

**Our relationship
with society**
Social commitment

Social action initiatives

With our social action, we contribute to a fairer and more caring society.



Quirónsalud considers social action as part of its responsibility to provide and contribute to the current challenges faced by people and the planet.

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We identify opportunities to take action and carry them out through partnerships which allow us to achieve goals faster and more effectively.

Quirónsalud encourages different areas of activity with regards to social action relating to its field, which materialise from the hospitals themselves in each territory and in many cases **in collaboration with national social entities or with entities around our centres**, setting in motion numerous initiatives focused on promoting health, prevention, education, or fundraising for the purpose of solidarity, through memberships or the organisation of solidarity campaigns.

Promoting health

Our centres join in with the World Days marked by the WHO, every year implementing countless specific actions that contribute to **bringing visibility and raising awareness** about disease prevention and healthy lifestyle habits, and also conveying a positive message through stories of overcoming illness.

It is normal for **free tests to be carried out, as well as outreach days, information desks, exhibitions and practical workshops** to be organised in collaboration with a multitude of social, national or local entities on days such as:

- World Heart Day
- World Asthma Day
- World Cancer Day
- World Multiple Sclerosis Day

- World AIDS Day
- World Alzheimer's Day
- World Thrombosis Day
- World Thyroid Day
- World Diabetes Day
- World Sleep Day
- World No Alcohol Day
- World No Tobacco Day

For World Breast Cancer Day, in October 2018 the **Quirónsalud Sagrado Corazón and Infanta Luisa Hospitals** presented the **'Live-on project'** to improve the quality of life of breast cancer patients. In collaboration with the University of Seville, the programme is primarily aimed at women who have beaten or are in the process of beating breast cancer through physical and sporting activities and establishing healthy lifestyle habits that result in recovery of overall health.



We share and convey the value of our work



Villalba General Hospital World AIDS Day, World Breast Cancer Day



In this same vein, Quirónsalud collaborates with schools in the surrounding area, providing training workshops for different ages, as is the case of the **4º ESO + Company Programme**.

For example, at **Quirónsalud Clideba Hospital** they give talks to encourage women's sports, healthy lifestyle habits and good practices through sports for secondary students aged 15-17, as well as intermediate level training courses on "Care for People in Dependency Situations" and higher-level training courses on "Social Integration".

In 2018, we have continued our **"Healthy Food Zone"** project, our own trademark established by **SPS** (Quirónsalud Group service company) to promote healthy nutrition based on reviews of all the food and drink offered to patients, families, users and



Infanta Elena University Hospital; World Heart Day



workers, adapting them to the healthy criteria described in the project, which is based on current standards, fundamental nutritional studies and recommendation guides, and reviewed by our nutrition experts.

Solidarity campaigns

In 2018, Quirónsalud hospitals dedicated another year to numerous solidarity campaigns, **addressing the needs of the people closest** and of specific groups such as **women, children, and the elderly**, paying special attention to the most vulnerable groups, those who are at risk or socially excluded.

Included in this type of social action are:

- **Donation campaigns and charity work:** Examples include collaborations with various Red Cross centres on the “No child without school supplies” and “No child without a toy” projects; the collaboration of **Quirónsalud Torre Vieja Hospital** with NGO Alimentos Solidarios (Solidarity Foods) in the “Christmas Eve for everyone, no family without Christmas” campaign; or the collaboration of Quirónsalud Córdoba Hospital in the charity bike race for the Albor Foundation, with the goal of collecting supplies for Saharawi children.

For its part, **Teknon Medical Centre** has continued its collaboration with the CardioDreams Foundation on actions focused on improving the cardiovascular health of people who do not have much, by participating in its Solidarity Dinner for another year.

- **Information desks and solidarity markets in our centres:** For another year we have continued our collaboration with Children’s Villages, the Red Cross, the Spanish Association against Cancer,



Teknon Centre Barcelona

and Doctors without Borders, amongst other NGOs.

We also continued our support in promoting products focused on disease prevention, as has been the case with sunscreen products.

