

# WELL-BEING REPORT



# DEAR FRIENDS,

You have just opened the Well-being Report, a Corporate Social Responsibility report prepared by MedLife Romania.

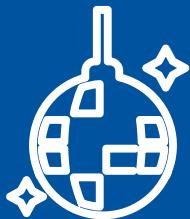
'We make Romania good' guides us in everything we do in medicine, education, entrepreneurship, as well as in the community that teaches and inspires us every day how to be better. This is the first report where we review the actions we have carried out around us. We want this first step to be followed by further well-being, to inspire other companies to become actively involved in the community they belong to.

We would like to thank all the MedLife partners and employees who made this report possible, through initiative, engagement and empathy.

Together we will succeed in getting Romania right, every day.

**Mihai Marcu**  
CEO and President of  
MedLife Board of Directors





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# ABOUT MEDLIFE

MedLife history goes back 22 years, at the ground floor of a house in Zablovschi Street in Bucharest. Passion for paediatrics of Mrs Mihaela Marcu, MD, her enthusiasm and faith in her acts brings her to open in 1996, along with three university colleagues, the first private medical practice.

It has been 22 years since our first customers came to a MedLife clinic and 22 years since health became more than a job for us, it became a passion. There are millions of patients that reached out to us looking for the best solutions to their medical needs, being confident and certain that they would find in us capable persons, passionate professionals, experimented physicians, friendly staff and a smile to erase any trace of anxiety on their faces.

The confidence of our customers is the most valuable resource of our activity, and this is why, even from the opening of our first clinic, we have not stopped innovating, getting to know, investing in our doctors and in the medical equipment and to be present as close as possible to our patients throughout the country. And this will still be our commitment.



