

# REPORT 2017

ON THE ACTIVITIES  
OF THE MEDICOVER  
FOUNDATION





**MEDICOVER**  
FOUNDATION

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## Dear Friends of the Medicover Foundation!

Time flies, and again it is my privilege to write the introductory note to the 2017 Medicover Foundation Activity Report, which should give you a comprehensive summary of the eventful year behind us. This was a year full of activity for all of us across Medicover and certainly in the Foundation.

One of our major accomplishments was in Romania where we introduced our highly acclaimed "PoZdro!", the Nationwide Programme for Diabetes and Lifestyle Diseases Prevention in Poland. Called "inCerc" in Romania, the programme will focus on helping school children avoid developing obesity and type 2 diabetes through learning about and making lifestyle changes. After three successful years, "PoZdro!" has rolled out across Poland, where we have so far screened more than 23,000 school children. In addition, more than 1500 kids are participating in our two-year coaching programs, we have distributed multimedia lessons to more than 500 schools, reaching in excess of 38,000 children. We are indeed affecting and improving the lives of these children and their families, something of which I am immensely proud. In Romania, "inCerc" is up and running in 32 schools, and we plan to screen 1600 children during the first twelve months. As in Poland, the project in Romania has been made possible through a generous donation over a five-year period from the Jonas and Christina af Jochnick Foundation, for which I am most grateful.

In an effort to broaden awareness of the dangers of diabetes and other lifestyle-related diseases in the general public, the Foundation organised its 5th Bicycle Rally "Together Against type 2 Diabetes". This year was a two-pronged effort: one group started in the Polish mountains in the south, another in Berlin, and both finished at the Baltic Sea port of Gdynia. Along the way,

the local residents were encouraged to avail themselves of free screenings and information at our "Blue Cities".

The first and inaugural version of the Queen Silvia Nursing Award competition (QSNA) began in 2016 in Poland. The QSNA was a gift to her Majesty Queen Silvia of Sweden on her 70th birthday, and Medicover was one of the founding sponsors. The competition invites nursing students to submit ideas for improving nursing care for the elderly. After Sweden and Finland, Poland is the third country to launch the QSNA, and we were more than proud when Her Majesty joined the award ceremony in person, in March, 2017 at the Swedish Embassy in Warsaw, handing the prize to the first winner in Poland, Natalia Duszeńska.

The Medicover Foundation fills many purposes, and perhaps most importantly, channels the engagement and spirit of many of our staff volunteers across the company, participating in projects to help and support others. During 2017 we saw more than 7000 hours of staff volunteering, joining projects across our entire service area, which is a significant increase over the prior year. This, to me, is perhaps the best illustration of the Medicover spirit and culture: how we can join together to become an even stronger force, through pooling our talent and strengthening our commitment for the benefit of others.

As every year, I would like to finish by extending a warm thank you and appreciation to Marcin Radziwiłł, and the entire Medicover Foundation team, for your exemplary work and commitment, and for becoming role models for our Medicover Values at work. I look forward to seeing you at one of the Medicover Foundation events in 2018.



FREDRIK RÅGMARK  
CEO Medicover

As every year, we provide you with our report on the activities of the Medicover Foundation spanning the last 12 months. The report contains an overview of all the initiatives and activities we supported last year. We are happy to be on the right track and able to use our resources in order to contribute to supporting an increasing number of those in need. The events presented in this report, although varied in their magnitude, were always driven by the intention to improve health and provide support. Our projects promoted the health awareness among young people and their parents, endorsed healthy lifestyles and reinforced the message of "prevention is better than treatment". I am glad that our initiatives were joined by volunteers from across the Group and by our Partners, the people we can always count on. Among our projects the fight against type 2 diabetes has become a priority. That is why our flagship project, the "PoZdro!" Nationwide Programme, tackles the issue and is supported by a range of smaller-scale initiatives such as the "Together against type 2 diabetes" Bike Rally, which is becoming increasingly popular among our volunteers. From the point of view of disease prevention projects, 2017 was important as well, because we joined two significant campaigns: the "Safe Suntan" campaign implemented with the Ministry of Health, and the European initiative "Safe start, healthy finish", aimed at improving health and safety in the workplace. Furthermore, for most of 2017 we were preparing for one of the Foundation's largest projects in its history: the major renovation of a special place, the Early Intervention and Pre-Adoption Centre in Otwock. At the turn of November and December 2017, the Medicover Foundation coordinated the activities necessary to renovate the

entire Centre. The work was performed by Medicover volunteers, donors and many Partners. In a pro bono spirit, they offered their time, effort, materials, services and gifts to support the modernisation of the Centre which had been in dire need of renovation for a long time. In total, approximately 400 persons and a few dozen companies were involved in the project. The endeavour was complex but all Medicover companies and Departments embarked on it with enthusiasm. The renovation project required a considerable fundraising effort and the cooperation of Medicover's partner companies. Importantly, most of the partners offered their help pro bono. Our goal was very down-to-earth: we wanted to create a substitute for home for the little ones awaiting adoption. I would like to use this opportunity to say a heartfelt THANK YOU! to all the people of good hearts who were in any way involved in the initiative. Looking back on 2017, I am particularly proud of the growing numbers of our volunteers who initiate social campaigns and become involved in the projects implemented by the Foundation. It is their engagement that enables us to achieve great things together and contribute to positive changes. "Together we can achieve more" is not just an empty slogan. The people are our true power. Finally, I would like to extend my special thanks to the Medicover Foundation team and all the volunteers involved in our activities who are so passionate and full of energy in their efforts to help those in need. I know you have put all your hearts into the projects – and that is what I am very grateful for.

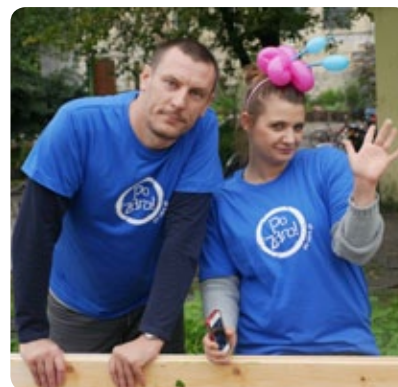
Enjoy reading the report!



MARCIN RADZIWIŁŁ  
President of the Medicover Foundation



# About the MEDICOVER FOUNDATION



Medicover Foundation was established in 2007 by the Medicover Group. The Foundation fulfills the social mission of Medicover through the initiation and implementation of projects and programmes which are inspired by an in-depth analysis of needs of particular social groups. In each of its initiatives, the Foundation offers the best-in-class and comprehensive methods of combating social problems, both in Poland and abroad.

The Medicover Foundation launches and manages international disease prevention programmes as well as innovative social awareness campaigns which tackle a range of significant health and

medical issues faced by society. It tackles health problems by disseminating up-to-date knowledge, best practices and information about effective prevention. The organisation offers its beneficiaries free-of-charge support, education, care and assistance. It also provides the necessary tools and motivates people to empower themselves to independently face their challenges.

## The Medicover Foundation in Poland:

**200**

projects and volunteer initiatives

support for

**62,200**

beneficiaries

and supporting nearly

**800**

institutions

Nearly

**2,700**

volunteers have been involved in our activities.

I am very happy that we have such an involved and dedicated team at the Foundation. The team is constantly growing and implementing more projects with an increasing impact on the communities. Our charity work is very efficient and I know it will be continued in the future.

I would like to thank all our employees and partners for their social engagement. Without their support we would not be able to achieve what we do.

Thank you!

**John Stubbington**  
COO, Healthcare Services



## Medicover Foundation's Areas of Activity



**PROMOTION OF HEALTHY LIFESTYLES**



**EDUCATION**



**DISEASE PREVENTION**



**EMPLOYEE VOLUNTEER PROGRAMMES**



The Medcover Foundation was created to make the world a better and healthier place. Through innovative approaches, the Foundation raises people's awareness of healthy and safe lifestyles. It promotes disease prevention and motivates people to take care of their own physical and mental health. The Foundation focuses especially on projects which foster self-reliance and encourages beneficiaries to take action and persevere. It inspires personal development and taking responsibility for one's own health. The Medcover Group's extensive medical experience, resources and expertise form the basis of all the Foundation's programmes.

In particular, the Foundation directs its initiatives to children and youth with their families and schools, and to seniors. It reaches the communities in need of assistance through disease prevention, education and volunteer programmes that have been acclaimed across Europe. The Foundation also

helps care institutions and groups of beneficiaries in need of special support.

**THE MEDICOVER FOUNDATION motivates, educates and integrates.**



## How do we help?

### OUR PHILOSOPHY ...

We work holistically, providing assistance in many areas, fields and through a variety of means. We know that effective help must be comprehensive..



**WE EDUCATE**  
by organising workshops, lectures and presentations



**WE PROVIDE ACCESS TO MEDICOVER'S AND SYNEVO'S RESOURCES**  
through comprehensive free screenings and medical tests



**WE ORGANISE FUND-RAISING CAMPAIGNS**



**WE ORGANISE VOLUNTEER ACTIVITIES**

I have been working together with the Medcover Foundation from the beginning and I am hugely impressed by their development. They can be proud of the results they've achieved. Currently their teams operate in four cities in Poland, and in Bucharest, Romania. They're always searching for a way to develop further and extend their reach. The Foundation's small, grassroots initiatives have grown into large, international projects which involve Medcover employees from across Europe. The Bicycle Rally which takes place in June is a good example of such successful projects.

**Richard Sands**  
Group Strategy Director  
Medcover



## Medcover Foundation's activity in Poland in 2017:

**64**  
projects

**159**  
institutions

**817**  
volunteers

over  
**12,000**  
beneficiaries





# Awards won BY MEDICOVER FOUNDATION



## “PoZdro!” programme in Warsaw nominated in the S3KTOR 2016 competition



The Warsaw-based “PoZdro!” Nationwide Programme for Diabetes and Lifestyle Diseases Prevention was nominated in the seventh annual S3KTOR 2016 competition for Best Non-Governmental Project in the category “awards of the city community for innovative projects”. The programme was one of the best and most recommended initiatives of 2016 and found its way to the top 15 NGOs which act in the interest of Warsaw’s urban community. It was an honour for us to be short-listed and appreciated for our efforts. The competition’s grand Gala took place in September 2017 at the Jabłkowski Brothers Department Store in Warsaw, in the store’s Dreamers and Craftsmen space.



## The Medicover Foundation was also awarded three prizes in the International CSR Excellence Awards 2017

These awards represent an international competition for socially responsible businesses and institutions. It was organised in 2013 and targets companies from around the globe, in an effort to recognise the best CSR practices.

### THE GOLD STATUETTE IN THE “INITIATIVES” CATEGORY

For organising the “PoZdro!” Nationwide Programme for Diabetes and Lifestyle Diseases Prevention, which scored third across all the categories among 240 applications from around the world.

### THE SILVER STATUETTE IN THE “PHILANTHROPY” CATEGORY

For all of the Foundation’s charity projects and work promoting a healthy, active and conscientious society, as well as our employee volunteer projects implemented in 2016.

### THE BRONZE STATUETTE IN THE “INITIATIVES” CATEGORY

For organising Poland’s first Queen Silvia Nursing Award in 2016/17.



The statuettes are in the symbolic shape of a red heart. Each year the awards go to companies whose “hearts” are visible through their charity work. The award was received on behalf of the Foundation by its President, Marcin Radziwiłł, during a grand gala at the Westminster Palace in London, on 9 June 2017. Last year marked the third consecutive recognition of the Foundation in that competition. In 2016, it won the Gold Statuette for overall CSR activities.



## The Silver Shield won by the Medcover Foundation

The Medcover Foundation was among the laureates of “17 Goals”, the second Festival of Responsible Films. The Foundation won second place in the “Enterprises” category for the film, “The Garden of Hope for the Pre-Adoption Centre in Otwock” which describes the modernisation of the garden at the Centre.

Fifty-eight films competed for the Festival’s awards, of which 27 came from businesses and organisations. The jury was composed

of Ewa Gałka (PISOP Centre, As Biznesu), Małgorzata Greszta (CSR Consulting), Joanna Mieszkowicz (Aeris Futuro Foundation), Rafał Górecki (Prowincjonalia Film Festival, Bułgarska 19 Cinema) and Jakub Sitek (the Greater Poland Chamber of Commerce and Industry) who selected the best films in the Festival’s two categories (Enterprises, NGOs).



