

REPORT 2014

ON THE ACTIVITIES OF THE MEDICOVER FOUNDATION



MEDICOVER
FOUNDATION

EMPLOYEE PARTICIPANTS IN THE CAMPAIGN TALK ABOUT THE BENEFITS OF VOLUNTEERING

We get to know each other, build relationships, and create a team.



I feel I am a better person.



I learn to appreciate my current situation (family, finances).



It is good fun, especially team-building with other participants.

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HOW TO USE LAYAR TECHNOLOGY



INTERACTIVE
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THE FREE
LAYAR APP



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DISCOVER
INTERACTIVE
CONTENT

Do you see the LAYAR icon in these pages? This publication contains interactive content. To activate, just download LAYAR – a free application – then simply scan pages with the LAYAR logo.



A handwritten signature in black ink that reads "Fredrik Ragmark".

FREDRIK RAGMARK
Group Chief Executive Officer

DEAR COLLEAGUES AND FRIENDS OF THE MEDICOVER FOUNDATION

I am proud and honored, once again, to have the chance to write a few words introducing another yearly edition of the Medicovert Foundation Annual Report. As in previous years, we have an impressive number of activities across many locations about which to report. Our most ambitious project to date – the “PoZdro!” diabetes type 2 screening programme – is now in its second year of operations. Schools in Warsaw are now part of the project, joining those in the Gdansk Tri-city region, which came on board the first year. 2015 is a special year for Medicovert, as we will be celebrating our Twentieth Anniversary, with many celebrations scheduled to

take place across our markets. Who could have believed, when we opened our first clinic in the summer of 1995, where we would be today! Perhaps there is no better way to illustrate these twenty years of success, than through witnessing the achievements of the work of our Foundation. We are proud and delighted – both as a company and as individual employees – to see the results of these collective efforts. 2015 was also, unfortunately, a year when military conflict came back into our markets and onto Europe’s doorstep, particularly with the tremendous amount of suffering and human hardship in the eastern part of Ukraine.

We stand up for and support the Ukrainian people in their fight for independence and peace, and for our tremendous team of staff and colleagues across that country. We are proud to have enabled several Ukrainians wounded on the front, obtain professional treatment in our Wilanow hospital in Warsaw, by fully funding their transport and all medical services. Although this represents only a very small amount of all the help and support needed, I hope it sends a signal and encourages others to do the same. I invite you to read the report and share in my engagement and commitment to the goals of the Medicovert Foundation.



MARCIN RADZIWIŁŁ

President of the Medicover Foundation



DEAR FRIENDS

“There is no lift to success – you have to use the stairs”. This is a pun reference to one of our previous campaigns which promoted the use of stairs as a simple everyday exercise. It also states the obvious truth that it takes recurrent good habits to stay healthy. There are no shortcuts. It requires work, motivation, sacrifice, creativity, and engagement – sometimes on the part of many individuals. This axiom holds true for the Medicover Foundation as well. I can say with confidence that we have been successful. Our projects are growing in number, and their scope and timeframes have significantly expanded. This means more and more people

are receiving assistance – help that is real, measurable and – most importantly – needed. The success of our endeavours is largely due to our many able and enthusiastic partners: the companies of the Medicover Group, and a great number of volunteers who actively contribute to the Foundation’s programmes. We all work together to help those in need, and the Foundation could not do it without them. Our collaboration on select educational initiatives, sharing our knowledge, experience and skills – has helped to raise awareness of health, healthy lifestyle, and prevention. It is thanks to all these people who are support-

ing our efforts that the way upstairs to this success passed quickly, joyfully and gently. Next year we are aiming to meet on an even higher floor.

THE MEDICOVER FOUNDATION



now know can protect each of us against the consequences of bad habits and an unhealthy lifestyle.

THE POWER OF VOLUNTEERS

All Foundation projects are carried out by Medicover Group volunteers who are committed to helping others, eager to dedicate their time, and bring to bear their vast wealth of experience and knowledge.

“POZDRO!” – A PIVOTAL PROGRAMME

Last year, the Foundation introduced “PoZdro!”, a long-term project aimed at preventing diabetes in Poland’s youth. “PoZdro!” has targeted more than 30 000 junior high school students with whom

THE MISSION

The Medicover Foundation was established in 1997 by the Medicover Group to provide additional support to the communities it serves, and in 2007, it chose to focus on the importance of increasing awareness that individual behavior, to a great extent, has a critical impact on both our physical and mental wellbeing. Since then,

the Medicover Group’s extensive medical expertise has guided the Foundation’s programs, all of which contribute to improving public health and awareness.

DIAGNOSED NEEDS

The projects initiated by the Foundation target both individuals and groups who need support. Its key message is the power of preventive healthcare, which we



This past year saw the introduction of what we are confident will prove to be a major step in the prevention of diabetes type 2 in this country. This effort, researched, designed, and implemented by the Foundation and Medicover employees, has the ability to make significant changes in the lives of our young people by educating them to the dangers of unhealthy lifestyles. I am proud to be part of a company that effectively promotes health education and disease prevention, and takes decisive action to help both its members and our communities learn to live healthier lives.

JOHN STUBBINGTON
Chief Operating Officer
Medicover Group

they will work directly to educate them about the dangers of inactivity and obesity which can lead to diabetes type 2. Its aim is to educate both the students and their parents, to encourage these young people to begin a permanent lifestyle change. In the United States it has taken more than ten years to begin to reduce the epidemic of obesity. We are confident that "PoZdro!" will produce a more positive outcome in a much shorter time!

EDUCATION

"medMagazyn", a free, bi-monthly newsletter available at all Medicovert Centres and on the website (www.medicover.pl), is a powerful vehicle to educate and promote a healthy lifestyle. In it, experienced specialists discuss such things as how physical activity, healthy eating habits and preventive examinations impact our health. They advise how to read our body's signals, and how to detect problems early on. They even cover topics such as how to create optimal work conditions and how to travel and plan safe trips.