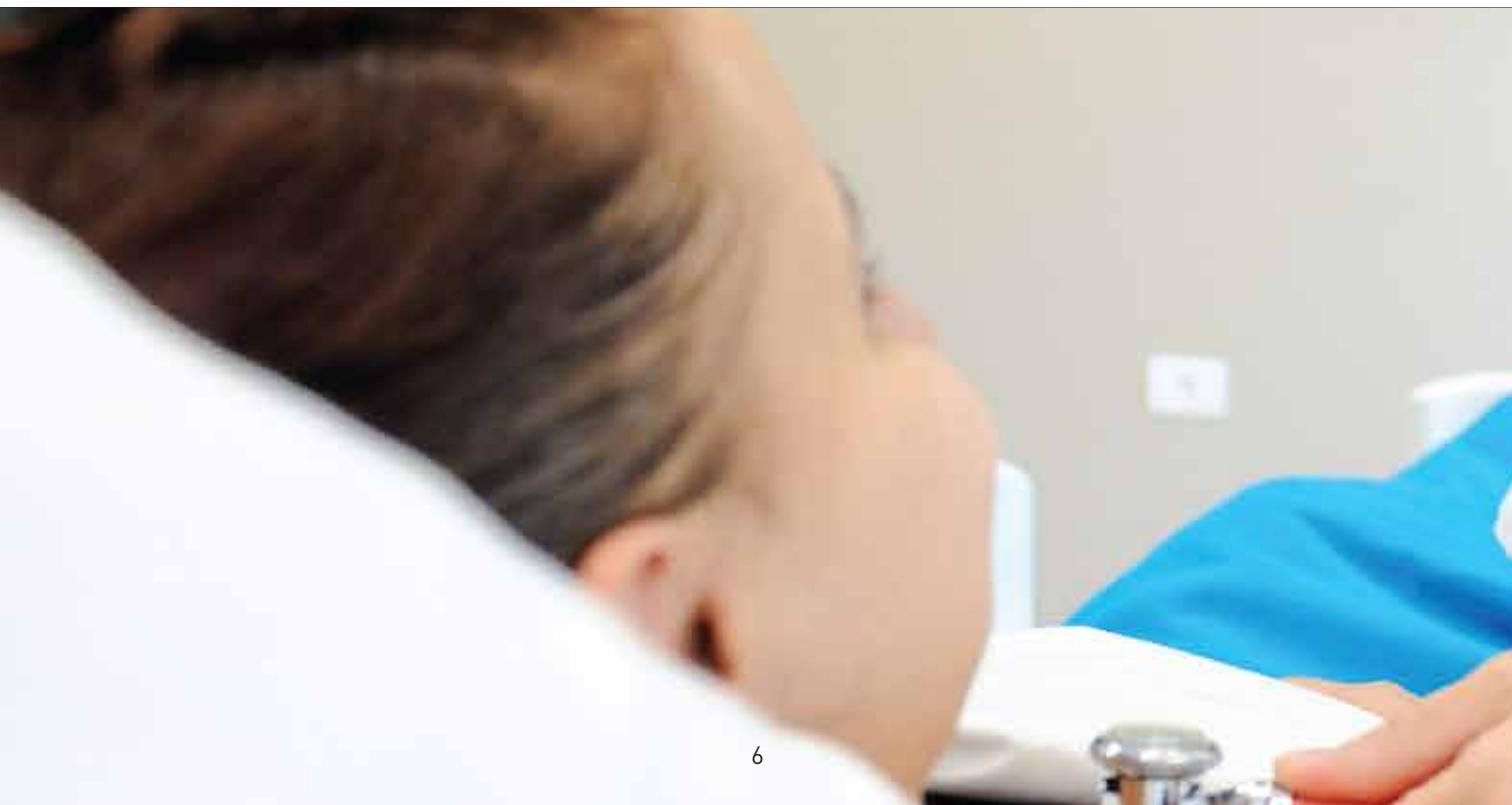
# OUR PHILOSOPHY AS A BRAND

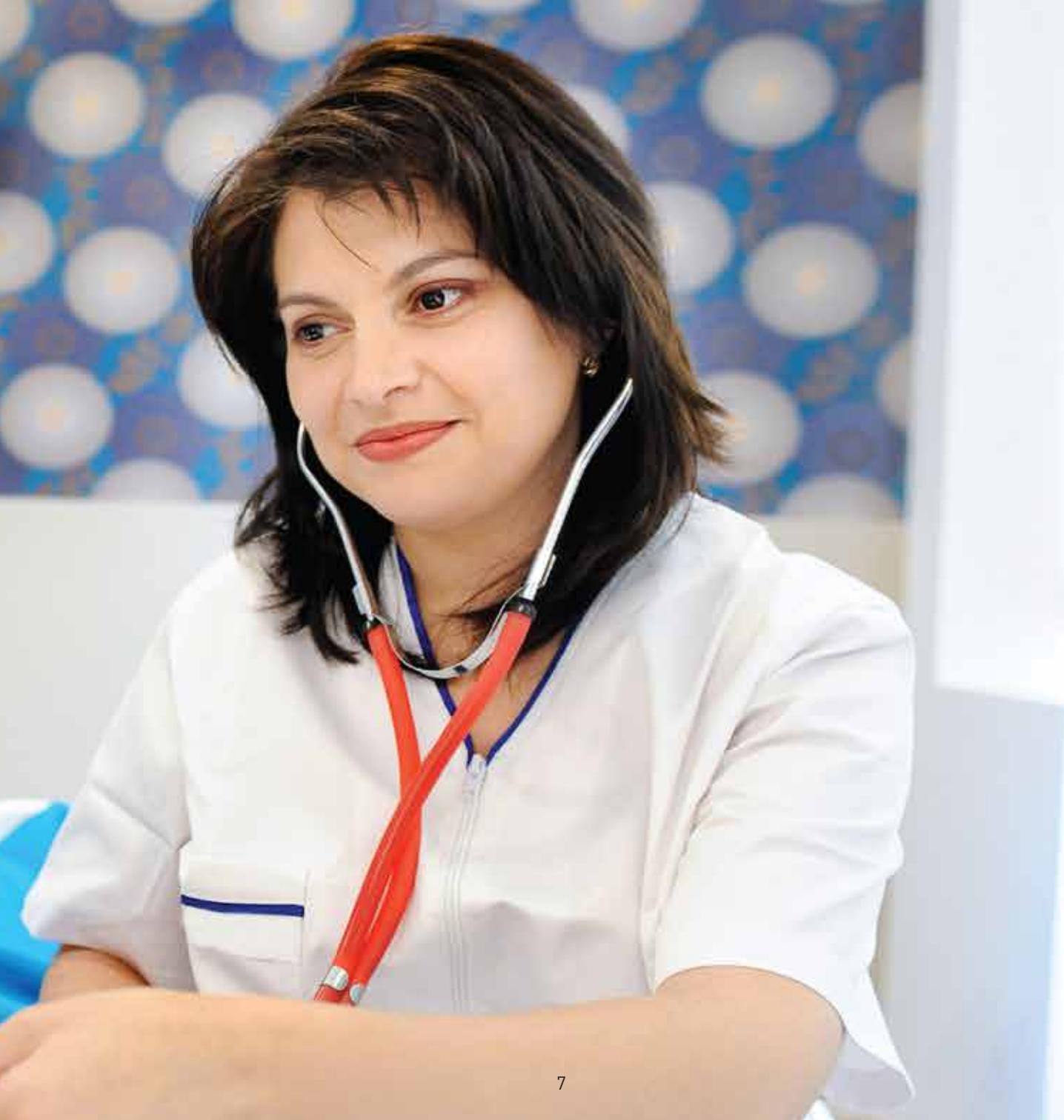
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We are one step ahead in everything related to medical services: complexity and quality of medical act, provided technology and professionalism of medical staff. We know that our patients want to be treated by highly qualified doctors and staff and to benefit from the most advanced technology. Therefore, we make every effort to ensure that our services meet their expectations.