## Sustainable Development Goals (SDGs)

The seventeen interconnected and complementary Sustainable Development Goals (SDGs) are a plan for sustainable development, peace and freedom in the world, and were adopted by the United Nations member countries, businesses and many other organisations and institutions. SDGs pinpoint 169 specific targets, or tasks, and the campaign to attain these goals in Poland is coordinated by CSR Consulting. The Foundation has committed to accomplishing its targets by 2030, as have other UN members. People, Planet, Prosperity, Peace



and Partnership – are the five points of reference which permeate all of the SDGs.

These areas include a wide array of issues including

- eradication of famine and poverty,
- improvement in health and education,
- more sustainable cities,
- combating climate change,
- protection of the oceans and forests.

Involving the business sector in the implementation of the SDGs offers a great opportunity for Polish business to work with their communities to achieve the 2030 Agenda. Our 2017/18 Campaign theme is “Partnership”, and an inspiring example is the “PoZdro!” programme implemented by the Medcover Foundation, a partner in our Campaign. We hope that our activities will be a catalyst for building a broader and stronger involvement of Polish businesses. Our partners, including the Medcover Foundation, show that cooperation is possible.

**Małgorzata Greszta**  
Managing Partner, CSR Consulting  
Initiator of the “17 Goals” Campaign



The 2030 Agenda seems to be an important impetus for sustainable development, an ideal match with the needs of societies. Making it possible for each beneficiary to develop according to their needs while balancing profits, outcomes, and the use of resources is, in my opinion, the way we should respond to local needs, and global needs, too.

“PoZdro!” is a diabetes and lifestyle diseases prevention programme which is aimed at secondary school students in the years 2014–2017. Beginning in 2018 it included 4th grade students. As part of the Programme’s strategy, two out of the 17 Goals are met by “PoZdro!”: Goal 3, good health and well-being and Goal 17, partnership for the Goals. Through our activities at the Medcover Foundation we merge the following communities and environments: local governments, schools, medical professionals and households. If a child grows up in such a coordinated environment with shared goals, it has a stronger chance to develop healthy habits that will later make a positive impact on their life. The standards of our Programme are high, thanks to the expertise of Medcover and Synevo, and to international organisations and experts who deal with the problem of epidemic obesity and type 2 diabetes. The Medcover Foundation was created to work with and for local communities within a carefully designed, long-term strategy. That is why we are happy that the problems we have confronted are aligned with the global goals and contribute to developing healthier new generations.

**Kamila Szarejko**  
Programme Manager  
Medcover Foundation  
“PoZdro!” Programme Manager



# „PoZdro!”

## A FEW STEPS TO REACH HEALTH



### “PoZdro!” – one of the world’s largest overweight, obesity and type 2 diabetes prevention programmes targeting children and youth, is now operational across Poland!



Type 2 diabetes, a lifestyle disease which is predominantly the consequence of unhealthy eating habits and lack of exercise, has reached epidemic proportions. Although many people know and understand this fact, they need guidelines and encouragement to help them along the bumpy road of temptations, bad habits and repetitive unhealthy behavior to make the necessary changes. Changing habits is not easy as it requires engagement, willpower and the feeling that what you’re doing makes sense. To succeed, you also need to believe that your quality of life will improve as well as your health. The stories we hear from

our successful participants are living proof that it has positively inspired many teenagers and their parents. Such success stories make our work meaningful. Since the Programme’s inception in 2013, we’ve had nearly 120 experts working with us including dietitians, MDs, coaches, psychologists, and our indispensable team of local coordinators. All of them cooperated smoothly to help, provide advice and listen with empathy to the individual needs of our beneficiaries. We managed to pull together a group of experts who love what they do, are passionate, full of energy and are quality-driven, and understand that in order to help somebody else, you simply need to believe that your own actions are meaningful. Our Programme also offers a range of supporting initiatives: individual consultations, sports classes, the parents’ club and cookery classes. Each of these is meant to facilitate the

decision to change, but the ultimate effort of implementing the change has to be made by the participants themselves. It is they who will fight to win and the results speak for themselves: over 60% of them succeed and manage to reduce their fat tissue and increase their muscle tissue, while 85% notice a positive change of their health awareness.

After we finish our studies, probably around the age of 30 or 35, we realise we won’t live forever, and we feel for the first time that our bodies don’t work as well as they used to, and we start to look for guidelines to lead a healthier lifestyle. Thanks to “PoZdro!”, our beneficiaries – young people, their parents and grandparents will know where to start.

2017 was an interesting year: we completed the Programme in Gdynia, and it’s still on in Lublin, Wrocław and in Warsaw. We’ve carried out unique campaigns with influencers and bloggers covering healthy lifestyles. We’ve also passed our know-how on to our colleagues from Romania in the hope that they will build on our ideas, develop them further and adapt them to the needs of the Romanian society. I wish George Istrate and his Team good luck, perseverance and success.

**KAMILA SZAREJKO**  
“PoZdro!” Programme Manager





## The “PoZdro!” Nationwide Programme for Diabetes and Lifestyle Diseases Prevention – summary of the Programme’s implementation in Gdynia:

**606**

students (15% of the screened total) qualified for individual care

**10,692**

individual specialist consulting sessions

**473**

families made at least one visit as part of our Integrated Individual Health Care

**268**

Programme graduates

**23**

team members who looked after the health of families from Gdynia over 4 years



## SUPPORT FOR THE FAMILIES AND THE COMMUNITIES:

**740**

participants of educational workshops

**920**

participants of sports workshops

**62**

participants of cookery workshops

**40**

parents took part in sessions with psychologists

## What advice from the Programme do you remember best?

(answers from “PoZdro!” Programme graduates):

- To eat breakfast... drink a lot of water... less sugar
- Five meals a day with no snacking!
- If you really want to achieve something, you have to put in 100% of your own effort.
- Lack of time is no excuse.
- That snacking on sweets before bedtime is a no-no.
- To exercise more and spend less time at the computer screen...
- To take small steps towards the goal you want to achieve.
- That I'm doing all this to be healthy.
- That the world is not about food and eating, and that exercising is worth the effort, even when done at home!
- That I should never give up.
- That the diet isn't the only thing that matters, that life-style is important, too.



2017 was the fourth and final year of the Programme’s implementation in Gdynia. More than 4,000 secondary school students from Kosakowo were screened and 500 families had the opportunity to meet with doctors and experts as part of our Integrated Individual Care. We witnessed how young people began to make their dreams come true, in sports, and in hobbies such as photography, cooking or journalism. Many of the young people acquired self-confidence and the belief that small steps will eventually lead them to the goal, even though the road may be bumpy at times.

Opting for water instead of sweetened soft drinks and juices, cutting town on sweets, walking the dog along the coast or joining in family bicycle excursions – these are just a few examples of the changes introduced by our Programme’s participants. The joy of being a teenager, and the energy radiating from the families involved in the Programme, will remain in my memory for a very long time. “PoZdro!” in Gdynia was implemented by fantastic, passionate and energetic people who deserve my sincere thanks for our success.

**ANNA FILIPEK**  
Senior Operations  
Coordinator at “PoZdro!”  
Programme Gdynia





# „PoZdro!”

## PROGRAMME: REGIONAL SUMMARIES



2017 was the last year of our screening tests in Warsaw. Thanks to the screening team and support from school staff and management and local authorities over three years, we managed to screen 6,823 students from 49 lower secondary schools. It was a fantastic, long-term collaboration and I believe it has yielded many benefits for those who took part in the Programme. It was also a time to say farewell to the first group of 89 graduates who completed their two years. Each modification we introduced and every word of praise from the families along the way gave us more motivation to keep working. Big and small success of the participants, and

many nice words from the graduates, such as “I feel better in my own body”, will remain in the memories of the organisers and experts for a long time.

### KAMILA MAJCZYNA

Local Coordinator of “PoZdro!” Programme  
Warsaw

we screened **6,823** students in **49** secondary schools over **700** participants of “PoZdro!” educational workshops



In Wrocław, 2017 was a busy time with no space for even a minute of boredom. In June we completed the second series of our screening in 42 secondary schools, with a total of 4,453 screened students. Over 72% of the parents of the first-graders trusted us to allow their children to take part in the screening. In September we launched our KAZ tests for Grade 4 students. We are able now to tackle the challenge of screening up to 5,000 students from the city’s 60+ primary schools thanks to engaging a team of seven nurses and four screening assistants. The students’ families are active and eager players in the sports events which attract from 100 to 150 participants. We frequently hear from the families who visit us on Saturdays that “PoZdro!”



is a team of outstanding specialists who offer the youth and their families “100% support to reach the goal – all the beneficiaries need to contribute is their willingness to change”. The first group of 25 graduates has already completed their series of integrated individual care sessions – with medals on their chests and diplomas in their hands! Some of them had tears in their eyes when they thanked us for our care and inspiration to change. In autumn, the Integrated Care Team began to work on changing the habits of 10-year-olds. We will learn next year if our efforts have been successful.

### KATARZYNA KOSTUCH

Local Coordinator of “PoZdro!” Programme  
in Wrocław, 2016 and 2017

**150** participants are attracted by each “PoZdro!” sporting event in Wrocław

**42** secondary schools

**72%**

of parents agreed to have their children covered by our screening in 2017

The consent to take part in “PoZdro!” screenings was an obvious decision for us. We could not miss such an opportunity! As soon as we learned that our daughter might be burdened with a lifestyle-related disease in the future, we understood it was time to act, now, before it’s too late – and we joined the integrated care programme. I’m a PE teacher and I understand how important and difficult it can be to engage kids in physical exercise and teach them healthy habits and better choices.

The participation in the Programme offered our daughter many opportunities to understand how valuable it is to consistently follow the principles of a healthy lifestyle. And for our whole family it was a solid dose of motivation. Additionally, “PoZdro!” is very professionally organised and the expert staff made us feel important. We highly recommend this initiative!

### Paulina Puchalska

Teacher at Primary School No. 71, Mother of Oliwia, one of the Programme’s participants in Wrocław.







Another year working together with “PoZdro!” families is behind us – and 2017 also marked the last year of the screening tests. Since 2015, a total of 4,897 secondary school students have been screened. In 2017, we screened 2,059, a turnout of 66%. In addition to the city of Lublin, we encouraged its five neighbouring municipalities (Wólka, Jastkow, Wąwolnica, Konopnica and Niemce) to participate, enabling us to reach a wider group of kids from risk groups and invite their families to take part in the Programme. Nearly 16% of the screened students qualified for specialist care. From the start of “PoZdro!”, one team of experts has been supporting families to adopt healthier lifestyles and we must say we have been tremendously successful. Our coaches have been encouraging students to do more exercise, and the effects are already clearly visible: more than 1,000 people have taken part in the Programme’s sports classes! This year we also organised a 20-kilometre bike rally escorted by Poland’s Paralympic Games gold medallists from Rio de Janeiro, Aleksandra Teclaw and Iwona Podkościelna. In addition, towards the end of 2017, 100 Programme beneficiaries in Lublin completed their two-year series of “PoZdro!” meetings. For us on the “PoZdro!” team, our reward is hearing: “We did it, thank you!”

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**AGNIESZKA SKOWROŃSKA**  
Local Coordinator of “PoZdro!” in Lublin

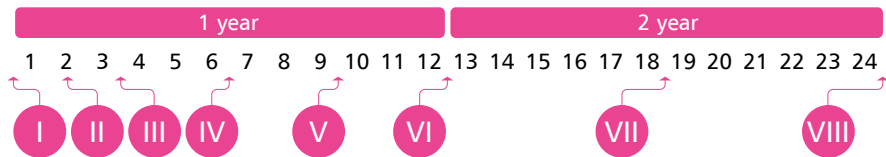


**4,897** students screened

**16%** of the screened students qualified for integrated specialist care

**1,000** people took part in our sports activities

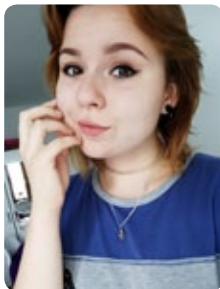
## Integrated Cross-Disciplinary Care (ZOI)



Risk group participants take part in eight interventions over the two-year programme. Each of the eight sessions includes consultations with a cross-disciplinary team of experts: doctors, psychologists, dietitians and physical exercise coaches. Throughout the Programme’s duration each beneficiary can access a special website, and is also regularly tested to track their medical indicators.

## I won because I fought till the end

This is Daniela Jaszczuk’s account of how she dealt with her struggle with perfectionism and overweight tendencies. Daniela is a graduate of the Programme in Lublin.



### Where does self-confidence come from?

It comes from within. As we get older we tend to no longer pay attention to the way we look. The more mature we become, the more accepting we are of ourselves.

### Are you content or is it worthwhile striving for perfection? Are you on a diet just because a slim figure is what they promote in TV commercials?