THE MEDICOVERT FOUNDATION AREAS OF ACTIVITY



promoting
a healthy
lifestyle



education



preventive
healthcare



employee
volunteering

VOLUNTEER WORK SUCCESSES IN 2014

20

projects
implemented

350

volunteers

10000

Medicovert
Foundation
beneficiaries

100%

volunteers engaged in the activities of the Medicovert Foundation declare that they are pleased with this form of charitable activity, and are willing to participate in future projects

SUPPORT FOR PRE-ADOPTION INTERVENTION CENTRES

Since 2013, employees and Medcover Group volunteers, in cooperation with its partner company Synevo laboratories, have become patrons of two centres for abandoned infants in Otwock, near Warsaw, and in Częstochowa.

CENTRES IN OTWOCK AND CZĘSTOCHOWA

The Nursing Care Association "Trust" in Częstochowa and the Pre-Adoption Intervention Centre (PIC) in Otwock are facilities for children who require medical care and rehabilitation. These are often infants with foetal alcohol syndrome (FAS) and other medical complications. The Centres accept children abandoned by their parents or children of parents in emergency situations. The

Centres ensure support from the children's very first days of life, and Centre employees make every effort to find loving families for them.

SYNEVO - FREE SCREENING TESTS FOR THE CHILDREN

In order to determine the health of children under the care of the Pre-Adoption Intervention Centre in Otwock, Synevo Laboratories perform comprehensive diagnostic examinations free-of-charge. The standard tests included in the examination are: urine analysis, blood analysis, HIV and toxoplasmosis, and additional tests can be ordered as needed. The annual cost of the tests performed by Synevo is over 30 000 PLN.



- 1 Garden of Hope
- over 50 volunteers engaged in the campaign
- over 120 parents participated in FAS training
- 1500 new-borns helped by the Centres



In our name and on behalf of our children—sick and orphaned newborns and infants – we would like to thank the Medcover Foundation for the help we have received. Every day our Centre fights for our organisation and for the children we help. With the support received from the Medcover Foundation, we know we are not alone in our struggle

to help the most vulnerable abandoned children, and to provide professional, fast and effective diagnosis for each of them. We give the smallest and most vulnerable children the chance to wait in decent conditions for their new family – a family full of love and warmth that can be given only by a mother and a father.

MGR MAGDALENA SZYMCZYŃSKA
President of the "Trust" Centre



Foetal alcohol syndrome (FAS) is more common than Down syndrome but there

are few places where it is diagnosed and professionally treated. I believe that these workshops create a solid base for proper diagnosis and support of children with FAS.

DOROTA POLAŃSKA
President of the PIC in Otwock



FAS TRAINING

In October and November 2014, workshops were conducted for specialists taking care of children with foetal alcohol syndrome (FAS). The workshops, entitled "Little Children With FAS: Diagnosis, Development Stimulation, Medical Care", were organised by the Otwock Pre-Adoption Intervention Centre, the Adoption Families Foundation and the Medicover Foundation.

The workshops in October were dedicated to nurses and qualified child care providers, physicians and persons working with little children with FAS. The workshops in November, entitled "Forum for parents of FAScinating children", were addressed to foster and adoptive parents.

VOLUNTEERS AT THE PIC IN OTWOCK

In 2014, volunteers in Medicover's Development Programme participated in the "Forge of Talents" project to paint the wall surrounding the Pre-Adoption Intervention Centre in Otwock and prepared a beautiful garden – a place where the children, their guardians and adoptive parents will be able to rest and have a walk. The event was joined by nearly 50 people from all over Poland. The Development Programme is



Scan the page with a smartphone or tablet to learn more. Go to page 3 for instructions.



bit.ly/WolontariatIOPotwock

a year-long middle management development and training programme for Medicover employees.



Voluntary work for the PIC in Otwock was supported by the participants of the Medicover Development Programme. It is very important for a company's employees to know that the medical services it provides work to benefit the health of people in the community. The best way to get employees to understand this is to let them experience it for themselves.

BEATA WOJCIECHOWSKA

HR Director, Medicover

SUMMARY OF ACTIVITIES

30 000 PLN

– the annual cost of the tests performed by Synevo Laboratories for the children from the PreAdoption Intervention Centre in Otwock

15 000 PLN

– events for volunteers; painting the wall in the Pre-Adoption Intervention Centre in Otwock and preparation of the beautiful garden as a place for walks and recreation for children, guardians and adoptive parents

3900 PLN

– donation of new nurses uniforms to the „Trust” Centre in Częstochowa

3233.70 PLN

– the funds collected within the 1% income tax donation campaign for the Nursing Care Association "Trust" in Częstochowa

EXPERTISE-BASED SUPPORT FOR BOTH CENTRES

COLLABORATION WITH THE INSTITUTE OF MOTHER AND CHILD

The Medicover Foundation has collaborated with the Institute of Mother and Child in Warsaw since 2014. As part of this effort, two volunteer events were organised: one by participants of the Talent Development Programme and one by the employees of Damian Medical Centre. Such activities make the atmosphere in the hospital more friendly and enjoyable and make the children staying there happier. The volunteers are convinced that these efforts, though small, were of great importance to those in the Institute.



bit.ly/WolontariatIMiD



Scan the page with a smartphone or tablet to learn more. Go to page 3 for instructions.



The participants of the Talent Development Programme were invited to an annual conference in Stockholm. During the event they collected over 3000

EUR by selling their hand-made works of art to the management. Now they can give the Foundation something in return, using the funds collected during the conference. It was a touching moment, particularly to feel that you are helping to change the world for the better. I also believe it teaches us humility because it shows the condition of some of the centres for sick children and how they can be improved.

NOLEEN MC CLOSKEY

Group Development & Talent Manager,
Medicover Group



I have the feeling that the event at the Institute of Mother and Child was very important for each participant. We were able to help others

and, for a moment, we could feel that the small things we do are of great importance to them. We have left a tangible memory of our work in the form of the colourfully decorated walls. In addition, we cannot measure or overestimate the smiles of the children, who in this way wanted to thank us for our work. The time spent together was also an opportunity to get to know each other outside our professional lives.