We believe that the patients need complete solutions both for diagnostic and treatment. This is why we created MedLife Medical System, which integrates clinics, laboratories, hospitals, maternities, dental centres, centres of excellence and pharmacies.

We are the private medical provider that invested the most in medical devices and equipment. Therefore, our doctors use the latest technologies, and the patients benefit from an accurate diagnostic and appropriate treatment.





# NATIONAL COVERAGE AND MEDLIFE PERFORMANCE

## NATIONAL COVERAGE

The highest number of own medical units

- over 5 million patients that came to us
- over 650,000 subscribers
- 2,300 physicians
- 147 collection units
- 50 clinics
- 29 laboratories
- 20 hyperclinics
- 12 pharmacies
- 10 hospitals
- 10 dental centres
- 4 maternities
- one stem cell bank

## DAILY PERFORMANCE

**25,000**

lab tests

**2,800**

medical examinations

**110**

surgeries

## EXPERTISE

**5 millions**

unique patients coming to us

**Over 650,000**

employees benefiting from MedLife prevention and prophylaxis packs

**4,500**

assigned companies



The network of own pharmacies  
PharmaLife is launched

**1996**



The first MedLife clinic is founded



The first own analysis laboratory

**2004**



The first hyperclinic in the portfolio, i.e. MedLife Grivita

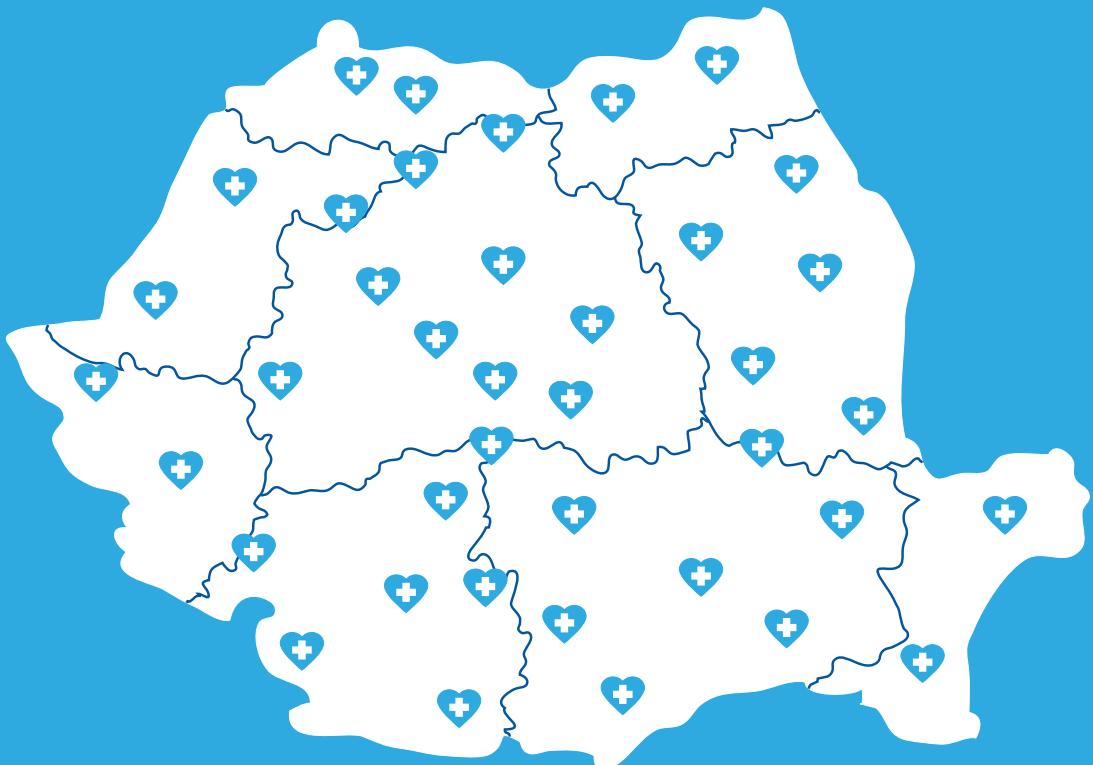
**1999**

IFC (International Finance Corporation) becomes MedLife shareholder; the first network of private hospitals in Romania is established

**2007**



Inauguration of Life Memorial Hospital, first and largest hospital in MedLife portfolio



**2011**

MedLife becomes the first private medical operator with a national mark, being present in all regions of the country



The first acquisition in MedLife portfolio of a local medical operator



MedLife becomes the first private medical operator listed on BVB

**2016**



Integration of Polisano, top 10 private operators



MedLife assesses the possibility to extend beyond borders

**2018**

We have extended beyond borders



**2019**



# OUR VALUES

## WE BELIEVE IN:



### RESPONSIBILITY

Everything we do is guided by what is important to human life and health.



### INNOVATION

We are constantly concerned about methods, technology and organization that will result in better and more efficient medical solutions.



### PROFESSIONALISM

We gather over 2,300 physicians, teachers, readers PhD in medicine who do their daily work with devotion and professionalism.



### CARE AND RESPECT

Every patient is important and respected, and everyone's needs are treated with care and attention.

## A NEW MODEL IN ROMANIA – DAY SURGERY

More technological advances have allowed medicine to evolve into minimally invasive techniques, which expose patients to low risks and allow a faster recovery period. In developed countries, it has been a common practice for many years: patients can leave home without requiring night hospitalization.

In 2005, MedLife was the first to introduce this concept on the Romanian market. MedLife has created space within hospitals and hyperclinics, where patients can benefit from minimally invasive techniques.

Examples of procedures include tonsillectomy, laparoscopic appendectomy, lymph node biopsy, cervical polyp excision, and knee arthroscopy.



# MEDLIFE SOCIAL RESPONSIBILITY

“We make Romania good” started from the desire to bring good to Romania in as many forms, not just in health and in the medical system.

Therefore, we have developed and supported a series of projects, events and ideas for the good of our employees or health professionals in their early infancy, for the good of entrepreneurs of today and tomorrow, for the good of the environment in which we live. And so we go on.