You can’t be perfect, everybody has some faults. Striving for perfection itself is more important than reaching the goal. I will never think of myself as a perfectly educated person, or a physically ideal person. I’m changing myself for myself, not for others, and not because of TV commercials. I’m doing it because I feel much better mentally and physically when I can observe the positive changes in my looks and my lifestyle.

### Why has a healthy lifestyle become so important for you?

I realised that we have only one body and that health is not a material thing. You can’t buy it, and

you can’t win it in a lottery either. Health problems, in turn, can be very painful and a burden on a daily basis.

### What is your perception today of obese or overweight people?

When I see an obese person I don’t look at them with disgust or aversion. To the contrary, I feel compassionate and I wonder whether the person is ill or simply doesn’t want to change their lifestyle.

### What is your advice for those who want to change something for the better in their lives and looks?

I’d give them three pieces of advice: one, water is a great drink to take to school; two, fruit and vegetables have to become staples in your kitchen; three, exercise for a minimum of 40 minutes, four times per week!

### How do you feel today? Do you think you’ve been successful? If so, how?

Today I feel really good. When I look at my pictures from two years ago I can see that from that little plump kid a woman has emerged – a woman who has achieved something that many people may find impossible to achieve. I think I have been hugely successful. I’ve won the fight and I never gave up and fought till the end.

Four years ago we took part in the “PoZdro!” Programme in Gdynia. Although we’ve been living in England for nearly two years now, I actually owe you a lot for teaching us the principles of a healthy diet and the importance of exercise. Oli exercises three times per week and recently he won his debut ring fight! I wanted to share my joy and satisfaction with you because his success was our win in the fight against overweight, laziness and unhealthy lifestyles! Thank you very much for the time you spent educating us, and thanks for your support, knowledge and engagement!

**KLAUDIA SOWIŃSKA**  
Oliver Sowiński’s Mother







**MEDICOVER**  
FOUNDATION

# „PoZdro!” social campaigns

## ACCOMPANYING THE WORLD DIABETES DAY (14 NOVEMBER 2017)



### We have built an intergenerational bridge to health!

We carried out two social campaigns which were mutually complementary. They also bridged the generation gap between two age groups, seniors and youth – in an effort to promote healthier and better lifestyles without type 2 diabetes. Both campaigns were launched on 14 November, the 26th World Diabetes Day.



**Katarzyna Walczak-Szepczyńska**  
Communication Specialist,  
Medicover Foundation

### Our Internet campaign in cooperation with the Daily Dose of Beauty: kids inspire us to introduce healthy changes

The Internet platform [www.ddob.com/pozdro](http://www.ddob.com/pozdro) is full of ideas for a healthier life. In it, we have created a range of activities in the teenager-friendly social media space through which they have learned more about health issues from “Internet stars”.

The popular YouTubers, Wroobelek and True Beauty is Eternal, were the campaign’s ambassadors – we broadcast our message through their YT channels, Snapchat, FB and Instagram. The YT video published by Wroobelek entitled “How my BODY and LIFE have changed,” showed viewers some uplifting stories from the youth taking part in “PoZdro!”. Daniela Jaszczuk and Staś Bedyk shared their stories of how they implemented healthy changes in their lives. The video has been viewed 82,000 times already, and here are some examples of viewer comments:



Veronika Szymańska (Billie Sparrow) i Adrianna Kępka (True Beauty Is Internal) – Ambassadors of “PoZdro!” campaign in social media

- **Madeline Cze:** Gosh, such a great video. I've totally changed the way I think about a healthy lifestyle. Thanks to your work I know I can do it! Thank you. ♥♥♥
- **Erinuch Richter:** Great video. I'm sure it will help those who need motivation and who find it hard to achieve their goals.
- **Ewa Markiewicz:** This video is splendid:) I wish all the best to Staś and Daniela and a lot of success in their life plans. Don't give up, keep working towards your goal.♥
- **Queen :3:** A very valuable video.

- **Justyna Ygkf:** Wow! A great video, it's mega-motivating. I hope you'll make more videos about this topic because you don't even realise how much you're helping others with such input. Thank you!♥
- **Felicja:** Thanks for all the inspiration and the motivation.

We also carried out a competition for the best amateur YT video to convince viewers to take up healthy habits. The four young and talented laureates were invited to take part in a professional YT

video-making workshop at a studio with Wroobelek (Veronika Szymańska). The participants were featured in a short video shoot for the “PoZdro!” Programme.



### Statistics from our Internet campaign:

number of likes:  
**7,000**

number of views  
**1,770,000**

number of comments  
**400**

## Super-Grandpas can give their grandchildren much more than sweets

If you are a parent and your kids are often looked after by their grandparents, you probably know all too well that they can spoil the kids by offering them sweets – right? Some grandparents know the tricks of preparing sugar-free yoghurt and cottage cheese snacks but they don’t use that knowledge often enough, fearing that they may be perceived as old-fashioned. In “PoZdro!” we wanted to understand both the emotions of parents who try to make sure their kids are healthy, and those of loving grandparents who want to feel needed and appreciated. The Superdziadkowie.pl campaign attempted to take the “responsibility for the whole world” off the parents’ shoulders while also showing grandmas and grandpas that offering healthy snacks is also a smart way to “spoil” their grandkids.

AS PART OF THE CAMPAIGN WE CREATED:

[www.superdziadkowie.pl](http://www.superdziadkowie.pl) website with information and advice on how to encourage grandchildren to develop healthy habits; it also shows grandparents how to use the healthy food recipes they remember from their youth – and sure enough there was plenty of good stuff in their younger days!



Our free-of-charge workshops for seniors, where experts, including doctors, psychologists and public healthcare specialists taught grandparents how to spoil children in a healthy way (Warsaw, 9 January 2018, Kraków, 29 January 2018).



Our educational video broadcast in cities and on public transport in Lublin, Warsaw, Wrocław and Gdynia (the “PoZdro!” cities) through which we were able to reach approximately one million viewers!



## The common denominator

Both campaigns, which ended in February 2018, shared one common denominator despite their different target groups: the message that a healthy lifestyle, exercise and diet can protect you from type 2 diabetes. On 14 November the campaigns were complemented by a show of solidarity in the fight against diabetes expressed through blue illuminations of buildings in the four cities and a display of slogans associated with the World Diabetes Day and the “PoZdro!” Programme.



Our campaigns were supported by: Arena Lublin Stadium, the Centre for the Meeting of Cultures in Lublin, LIM Centre and our new partners: PGE Narodowy Stadium and the National Museum in Warsaw.

Partners of Superdziadkowie.pl campaign were: Kraków, Gdynia Moje Miasto, MZA Warszawa, ZKM Gdynia, MPK Lublin, MPK Wrocław, Fundacja Nasza Wspólna Przyszłość, PGE Narodowy Stadium, Ströer, Premium Outdoor, UrbanINFO.tv, Medicovert, Synevo Medical Laboratories, InterContinental Warsaw. Media patronage: Kraków.pl

### THE SCIENTIFIC COUNCIL OF THE PROGRAMME

**Piotr Soszyński, MD, PhD**

Member of the Board of Medicovert Poland  
Chairman of the Scientific Council of the Medicovert Foundation

**Marcin Radziwiłł**

President of the Medicovert Foundation

**Professor Leszek Czupryniak**

President of the Polish Diabetes Association

**Professor Małgorzata Myśliwiec**

President of the Paediatric Section of the Polish Diabetes Association

**Professor Per-Olof Berggren**

Karolinska Institutet, Sweden

**Tomasz Anyszek, MD, PhD**

Director General, Synevo Sp. z o.o.

**Michał Brzeziński, MD, PhD**

Vice-president of the Polish Society for Health Programmes, Secretary of the Scientific Council

**Jacek Walewski, MD, PhD**

Diabetologist, Deputy Regional Director of Medicovert Centres for Medical Issues

**Monika Lech, MD, PhD**

Paediatrician and diabetologist at Medicovert Hospital

**Marek Jankowski, PhD**

Member of the Scientific Council of the Polish Society for Health Programmes



The “PoZdro!” Programme has significantly impacted those who have participated and their state of health, and it can also yield many new and globally relevant scientific discoveries and conclusions. So far there have been few studies on very large samples of obese teenagers at risk of developing lifestyle-related diseases. Our study combines epidemiological observations with a verification of the effectiveness of long-term interventions. The Programme’s Scientific Council, with its outstanding experts, supervises the implementation of “PoZdro!” and is currently focusing on producing a scientific summary based on the data. The preliminary results indicate that the Programme is effective, but detailed conclusions will not be published until late 2018 or early 2019.

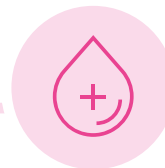
**Piotr Soszyński**

Medical Director

Member of the Board of Medicovert Poland  
Chairman of the Scientific Council of “PoZdro!” Programme.



# "inCerc" Programme IN ROMANIA



**The Medicover Association works actively to prevent type 2 diabetes and implements the "inCerc" Programme in Romania for grade 5 students in Ploiești**



**"inCerc" Programme in Ploiești, Romania. The beneficiaries: children at risk of type 2 diabetes**

**30**

**schools in Ploiești participate in the Programme**

over

**1,000**

**grade 5 students have been screened**

At the end of 2016 we launched our exciting journey filled with meaningful activities aimed at ensuring a better life for children – the beneficiaries of the Programme. Our two key activities are our volunteer project for children in need whose parents are Medicover employees, and our diabetes prevention programme for grade 5 students implemented in two cities. Both initiatives have led us to create powerful and valuable outcomes! Thanks to the extensive experience of our colleagues from the Medicover Foundation in Poland, in 2017 we managed to implement Romania's largest type 2 diabetes prevention programme for a minimum of 12,000 students, combined with health and lifestyle coaching for 3,000 students at risk of type 2 diabetes. Ploiesti, the first city where "inCerc" was launched in September 2017, turned out to be a very good choice. The city is located in an area with the highest incidence of diabetes in Romania, and its authorities have provided a lot of support throughout the project's implementation. School headmasters and head teachers were on our side from the very beginning and helped acquire parents' consents to have their children screened. Thank you very much for your warm welcome and we count on your support in the future!

In 2018 we are planning to launch a health coaching programme in Ploiești for children at risk of diabetes and their families and will expand the programme to another city. "inCerc" is a project aimed at improving not only the quality of lives of the beneficiaries, but also the quality of life of the entire Romanian society! Thank you for being a part of this initiative!

**George Istrate**  
Director General  
Medicover Association

**70%**

**of parents signed consents to allow their children to take part in "inCerc"**





# Medicover Association celebrates the World Diabetes Day by implementing “inCerc” Programme and its activities



Every year on 14 November we celebrate World Diabetes Day. In November 2017, Medicover Association organised a campaign in Ploieşti which enabled teachers from the city’s schools to measure their body mass index with a professional device, Tanita. They also had their blood sugar levels checked, and both tests were offered for free. The event was a follow-up of the nationwide programme to prevent type 2 diabetes and lifestyle diseases in grade 5 students, “inCerc”, launched two months earlier. „inCerc” was first implemented in Ploieşti and from the very start it triggered positive feedback and invaluable support from the local authorities, press and the entire

Ploieşti was the first Romanian city to implement “inCerc” so we faced some new challenges. I am very happy that in collaboration with the Medicover Association team we’ve been able to successfully launch the programme and reach nearly all schools in Ploieşti.

**Anca Coman**  
Regional Director, Medicover Clinics East, Director of Medicover Ploieşti

In 2017 the Medicover Association organised a variety of highly successful volunteer events. It is a source of great pride and joy for me to see that Medicover employees are so engaged in supporting the Association’s activities. In the long run, the implementation of “inCerc” in Ploieşti will help us raise awareness of diabetes and lifestyle disease risks. We can already see the first results of the Programme: its implementation has led to significant changes in the lives of the participating children and their families.

**Adrian Peake**  
Managing Director  
Medicover Romania



community. We are very grateful for that encouraging response. Prahova province (where Ploieşti is located) is one of the areas with the largest incidence of diabetes in Romania which is why we intend to urge the community to adopt a beneficial lifestyle by promoting healthy diets and physical exercise. Such activities should contribute to the prevention of type 2 diabetes and other lifestyle-related diseases. Currently, 30 schools from Ploieşti are taking part in “inCerc” and we are proud of

the fact that 70% of parents agreed to have their children participate. The initiative’s comprehensive nature and its integrated informational campaign have drawn the attention of medical professionals. As a result, Medicover Association’s representatives were invited to present the Programme’s details at a congress of the Romanian Society of Diabetes, Nutrition and Metabolic Diseases which took place between 8 and 11th November in Sibiu. Medicover Association intends to become the leader of type 2 diabetes prevention in children by encouraging them to become more active and live a healthy lifestyle. They should remember the motto: “Prevention begins with you!”