URSZULA PRZYBYŁ

Customer Service Director,
CMD

INTERNATIONAL VOLUNTEERS

On 10 October 2014, the participants of the Medcover Talent Development Programme painted jungle-related images on the walls and spent some time with the children at the Institute of Mother and Child in Warsaw. Approximately 30 people from Ukraine, Romania,



Moldova and Poland took part in the event, actively supporting the Paediatrics, Oncology and Neurology Clinics. At the end, all the event participants, volunteers, children and employees of the hospital, left their hand prints on the wall creating a tree – the symbol of the event.

DAMIAN MEDICAL CENTRE



On 28 November 2014, the employees of the Damian Medical Centre and volunteers of the Medcover Group organised an event for the benefit of the Institute of Mother and Child where participants painted space-themed images and helped children create Christmas decorations.



COLLABORATION WITH THE INSTITUTE OF MOTHER AND CHILD

2

large events for volunteers

100

volunteers from the Medcover Group engaged in the events

5

countries actively represented by volunteers

3

clinics supported during the voluntary events: paediatrics, oncology and neurology

200

beneficiaries of the event (children, parents, hospital staff)

3

artists coordinated the works of the volunteers

PRELIMINARY RESULTS OF THE “PoZdro!” PROGRAMME



“PoZdro!”, the innovative six-year diabetes prevention program, addresses the growing problem of diabetes type 2. It is targeted at junior high school students, their families, schools and local authorities. The programme’s key element focuses on work-

ing one-on-one with those in the risk group at home and at school - places where teenagers spend most of their time. When both parents and teachers start to speak with one voice, it is possible to create a supportive environment that encourages a healthy lifestyle, physical activity and maintaining a balanced diet. Children with detected risk factors are covered by two years of free care by the Medcover Specialist Care Teams. The programme consists of eight meetings and each of them includes consultations with four specialists: a physician,

a dietician, a physical activity expert, and a psychologist. A Scientific Advisory Board has been appointed to oversee the programme to assure it meets the highest standards.

The data collected at the outset of the “PoZdro!” programme clearly defined the need: 22% of the examined junior high school students are chronically overweight or suffer from obesity, 68% of them have incorrect body posture, and 65% have insufficient or very poor physical condition and fitness levels. There are no better ambassadors or representatives of our actions than the teenagers and their families who took advantage of the support of the “PoZdro!” programme specialists. In the LAYAR application (see page 15), we present the story of Grzegorz and an interview with Kuba.

THE PROGRAMME WILL COVER:

- **30 000** junior high school students – primary school
- **1500** children – specialist care
- at least **3000** participants – Educational Workshops
- **4** cities in Poland
- **6** years



The “PoZdro!” programme was created to provide vulnerable families with knowledge and support so critical to adopting a new lifestyle. I am encouraged to work harder when I see the changes that take place in those young people and their parents. Each of them finds a different motivation: some of them strive for health, others want to improve their self esteem, and others rely on the support of their family and friends. It is a great privilege and pleasure to be able to implement a programme that

brings changes to the lives of these people and to work with specialists who are not only experts in their fields but are fully committed to performing their tasks.

KAMILA SZAREJKO

Project Manager, Medcover Foundation



MAIN OBJECTIVE OF THE PROGRAMME:

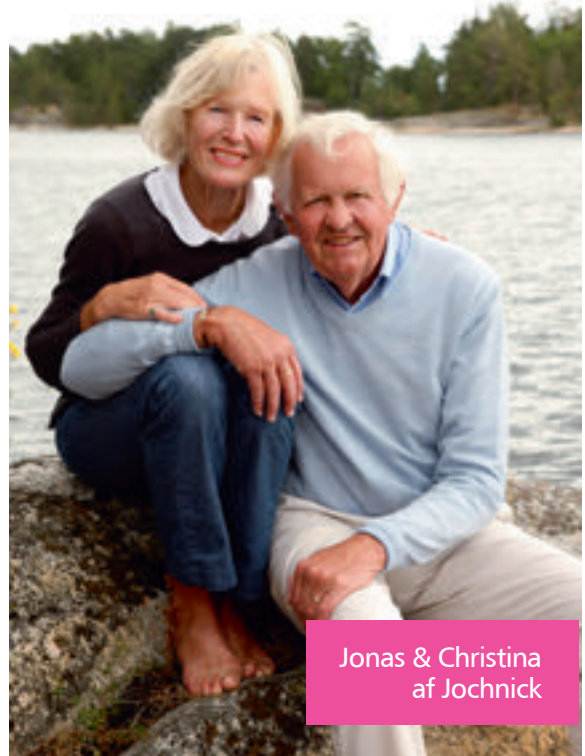
To reduce the risk of junior high school students developing diabetes and other lifestyle diseases.

DETAILED OBJECTIVES:

- To identify children at risk and teach them how to avoid diabetes type 2 and other lifestyle-based diseases.
- To teach parents and teachers how to help promote a healthy lifestyle in teenagers, and to encourage schools to support the programme.
- To reduce the incidence of diabetes type 2 and obesity in these children.

JONAS & CHRISTINA AF JOCHNICK FOUNDATION

The JCAJ Foundation was established in 2011 by the family of Jonas af Jochnick, the founder of Medicover, who wished to contribute to the greater good and give something back to society. Its goal is to support charitable projects which primarily focus on children, youth, education and world health. Because the Foundation's priority lies with projects that encourage people to live a healthier life, particularly through self-help approaches, in 2013 the JCAJ Foundation elected to fund "PoZdro!".