# CSR VIEW

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The desire to do well became our commitment to a nation and the 'good' became our responsibility to people around.

'We make Romania good' is not just about our patients, it is about all Romanians, about society; it is not just about the people, it is about their environment; it is not just about experienced people, it is about the beginners.



# GOOD FOR EMPLOYEES

## WELLBEING

We deeply believe that the good is done together. Different people, different jobs, different experiences and expertise give us perspectives, ideas and multiple resources for helping the others. And, for them to have the right environment to express and to manifest themselves, because we want to show our support to our employees and colleagues, we develop projects and gestures, either smaller or larger, especially for them.

### FRUITS FOR THE OFFICE



In MedLife, the responsibility we have for our employees has led us to start the program "Fruits for the office". This program aims to provide employees with daily dose of vitamins and energy. The program started in July 2017 and it continues to be an additional reason that contributes to a general wellbeing in our offices.

### FRIDAY IS A SHORTER WORKING DAY



Nowadays, those who work in a corporation tend to stay longer at the office and neglect their personal lives. We become more and more attached to the office, but at the same time we become more and more stressed and anxious. Because at MedLife we believe in the responsibility assumed to our employees, starting 2017, every member of MedLife team in the central office enjoys a shorter Friday.

Our commitment to every employee, either from the central office, or from our clinics and hospitals, is to provide them with all the necessary conditions for them to contribute, regardless of their field of activity, to the MedLife promise to make Romania good.

## MASSAGE AT WORK



Starting 2017, the employees in the central office benefit from massage at work, by MedLife – RelaxLife program.

The program consists of office massage sessions performed by accredited physiotherapists, who provide our employees with information on having a correct office posture and a healthy lifestyle. The purpose of this program is to take care of the health, vitality and wellbeing of our employees, by restoring the functional balance.

## THE CLUB



We started with the idea of creating memorable experiences for MedLife employees and to provide them with a relaxed and informed environment to facilitate the interaction between them.

In the MedLife club, any employee had access to events in the entertainment area or interactive activities: from live music concerts to plays, improvisation shows and dance lessons, cocktail demonstrations or drumming classes.



## SPORT ACTIVITIES



- Summer Corporate Sports – Football team and runners
- DHL Marathon
- Colour Run



- Bucharest International Semi-marathon
- DHL Marathon
- Football Championship in Cluj – twice-a-week trainings



# GOOD THROUGH MEDICAL EVENTS

With the speed of medical progress, the need for permanent updating of knowledge becomes urgent. It is estimated that almost half of the medical knowledge at one time will be obsolete within five years.

At MedLife, we consider that medical excellence is achieved through a constant investment in the education, training and education of our doctors.

That is why our company has constantly supported, organized or participated in medical events, events in which doctors in the country and abroad had the opportunity to share new knowledge, technologies or procedures, but also to debate special cases or based on best practices.

## MEDLIFE NATIONAL CONFERENCE



MedLife National Conference is the greatest event organized by MedLife for physicians.

Being at the fourth edition, the conference brings together the largest number of specialists from our units in Bucharest and in the country and follows two main directions:

- **scientific**, by multidiscipline approach and know-how transfer;
- **practical**, by workshops and presentation of new techniques and approaches.

The physicians who have so far participated in the four editions of the conference have taken part in workshops, discussed the approach of complex medical cases and established best practices in the etiology, treatment and prevention of medical errors.

## RESULTS 2018:

**2** days of events  
**4** plenary sessions  
**8** workshops  
**10** prizes for authenticity and relevance  
**71** speakers  
**420** participants  
National and international presence



# THROMBOEMBOLIC DISEASE. THROMBOPROPHYLAXIS



Symposium held by Rely Manolescu, Anaesthesia and Intensive Care Physician and MedLife ICU Coordinator

AICU is the specialty that represents the central core of the medical activity of any hospital that treats patients with acute suffering. It is the most difficult unit and the most demanding ward, because here are monitored and treated the patients in serious condition, who need permanent supervision.