# TOGETHER AGAINST TYPE 2 DIABETES



## 5TH BICYCLE RALLY “TOGETHER AGAINST TYPE 2 DIABETES”



Diabetes is our common enemy! And the Rally was a good opportunity to fend it off! In our Blue Cities we employed our dexterity to prick fingers and we advised visitors how to fight the risk of diabetes in both children and adults. In our spare time we worked on our own shape, too – thanks to our mini runner’s camp.

**Magdalena Lasoń**  
nurse, Medicover  
Centre Jerozolimskie (Warsaw)

**Kasia Madej**  
Deputy Manager  
Microbiology Lab, Synevo

### Let’s roll against diabetes!

1,000 KILOMETRES – 2,800 PERSONS SCREENED

The finish line and the grand finale of the fifth “Together against type 2 diabetes” Bike Rally took place in Gdynia, on 18 June 2017. The route spanned the entire country, from the Tatra Mountains to the Baltic Sea, with six Blue Cities on the way (in Kraków, Wrocław, Zielona Góra, Poznań, Bydgoszcz and Gdynia). The volunteers from different Medicover companies pedaled their two wheels across the country in an effort to combat diabetes.

before the finish, the second team (which had set off from Berlin on 13 June) joined the Rally. There were Medicover’s Blue Cities en route where all the visitors could undergo a health check for free and receive some advice from experts on how to prevent type 2 diabetes.

The Medicover Foundation organised the Rally using Medicover’s experience and practical support. This charity race is our tool to draw more attention to the growing problem of type 2 diabetes.



### 5TH BICYCLE RALLY: THE ROUTE “TOGETHER AGAINST TYPE 2 DIABETES”

The cyclists started the Rally on 11 June in Zakopane and reached Gdynia on 18 June. Three days



### RALLY FINALE – “POZDRO!” (“GREETINGS!”) FOR THE CYCLISTS

The 38-strong peloton was greeted in Gdynia’s Kościszko Square by its fans, friends and passers-by, and of course by the Medicover Foundation team headed by the organisation’s President, Marcin Radziwiłł. After some rousing congratulatory cheers someone shouted out: “Let’s go and take a dip in the sea!”. And.. off they went to the beach where, to the amazement of the sunbathing crowd, they ran into the cold waters of the Baltic Sea in their full cycling attire. Thus, the traditional dip was completed and the Rally was officially over.

The Bicycle Rally from Berlin to Gdynia was the best integration event we have ever had. Eight Poles and eight Germans, with different jobs and professional experiences (including doctors, diagnostics experts, sales professionals, IT experts and administrative employees), became one big team. We’re still in touch even though it has been quite some time since the Rally.

**Daniel Hefel**  
Vice President Business Development  
Medicover Diagnostic  
Services / Synevo Division







## Statistics

3

police  
escort  
teams

100%

satisfaction

4

honorary  
city  
patronages

38

participants

4

countries  
represented  
(Poland,  
Germany,  
Romania,  
Ukraine)

7

Blue Cities



### The route:

Zakopane-Gdynia

1,020  
kilometres

Berlin-Gdynia

781  
kilometres

2

Paralympic  
Games gold  
medallists from  
Rio de Janeiro

## A record-breaking 2,800 persons screened

In all our Blue Cities on the route we offered local communities free-of-charge medical tests and consultations with specialists. Every visitor was able to check their blood sugar and cholesterol levels, metabolic age and body composition with a bioelectrical impedance monitor. In some cities the Blue Cities also offered advice from dietitians, physiotherapists, dentists and dermatologists. As many as 2,800 people benefited from the tests and medical advice. It's our record so far! Last year's Rally helped 2,000 persons.



2

escorting  
ambulances

17

partners of  
the Rally

I'm involved in the Rally as a participant and organiser. It is a great adventure to be a part of the Rally, and coordinating such a big project is an interesting challenge and an unforgettable experience.

**Marta Liszewska**

Project Coordinator  
of the Medicover Foundation



It was an honour for us to be able to participate in the "Together against type 2 diabetes" Bike Rally. As athletes we know how important prevention is. Sadly, prevention is simply not present in the lives of many people. We always try to promote healthy lifestyles and encourage people to undergo tests in order to raise the awareness of their own health status. When you're overloaded with work and short of time, your health suffers. That is why we place a particular emphasis on prevention and regular health checks when we talk to people. Exercise is health!

**Iwona Podkościelna  
i Aleksandra Teclaw**

Paralympic Games gold medallists  
in tandem cycling in Rio de Janeiro 2016



### PARTNERS OF THE RALLY

Accu-Chek, Damiana Medical Centre, Healthy Workplaces for All Ages, Medicover Apteka, Medicover, Medi Partner, Medicover Stomatologia, the City of Kraków, the Nationwide Diabetes and Lifestyle Disease Prevention Programme "PoZdro!", the Polish Federation for Education in Diabetology, the Polish Diabetes Association, PRIME Fitness & Wellness, Rehasport Clinic, Roche, SklepRowerowy.pl, Synevo, Schwinn Cycling.

Patronage: Mayor of Poznań Jacek Jaśkowiak, Mayor of Gdynia Wojciech Szczurek, Director of the Department of Health and Social Affairs of the City of Wrocław Joanna Nyczak, Mayor of Bydgoszcz Rafał Bruski.

### MEDIA PATRONAGE:

Radio Merkury Poznań, TVP3 Poznań, mojacukrzyca.org, krakow.pl



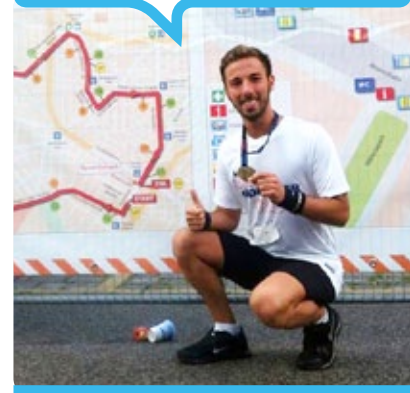


# RunMedicoverRun: LET'S RUN TOGETHER FOR HEALTH



Running has taught me a lot. It's good to know your goals and go after them, regardless of what stands in the way. Together we can win.

**Vladan Ristic**  
Serbia



RunMedicoverRun and Together for Health, an active celebration of the company's anniversary. Running enthusiasts from Medicover (representing both Healthcare and Diagnostic Services) were invited to join the RunMedicoverRun project consisting of four half-marathon runs in Berlin, Warsaw, Kiev and Bucharest. The teams for each run were composed of 11 runners from beyond the host country and 11 colleagues from the local business units (11 + 11 = 22).

For me, Medicover Runners was an important experience. I'm happy I took part and I feel honoured to have been given the opportunity to run and be a part of the Medicover Runners. I met wonderful people and I was able to get to know them better. I hope I'll be able to continue this adventure in the upcoming runs.

**Ramona Diaconesea**  
Romania



## RMR in numbers:

### 4 CITIES:

Berlin, Warsaw, Kiev, Bucharest

More than

### 50 RUNNERS

beat their life records

Over

### 40 RUNNERS

from beyond the run's host country:  
Georgia, Germany, Poland, Romania,  
Serbia and Ukraine

Over

### 60 RUNNERS

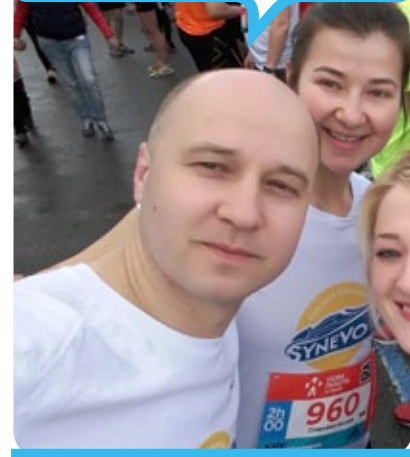
from local business units

Total distance:

### 2,000 KMS

It is a great opportunity to strike up new relations with the colleagues you have known for a long time. And it's a way to meet people from different countries, too. On this project you can be among the people who inspire one another to reach for something new. It's a great opportunity to challenge yourself!

**Ihor Kyschchak**  
Ukraine





# Medicover RUNNERS



In line with the mission of the Medicover Foundation – promotion of healthy lifestyles as well as improvement and maintenance of good health – the employees of Medicover were coached to take part in the half-marathons as part our Medicover Runners team. Last year we organised Medicover’s fifth half-marathon. Throughout its duration, more than 50 runners spent their free time exercising and getting in shape for the runs – for the benefit of their health. Health and exercise go hand in hand, and aerobic exercise in particular helps reduce the risk of heart disease and obesity. Physical activity also strengthens our muscles and bones. Last but not least, it also improves our mood.

On this project everybody will find a matching challenge – regardless of the level of fitness they represent. The training programme is designed to enable every participant to exercise at an appropriate pace and level of difficulty, taking into account the defined goal.

For me it was yet another season on the Medicover Runners team. It was full of sporting challenges and new smiling faces. To collaborate with a team like this one is a great experience: motivating, supporting and coaching the members is an honour but also a challenge. Every metre they ran brought me a great deal of satisfaction and joy – not to mention my coaching pride!

**Jacek Wichowski**  
Sporting Events Specialist,  
the Medicover Foundation



Medicover Runners is a team of people who motivate one another to achieve better results and run longer distances while overcoming their own weaknesses. The atmosphere on the team is excellent: we are supportive and help one another when the going gets tough. As soon as the run starts you know that there is going to be a bunch of people at the finish line who are keeping their fingers crossed for you. They will encourage you to overcome your obstacles on the road to your goal. Such a team is a gem.

**Agnieszka Matusik**  
Law Department, Medicover



My fourth season with Medicover Runners is ahead of me and I’m very much looking forward to our Wednesday training sessions. Over the previous seasons I’ve met many runners. We run together at events, and we train and exercise together. Thanks to their guidance and Jacek’s support I have improved my technique and I’ve gone beyond my comfort zone. And this year new challenges are coming up for us, including the Ekiden international relay.

I encourage all of you to train with us in order to be more active, feel better and overcome your weaknesses.

**Pawel Mazurkiewicz**  
Sales Department, Medicover







# Renovation

## AT THE EARLY INTERVENTION AND PRE-ADOPTION CENTRE IN OTWOCK



THE LARGEST VOLUNTEER PROJECT IN THE FOUNDATION'S HISTORY



The Early Intervention and Adoption Centre in Otwock (IOP) is a unique support centre in Poland and the region's only intervention institution which accepts newborns and infants in emergencies and crises. The institution looks after the children whose parents are either temporarily or permanently unable to look after them. The Centre protects the youngest children from the negative impact of orphanhood.

### HOSPITAL TO HOME

Thanks to the support from the Medicover Foundation and the Friends of the Nazaret Home Association, we managed to implement a comprehensive renovation of the Centre in November and December 2017. The interior redesign was planned with great sensitivity and affection so that each square foot of the Centre would turn from a "hospital-like" institution to a homey space. The new cosy rooms were painted in warm pastel colours, and new white cots, light-coloured furniture and shelves with toys added to the intimate feel.

### THE SCOPE OF WORK

In over just a few weeks (from 20 November to 15 December), we accomplished a complete renovation of the Centre. The electrical cables, the water and sewage pipes were all replaced, and all the rooms were re-painted. The new lighting matches the space well and gives it a cosy feel. There are also new comfortable sofas in the hallway. The rehabilitation room has been equipped with large mirrors which are necessary for sensory integration classes and other exercises. The floor in the room is covered with professional rehabilitation mattresses with special covers. The children at the Centre can also enjoy new baby rockers and musical carousels. The interior of the facility is now a pleasant, functional and comfortable space

### THE COMMUNITY OF DO-GOODERS

Our intention was to quite literally involve everyone in the campaign and create a community of do-gooders working for the lonely infants at the Centre. It was possible to support the project

individually or as a department, a group of friends or even as a subcontractor with which we do business on a daily basis. And indeed, everybody supported the project! The sheer amount of assistance we received from so many stakeholders exceeded our most optimistic expectations!

With Agata Wojtynek we invested all of our hearts and minds into the project because it was something big and worth our support. My entire company joined in the design phase and we were able to deliver a project that – hopefully – the children and the staff will like a lot. My intention was to prepare the most beautiful rooms for the kids at the Centre, so that they can feel that the Centre is their home for the couple of weeks or months they're there. I also simply wanted to make the work of the staff easier, more comfortable and more pleasant. I hope that the children and their caregivers will feel good at the refurbished Centre.