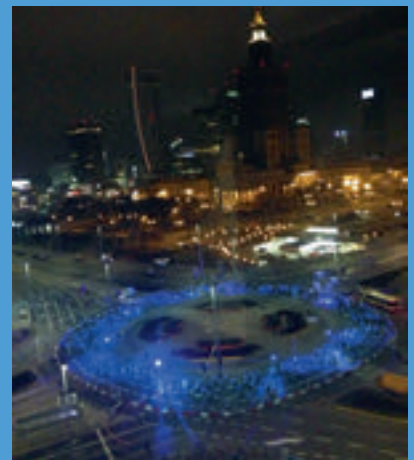


Jonas & Christina af Jochnick

BLUE CIRCLE IN WARSAW

Over 300 participants ran over 1200 kilometres: these are the figures from the Great Night Running Race of the Medicover Foundation's "PoZdro!" programme, which took place on 13-14 November 2014 on the Dmowski Roundabout in

Warsaw. For 23 minutes, the participants showed their support of diabetes sufferers by running around the roundabout on the 23rd World Diabetes Day. (A blue circle is the international symbol of the fight against diabetes).



NEXT EDITIONS OF THE “PoZdro!” PROGRAMME

With the beginning of the school year, the Medicover Foundation resumed “PoZdro!” and launched the second edition of the programme in Gdynia and rolled out the first in Warsaw. We are optimistic because “PoZdro!” is reaching more and more children and is helping an increasing number of people. Having seen the results and the changes taking place in these young people and their families, the af Jochnick Family Foundation was encouraged to continue to support the programme.

For that reason, on 8 October 2014, a press breakfast was held with representatives of the Medicover Foundation, the media and the local authorities: Piotr Guziół, Mayor of Targówek, Artur Buczyński, Deputy Mayor of Wilanów, and Jarosław Karcz, Deputy Mayor of Praga Południe. The programme was praised by the representatives of the City Hall of the Capital City of Warsaw.

GDYNIA



Over the course of twelve months, the Medicover Screening and Comprehensive Health Analysis teams examined over 2200 junior high school students in Gdynia, and the interdisciplinary team

of specialists is working now with almost 200 families. Excellent cooperation with the City Hall of Gdynia, the Department of Education and Health, and the Directors of Junior High Schools in Gdynia all contributed to the success of the programme in the city. We are very pleased with each small success of the families with whom we work. Healthy lifestyle is our passion: we share it with junior high school students, their families, and the employees of educational institutions in Gdynia.

ANNA FILIPIAK

Local Coordinator of the “PoZdro!” programme in Gdynia

WARSZAWA



It is the first edition of “PoZdro!” in Warsaw. The screening will cover about 3000 children from four districts: Praga Południe, Wilanów, Ursynów and Żoliborz.

Working for “PoZdro!” is a great challenge for me. It also offers the chance to combine passion with professional work, which is enormously satisfying. Knowing how much the programme provides all parties – local authorities, schools and, most importantly, the families participating in the programme – inspires me to continue.

KAMILA KANIOWSKA

Local Coordinator of “PoZdro!” in Warsaw

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ACHIEVING THE GOAL

Kuba Kadzik, one of the participants of the “PoZdro!” programme, has changed his lifestyle completely. The results were visible after only a few months. He has at least one year of work ahead but his progress so far deserves great respect and recognition. He talks about his transformation:



“PoZdro!”: You have been with us for almost half a year. Tell us about the tests at school.

Kuba: There were physical fitness tests conducted at school. They checked my body posture and my blood pressure.

P: How did you feel before joining the programme? Did you know where the excess weight came from or did you learn it here?

K: I obviously knew where it came from. I knew that sweets and lack of physical activity were the worst, but I did not do anything about it.

P: What has changed since you joined the programme?

K: My eating habits and general lifestyle. I do more physical activity. For instance, after coming back from school and resting for a moment, I always do some exercises. In the morning, before going to school, I have breakfast and I always take a sandwich for lunch.

P: Were these changes difficult for you? What was the most difficult thing?

K: It was very hard in the beginning. Now it’s much easier. It was very difficult for me to quit sweet drinks such as juices and Coca-Cola. I liked them very much.

P: And what was the easiest part?

K: Regular meals and reducing their volume.

P: If you were to give advice to other participants of the programme, what would it be? What should they start with?

K: They should stand in front of the mirror and realise that there is a problem, and that something has to change. You have to start with firm resolutions, then continue to implement them.

P: What is your greatest dream?

K: To persevere and achieve my aim.

P: We wish your dreams will come true. Thank you very much for the interview.

KAMILA SZAREJKO

“PoZdro!” THROUGH THE EYE OF THE CAMERA



bit.ly/WielkiNocnyBiegPoZdro



bit.ly/PoZdroNałyżwach



bit.ly/PoZdroPrezentacjaDlaRodziców



bit.ly/PoZdroPrezentacjaDlaMłodzieży



bit.ly/HistoriaGrzegorza



Scan the page with a smartphone or tablet to learn more. Go to page 3 for instructions.



Cooperating with the Foundation gives me great satisfaction and is an opportunity to meet a group of specialists for whom the problems of lifestyle diseases matter. The initial results of the “PoZdro!” programme confirmed our

concerns about the risk of obesity and diabetes in young people. Fortunately, the programme is encouraging many young people and their families to change their eating habits and lifestyle. I am delighted to see new cities join the programme.

TOMASZ ANYSZEK, MD, PH.D.

Managing Director, Synevo Sp. z o.o.



The first results of the “PoZdro!” programme show that over 20% of the examined junior high school students are overweight or suffer from obesity, and belong to the risk group of developing diabetes type 2. Such results emphasise

the need to conduct similar programmes and show how many young people we can help to lead a healthier and happier life. I am proud to work with the Medicover Foundation in this timely and vital programme.

RICHARD SANDS

Development and Strategy Director, Medicover Group



There are currently over three million people suffering from diabetes in Poland. The disease attacks increasingly younger people, and most frequently, it is a result of excessive body weight. It has been proven that the earlier obesity develops, the greater the risk of diabetes. In order to fight diabetes successfully, we should prevent it. For this reason, the Polish Diabetes Association was very grateful for the Medicover Foundation’s invitation to launch “PoZdro!”.

This type of long-term research and prevention programme is unique in our country. It offers the chance to change the perception of the risk of diabetes in teenagers and to help us define the best way to combat obesity and prevent diabetes in this important age group.

