will have a strong foundation to build on. We wish her every success as she takes her next step forward.



## Committed to His Roots

# DR. JONATHAN NOËL

Some careers follow a straight line. Dr. Jonathan Noël's followed a calling.

Bayview Hospital welcomes Dr. Jonathan Noël – a Barbadian Consultant Urological Surgeon with practicing privileges – who brings specialist expertise shaped across some of the world's leading surgical centres. His connection to Barbados is not incidental to his career. It is central to it.

Raised between Barbados and Grenada, Dr. Noël grew up immersed in medicine – not just clinically, but personally. His family of doctors didn't simply treat patients; they knew them well. They interacted with them at the supermarket, at church, at school events. That unguarded exchange between doctor and patient – almost like neighbours looking out for one another – left a lasting impression.

**"I was inspired seeing my family of doctors interact with their patients; almost as their own family,"** he recalls.

After attending St. Michael Secondary School and Queens College for his A-Levels, Dr. Noël completed his medical degree at the University of the West Indies, Cave Hill. His first real taste of surgery came before this, assisting his father with a trauma case in Grenada – suturing a patient's wound.

His pivot to urology came later, sparked by witnessing a leading Barbadian surgeon, deploy green light laser technology. This moment opened his eyes to the extraordinary intersection of innovation, precision, and patient care that defines modern urology.

From that early spark, Dr. Noël built a career that has taken him to one of the most respected surgical institutions in the world. He is currently a Consultant Urological Surgeon at Guy's and St. Thomas' NHS Foundation Trust in London, home to one of the Top 10 urology departments worldwide, according to **Newsweek**.

His subspecialty focus is the diagnosis and surgical management of prostate cancer—the most common cancer among men in both the Caribbean and the United Kingdom.

A Fellow of the Royal College of Surgeons, Dr Noël has completed advanced fellowship training in robotic surgery in the United Kingdom and the United States. He has been involved in more than 2,000 robotic prostate procedures. His research includes work on robotic prostatectomy outcomes, artificial intelligence in tumor board decision-making, and augmented reality in surgical mentorship. His publications have been widely read and cited by peers.

**He is characteristically direct about the direction of his field.**

**"In 2026, we as surgeons have to accept that less invasive therapy, like robotics, is not only accessible but standard in many procedures. The default of an open, large incision must be challenged. Progress does not care about ego."**

This March, Dr. Noël conducted a visiting specialist clinic at Bayview Hospital, consulting with patients across a range of urological concerns – from prostate health and kidney stones, to long ignored urinary symptoms. It builds on his ongoing relationship with the hospital and signals a commitment to regular visits.

**Those visits carry a long-term ambition.**

**"I want to give back to Barbados – to bring the skill set and experience I've developed in South London – working with diverse communities including many from the Caribbean and West Africa. I have taken a stand on community and grassroots level – and I want to bring that home."**

He is also developing a specialised technique for female urinary incontinence – a condition he notes is significantly underserved in the region – with plans to introduce it locally.

On prostate cancer, his message is unambiguous:

**"There is so much at stake in prostatectomy: cancer control, urinary function and erectile health. Patients deserve the full benefit of what modern urology can offer."**

For a surgeon shaped by Caribbean community and trained at the leading edge of global medicine, maintaining a presence at home was never really in question.

**It was always part of the plan.**

# THE SILENT THREAT

## Why Executive Health is a Strategy, Not a Luxury

TREATMENT UPDATES



**Bayview Hospital has long understood that the people who are often hardest to get through the door of a medical practice are the very ones who need it most. The busy executive. The entrepreneur whose calendar is booked three months out. The professional who is always the one holding things together — and who quietly assumes their health can wait until things slow down. It never does.**

In response, Bayview has introduced its Executive Medical Program: a comprehensive suite of health screening packages designed specifically for the working professional. Delivered in a private, comfortable setting and tailored to different levels of need — from foundational screenings to full preventive assessments — the programme is built around one simple premise: that investing in your health is not a luxury, it is a strategy. Early detection saves lives. It also saves organisations the far greater cost of losing a key person without warning.

One well-known local businessman knows only too well what the price of neglecting that principle can be. His story is not one of ignoring obvious warning signs. It is something more unsettling than that — and far more common.

He is not the kind of man who slows down. Active, driven, and playing a sport every day after work, he appeared by every outward measure to be in robust health. But in November 2025, during a business trip to London, a conversation with a close friend — an interventional cardiologist — changed everything. The friend had been urging him to get a CT coronary angiogram for years. This time, he finally said yes.

**It was, as he would later reflect, the most important decision he ever made.**

A CT coronary angiogram is a non-invasive imaging test that produces detailed three-dimensional pictures of the arteries supplying blood to the heart. Using a powerful CT scanner and a contrast dye injected into the bloodstream, it allows cardiologists to see the coronary arteries with exceptional clarity — revealing narrowing, blockages, calcification, and plaque build-up that would otherwise be completely

Unlike a standard ECG or exercise stress test, which measures how the heart performs under strain, a CT



angiogram shows the actual anatomy of the arteries themselves. It can detect disease years before symptoms appear, and long before a crisis occurs.