**Roma Kulczyk**  
Architect, designer  
of the Centre's new interior



The renovation at the Early Intervention and Pre-Adoption Centre was necessary to improve the quality of life for our children. To develop, they need to have access to appropriate visual and tactile stimuli. This makeover has also improved the working conditions for our staff. The employees and the Foundation of Adopting Families, and all of our visitors who saw the place before the renovation are hugely impressed by what's been done. This project would not have been possible without the effort of the volunteers and a few dozen companies who showed that when there is a common goal and some people willing to sacrifice their time, we can work miracles.

**Dorota Polańska**  
Director of the Pre-Adoption Centre





## TWO VOLUNTEER ACTIVITIES IMPLEMENTED DURING THE PROJECT:



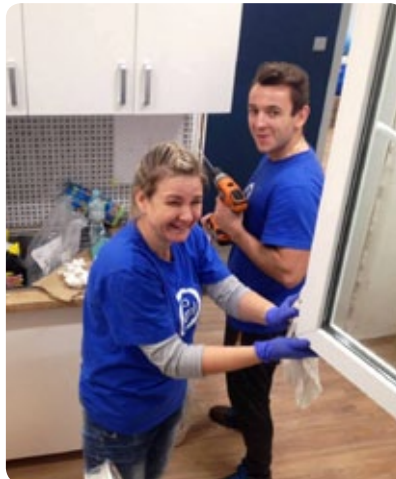
### Preparation for renovation

The Medicover Foundation's volunteers needed to pack and remove all the items in the Centre, including clothes, nappies, cots and furniture. The elegant women we meet in the company's hallways exchanged their high heels for comfortable shoes and happily carried cardboard boxes or disassembled baby cots out of the building. The men who usually sport smart ties had no problem putting on work clothes to remove heavy pieces of furniture. We were afraid of no work! On 17 November, 2017 at 4 p.m. we were able to report that the Centre was ready for the construction phase.



### Cleaning after renovation

The cleaning-and-assembling team, ready to go: the Foundation's volunteers eagerly embarked on preparing the Centre for use after the dirty renovation work. Special tasks including evening window washing (as it was neither possible nor reasonable to do it earlier): job done! For us there were no impossible feats - we'd do everything to make sure the little ones could enjoy clean, tidy and beautiful rooms. A big "thank you" to all of those who worked hard and put their hearts into the effort on 13 and 14 December 2017! It wasn't easy, although the photos may suggest otherwise. Without you this project wouldn't have been a success. Thank you!



Sometimes we come across challenges which we simply cannot ignore. The opportunity to add some colour, warmth and comfort to the Centre to help its staff and the children was a challenge, but a project that ultimately filled us with great joy. I'm glad I could be a part of the initiative and work with so many amazing people who didn't hesitate for a second when they were asked to help.

**Żaneta Sapryk-Rutkowska**  
Junior Investment Project Manager,  
Medicover



## THE PROJECT'S STATISTICS:

**35**

persons coordinating and supporting project planning

Project value: over

**400k**

**146**

individual donors

more than

**50**

companies involved

**Project coordination:**

The Medicover Foundation



# Volunteer projects OF THE MEDICOVER FOUNDATION



## “Open Door” Association

On 26 August we renovated the “Open Door” Occupational Therapy Workshop for adults with physical or intellectual disabilities. Thanks to the good hearts of the Medicover Foundation volunteers, visitors to the centre, located at Równa 10 in Warsaw, now will enjoy much better conditions in their therapy workshops. The centre’s classes enable them to benefit from both social and professional rehabilitation aimed at teaching and restoring the skills necessary for employment.

The event’s partner was AkzoNobel.



## ONKOBIEG: a running event for those who want to do good



For 11 years the Onkobieg has been supporting oncology patients and their families. The run is an opportunity to educate and raise the awareness of the importance of physical exercise. We are very grateful to the Medicover Foundation and all the volunteers for their involvement and the effort they put into organising the Onkobieg. Together we make a community of health-aware people who are sensitive to the needs of others.

**Szymon Bubiłek**  
Member of the Board  
The Association for  
Sarcoma Patients “SARCOMA”



On 3 September we co-organised the 10th ONKOBIEG Run. Each year the run attracts hundreds of people: oncology patients, families with children and people of good will. Anybody can take part – as long as their health allows it. In last year’s run even dogs took part! The run’s route links two hospitals in Warsaw: the Oncology Centre and the Institute of Haematology.

The 2017 run took one hour, and each participant could run the route in any way and any number of times. There were no winners or

losers, because the run was not about beating other competitors. The event’s objective was to support oncology patients and express solidarity with them. As every year, the runners received their medals for completion and refreshments at the finish line.

Friends and volunteers from the Medicover Foundation co-organised this unusual event by providing practical assistance: they put up the tents, showed the route and cheered the runners with pompoms, the best tool for the occasion.





## Single Mothers Home in Białoleka

On Saturday, 23 September, a strong team of employees from Medicovert Centre Jerozolimskie met at the Single Mothers Home in Białoleka. The facility is home to 21 children aged 2 months to 18 years. The volunteers, divided into small groups, supported the home and its residents in many ways: one of the tasks was gardening and the construction of a garden shed. We also created animated classes with the children, and our

medical experts conducted a disease prevention event, followed by individual appointments with Medicovert's nurses.

The event lasted a few hours and gave the Home and its people a burst of good energy! The volunteers showed that some time, some good will and some engagement can make a difference and change people's lives for the better.

The employees from Medicovert Centre Jerozolimskie are happy to take part in different volunteer projects organised by the Medicovert Foundation. From the very start of "PoZdro!" our medical Centre provided services for the Foundation's patients. When we were planning our integration event, we made a decision to organise an activity in collaboration with the Foundation. Dagmara and Agnieszka put us in touch with an institution in need of support – the Single Mothers Home in Białoleka - and then organised a great fun event for the kids residing at the Home. Before the event we collected some money from our Centre's employees to buy some staple food products. Kasia and Ewelina, in turn, were capable assistants in our gardening efforts. Ania and Asia offered medical advice and measured residents' blood sugar levels. Sylwia advised young mothers and answered questions on breastfeeding. Jarek, Kuba and Rafał assembled the garden shed donated by our partner: Leroy Merlin. The shed will be the future storage place for the garden's fruit and vegetables. We received a very warm welcome from the Home's residents and were treated to a delicious, home-made chicken broth. As a farewell gift, the mothers gave us hand-crafted angels. I think it was a very valuable team collaboration. We were not only able to meet, get to know one another better and talk, but also do something good for others.

**Kasia Głowińska**  
Manager of Medicovert  
Centre Jerozolimskie (Warsaw)

My activities at the Foundation complement my professional and volunteer work at Medicovert. They bring huge satisfaction, a sense of empowerment and a belief in our capacity to achieve a common goal.

**Marta Łozowska**  
Telesales Specialist  
Individual Customers







# Acting FOR OTHERS



## Fitness Marathon for the Pre-Adoption Centre in Otwock

On a Sunday afternoon in March, Medicover Dental Care and volunteers from the Medicover Foundation supported a charity event for the children from the Early Intervention and Pre-Adoption Centre in Otwock. During the fitness workshop there was a lot of laughter, smiles, good fun and buckets of sweat on top of even more positive energy. And all of that was driven by a noble objective: help the children at the Centre.



## Support for Children's Home in Żabce

At the beginning of January, with the support from Joasia Jakubowska Sęk from Medicover's Sales Department in Warsaw (and at her initiative) we carried out a charity event for the Family Children's Home in Żabce. The home provides care for 10 children aged 7 months to 18 years, including three children with disabilities. We had been collecting clothes, food and cleaning products as well as gifts for the kids including sports balls, a dollhouse, and even knee protection gear for volleyball players.

The AMICUS Rehabilitation Centre, established in 2010, provides assistance as part of the "Zdążyć z Pomocą" ("In Time to Help") Foundation for Children. Since the beginning we have been cooperating with the Medicover Foundation, and our collaboration is growing year by year. With the Foundation's support we carry out many activities which are necessary for our children. In 2017, the Foundation organised a soft toy collection on Children's Day and Santa Claus Day, and another special event on Santa Claus Day. Additionally, the Medicover Foundation supported the organisation of a sports competition for children with disabilities from six Polish cities. We are very grateful to the Foundation for its good-hearted support for our activities and for its ongoing help in making sure that our kids have smiles on their faces.

**Maria Małecka-Rzodkiewicz**  
Director of the Amicus Centre

## The Medicover Foundation at the "Bone Marrow Donor's Day"

On 26 February, in Ryczów near Kraków, there was an event to promote marrow donation. It was organised by the Association of the Friends of Ryczów with support from the Medicover Foundation and the Foundation Against Leukaemia. The event was very successful and there were over 500 participants! The day's attractions included a fire brigade, motorcyclists, and even military reconstruction groups from Kraków and Żory. A live concert by the local brass band was yet another attraction of the event. Małgosia Grela and Ania Buszydło, the Foundation's volunteers, showed once again how extensive experience can be used to help others through a successful event organised for a local community.



## The Medicover Foundation and the One Day Foundation support Children's Homes

For many years we have been involved in supporting Christmas campaigns for children who live in the children's homes managed by the One Day Foundation. The aim of the #oneday campaign is to collect and then present to the children the gifts of their dreams. In 2017, we prepared as many as 870 gifts for kids from children's homes from across Poland. The Medicover Foundation provided medical assistance during the events, and our volunteers helped wrap the boxes with gifts. The children also participated in the accompanying fun events and concerts of star singers. There was no end to positive emotions.



## Amicus: Children's Day, Saint Nicholas' Day and soft toy collection for the children

Volunteers from the Medicover Foundation carried out yet another charity event for the children at the Amicus Rehabilitation Centre. Children's Day and Santa Claus Day were excellent opportunities to meet and play with the little ones.

The annual soft toy and teddy bear collection for Amicus is already a tradition with the



Medicover Foundation. The collection under the motto "Kup pluszaka dla dzieciaka" ("Buy a teddy for the kids") was organised both in June and in December. The toys were then given to the children at the Centre during the two festive events.



## “White Sunday” in Ryczów

On 4 June in T. Kościuszko Kindergarten and Primary School in Ryczów, an event entitled “White Sunday and Family Day” was organised for the local community and the entire municipality of Spytkowice. The event turned out to be a success, with over 100 participants screened! The visitors were able to ask questions of general practitioners, cardiologists, diabetologists, urologists, dermatologists and dietitians. We also offered glucose and cholesterol checks as well as weight/height/RR measurements.



## Success of the saliva mouth swab collection event in Kraków

The Medicover Foundation and the DKMS Foundation co-organised the Bone Marrow Donor Days at Medicover’s Centres in Kraków. We dedicated the event to our colleague, Robert Szlęć, an emergency care doctor who has cancer. A powerful message was sent by the #TATAmaRAKA initiative where Robert’s 8-year-old daughter, Matylda, encouraged the people to take part in the mouth swab collection. Between 4-8 December, about 2,700 persons from Kraków’s companies and shopping centre visitors were added to the database of bone marrow donors. Robert was also able to pay us a visit in between his chemotherapy cycles. Our HotLine employees from Kraków had a surprise ready for him: a birthday cake for his 50th birthday!



## Medicover at the “Cape of Hope”

The “Cape of Hope” is the Oncology Hospital for Children in Wrocław. Representatives of Medicover, the Medicover Foundation, Rotaract District 2231 (an organisation working for local communities) and the Superheroes League Foundation (which supports ill children by impersonating cartoon and movie characters) met at the Hospital to add some light and colour to the lives of the young patients. We brought gifts, fun and a lot of smiles with us! It all started from an e-mail from Agata Jakimiuk, our Key Account Coordinator from Wrocław. The letter initiated a snowball effect of positive feedback, and many people decided to join the campaign. At the Foundation’s office, the pile of new crayon boxes, markers and colouring books grew by the day. The campaign lasted over six hours, and we were able to collect gifts for 60 young patients.

## Advice from pharmacists and book collection for seniors

On 1 December 2017, the seniors from the day care centre at Aldony 13, run by the St. John of Jerusalem Foundation, had the opportunity to ask the pharmacists from Medicover Pharmacy (Al. Jerozolimskie 96), Joasia Horosz and Natalia Kołęda, about the effects of the drugs they need to take. The conversations with our experts were preceded by a book and food collection for the seniors. As a result, we were able to donate five boxes with books, coffee, tea, sugar and sweets to the centre.