PROF. LESZEK CZUPRYNIAK

President of the Polish Diabetes Association

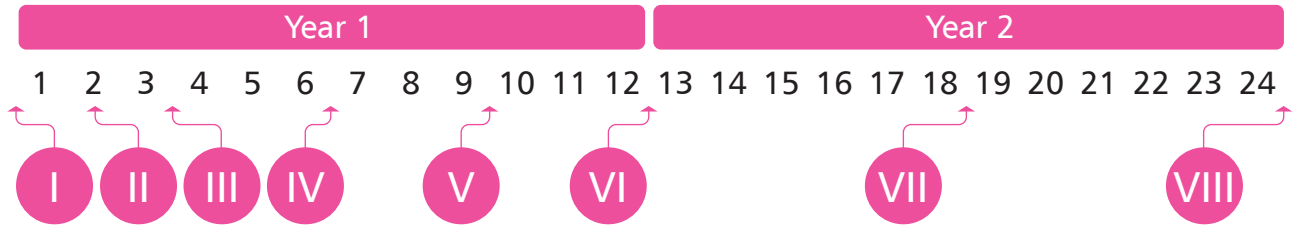


“PoZdro!” meets the medical requirements for a programme aimed at improving the quality of life and extending our lifespan. The United States began to focus on preventive healthcare many years ago with the dual aim of improving health outcomes and decreasing the financial burden to the country. Restorative medicine aimed at the treatment of long-standing or advanced conditions does not eliminate the disease but just reduces its consequences and the complications. Preventive medicine, which we focus on as a team in “PoZdro!”, is a better option because we prevent the loss of health and teach how to preserve it in biological, psychological and social terms. As a result, teenagers can enthusiastically enter their adult years feeling responsible for themselves and, having successfully overcome the problem of obesity, feel they are able to overcome every problem.

MAŁGORZATA KSENIAK

Family Medicine Physician, Integrated Individual Care Physician in the “PoZdro!” programme in Gdynia

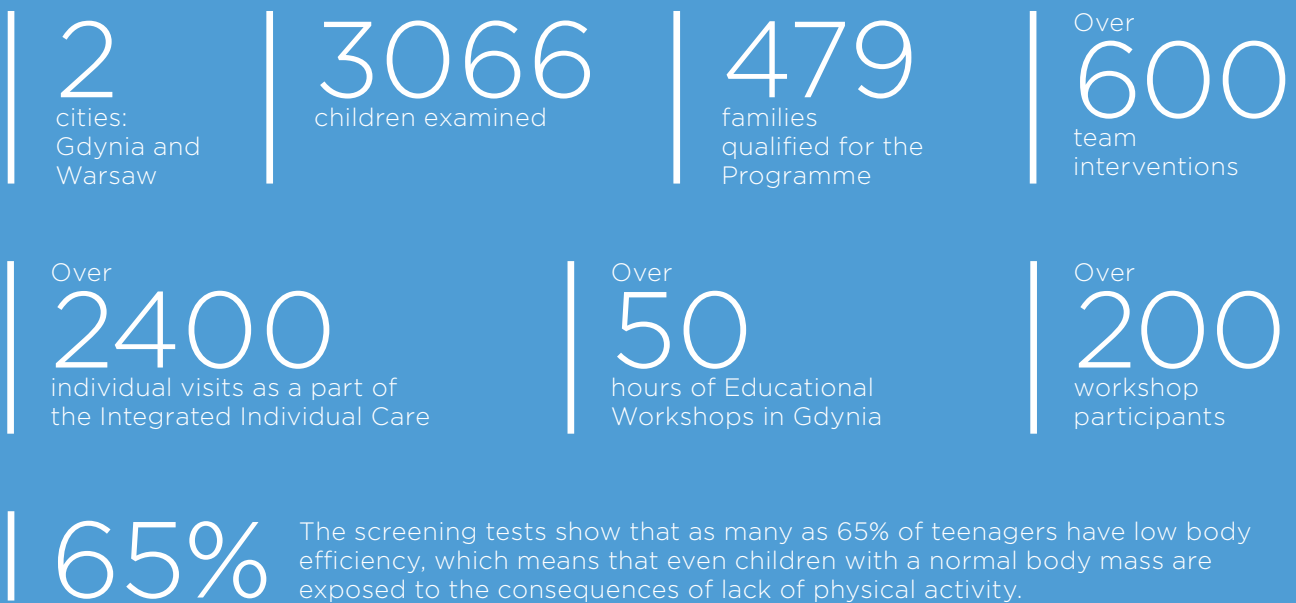
INTEGRATED INDIVIDUAL CARE



During the two-year programme, people in the risk group attend eight meetings, each consisting of consultations with an interdisciplinary team of specialists composed of a physician, a psychologist, a dietician, and a physical activity expert. Throughout the programme participants have access to a specially-prepared online service. Laboratory tests are also carried out on a regular basis.



“PoZdro!” 2014 IN FIGURES



medMagazyn



“medMagazyn” allows our team of impassioned professionals to promote healthy attitudes through simply-explained articles on health education. The magazine not only ensures pleasant reading but presents well-prepared information clearly and attractively. The preparation of each issue, including the selection of subjects, and how each article ties into the whole issue, is a fun and rewarding experience.

JOANNA ARCHACKA-STACHURA

Project Coordinator at the Medicover Foundation

SINCE THE LAUNCH

12
issues



40 members
of the team engaged
in preparation of the
magazine

300
articles

“medMagazyn” –
areas of
education

- Health
- Preventive healthcare
- Healthy lifestyle
- Accurate diagnosis
- Early disease detection



“medMagazyn” is a unique project. It is a significant way of conducting health education for our patients outside consulting rooms. The articles contain reliable medical information

presented in a clear, interesting and appealing way. As a member of the Editorial Board, I take care of the content-related accuracy of each issue.

AGNIESZKA MOTYL, MD
Medical Quality Manager



I have been a Medicover doctor for years. With this bi-monthly publication, we effectively promote a healthy lifestyle. We show the path to health through physical activity, healthy eating habits and preventive examinations. The popularity of “medMagazyn” is proof that it is appealing to our patients and fulfills its educational mission.