That is why, at MedLife, we supported the organization of a dedicated event, where participants can exchange information, discuss best practices or simply stay informed and up to date with the news of this specialty.

AICU symposium, in its two editions in 2014 and 2017, gathered over **250 participants**, who discussed on thromboembolic disease – thromboprophylaxis. The event was supported by MedLife, in association with “Hypnos” Anaesthesia and Intensive Care Association.

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**250** participants



# ULTRASOUND CONSTANTA CAMP



Ultrasound course held by Razvan Stanca, Obstetrician-Gynaecologist, certified by FMF

In medicine, updating knowledge and information is essential. It is an area in which patients' lives also depend on the ability of physicians to find and apply the latest knowledge and treatments.

At MedLife, continuous training of physicians and permanent connection to the latest information and technologies are essential to be able to offer our patients high quality medical services.

The ultrasound course was created precisely from this need to provide a framework in which experienced physicians from around the world can share their knowledge and experience.

In its two editions, the ultrasound courses aimed at debating some gynaecological findings, regarding the approach of the pathology during pregnancy.



Physicians from all over the country met to hear Prof. Marcin Wiechec, Department of Gynecology and Obstetrics, Jagiellonian University Medical College and dr. Agnieszka Nocun, Head of Diagnostic Centre "MWU DBREUSG" in Poland, reputable lecturers and internationally recognized physicians.

Along with them, Razvan Stanca, Obstetrician-Gynaecologist, certified by FMF and having supraspecialization in maternal-fetal medicine, the initiator and organizer of the course, offered the participating physicians a new perspective on the pathologies during pregnancy.

## **RESULTS 2017-2018:**

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**170** trained physicians

# **NEWS AND CONTROVERSY IN ABDOMINAL WALL SURGERY**



## **General surgery course held by Victor Radu, General Surgeon**

Passionate about abdominal wall surgery and the help of several surgical premieres in this field, in Romania, the physician Victor Radu manages to change the concept of abdominal hernia treatment, making the transition from simply covering a defect with a mesh to reconstructing the local architecture and implicitly to restoring the functionality of the abdominal wall.

Minimally invasive intervention techniques represent surgical novelty in Romania. Thus, the medical market in Romania needed an event to present these innovations and to give all physicians access to information, techniques and good practice cases.

Therefore, at the end of October 2017, Victor Radu, General Surgeon, coordinator of Abdominal wall Surgery Centre, held the medical event "News and controversy in abdominal wall surgery". Over 300 participants had the opportunity to interact with well-known surgeons both in the country and abroad.

## **RESULTS 2017-2018:**

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**110** trained physicians



# GOOD THROUGH EDUCATION

At MedLife, we invest in the education and training of our employees by creating programs designed to provide them with information relevant to their field, as well as an experience applied in private medicine. MedLife supports targeted and individual development of employees; they have the opportunity to participate in skills development courses, both professional and individual.

## LIFEACADEMY



LifeAcademy is a program launched at the beginning of 2018, by which our employees increase their chances to promote with MedLife group. They will be part of a small group of LEADERS CUM LAUDE, made up of colleagues with potential and high chances of becoming leaders in MedLife group at the level of clinics, hospitals and functional departments.

LifeAcademy program has three stages consisting of practical courses, experimental learning and individual learning.

### **RESULTS 2018:**

**24** graduates



## TRAINING PROGRAMS



One of the goals of MedLife is to train the next generation of highly trained people from the private medicine system in Romania. In order to reach this goal, in 2018 we initiated a training program aimed at improving the skills of MedLife employees.

Among the programs developed so far are the following:

- **Leaders in balance demo mode**, which took place in March 2018 and aimed at developing the leadership skills of clinic managers, senior nurses and department managers;
- **Communication with patients demo mode**, which consisted of two sessions in May 2018 and aimed at improving the communication skills of physicians, nurses and front desk staff (in Bucharest clinics);
- **Taxation bases program (offered by KPMG)** – sessions in June 2018 for managers of clinics and hospitals within MedLife group.