Specifically, **Quirónprevención** has made a contribution of €4,000 to the Randstad Foundation, whose main objective is supporting access to training and employment for disadvantaged groups that are at risk of social exclusion.

Specific care services and patient support

The health and well-being of patients is the key principle which all of Quirónsalud’s activity revolves around. This is why a great deal of its social action is aimed at sharing the resources, knowledge and expertise of our professionals.

An example of this is the initiative developed by **Quirónsalud Zaragoza**, through the publication of

an informative book focused on helping women at all stages of their lives.

Also worthy of note are the “**Health Classes**” or schools that are set up in many of our centres, as well as workshops focused on specific groups such as the **Comprehensive Care Workshop for Patients with Disabilities and Special Needs**, held by **Villalba General Hospital** in collaboration with the ONCE Foundation.



Informative women’s help book. Quirónsalud Zaragoza

The commitment to **accessibility** and the promotion of personalised care for people with disabilities or special needs in University Hospitals **Jiménez Díaz Foundation, Rey Juan Carlos (Móstoles), Infanta Elena (Valdemoro)** and **Villalba General**, was supported by the award from Ilunion Technology and Accessibility, which acknowledges the efforts made by these centres through various initiatives in the field of accessibility and which are brought together in the **Comprehensive Care Plan for Patients with Disabilities and Special Needs**.

In this same vein of social action, another of our hospitals' regular activities is organising concerts with local music groups or bands, as well as the **"Music in the Blood"** programme, with monthly concerts for inpatients which several Quirónsalud centres have been participating in for years.

Children are always special patients for Quirónsalud, and **our hospitals are setting up initiatives to improve their stay and their well-being**. There are numerous examples of these types of actions, notable among which are the campaigns specifically for the Christmas period or special occasions, as well initiatives focused on improving children's level of anxiety and with that, the anxiety of parents and relatives.

For example, in the Hospitals **Quirónsalud Dexeus** and **Quirónsalud Barcelona**, through the staff in the centres, children received a Christmas visit from Star Wars characters and Santa Claus.

In several centres, and for another year as is the case for Quirónsalud Marbella Hospital, the patients and staff at the centre received a surprise visit from the Three Wise Men to wish them a quick recovery and bring the hospitalised children sweets and presents.



Technology and accessibility. Presentation of Ilunion certificates

For their part, the employees of **Quirónsalud Málaga and Marbella Hospitals** recreated the centre in miniature to celebrate Christmas 2018.

All the departments, teams and services collaborated in the decoration, with the intention of **improving their patients' experiences** on such special days.

Many of our centres, like **Quirónsalud Clideba Hospital**, joined the Atresmedia Foundation's campaign to celebrate **Hospitalised Children's Day**, handing out kiss balloons to pay tribute to all the hospitalised children in Spain, the medical staff that cure them and care for them, and the many volunteers who are with them every day.

Solidarity sporting activities

Quirónsalud supports numerous sporting events, in line with its mission to **preserve health** and encourage **healthy habits** among the population. This collaboration is realised through particular sponsorship actions, as well as through the staff's own involvement in the different events which they support.

Some examples:

- Quirónsalud Toledo Hospital, at the city's IV Fun Run and V Walk for Diabetes.
- “For Full Inclusion” collaboration agreement between Quirónsalud Clideba Hospital and the Santa Teresa Sports Club for the development of social initiatives and promoting health through basic sport.
- Quirónsalud Valencia Hospital sponsors the Red Cross Solidarity Race against poverty.
- Collaboration of our centres in the Community of Madrid with the Madrid Tennis Foundation to give lessons to children who are admitted into hospital.

Corporate volunteering

In 2018, particular voluntary actions were carried out from centres or were promoted from the corporate area, some of which have already been mentioned throughout this report. **Corporate volunteering has become one of the group's strategic goals in terms of CSR.**

A programme will be launched in 2019, with support from the **Quirónsalud Foundation**, which is specifically designed in accordance with the projects already in progress and the priority courses of action.