This matters because coronary artery disease — the gradual narrowing of the heart's arteries — is one of the world's leading causes of death, and a frightening number of cases present with no warning symptoms whatsoever. There is no chest pain, no shortness of breath, no signal that anything is wrong. For many people, the first sign is a heart attack.

This executive is a striking example of exactly this. An active man in his prime, playing a sport daily, with no obvious cardiac symptoms. And yet what presented internally could have been catastrophic.

The scan was performed and he was not expecting much. But that same night, his cardiologist friend called.

The results were alarming. He had a 90 percent blockage in his main coronary artery and a 70 percent blockage in a second vessel. Without intervention, the risk of a massive cardiac event — a heart attack or sudden death — was severe. The cardiology team recommended immediate open heart surgery: a coronary artery bypass, a major procedure requiring weeks of recovery.

**"He told me I was basically a walking dead man,"** he recalls, with the measured calm of someone who has had time to process just how close things came.

His mother and several family members — all doctors — strongly urged him not to proceed without a second opinion. He listened.

A second opinion was sought and the conclusion differed significantly. The blockages, while serious, were considered

Rather than open heart surgery, he underwent a percutaneous coronary intervention (PCI) — a procedure in which a catheter is guided to the blocked artery and a tiny mesh stent is deployed to restore blood flow. Recovery is measured in days, not months. He underwent the procedure and thankfully is alive and well today.

An experience like this would cause anyone to make lifestyle changes and he has done just that. He now eats red meat no more than once a week. His relationship with food — and with time — has shifted profoundly.

**"This has been a wake-up call,"** he says. **"I am eternally grateful that I made the decision to take my friend up on his offer. It has made me want to spend more time with my family, and to do the things I have been putting off."**

He still plays a sport. But now he does so knowing exactly what his heart looks like — and knowing that it has been given every chance to keep beating.

He was fortunate: the right friendship, the right moment, and the wisdom to finally say yes to a scan he had deferred for three years. Not everyone will have that opportunity.

Bayview Hospital's Executive Medical Program exists so that no one should have to depend on luck. With packages ranging from foundational health screenings to comprehensive preventive assessments — including CT Cardiac Calcium Scoring for those over 40 — the program is designed to find what the body does not announce.

Further investigation and testing is done in collaboration with other clinical specialists as necessary utilizing their experience and wisdom for guidance.



And for those who, like this local businessman, want the most complete picture possible, Bayview is working to bring CT coronary angiography on-site which will be assessed through referral in conjunction with one of the cardiologists in the near future — so that the scan that saved his life will not require a trip to London to access.

Heart disease does not always send a warning. But a scan can. The question is whether you will book it before or after you need it.

**For information on the Executive Medical Program contact:**

Executive Medicals

Contact info: +1(246) 436-5446  
patientcarecoordinator@bayviewhospital.com.bb



# Spotlight on Surgical Excellence: Bayview welcomes

## ***DR. SELWYN FERDINAND***

STAFF SPOTLIGHT | PATIENT CARE 

**Bayview Hospital has recently appointed Dr Selwyn Ferdinand as its new Clinical Director; a role aimed at improving the delivery of services at the hospital.**

Dr Ferdinand is no stranger to the operating room, especially at Bayview. A graduate of UWI, he began his medical career at Queen Elizabeth Hospital in the early 1980s and was appointed consultant surgeon in 1992. Over a tenure that spanned more than three decades, he spearheaded significant advancements, including introducing laparoscopic gallbladder surgery in 1996 and hormone receptor testing for breast cancer patients in 1999. He also pioneered sentinel node localization using methylene blue for breast cancer surgeries at QEH in 2004.

With a particular interest in breast diseases and cancer, Dr. Ferdinand calls himself a true general surgeon. “At the start of my career, I did orthopaedics, urology and all the aspects of surgery until we got persons who were specialist trained in these disciplines. I am perhaps the last of a generation of true general surgeons who had training and skill across all the disciplines of surgery,” he explains.

Dr Ferdinand has been practicing at Bayview since 1999 and has found the experience to be rewarding, noting that throughout the years he has seen a desire and bore witness to the evolution of the services and facilities at Bayview.

As the new Clinical Director, Dr Ferdinand is eager to embark on a comprehensive assessment of the hospital’s operations, collaborating with a dedicated administrative team to gather detailed insights from all departments and staff levels. His aim is to evaluate and implement changes that will make Bayview’s services more efficient and patient-friendly. “I hope to gather that information as soon as possible so we can look at recommendations and then have the stakeholders consider implementation,” he says.



Despite his new administrative responsibilities, Dr Ferdinand looks forward to providing surgical care to his patients, while balancing leadership with his enduring passion for medicine.

Bayview Hospital is excited for the future under Dr Selwyn Ferdinand’s guidance and leadership. With his commitment to excellence and patient-centered care, the institution stands poised to continue raising the standard of surgical services in the region.

Stay tuned for more updates as Bayview embarks on this new chapter of growth and innovation.