# GOOD FOR CUSTOMERS

Our goal of constantly developing ourselves comes from the desire to meet the strictest and most complex demands in the medical field. Health is our profession and passion, and our goal is to improve the quality of life of every patient who comes to us.

From this desire we have developed several MedLife services and projects, which can help our customers and which contribute to a complete experience in our clinics and hospitals.

## GOOD THROUGH INFORMATION AND EDUCATION

Permanent prevention, medical education and attention that our patients should constantly pay to their health are three topics of great importance to us.

Moreover, we think that our patients must know well each step in the healing process. Therefore, we have developed a series of materials to send them reliable information from our health specialists.

### MEDICAL ADVICE



Even in the case of medical subjects, Romanians use the online as the first source of search and information in case of illnesses or symptoms. We want to prevent, as far as possible, the self-diagnosis and to offer them accurate, reliable information in their environment.

Therefore, with the help of our medical professionals, we have made an informative material that addresses different medical topics and we send it monthly to our clients by email.



## INFLIFE MAGAZINE



InfoLife magazine, already in its 90th edition, supports our patients with information and articles about common disorders, about new technologies implemented in our units, but also with new perspectives and interviews with our physicians.



## 24/7 PHONE LINE



MedLife respects the time of its subscribers.

This is why every subscriber may benefit from medical advice. Depending on the nature of the symptoms, it will be determined whether a physical consultation is needed.

Our phone line is available 27/7, providing unlimited access to medical information and advice.



# GOOD THROUGH TECHNOLOGICAL STANDARDS

**Every year, medical technology gets improved.** It is our duty to permanently invest in medical devices and equipment so that our team works with the latest technologies, and our patients benefit from an accurate diagnostic and a fast and precise treatment.

In MedLife hospitals, **today's good is done with tomorrow's technology**. We are talking about state-of-the-art equipment in medical imaging, including the **3Tesla MRI magnetic resonance device**, the best performing equipment of this type in Romania, which allows detection of disorders, including malignancies, from an early stage.

Also, in our laboratories we have ultra-modern equipment, like the **automatic line Abbott Accelerator a3600** in MedLife Grivita Laboratory, the first one in Romania and East Europe. It contributes significantly to the increase of the accuracy of the analyses, to the reduction of the execution time and to a better traceability and tracking of the samples of each patient. Investing in the potential for improving health problems is by far the best investment in the future. With their help and other equipment used by MedLife physicians, several surgeries were successfully completed, becoming even **medical premieres in Romania**.



# APPRECIATION OF OUR CUSTOMERS

Our commitment to make Romania good by everything we do, by the resources invested in the technology and medical equipment and our medical team brought us the gratitude of our customers, and such gratitude subsequently resulted in prestigious prizes and accreditations recognized internationally.

## PRIZES



6 years in a row



3 years in a row



2 years in a row



# GOOD IN THE COMMUNITY

The good of the community does not concern us only because it is found in the promise we have made to Romanians. The involvement of MedLife comes from our love for those next to us, for humanity, strengthened by the Hippocratic Oath.

## BLOOD DONATION CAMPAIGN



Unfortunately, our country is experiencing one of the most serious crises of recent years. The most recent statistics show that not even 2% of the population of Romania donates blood annually, i.e. almost four times less than the European average. The amount that is donated every day is insufficient for each city.

Therefore, at MedLife, we have launched a national blood donation program, through which we support the transfusion centres that need blood, but also to promote this behaviour in the Romanian society. Started 5 years ago, the program runs in the largest cities in the country. 2017 edition was held in four cities, being involved three units from Bucharest and one unit from Timisoara, Arad and Brasov.

In **Brasov**, over 150 companies were encouraged to donate blood, and the action was held both in MedLife units and in corporate headquarters.