IV Fun Run. Quirónsalud Toledo Hospital



Star Wars characters visited inpatients in Quirónsalud Barcelona Hospital



Kiss balloons for the younger patients! Hospitalised Children's Day; Quirónsalud Clideba Hospital



Navidad 2018; Hospital Quirónsalud Málaga



Christmas 2018; Quirónsalud Marbella Hospital

International cooperation

Through initiatives promoted directly by our professionals, many of our centres establish international cooperation initiatives with different countries in **Africa and Latin America**, focusing on donating supplies, facilities for treatment and intervention, transfers and stays in Spain for patients to be treated, or for the travel and work of our medical professionals in the countries themselves.

In 2018, Quirónsalud continued its **annual contribution of €500,000**.



We have collaborated with the Recover Foundation for more than 10 years



Patient programme

150 patients from 9 African countries have been treated since the beginning of this project.

Thirteen patients from 6 African countries have received care in 2018 with the collaboration of Quirónsalud: 8 patients came from Burkina Faso (cardiopathy), one from Chad (traumatology), one from Sierra Leone (maxillofacial), one from Morocco (neurosurgery), one from Cameroon (traumatology) and one from Guinea-Bissau (traumatology).

Medication was sent to the EDISA purchasing centre in Cameroon and communication services were provided, mainly focusing on the “150 lives recovered” patient programme.

Hospitals for Africa programme

A group of surgeons from Catalonia General Hospital travelled to Djunang in May 2018 (Cameroon) to carry out a surgical campaign.

Quirónsalud has provided support to projects carried out in the field in 2018: coordination, prospection, identification of partners and management support.

Health Programme 2.0 (Telemedicine)

It has continued to support the Recover Foundation in this programme, with the identification of a new supplier who developed the platform on which it is supported, and which was launched at the beginning of 2018.



Sponsorships

The sponsorship policy of the Quirónsalud Group reflects our commitment to society and remains part of the company's social action, focused on encouraging social well-being, healthy lifestyle habits, preventative healthcare and promoting sport.

Our sponsorship policy is focused on

- **Sports**
- **Women and Family**
- **Patient Associations, Scientific/Academic Societies and Conferences**

Sports sponsorships

Quirónsalud Official Medical Service:

- Spanish Basketball Team
- Moto GP World Championships
- Mutua Madrid Tennis Open 2018

- Olympic sailing team
- Annapurna Bike Challenge 2018

As for **Quirónprevención**, it also has an active policy in terms of sports sponsorships, with the highlights in 2018 being:

- Volvo Ocean Race
- MAPFRE King's Cup
- Rey Juan Carlos I Regatta
- Atlético de Madrid Football Club
- Getafe Football Club
- Seville Football Club

Women and family sponsorships

IV Edition of the Pelayo Vida Challenge, Annapurna Bike 2018

For another year Quirónsalud has been the Official

Medical Service for a group of five women against breast cancer who have travelled 300 kilometres by bike through the deepest valleys of the the Himalayas to bring visibility and hope to women with this disease.

Patient associations, scientific/academic societies and conferences

At Quirónsalud we believe that patient associations, scientific and academic institutions and foundations play a major role in the healthcare system, especially in the case of chronic illnesses which the population do not know much about.

Our notable sponsorships in 2018 were:

- Patients with Cancer Conference GEPAC 2018
- 8th International Ergonomics and Psychosociology Conference (Santander) sponsored by Quirónprevención.



IV Edition of the Pelayo Vida Challenge, Annapurna Bike 2018



Quirónsalud Foundation

Our goal:
Promoting health in all its forms.

Quirónsalud has the goal of promoting health and healthy lifestyle habits through:

- **social action,**
- **education,**
- **promoting research,** particularly aimed at patients and their families, and at society in general.