The popularity of “medMagazyn” is proof that it is appealing to our patients and fulfills its educational mission.

JACEK WALEWSKI, MD, PH.D
Deputy Regional Medical Director of
Medicover Centres



“medMagazyn” is a tool to achieve one of the main aims of the Medicover Foundation: raising awareness of the importance of preventive healthcare. It is a great privilege to be able to work on this project with wonderful people. I am happy that we are still evolving and that the information we provide is valuable to our readers. For me, “medMagazyn” also means responsibility: I would like it to be of the highest possible quality and to reflect the huge body of practical medical knowledge that we can access from the specialists of the Medicover Group.

MARCIN RADZIWIŁŁ

President of the Medicover Foundation,
Chief Editor of “medMagazyn”

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- Joanna Archacka-Stachura**, Project Coordinator at the Medicover Foundation;
- Marta Falkowska**, Specialist for Preventive Healthcare and Health Promotion;
- Magdalena Kalinowska**, Specialist for Preventive Healthcare and Medical Information;
- Marzena Kołoszczyk**, Marketing Director;
- Patryk Kononowicz**, Dentistry Coordinator, Medicover Centre in Gdańsk;
- Sonia Kondratowicz**, Customer Service Manager;
- Marcin Radziwiłł**, President of the Medicover Foundation, Chief Editor of “medMagazyn”;
- Kamila Szarejko**, Project Manager, Medicover Foundation;
- Ireneusz Urbanke**, Director of Emergency Services Development;
- Maciej Zdrodowski**, Chief Specialist for Ergonomics

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THE SECOND BIRTHDAY OF “MEDMAGAZYN”



The “medMagazyn” team celebrates its second birthday.

READERS’ COMMENTS

” *“medMagazyn” is information in digestible form, easily accessible and provided in a clear and simple way. I value the magazine for the variety of topics and the fact that it is addressed to a wide target group.*

” *“medMagazyn” is not a newspaper that you put at to the bottom of the drawer. I often return to previous issues.*

” *The magazine makes it more enjoyable to wait for the doctor and makes the time go by faster. I must admit that I often take it home because it is so interesting that I want to finish reading it in peace.*

” *I am impressed with the good organisation and legibility of its layout. The use of colours to emphasise essential information is very helpful. It makes it easier to remember the most important things.*

MEDICOVER STAFF INITIATIVES

The Medcover Foundation encourages Medcover Group employees to come up with their own initiatives, and prepare and actively participate in implementing various projects within the “Act for Others” campaign. Here are some employee-initiated projects:

“THE WHITE SUNDAY”



AIM:

On 7 July 2014, in Jaroszewice near Wadowice, Medcover Group volunteers organised “The White Sunday”, an event which offered participants free examinations: mammography (80 women), densitometry (60 people), blood glucose, cholesterol level and Holter RR (129 people). In addition, 50 people pro-

vided samples for the bone marrow donor register, and 12 people donated blood. Many people participated in the first aid demonstration as well.

BENEFICIARIES:

Members of the local community who underwent basic examinations at the event.

BONE MARROW DONORS DAY



AIM:

On 14 and 21 April 2014, at the Valeo Medcover Centre in Skawina, the Medcover Foundation organised the Bone Marrow Donors Day. Medcover volunteers were supported by DKMS Poland Foundation – Database of Stem Cell Donors, which provided the necessary materials. As many as 122 people participated. The volunteers also organised smear test examinations for the employees of the Podgórska Medcover Centre in Kraków; 15 people participated.

BENEFICIARIES:

Patients waiting for bone marrow transplants.

“WE LIKE TO HELP”

AIM:

On 4 June 2014, Medcover Foundation volunteers in the Olivia Medcover Centre in Gdańsk conducted first aid courses, prepared and checked patient eligibility for blood donations, and gave advice on preventive healthcare. The idea behind the campaign was to promote a healthy lifestyle, preventive healthcare and proper

preparation for the summer holidays (including vaccinations and learning first aid in emergencies), as well as encouraging blood donations.

BENEFICIARIES:

Patients of the Olivia Medcover Centre in Gdańsk.



Thanks to the support of the Medcover Foundation, we co-sponsored the “We Like To Help” campaign together with the administrator of the Olivia Business Centre in Gdańsk. The aim was to promote a healthy lifestyle and encourage preventive healthcare, and to encourage individual blood donations. Our employees showed wonderful enthusiasm and successfully trained several dozen people how to administer first aid. The possibility of taking part in such activities is a privilege, an honor and a great opportunity to do good.

ANETA TUCKA

Manager of the Grunwaldzka Medcover Centre

CANONISATION OF JOHN PAUL II IN WADOWICE

AIM:

On 27 April 2014, during the canonisation ceremony of Pope John Paul II in Wadowice, Medcover volunteers and employees of the Podgórska Medcover Centre in Kraków provided full medical coverage for the event. They established provisional medical offices in tents located on the market square. There were several interventions, mostly related to fainting, abdominal pains, and dizziness. A Medcover ambulance was on standby.

BENEFICIARIES:

Participants of the event, including the residents of Wadowice and the pilgrims who came to the Polish pope’s hometown.



SUPPORT FOR THE CITIZENS OF UKRAINE

AIM:

Since 2014, the Medcover Foundation has been supporting the citizens of Ukraine. It is a long-term activity, offering aid in the following areas:

- donations of warm clothes, wound dressing materials, medications and food;
- hospitalisation of volunteer citizens who are wounded on the front: thanks to the efforts of Synevo in Ukraine, people wounded in military action were offered specialist medical aid (e.g. surgery, orthopaedics) in the Medcover Hospital in Poland.

The campaign is actively supported by all employees of the Medcover Group.



BENEFICIARIES:

Citizens of Ukraine wounded in the military conflict in the eastern part of the country.