In October 2017 the “Cape of Hope” (Wrocław’s Oncology Hospital for Children) was unexpectedly visited by our Foundation and our colleagues from the Rotaract District 2231 club with whom we had organised a collection to gather toys, crayons, drawing books and “Brave Patient” stickers. The visit at the Hospital was then jazzed up by the arrival of our amazing guests, the superheroes from popular films and cartoons, including Flash, Superman and Spiderman. The kids’ idols were impersonated by the members of Szczecin’s League of Heroes. The kids loved the photo shoots with their favourite characters.

**Agata Jakimiuk**

Key Account Manager, Medicover



## Humanitarian campaign of the Medicover Foundation for Ukraine

Nowe Misto, a town located on the river Vyrva in Ukraine, is where the Medicover Foundation headed to implement its humanitarian campaign. Małgorzata Grela, Hospitalisation and Hotline Coordinator from Kraków, joined the convoy to the town. Her effort was a response to the appeal for help for the region’s schools (including one Polish school) and communities. The collection of aid items was short and took only three weeks. However, the results exceeded our expectations with over ten tons of products collected! 27 volunteers packed the aid into 4 trucks and one Medicover ambulance. The convoy of 7 persons then embarked on its 1,200 kilometre-long journey.



## Disease prevention campaigns in Zielona Góra

For a few years, Zielona Góra has been hosting the Novita Zielona Góra Half Marathon, organised in September. For the third consecutive year the event was joined by the Medicover Foundation and the network of Synevo Labs, in order to offer a two-day-long disease prevention event for the runners and their supporters. In our special bus (called Diabetobus and made available by the European Diabetes Clinic Foundation), we were able to offer glucose level and blood pressure tests. We also provided advice on how to prepare the body for physical exercise, and how to prevent lifestyle-related diseases. All in all, 300 people took advantage of our offer.

## Niepołomice runs!

In September 2017, a group of runners from “Niepołomice Biegają” Association organised a team run, the 4RestRun, in the nearby Niepołomice Forest. The event was once again supported by the Medicover Foundation which covered the costs of the run’s medical support. Our paramedics checked the runners’ blood sugar and pressure, both before the run and afterwards. A total of 150 persons underwent the basic health checks.

## “Let’s learn how to rescue others – together we can achieve more!”

The Medicover Foundation organised its first aid training at Primary School No. 130 in Kraków on 16 May. We trained all of the school’s classes from grades 1 to 6, a total of about 500 students! Every student learned how to effectively save a human life in emergencies. We found out that the children and teens were well aware of the need to know the fundamentals of first aid. When we asked them if it were worthwhile learning how to provide first aid, the answer was clear: because life and health are the most precious things we have, everyone should learn to help and save them.





# Other projects OF THE MEDICOVER FOUNDATION



## Christmas Eve party at Janusz Korczak Children's Home

In the run-up to Christmas, representatives of the Medicover Foundation were invited to an unusual party organised at J. Korczak Children's Home in Warsaw. The children from the facility prepared an attractive cultural programme with a nativity play as the main event, followed by a festive supper for the staff, the children and the guests. Our representatives gave the children presents, handmade by many Medicover employees. The Foundation has been providing medical care services for the Home's children for some time.



## Support for a school for children with autism

For the third consecutive year, the Medicover Foundation has provided support for the Edmund Bojanowski Private Special Primary School "Step by Step" located in Warsaw's Wilanów. The school teaches children with developmental difficulties and challenging behaviours (such as damaging property, disobedience, anger fits and self-injury) and children with communicative deficiencies. The Medicover Foundation provides medical assistance for the School's teaching staff.



## Help by donating a part of yourself – become a marrow donor

In Poland, once every hour someone learns they have leukaemia (blood cancer). Anyone can fall victim to the disease, regardless of their age. Luckily, almost everyone can help. Any healthy person aged between 18 and 55 and with a weight of at least 50 kilograms, with no significant overweight, can become a marrow donor and save somebody's life through a transplant. In December we co-organised a special Christmas campaign entitled "Donate a Part of Yourself - Become a Marrow Donor" – in a joint effort of Medicover's HR Department and the DKMS Foundation. As part of this campaign, employees were able to register in the DKMS donor

database. The campaign was carried out by the Wellbeing Team. The event's ambassadors were Wioletta Januszczuk (Managing Director at Medicover Optyk and Medicover Dental Care) and Katarzyna Ochendowska (Sales Director for Key Accounts, the northern region).



The mission of Medicover is to look after the health of its patients and also the Group's own employees. Our Wellbeing activities focus on supporting healthy lifestyles within our organisation by placing emphasis on health education and disease prevention. At the same time, as part of our HR activities, we try to create a stimulating work environment where our employees can grow, acquire new skills and go beyond their routine tasks. That is why we had the idea to combine the culture of looking after one's own health with caring for others, too. Together with the Medicover Foundation we managed to implement two large campaigns in 2017: The Steps Competition where the participants walked long distances and donated their prize money to get professional baby wraps for the infants at the Early Intervention and Pre-adoption Centre in Otwock; during the Bone Marrow Donors Day they also registered in the database run by the DKMS Foundation as potential marrow donors. Our employees were actively involved in both campaigns and delivered tangible support for those in need. All that is an almost obvious thing to say as Medicover is made up of people of good hearts and souls, ready to share their knowledge and talents with others. What we are doing also shows that everyone has the need to do and experience "something more" in their everyday life. "I wanted to become a donor for a very long time, but there never was a good opportunity to do so", "I didn't think I could walk so many kilometres" – these are comments we received from some of our employees. Becoming involved in social campaigns supported by the employer is a great way to learn something new and, possibly, something surprising about yourself.

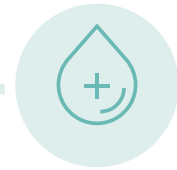
**Aleksandra Mielniczuk**  
Talent & Development  
Project Manager

## Steps for health – baby wraps for the IOP Centre in Otwock

As part of our campaign entitled "Change your lifestyle into a healthy lifestyle", in April 2017 the employees from Medicover's office took part in the Steps competition to walk the longest distance possible. The winners donated their prize, PLN 3,000, to purchase 15 Lanny Lamb baby wraps for the infants at the Early Intervention and Pre-Adoption Centre in Otwock, a partner institution supported by the Medicover Foundation. When we handed in the wraps we also went through a crash course in wrapping the infants and we saw that the wraps facilitate a close body-to-body contact and make it possible to offer some loving warmth to the babies awaiting adoption.







## Dentists help children from Children's Home

### DISEASE PREVENTION CAMPAIGN

In December, representatives of Medicover Dental Care, and their loyal companion, Zygmunt the Dragon, visited the three facilities of the J. Korczak Children's Home in Warsaw. The campaign's aim was to host classes with a dental hygienist who explained the guidelines of good dental care. The children participating in the event received small gifts.

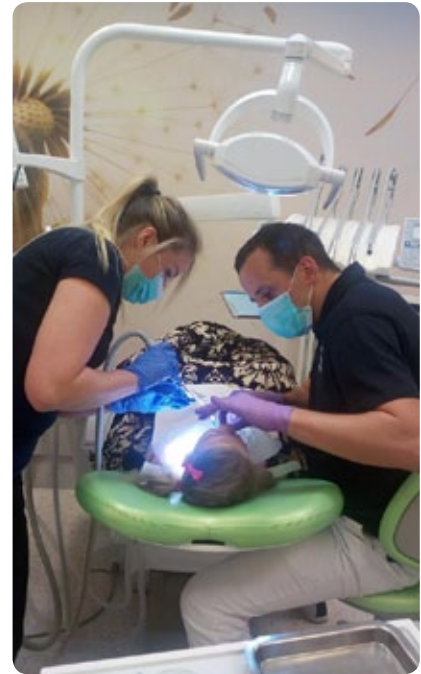
### DOMINIKA'S TREATMENT

Dominika is five years old. She lives in the Tęczą ("Rainbow") Children's Home in Katowice. In 2017 she underwent a multi-stage specialist dental treatment. She managed to charm everyone before

the experts from Warsaw's CM Atrium Dental Care performed the sanitation of Dominika's oral cavity under general anaesthesia. The intervention was successful – thanks to the invaluable and free support from the good people who organised and delivered the treatment.

We wish to offer our sincerest "Thank you" to all the people involved in the initiative: the management, coordinators and medical experts at CM Atrium Dental Care including Wiola, Halina, Maja, Kasia, Jacek; and the management / co-ordinators from CM Katowice including Halina, Kasia, the team of assistants and the reception at the local Dental Care unit. Thanks to their great hearts and their sensitivity to the needs of others, we have been able to change the world

for the better. Such success stories make us firmly believe that our mission is worthwhile, and helping others can offer immense satisfaction.



## The "Perfect Cook" competition



In 2017 the Medicover Foundation repeated its support for the "Open Door" Association to help organise "The Perfect Cook", a cooking contest for persons with intellectual disabilities. It was the eleventh year of the contest, and our Foundation helped by organising the accompanying healthy diet workshop, attended by 30 people.

**Together we can support the two centres.  
IT IS SO EASY!**

All you need to do is fill in the appropriate field in your tax return form (PIT) with the KRS Number of the Medicover Foundation (0000283132); the Foundation will then transfer all the funds to the Pre-Adoption Centres in Otwock and Częstochowa

## Donate your 1% to the youngest orphans

The Medicover Foundation supports two Early Intervention and Pre-Adoption Centres (IOPs): in Otwock and Częstochowa, the only facilities of the kind in Poland. The aim of the Centres is to provide care and support for the infants with health issues who are temporarily or permanently without parental care and who suffer from orphanhood from the earliest moments of their lives.

At the IOP Centres, the little ones have shelter, medical assistance and big hearts around them. The "feels like home" spirit of the Centres surrounds the children in their early development when they learn to walk, say the first words, or even smile their first smiles. The facilities ensure the necessary care while doing all they can to find loving adoptive families for the children.





# Medi-COVER BAND



## Medi-COVER Band

Medi-COVER Band, launched in 2016, is an initiative of the Medicover Foundation and is made up of employees from Medicover's business units and companies. A combination of the Band's great talent, passion, musical professionalism and fantastic rapport with the audience have combined to make it a huge success. All the funds raised during the Band's concerts go to charity.



### Band members:

- **GRZEGORZ WIŚNIEWSKI** – IT manager / Invimed (bass)
- **AGATA KWAPIŃSKA** – Dental Care Coordynator Aleje Jerozolimskie / Medicover Stomatologia (drums)
- **MICHAŁ JASIŃSKI** – Dentist / Atrium Dental Care (drums)
- **ŁUKASZ KRAWCZYK** – Data analyst danych / Medicover (guitar)
- **IRENEUSZ URBANKE** – Emergency Services Manager, HotLine / Medicover (guitar)
- **MARIA ŁANKOWSKA** – Receptionist / Medicover Klimczaka Medical Centre (sax)
- **MACIEJ MALEND** – Manager, Medicover Health Innovators / Medicover (keyboards)
- **ELA TOMASZEWSKA** – Medicover HotLine (vocal)
- **KAROLINA MIERZEJEWSKA** – Customer service specialist / Medicover Optyk (vocal)
- **ADAM POPOWICZ** – Volunteer, the Medicover Foundation (vocal)
- **BARTŁOMIEJ BANAŚ** – Dentist / Atrium Medical Centre (vocal)

What makes Medi-COVER Band so special is the people, their passion and positive energy. I am immensely happy to be a part of this project and a part of an amazing group of musicians. This enables me to develop as a singer while supporting the Medicover Foundation in the implementation of its charity projects. Our unique rock'n'roll ambience and the adrenaline rush at concerts, coupled with the opportunity to share my biggest passion, singing, has turned the Band into the adventure of my life.