6 Courses of action

- International Cooperation
- Supporting patients and families
- Generating knowledge
- Healthy habits
- Corporate volunteering
- Supporting research and teaching
- **International Cooperation**

The Quirónsalud Foundation has launched the First Convocation for International Cooperation regarding Health, continuing its strong support for international cooperation projects developed at our centres. Among the more than 35 projects presented and assessed, the following were selected:

- Surgical training in Lake Baikal – Russia, Teknon Medical Centre.
- Hope for Little African Hearts – Burkina Faso, Quirónsalud Albacete Hospital.
- Aayuun Saharaui Health Project, Infanta Elena University Hospital (Valdemoro).
- Join Liberia, Jiménez Díaz Foundation University Hospital.
- Malawi Dermatology, Quirónsalud Málaga Hospital

Also, as part of its activity in this area, the Quirónsalud Foundation has designed an **Action procedure in the event of disaster**, which includes creating a **Crisis Committee** which will assess impact, select NGOs and analyse the type of communication for each instance.

- **Generating Knowledge**

Healthcare Innovation and Digital Transformation in Health Awards

The Quirónsalud Foundation, in coordination with Quirónsalud's R&D+I department, launched these awards to promote scientific knowledge, the improvement of healthcare practices and the use of new technologies in the medical field, through a convocation that rewards innovative healthcare



initiatives and innovation in digital transformation in health.

- **Supporting patients and families**

Oncology Fertility Programme

This programme, subsidised by the Quirónsalud Foundation, was launched in 2018 and aims to offer fertility preservation to oncological patients treated at Quirónsalud Centres through oocyte cryopreservation for women, or sperm freezing for men.

Quirónsalud Barcelona Hospital and Quirónsalud Torrevieja Hospital joined this initiative in 2018, which will extend to other centres in 2019.

- **Healthy habits**

Stay Healthy Programme

In September 2018 the Quirónsalud Foundation launched this programme aimed at schools, with the goal of encouraging a healthy lifestyle focused on nutrition, physical exercise and sleep.

There has been progress in testing dynamic learning, adapting the curriculum to



15-year-old students, and progress in the graphic design and website. In 2019, the programme will start to be implemented in centres in Madrid, Barcelona and Andalusia, where there are schools already affiliated with the initiative and workshops have started to be developed to encourage healthy habits.

In this same vein, a new Quirónsalud Foundation project aimed at **promoting healthy habits in the tourist sector** will be unveiled in 2019, developing health content for companies in this sector.

This content will be developed by our professionals from different fields: food, physical activity and emotional well-being.

Another objective is to improve the stays of the families of patients who have been transferred to Spain for treatment, included in the International Cooperation Foundation's support programmes.

• Corporate Volunteering

The Quirónsalud Foundation has encouraged voluntary actions in the group, in line with its own mission. As another of its strategic objectives, there is progress being made

on the design of a **Corporate Volunteering Programme** that will start being implemented in 2019.

A programme will be developed that will respond to the different concerns and requests of employees: it will be a programme that will help to

better organise and communicate resources and support for the group's volunteer projects, as well as give the employees a sense of pride in belonging.

The programme will be in line with:

- The Quirónsalud Foundation's projects that are already in progress.
- Our previous volunteering experience.
- The company's strategic lines in terms of CSR.
- The SDGs considered as priorities for our ability to make a positive impact.

The Quirónsalud Foundation will channel the proposals of the NGOs and the employees themselves, in turn generating other proposals for employees who wish to participate, and it will contribute financial support to aid voluntary actions.

Fields of activity will be defined, the best partners will be identified in each case and iconic projects will be detected, all within the framework of an effective internal communication plan and a measurement plan for the social performance of the Foundation in this line of action.

• Supporting research and teaching

The Quirónsalud Foundation continues to support numerous initiatives presented by professionals in the group.

Each of them is analysed meticulously and individually in advance by the Board of Trustees.

Quirónsalud Foundation maintains its goal of adapting to the highest transparency standards for non-profit organisations.

In 2018, the Quirónsalud Foundation started a concept and design process for a new website, taking into account the established strategic lines and the adaptation to current technical needs. This project will be unveiled in 2019.