FOOD COLLECTION



AIM:

Food Collection is a yearly campaign organised by Medcover employees. The activity is aimed at reducing malnutrition in different parts of Poland. Last year's event was a success with the collection of nearly 350 kg of food and almost 1000 PLN. The products were handed

over directly to food banks, and from there they were distributed to the most in need.

BENEFICIARIES:

People supported by charities, the poor, single parents, large families, homeless people, the sick and unemployed.

CHARITABLE ZUMBA MARATHON

AIM:

On 9 November 2014, the new sports hall of Primary School No. 4 in Sochaczew held the Second Charitable Zumba Fitness Marathon. The event was organised under the auspices of the town's Mayor and the total revenue from the event was donated to the treatment of 12-year-old Kacper Kamiński. The Medicover

Foundation funded the sports prizes for each ticket bought in the lottery and sports drinks for the organisers of the marathon. The event raised 6067.42 PLN.

BENEFICIARIES:

Kacper Kamiński (12 years old) who is suffering from acute myeloid leukaemia.



“SANTA CLAUS LOVES ALL CHILDREN”

AIM:

On 5 December 2014, the Amicus Rehabilitation Centre in Warsaw organised a Christmas party for sick and disabled children entitled “Santa Claus Loves All Children”. The Medicover Group volunteers became actively involved in this initiative by arranging catering, playing games with the

children, organising activities, and making Christmas decorations and cards.

BENEFICIARIES:

Sick and disabled children: about 50 patients of the Amicus Rehabilitation Centre in Warsaw.



ACT FOR OTHERS – SUMMARY

9

projects implemented as a part of the “Act for Others” campaign

300

beneficiaries of the “White Sunday” project

3

first aid shows carried out by volunteers

60

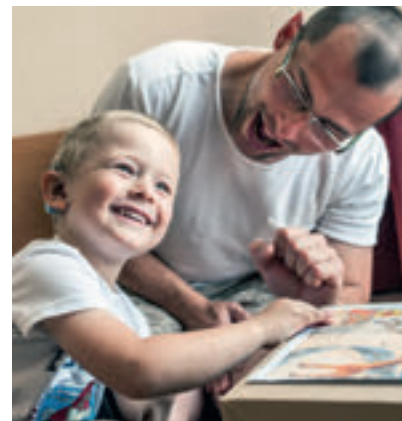
volunteers engaged in local projects

THE SOUNDS OF DREAMS



AIM:

In 2014, the Medicover Foundation, together with the Orange Foundation, supported the nationwide rehabilitation programme for young children with hearing defects entitled "The Sounds of Dreams". Its aim was to ensure that hearing-impaired children are offered early speech and hearing therapy, and to increase their language skills to allow them to function properly. The programme includes 18 Hearing Aid Banks, where parents can borrow the first hearing aids for their children free-of-charge. The youngest of the patients also par-



ticipate in professional rehabilitation carried out by specialists at the children's homes and during summer holidays.

In 2014, children participating in the rehabilitation holidays organised by the Orange Foundation in Serock, near Warsaw, received care provided by Medicover paediatricians. The participants were examined by the doctors after their arrival for the holidays – and then right before they returned home. In addition, during the stay, the children had access to need-specific consultations. The Medicover doctors provided medical care for 90 children during all three rehabilitation holidays.

BENEFICIARIES:

Hearing-impaired children.



The Orange Foundation is committed to ensuring that hearing-impaired children are provided comprehensive care at the highest level. The high quality of our aid is the result of cooperation with specialists from various areas and we are very grateful to the Medicover Foundation for its participation in "The Sounds of Dreams". By combining our efforts, we can offer the support that the children and their families need so much.

JADWIGA CZARTORYSKA

President of the Management Board, Orange Foundation

CHRISTMAS EVE IN AN ORPHANAGE

AIM:

On 18 December 2014, Korczak Children's Home in Warsaw organised a Christmas event attended by the children, their guardians, the management and numerous guests, including representatives of the Medcover Group, which has been caring for the health of the children in the facility for over 18 years. During

the event, the children presented a nativity play, after which they invited the volunteers from the Medcover Foundation to an official dinner.

BENEFICIARIES:

60 children from the Janusz Korczak Children's Home no. 3 in Warsaw.



SUPPORT FOR THE CENTRE FOR REFUGEES



AIM:

The Medcover Foundation actively supports the Centre for Refugees in Targówek (Warsaw). The centre is the only facility of its type in Poland

that helps women and children. People from many parts of the world, of diverse religions and in various life situations, come to stay at the Centre.



bit.ly/WolontariuszeWOsrodkuDlaCudzoziemców



Scan the page with a smartphone or tablet to learn more. Go to page 3 for instructions.

On 17 November 2014, the Centre hosted a large event for volunteers – participants of the Local Medcover Development Programme, who painted the hall and walls of two recreation rooms at the facility and engaged the children in games. The aim was to make the lives of the children staying at the Centre happier.

BENEFICIARIES:

Refugees from various parts of the world, women and children who are staying at the Centre for Refugees in Targówek.

“HAPPINESS HELPS HEALING”

AIM:

Since 2013 the Medicover Foundation has collaborated with the Hungarian Smiling Hospital Foundation which focuses on activities in children’s wards. Volunteers organise games and art classes for children in order to make their hospital stay more enjoyable. On 29 May 2014 the Medicover Hospital in Warsaw hosted workshops for volunteers, where the participants of the Smiling Hospital Foundation talked about their experience and achievements in Hungary. Thanks to this partnership, similar activities will be organised in more Polish hospitals. The event was also attended by artists interested in volunteer work.



BENEFICIARIES:

Children staying in hospital wards.

SUPPORT FOR THE BUDZIK CLINIC

AIM:

Since 2014, the Medicover Foundation has been supporting the Budzik Clinic, maintained by Ewa Błaszczyk’s “Akogo?” Foundation. The Clinic, established in July 2013 as the first model hospital for children with severe brain injuries, operates at the Centre for Children’s Health in Warsaw. The Medicover Foundation supports the Budzik Clinic through voluntary work and emergency transport of comatose children to regional hospitals for appropriate examinations.