**Ela Tomaszewska**  
Medicover HotLine  
Medi-COVER Band's lead singer



## STATISTICS

**100**  
rehearsals

almost  
**10,000 PLN**  
raised for charity

**40**  
songs on the  
band's set list

**2 YEARS**  
of the Band's  
activity

**10**  
rock  
concerts

**11**  
musicians



## Concerts in 2017:

The band performed at 5 live concerts which were very popular:

- **MARCH** – Telecentrum Conference, Hotel Sound Garden hotel
- **MAY** – POTOK Music Club: Drugi Dom Ludzi Rocka, Medi-COVER Band's anniversary
- **JUNE** – symposium for doctors, Ossa Hotel. **At this live event the band was joined by Kuba Sienkiewicz, a rockman, singer and guitarist – but also a neurologist by education**
- **SEPTEMBER** – a live concert during the “Safe Company” competition in Pasyrn
- **OCTOBER** – Medicovert's Commercial BU conference, Ossa Hotel



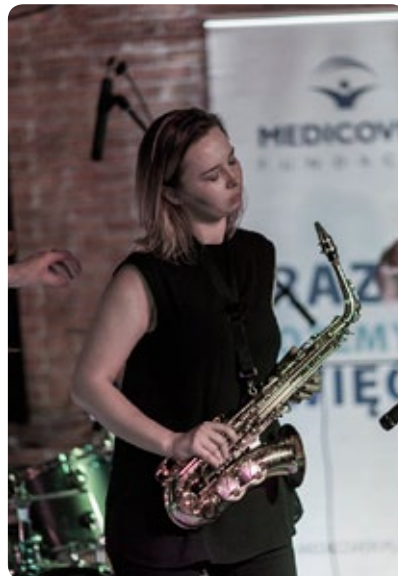
I think it is a great idea to show and promote our talents, and Medi-COVER Band is a fantastic initiative. As the Band also plays music by the Elektryczne Gitary, we invited Kuba Sienkiewicz to perform with them. Apart from being a star musician, Kuba is a neurologist. I hope that the concert was a great experience not just for the audience, but also for the Band. We saw how professional they were performing with a star! They sounded great and we had great fun listening to them. It was a pleasant surprise for me to find that Robert Kakietek came all the way from Holland to perform, meet and chat – even though he no longer works for Medicovert.

**Bożena Walewska-Zielecka**  
Medical Director  
Medicovert



In September 2017 we celebrated a jubilee: the 10th year of the “Safe Company” medical rescue championship. The event is an annual contest for amateur rescue services from companies representing many industries from across the country. It ends with a party for all the participants which has become a traditional feature of the 2-day-long contest. In order to celebrate the jubilee of the championship, last year we prepared a surprise for the participants: Medi-COVER Band's live show which was a smash! The unforgettable atmosphere, the powerful music, the dancing frenzy and 100% energy on the stage: the people in the audience were delighted! Many were surprised to see that at Medicovert we have so many professional and talented musicians.

**Izabela Kościuszko**  
Marketing and Product Manager  
Medicovert



This unique music group has been performing since early 2016. When we started the Band, we didn't expect it would be such a tremendous success. Nearly one hundred rehearsals have led us to perform at a few live concerts filled with passion and rock'n'roll. The feedback we got from other employees and also from other musicians exceeded our most optimistic expectations. The Band is driven by real passion – it's a rock band but also a group of good friends. Words can't describe their energy and commitment: you simply need to see them perform live!

**Dagmara Iwaniak**  
Project Manager  
the Medicovert Foundation  
Medi-COVER Band's “agent”





# Volunteer projects IN ROMANIA



## Acting for others

On 6 May 2017, in Costești near Pitești, the first project in the "I work for others" initiative was organised by Gabriela Anatoli. Thanks to the project, 50 disadvantaged children can eat free lunches every day in the canteen of the Hercules centre in Costești. For most of them, the lunch will be the only hot meal of the day. Each year, the Hercules team plants tomato, pepper, eggplant and other vegetable seedlings in the Centre's garden to ensure delicious and healthy meals for the kids throughout the winter.

In May, 15 volunteers travelled to Costești with gifts in their hands. Some of them later took part in hygiene workshops with the kids, while others assembled and installed an automatic irrigation system in the garden.



## Medicover Marathon with Equatorial in Buftea

On 18 February 2017, the Organisational Culture Marathon, organised by Medicover Association and Equatorial, took place in the city of Buftea, with thirteen runners participating. The calories they burned during the marathon run were exchanged for money that Equatorial later spent to buy non-perishable food products. Six Medicover volunteers helped prepare 100 boxes for the people who are cared for by the SOS Children's Village in Buftea. The boxes were presented to the 35 kids and 10 parents who were taking part in both creativity and hygiene workshops run by Florentina Repeda from Medicover. The kids expressed their heartfelt gratitude and thanked everyone for the great time they had with the team.

## Acting for others – the second event

On 22 and 23 May 2017, 9 volunteer employees from Medicover Cluj took part in classes for children with hearing impairments and autism. The event was organised in Pahumi Park and attended by the children, their parents and therapists.

## Medicover cooperates with the police

Nine volunteers from Medicover Association and Bucharest's police joined forces in an effort to boost children's safety. At St. Nicholas Special Secondary School there was a drawing contest for children with special needs. The students made drawings depicting threat prevention and safety solutions. They later received 120 personal alarms which they can use in situations when they feel in danger. The alarms will draw the attention of other people and encourage them to help. The prizes for the artists of the best drawings were presented on 1 June by Medicover's Ana Maria Prisacariu, one of the most active volunteers in the Association.

Another event organised jointly by Medicover and the police was on 7 September at the National Museum of Contemporary Art, where two workshops were organised. The first one, conducted by Florentina Repeda, focused on hygiene. The second one, led by Andrea Neagu and Irina Simionescu from Medicover, was about effective self-presentation skills for job interviews.

Nothing is more rewarding than offering free support to those in need. My team and the colleagues from Synevo and Medicover joined forces to support the ambitious project entitled "A therapeutic beach for children with autism and disability". The initiative is currently being implemented by the Black Sea Psychological Centre from Constanta. In 2017 we built the foundations for this unique idea. The initiative will include a series of specialist workshops for children, such as music therapy, sports classes, sensory stimulation workshops, etc.

**Cristina Florescu-Moraid**  
Regional Director,  
(Romania, Bulgaria, Moldova,  
Serbia) Synevo Central Lab



## Renovation project at the Saint Dimitri Association

On 19 August 2017 volunteers from Medicover Association with the staff of St. Dimitri Association worked together to renovate the association's Centre, in particular the study room, the canteen and the staircase. Some of the volunteers looked after the kids from the Centre and used the renovation time to deliver a workshop on hygiene. At the end of the day the Association's volunteers gave the kids gifts: 30 fully-equipped student rucksacks donated by Medicover's employees. The children also received additional small presents including toys and clothes.

## Support for Valentina Association

On 25 March 2017, 33 volunteers from Medicover and Synevo helped renovate the study room, the canteen and the computer lab at the Valentina Association facility. They also participated in a hygiene workshop for the kids and parents delivered by our expert, Florentina Repeda, followed by a creativity workshop where the volunteers joined the kids in making insects and flowers from egg cartons. The parents were able to learn about the developmental and health problems which pose a threat for the youngest students. At the end of the workshop the kids received small hygienic sets as gifts.

## Another project in Costești

On 30 September 2017, 16 volunteers from Medicover led by Gabriela Anatoli returned to Costești, to the Centre managed by Hercules Association. They helped make and store vegetable preserves for the winter, including tomato paste, pickles and sauerkraut from the vegetables grown locally and funded by Medicover Association. The event was also an opportunity to learn about health from an expert, Dr. Mihaela Rosu.



## Tree Planting in Lipănești

On Saturday 25 November in Lipănești, a group of volunteers from Medicover Association took part in a tree planting on the left bank of the river Teleajen. Approximately 5,000 trees were planted as part of the initiative entitled "New trees for a new life". Our partners in the effort were: Se Poate ("We can do it") Association and Romsilva, with additional support from the municipality of Lipănești. The project's objective is effective reforestation of Lipănești which is part of the "green belt" around Bucharest. The event will be repeated in March and November 2018, with a plan to plant a total of 15,000 trees.

50 volunteers from Medicover, Synevo and SDCC also delivered a hygiene training in the local kindergarten for 50 children from grades 1 to 4. The participants received hygienic kits and disinfectant gel. As part of the "New trees for a new life" project, Medicover Association purchased shovels, rubber boots and gloves to be used during the tree planting events. The equipment was presented to the municipality of Lipănești for future use.



## Supporting the runners during Medicover Marathon in Bucharest

On 15 October, during the International Marathon in Bucharest, volunteers representing Medicover Association and the ATCA Association of applied behavioural therapy (who work with children with autism and behavioural problems) offered water, fruit and cheers to the adult runners of the relay run, the half marathon and the marathon run. The day before they also supported kids in their shorter runs around the fountains on Bucharest's Unirii boulevard. Both days were filled with good emotions!

## Other projects implemented in December

On 4 December we organised our Saint Nicholas Market at Medicover HQ – in collaboration with St. Dimitri Foundation which provided the items for



sale, such as artifacts and Christmas cards crafted by the children from the Foundation's care centre. On 9 December during the Christmas Party at Medicover Claudia Vaduva received an award for "The Most Active Volunteer" in recognition of her participation in 10 volunteer projects in 2017. The people at the event also watched a film about the

We spent some wonderful moments with the Medicover Association team, working together on a charity project for Casa Sperantei Hospice. I encourage all of you to join the ranks of our volunteers and our community projects which we have launched together with Medicover Association.

**Laurentiu Luca**  
Director General, Synevo



volunteer activities implemented this year. On 13, 14 and 16 December the kids who had written a letter to Santa received the gifts of their dreams, as the people of good hearts turned the kids' dreams into reality. Thank you to all of the people involved from Synevo, Medicover and SDCC.

The colleagues from Synevo gave the children from Ciresarii II Centre and Baicului some sweet gifts. Dr Mihaela Rosu, Roxana Rosu, Dr Rodica Apostol and Mihai Cataro prepared Santa Claus Day gifts for 40 children from Baicului, with food and fruit to put on the Christmas table.



It's such a positive surprise for me to see how many people joined the initiatives for those in need and donated money or participated in our volunteer projects in 2017. All the charity events organised in the festive seasons of Easter and Christmas were fully funded thanks to the support we received from Medicover's and Synevo's employees in Romania. I wish to express my heartfelt thanks for all their support and involvement.

**Georgiana Apreutesei**  
Project Manager  
Medicover Association



## STATISTICS:

We organised

**9** volunteering events with

**173** volunteers helping

change the lives of **493** kids for the better

Support for

**15,000** runners during the Bucharest Marathon

As part of our campaign entitled

**„Acting for others”**

we also supported

**4** colleagues from Medicover Cluj who organised their volunteer events in Costesti-Arges and Bucharest

helping

**202**

and involving

**48**

children volunteers.



# Queen Silvia NURSING AWARD



In 2017 we presented the second Queen Silvia Nursing Award (QSNA), whose competition's target group are students of nursing and nursing specialties who present their ideas on how to improve elderly care.

Established in 2013 by Swedish Care International and given the name of Her Majesty Queen Silvia as a token of gratitude for the monarch's lifetime of activities for improved elderly care, the competition also runs in Sweden, Finland, and Germany. The Medicover Foundation inaugurated the competition in 2016 in Poland, where award recipients receive a scholarship and are offered an apprenticeship.

## THE COMPETITION'S OBJECTIVES:

- Encouraging students and future nurses to exchange ideas about medical care for the elderly, with a particular emphasis on its improvement in the future.
- Inspiring young people to become interested in nursing and developing students' competencies.
- Showing that a nursing degree, and elderly care nursing specialty in particular, can lead to an attractive and satisfying job.

The competition is based on the community model. In stage one of the competition the student's idea is peer-reviewed by the other competitors. Next, 40 applications with the highest number of points are assessed by a jury composed of medical professionals and



## THE COMPETITION'S JURY:

Katarzyna Karwicka – National Institute of Geriatrics, Rheumatology and Rehabilitation, Anna Grześkowiak – SCA, Ewa Kałdalska – University of Physical Education, Małgorzata Kiljańska - Medicover, Mariusz Saganowski, MD – Director of the Geriatrics Department, Wolski Hospital in Warsaw; Zofia Małas MA – President of the Central Council of Nurses and Midwives; Professor Katarzyna Wiczorkowska-Tobis – President of the Board of the Polish Society of Gerontology

representatives of patients' organisations. In the third stage of the contest, six competitors with the best score present their ideas directly to the jury.

In QSNA's second year, Aldona Reczek-Chachulska, a year-two nursing student from the Pomeranian Medical University in Szczecin, was the laureate. Her idea was the "Forget Me Not Box" where people with dementia can store objects and artifacts that are reminders of their past, e.g., photos, films, books or favourite music. The box then becomes a precious resource that nurses can use when they look after the patient.

Elderly care requires professionalism in the provision of assistance, knowledge, and experience. That is the set of qualifications that geriatric nurse graduates possess: after finishing their studies they are professionals who are thoroughly prepared for the provision of elderly care. It is vitally important to encourage young people to study and learn the profession. Polish society is aging and the demand for such care is growing; year by year we will need more and more qualified nurses.

The Queen Silvia Nursing Award is a fantastic initiative which gives young and ambitious students opportunities and creates a space to discuss the importance of elderly care and its further development. The Central Council of Nurses and Midwives was proud to extend its patronage for the second time.

