

## Hypertension...

### ...The Silent Killer



Check your BP regularly to prevent problems associated with hypertension

In this edition of Crystal News, we shall focus our attention on the dangers associated with Hypertension or what we all know as High Blood Pressure. Hypertension basically is when the pressure in the blood vessels is too high. Reports indicate that large numbers of people do not really know they have high blood pressure until they visit the hospital to have themselves checked.

Blood is the fluid connective tissue, carried to all parts of the body in the various blood vessels called the arteries, which play a key role in providing blood thus, (oxygen and energy) to all organs of the body.

Hypertension is common but can be serious if not treated. People with BP may not feel symptoms. The only way to know is to get your blood Pressure checked. Factors that may increase the risk of having BP include high consumption of alcohol, being overweight or obese, lack of exercise, not being physically active, genetics and high salt diet among others.

Medical experts have observed that if you have too much sodium or too little potassium in your diet, you may develop elevated blood pressure. Also, the consistent use of tobacco, smoking cigarette or being around smokers, thus, (second hand smoke) can increase blood pressure. Other risk factors include age, social and economic factors, certain medications and general lifestyle habits. Recent analysis by the World Health Organisation (W.H.O) have shown that hypertension currently affects nearly 1 billion people worldwide, this statistics, according to the WHO, might rise to around 1.57 billion by the end of 2025.

However, the good news is that, hypertension can be prevented to a very large extent. The following prevention tips can go a long way to help readers who are currently struggling with the condition.

- Eat a healthy diet. Choose healthy meals and snack options to help you avoid high blood pressure and its complications
- Keep yourself at a healthy weight
- Completely avoid smoking
- Go moderately on alcohol consumption
- Get enough sleep
- Manage stress and be physically active

The projected increment in the cases of hypertension by W.H.O would rather see a decline in cases if the above preventive measures are strictly adhered to.

#### Inside this issue :

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### World Health Day Observed

Ghana, on Monday April 7, 2025, joined the rest of the world to celebrate this year's World Health Day under the theme, "Health for All: Ensuring Equity and Access in a Changing World". The theme for the year emphasizes the urgent need to address the differences in accessing quality healthcare and guarantee that all individuals regardless of location or background have access to good quality medical services.

It is worthy of note that Ghana has made significant progress in healthcare over the last few years, from reducing maternal mortality to expanding immunization coverage. Despite this progress, there are still a number of challenges in some parts of the country particularly in the rural communities. These areas still face shortages of medical professionals and facilities, while the urban centres grapple with overcrowded hospitals and rising cases of non-communicable diseases such as hypertension and diabetes. This therefore, goes to remind us that preparedness and resilient health systems are non-negotiable.

The Ghana Health Service (GHS) under the Ministry of Health (MoH) in partnership with some health facilities embarked on a number of activities to mark the day. These activities include free health screening, public lectures and health walks among others



A child in a deprived community undergoing free health screening



**We are featuring our ever hardworking Chief Finance Officer, George Kennedy Etwire for the month of April**

## **George Kennedy Etwire** **Group Chief Financial Officer** **New Crystal Health Services Ltd**

George Kennedy Etwire brings over 18 years of diverse financial leadership experience across a wide range of industries, including mining, oil and gas, reinsurance, agribusiness, construction, banking, maritime operations, and development projects funded by international partners. He has held key positions in respected organizations such as KPMG Sierra Leone, Shell Ghana (Vivo Energy), Boart Longyear Drilling Services, and Shangdon Mining (African Mineral SL Ltd), where he served in both local and expatriate capacities, contributing significantly to financial strategy and operational excellence across West Africa.

He is a Fellow of the Association of Chartered Certified Accountants (ACCA) in the UK, a member of the Institute of Chartered Accountants, Ghana (ICAG), and holds an MBA (General) from the University of Sunderland, underscoring his strong academic foundation in finance and leadership.

Currently serving as the Group Chief Financial Officer at New Crystal Health Services, George brings with him a wealth of expertise and a leadership style rooted in high integrity, strategic insight, and people-centered management.

### **Achievements & Contributions**

George has led and successfully executed high-impact financial projects, including his leadership as Project Lead during the development and implementation of the SAP S4Hana system for Shell/Vivo Energy Ltd. Under his guidance, the Ghana Operating Unit transitioned seamlessly from inception to the “Go-Live” phase with exceptional results. His boardroom acumen and capacity to integrate financial oversight with commercial strategy have positioned him as a key contributor to organizational growth and transformation.

### **Specialization & Areas of Interest**

George specializes in financial management, auditing, cost and budget control, financial reporting, risk management, contract and operational management. He is also well-versed in international financial systems including Sarbanes-Oxley, SAP, SUN, ACCPAC, Hyperion Financial Management (HFM), and Lucanet. His interests lie in fostering financial transparency, business process re-engineering, and building efficient systems that support organizational goals.



**George Kennedy Etwire**

### **Philosophy**

George believes that finance is not just about numbers—it's about building value, driving sustainability, and empowering people to make informed decisions. He approaches every role with a mindset of servant leadership, believing that integrity, accountability, and collaboration are the pillars of lasting impact.