On 22 March 2014 the Medicover Foundation co-sponsored a charity concert entitled “Wake Up To Life”, which featured Krystyna Janda, Kayah, Ewa Błaszczyk, Jerzy Stuhr, Stanisław Soyka, Jacek Cygan, and Kameleon.

BENEFICIARIES:

Comatose children staying at the Budzik Clinic.

SUPPORT FOR FOSTER CARE

AIM:

On 27 September 2014, the Medicover and Oriflame Foundations organised first aid training for parents of foster children. As part of its mission to aid children in need, the Oriflame Foundation, which began in 1999, focuses on supporting foster family care and promoting the rights of children in foster families. This first aid course was the first joint effort mounted by the two Foundations.



BENEFICIARIES:

Foster families.



This year was full of challenges and new interesting projects. The extraordinary trend – the increase in the number of people who both initiate and take part in voluntary events – is very rewarding for us. The most important aspect of the Medicover Foundation is the people who support it, who are willing to engage in activities, selflessly helping those in need and dedicating their time to others. The engagement and the big hearts of the employees of the Medicover Group are the keys to our success.

DAGMARA IWANIAK

Project Coordinator at the Medicover Foundation

OTHER PROJECTS – SUMMARY

90

hearing-impaired children supported by Medicover doctors during the “Sounds of Dreams” project.

69

children from the orphanage whose healthcare is covered and provided by Medicover.

110

beneficiaries of the Centre for Refugees (70% of them children) participating in the event organised by the Medicover Foundation.

30

volunteers participating in the international training organised in conjunction with the Smiling Hospital Foundation.

BICYCLE TOUR FROM ZAKOPANE TO HEL - "TOGETHER AGAINST DIABETES TYPE 2"



In 2014, the Medcover Foundation organised the second bicycle tour from Zakopane to Hel – “Together Against Diabetes Type 2” as a part of its aim to promote a healthy lifestyle. It is the second time that the team of nine volunteers from the Medcover Group and Damian Medical Centre has covered the one-thousand-kilometre distance from Zakopane to Hel to promote diabetes type 2 awareness.

BLUE TOWNS

In order to highlight diabetes type 2 prevention, Blue Towns were established along the route from Wadowice to Hel, where people could measure their blood pressure, cholesterol and sugar levels, and obtain dietetic and dermatological consultations. As many as 420 people were examined. (The international colour of the fight against diabetes type 2 is blue, hence the name Blue Towns.)



Participation in this bicycle tour is most of all a way to test one's abilities and exceed the boundaries that seemed impossible. It is also an opportunity to show others that everything can be achieved. In addition it is an incredible mental "reset": it allows the soul and the mind to rest, while the body makes the effort.

BARTEK PRUK

Captain of the Cycling Team,
Coordinator of Training in Medical Systems, Medcover Operational Division

MEDICOVER RUNNERS

The Medcover Runners project was launched in May 2014 as a way to promote a healthier lifestyle for all company employees through running. Runners are

provided with information on the impact of physical activity on health and quality of life as a way to encourage and maintain their participation.



MEDICOVER RUNNERS IN FIGURES (June to November 2014)

100

Medicover employees participated in exercises and contests

6

races run as a Medicover team

Over 1100

kilometres covered in official contests by the Medicover Runners teams

4th

place in Accreo Ekiden in the insurance company category

24th

place in the Polish championship in the Warsaw Marathon

1st

place in the team class during the "Run Warsaw" event

THE MEDICOVER RUNNERS PROGRAMME:

| | |
|--------------------------------|--|
| sports activities with a coach | individual training plans |
| training advice | support for participation in selected running events |



The success of Medicover Runners is due to its comprehensive and professional approach to training. Thanks to the passion, experience and engagement of the people who created this programme, the training sessions have a unique atmosphere, which supports promotion of a healthy lifestyle.

SYLWIA PYŚKIEWICZ

Vice President of the Management Board,
Funding Operational Director



Medicover Runners includes a comprehensive approach to the training process. One training session once per week is much too little, which is why we have created a comprehensive programme to include training plans and consultations, all of which can be downloaded from the website. We are delighted that we have managed to attract so many Medicover employees to participate in the project and that our energy and passion for sports is being shared by more and more people.

JACEK WICHOWSKI

Medicover Runners Team Coach, Logistics and Purchasing Department

THE SUCCESS OF THE YEAR



Medicover Foundation was awarded the “Leader of the year in Health Care 2014” for “PoZdro!”. This distinction was granted by the Success of the Year in the Health Care competition for overall achievement in the “charity” category for the promotion of a healthy lifestyle among young people and increasing awareness of lifestyle-based diseases, particularly diabetes type 2.

KNOW HEALTH 2014 AWARD FOR “PoZdro!” PROGRAMME

“PoZdro!” was awarded third place in the prestigious Know Health contest in the category “The Best CSR Activities In Health Promotion And Preventive Healthcare”. The contest recognises the best practices in the area of health programmes and campaigns related to health promotion and disease prevention.



THANK YOU!



From left to right: Agnieszka Skowrońska, Dagmara Iwaniak, Kamila Szarejko, Joanna Archacka-Stachura, Marcin Radziwiłł, Aneta Stępniewska-Kosińska, Anna Filipiak, Kamila Kaniowska

Last year's Medicover Foundation operations continued the programmes and projects of the previous year, and began the implementation of new projects with the aim of promoting physical activity and a healthy lifestyle, as well as helping individuals and communities in need.

The prestigious awards received by the Foundations confirm the value of our efforts and show that the aim and the methods we have developed to promote a healthy lifestyle and emphasize the importance of preventive healthcare are worthy of the highest recognition.

We are very happy with the extraordinary commitment of volunteers who dedicate their time to help others. It gives us a lot of pleasure to know that the aid we provide is of huge importance to the beneficiaries, and that so many positive emotions can be drawn from seemingly small things.

Thank you for your support. The Medicover Foundation Team



MEDICOVER
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www.medicover.pl/fundacja