**Zofia Małas**  
President of the Central Council  
of Nurses and Midwives



Photo: Józefa Szczurek-Żelazko – Secretary of State in the Ministry of Health, Aldona Reczek-Chachulska, Zofia Małas – President of the Central Council of Nurses and Midwives, Elżbieta Grochans – the Pomeranian Medical University in Szczecin.







Photo: Ludvig Mörnesten – Swedish Care International, Fanny Enström – Swedish Care International, Aldona Reczek-Chachulska, Stefan Gullgren – Ambassador of Sweden to Poland, Gustav Bramberg – Swedish Care International.

I was inspired to take part in the competition when I was looking after a person with dementia. I think the competition is a great opportunity for people who wish to pursue a career in geriatric care. This award proves that nursing can be a worthy profession. Being a laureate of the QSNA matters a lot to me. I was able to learn a range of models of care applied in Poland and abroad, and I exchanged experiences with the laureates from other countries, which was a great opportunity to develop as a nurse.

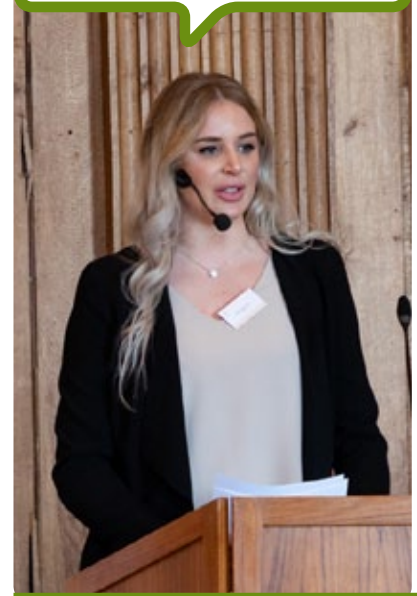
**Aldona Reczek-Chachulska**  
Year 2 student of nursing  
at Pomeranian Medical University  
in Szczecin, Laureate of the  
competition's 2nd Polish year

To coordinate the second competition of the QSNA in Poland was an amazing experience, both challenging and inspiring. I am convinced that the combination of the energy of the students with the invaluable experience of the institutions which have been providing geriatric care for years will result in more, positive development of elderly care. I am also very happy to see a growing interest in the Award among future nurses and their universities. In the first year we received 220 applications, and in the second there were 350. I hope that the upcoming competitions will attract an even larger number of creative students.

**Agnieszka Karasińska**  
Project Coordinator  
the Medicover Foundation

Our vision is to ensure the best possible care for the elderly and for people suffering from dementia. We are well aware of the fact that elderly care is very challenging and demanding. It requires certain skills, experience and knowledge. That is why Swedish Care International, in its bid to promote the highest standards of elderly care and care for patients with dementia, has been organising high quality training courses for years now. These educational events are based on the most recent research and the relevant Swedish experiences: we share our knowledge and to improve the skills of those who look after elderly people and people with dementia. Through the QSNA we wish to encourage young persons who study nursing to become involved in improving geriatric care.

**Fanny Enström**  
Project Director  
Queen Silvia Nursing Award





# The European campaign “HEALTHY WORKPLACES FOR ALL AGES”



Medicover is an official partner of the campaign coordinated by the European Agency for Safety & Health at Work (EU-OSHA) entitled “Healthy Workplaces”. The aim of the „Healthy Workplaces for all ages” initiative in the years 2016–2017 was to promote sustainable work from the beginning of the professional career, including healthy ageing, with emphasis on disease prevention throughout.

To implement the campaign at Medicover, its Wellbeing Team, composed of representatives of several departments in the company including HR, The Foundation, Disease Prevention Team, HSE and Medicover GO, organised an initiative entitled “Healthy Workplaces”.



Healthy Workplaces



## Here is a brief overview of the Team’s activities:

### HOW TO EXTINGUISH A FIRE?

Workshop in practical fire-fighting skills, taught by experienced fire fighters. The participants gained a broad understanding of different



types of fires and fire extinguishers. They were also able to put out a real fire in a controlled environment.

### WORKPLACE ERGONOMICS TRAINING

Practical consulting sessions by Medicover’s ergonomics experts for the company’s office employees, delivered at the workplace. The





training included the following areas: the correct positions of the chair, the desk and the monitor (including corrections to the current positions), good workstation arrangement for laptops, correct positions of the keyboard and the mouse, auxiliary workstation equipment (fo-trest, document holders, mouse pads, laptop pads), illustrating some typical strains caused by long-term work in front of the computer, and effective use of 5-minute-long breaks at work.

### TESTING A GERIATRIC SIMULATOR

This exceptional and innovative workshop enabled our employees to experience first-hand the limitations of their own body functions



(such as eyesight, motor functions and hearing) that can affect them in the future. During the event, the Senior Suit was used - a special uniform composed of a few elements that the participants put on to mimic the effect of deteriorating sensory and motor functions in an elderly person.

### HEALTHY BACK

A workshop for the employees on how to prevent work-related back and joint pain was conducted by a physiotherapist with extensive experience in treating locomotor conditions. The participants were able to learn a few new back stretching exercises.



### A HEALTHY OFFICE

This seminar was offered by Medicover's experts for the managers of office and administrative staff. The participants learned about the

principles of ergonomics and new office trends (such as Fitwork or Activity Based Working), as well as the most frequent work-related ailments. They also saw how workstations can be made healthier and showed how to quickly and clearly assess the workstation's health threats. Some basic exercises that can be performed at work were demonstrated. In addition, they learned about the impact of the work environment (including noise, lighting, temperature and humidity) on the employee's health.

### ANTICIPATE – AVOID - REACT

This initiative was a nationwide HES competition aimed at offering solutions to improve and popularise health and safety in the workplace. The short-listed applications were further analysed to see if the ideas they presented can be implemented across the organisation.

### ASSESS YOUR WORK ENVIRONMENT

This project was an on-line survey aimed at determining irregularities or shortcomings surrounding office ergonomics. Based on the results of the survey, a report for the Board was drafted with recommended improvements.

### THREE GUIDEBOOKS

The Three Guidebooks campaign comprised the development of three guidebooks on ergonomics and maintaining a healthy spine, to be made available for all Medicover employees.

### EMERGENCY RESCUE MASKS



All of the office employees received emergency rescue masks with accompanying information encouraging them to take part in first aid training organised by Medicover.

### STAIRCASE IDENTIFICATION AND SAFETY SIGNS IN THE OFFICE

The company's staircases were labelled with the "Be careful – use handrail" signs. The campaign resulted in a raised awareness by Medicover employees regarding office ergonomics and HES. Additionally, staff opinions and recommendations on the topic were collected which motivated the managers to improve the safety and ergonomics of the office workstations.





# The “Safe Suntan” PROJECT

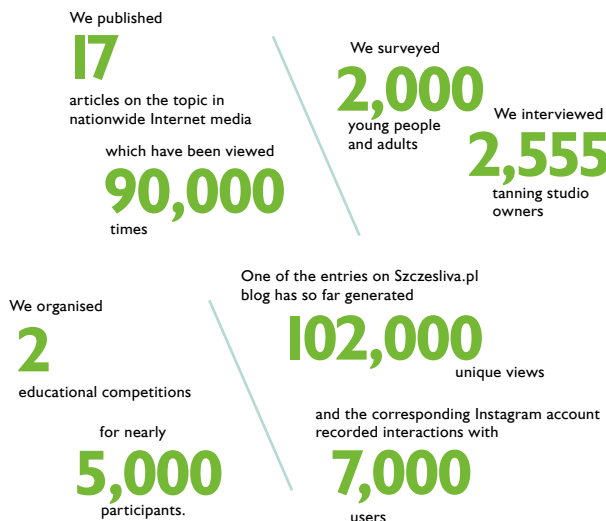


## Warning against UV radiation

A growing number of melanoma cases inspired a comprehensive Internet campaign on the dangers resulting from skin exposure to ultraviolet (UV) radiation. The Medicover Foundation was commissioned by the Ministry of Health to start the initiative in 2017. The campaign took a few months to complete and focused on the dissemination of knowledge about UV radiation and appropriate protection.

**Kamila Szarejko**

### Safe Suntan project in numbers:



In cooperation with the Medicover Foundation, in 2017 (from July to December) we implemented the first nationwide campaign to educate people about the dangers of UV radiation. Our activities were aimed at developing the right attitudes and behaviours in children, youth and their parents to promote prevention of the negative results of excessive exposure to UV and sunlight. The campaign also enabled us to carry out an extensive survey-based study on the attitudes and knowledge of safe tanning principles across different age groups (youth and adults, a total of 2,000 persons) in different regions. We also interviewed 2,555 tanning studio owners. Additionally, we launched the project's dedicated website (which has recorded over 100,000 views) where we published educational material developed under the guidance of Elżbieta Kowalska-Oleńska, PhD, MD. We also organised two educational competitions for nearly 5,000 participants, and invited a group of famous and popular influencers to prepare educational YouTube videos and social media posts for Facebook, Snapchat and Instagram. One of the entries on Szczesliwa.pl blog has so far generated 102,000 views and the corresponding Instagram account recorded interactions with 7,000 users. We published 17 articles on the topic in nationwide Internet media which have been viewed 90,000 times. The project was funded by the National Healthcare Programme for the years 2016-2020.



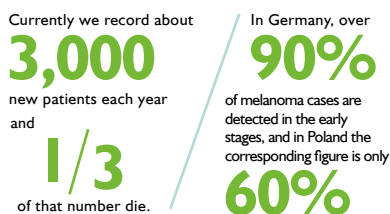
At the Nasza Wspólna Przyszłość (“Our Common Future”) Foundation we try to solve social issues and improve our quality of life. We implement social participation and education projects. That is why we value our partnership with the Medicover Foundation so highly – as the organisation shares our goals.

**Michał Borowik**  
Wspólna Przyszłość Foundation

## The causes of melanoma and the need for information

Comments by Dr. Elżbieta Kowalska-Oleńska, Main Medical Consultant of the Campaign

**Is there a need for a campaign like this one?**  
– Most definitely yes. Over the last 10 years, the number of new melanoma cases has doubled. Currently we record about 3,000 new patients each year, and one third of that number die. If diagnosed early enough, melanoma can be successfully treated. That is why prevention, including health education, is so necessary. In Germany, over 90% of melanoma cases are detected in the early stages. In Poland the corresponding figure is only 60%. It is very important to perform skin self-examination and see the doctor immediately when there is a concern.



**The campaign used the most modern communication channels: parenting websites, influencers who recorded their videos, and popular social media sites such as Instagram, Snapchat, YouTube, FB.**

– The end result is important: teaching young people and children to use sunscreen lotions, appropriate clothing and sunglasses and making them aware of the fact that sunbathing is not healthy, as well as combating the myth of a “healthy use of sunbeds” and the fashion for tanning at studios. Thanks to the campaign's influencers and YouTubers we found it easier to reach the younger audiences with our message.

**The results of our study show that sunbed use is a mass-scale phenomenon not only among adults, but also among young people.**

**Are sunbeds really dangerous for our health?**  
– Until recently, melanoma was a disease of the elderly. Now we frequently diagnose it in young persons. According to the WHO, sunbed use is the



predominant cause of the increase in the number of melanoma cases in young people. A tanned skin is still perceived as very attractive, and going to tanning studios is a trend which people don't associate with unhealthy exposure to ultraviolet (UV) radiation. And if you visit a tanning studio, you will receive ten times more UV than sunbathing in natural midday sunlight! A light complexion (types 1 and 2) which is the most frequent type in our latitude, cannot protect itself from such a dose of UV radiation.



# Thank you!

## 2017 WAS A YEAR FULL OF CHALLENGES



The intense activities the Medcover Foundation implemented over the entire year would not have been possible without our friends: the Foundation's volunteers and partners. Their big hearts and huge commitment to our social projects have transformed into tangible support for thousands of the Foundation's beneficiaries. Thank you for your involvement!



## Join the “Friends of the Medcover Foundation” FB group!

Do you want to receive updates on what we're up to? Do you want to track the preparation of our cyclists for the next Bike Rally and the rehearsals of the musicians from Medi-COVER Band before their next live show? Do you want to be the first one to learn about our charity collections and campaigns? If your answer is yes, you are welcome to join the “Friends of the Medcover Foundation” Facebook group. As a group member you will receive updates on our upcoming events and plans. Furthermore, every volunteer can post their own content. Our group is an excellent communication platform.

Simply type the name of the group into Facebook's search bar (or click the fan page name): “Przyjaciele Fundacji Medcover”, then click “Join Group”.



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