### **Favorite Quote**

"Excellence is not an act, but a habit." – Aristotle

### **Future Goals & Vision**

George is passionate about using finance as a strategic tool to transform institutions and communities. At New Crystal Health Services, he envisions a future where financial stewardship fuels innovation, improves healthcare access, and ensures long-term sustainability. He aspires to influence policy, mentor future leaders in finance, and contribute to building robust financial systems across Africa.

### **Hobbies**

Beyond the boardroom, George enjoys mentoring young professionals, exploring African history, reading leadership books, and spending quality time with his family. He is also a fan of strategic board games and loves traveling to discover new cultures and perspectives.



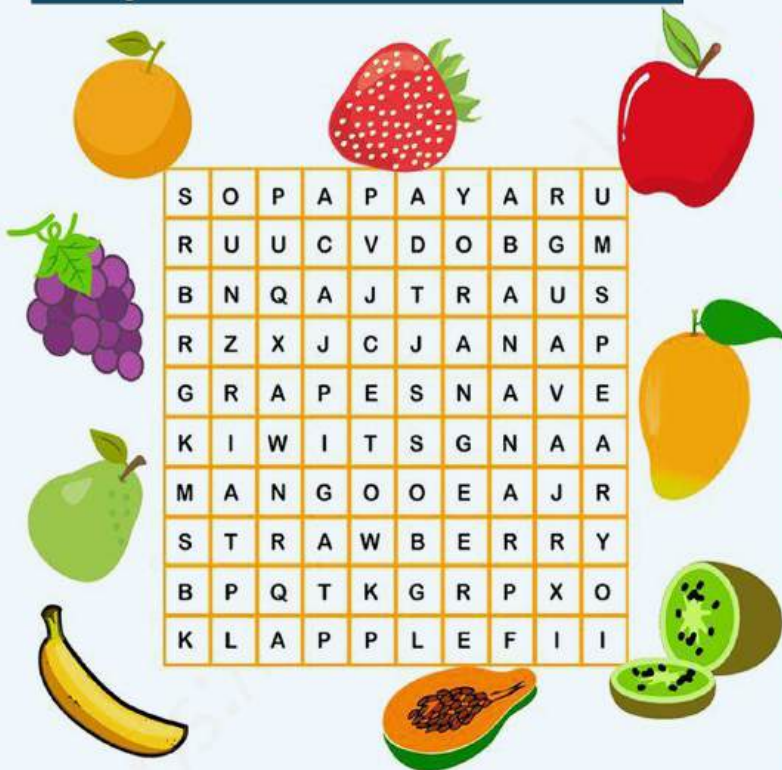
# Photo News

*We bring you photographs from the recommissioning of the Tema branch of New Crystal Hospital. The colourful ceremony was graced by people from all walks of life including traditional leaders and members of the Clergy*





# Crystal Word Puzzle



orange      banana      apple      grapes  
strawberry      kiwi      papaya      guava  
mango      pear

## Upcoming Events

Mothers Day Medical Outreach  
- 10th May

Theme: "Caring for the Life-Givers: A Special Mother's Day Health Outreach"

Venue: New Crystal, Tema Branch  
Free Health Screenings

- Breast Cancer Screening
- Cervical Cancer Screening (VIA)
- Fibroid Screening via Ultrasound
- Hb (Haemoglobin) Test
- RBS (Random Blood Sugar) – Diabetes check
- Dialysis services
- Screening of ankle & foot surgery

New Crystal Hospital.....  
growing together in good health!

## Services Offered at New Crystal Hospital :

We Offer Genral & Specialized Services

| EMERGENCY   | HEALTHCARE  | DIAGONOSIS |
|---|---|------------|
| General Services  | Diagnostic Services   |            |
| <ul style="list-style-type: none"> <li>• General Consultations</li> <li>• Emergency Services</li> <li>• Pharmacy</li> <li>• Maternity &amp; Child Health</li> <li>• Dental Care</li> <li>• Health Screenings</li> <li>• Home Care Services</li> <li>• Corporate Health Services</li> <li>• Nutrition &amp; Wellness Counseling</li> </ul> | <ul style="list-style-type: none"> <li>• CT Scan</li> <li>• Digital X-Ray</li> <li>• Laboratory</li> <li>• Ultrasound</li> <li>• Mammography</li> <li>• Electrocardiogram</li> <li>• Endoscopy</li> </ul> |            |
| Specialist Services   | Our Branches  |            |
| <ul style="list-style-type: none"> <li>• Dermatology</li> <li>• Gynecology</li> <li>• Pediatrics</li> <li>• Ear, Nose &amp; Throat</li> <li>• Obstetrics</li> <li>• Surgeon</li> <li>• Physician Specialist</li> <li>• Urology</li> </ul>   | <ul style="list-style-type: none"> <li>• Tema</li> <li>• Takoradi</li> <li>• Ashaiman</li> <li>• Adjei Kojo</li> <li>• Michel Camp</li> </ul>   |            |

## Sponsorship programmes

Organizations and individuals who want to render support for our services can kindly contact our marketing department or MTN toll free (08001802600)

Hotline : 0544347239

**Hypertension is a  
killer disease, let's  
fight it together!**