In **Arad**, 2 blood donation campaigns were organized in the MedLife clinic and two at the partner companies' headquarters. These were addressed to both employees and collaborators, as well as to our patients and corporate subscribers.

An additional good done by the people involved in the donation campaign from Arad was the donation of the tickets received after the donation, to the family-type houses in the city of Santana, Arad County.

### RESULTS 2017:

- 4** cities involved
- 6** medical units
- 180** employees involved
- 26** companies
- 110** litters of collected blood

## PRO BONO CASES



Pro bono is the abbreviation of the Latin expression “pro bono publico”, meaning “for the public good”. We say this to strengthen the fact that our commitment is that to treat and help patients who need our intervention, regardless of the environment in which they come from or their financial situation.

No matter if it is about mild or serious illness, our doctors come to meet the cases brought to us by humanitarian foundations or identified by our employees.

### **RESULTS 2017:**

**36** patients investigated and diagnosed pro bono

**18** patients operated pro bono

## FIRST AID PROGRAM – HEALTHY CHILDREN, HAPPY PARENTS



Thousands of people die or suffer annually because of the ignorance of the measures to prevent emergency situations or the ways of applying them.

Worldwide, there is a lack of knowledge to manage health problems and risky behaviour, so that those in emergency situations can benefit from the appropriate support provided in a timely manner.

In order for our commitment to do Romania well to be respected, it is important for Romanians to be prepared to help those around them.



### **Each of us can protect and save a life**

The project “Healthy children, happy parents” is part of a more complex program, run under the generic “We make Romania good”, whose purpose is to educate people about first aid and its implications.

The first stage took place in the municipality of Galati and aimed at involving over 30 kindergartens, respectively 4,000 pre-schoolers and 300 teachers.

In July 2017, in partnership with School Inspectorate in Galati, the Healthcare Service of the Municipality of Galati and SMURD Association of Galati, we carried out the second stage of the project “Healthy children, happy parents” under the generic “Summer school”.

The objective of the second stage of the project was to train the teaching and non-teaching staff in the kindergartens in the city of Galati, in order to grant first aid measures. First aid courses cover the knowledge needed to provide the essential basic support in emergency situations. More than 200 people were involved in the program, and the course program included both a practical and a theoretical session, culminating with the awarding of a certificate of attendance.

### **RESULTS 2017:**

**30+** kindergartens involved  
**4.000+** pre-schoolers trained  
**300+** teachers trained

# GOOD IN THE EDUCATION

At MedLife, we believe that education is one of the main sources for keeping and developing a healthy mind. And we also believe that there is a need for initiatives that bring people closer to books, culture, and modern school.

## MEDLIVE PLATFORM



Self-medication is a widespread phenomenon in Romania, many people preferring to go first to the pharmacy and not to the medical practice. And also, as we mentioned in the previous pages, there are many Romanians who prefer to self-diagnose with the help of Internet rather than ask the opinion of an approved doctor. To reduce these phenomena and to encourage the correct information, directly from the doctor, we launched the online platform MedLive.ro.

MedLive is an educational platform for both MedLife patients and for physicians or medical students. In the eight years since the platform was launched, users have had the opportunity to not only be up to date with the latest news on prevention or maintaining a healthy lifestyle, but also interact directly with our doctors. In addition, users were able to follow real-time surgery and comment LIVE on this topic or request an appropriate online consultation for their health problems. Within this platform, the first C-section surgery was transmitted LIVE.

## RESULTS 2017:

- 2,3+** millions of unique users
- 6,2+** millions of views
- 520+** published articles



# SUPERTEACH



Continuous learning is not just important in medicine, but in any field. To encourage it, we must discover alternative learning alternatives. Therefore, we support projects that have the strength to inspire a fresh and open mind set in education, such as SuperTeach. Created in 2017, the SuperTeach project started with the mission to bring to light and train teachers who want to provide a pleasant educational experience to students and try to reinvent the education system in Romania.

Starting from the premise that the transformation of the Romanian educational system will be made from the inside, by changing the mentality, the initiators want to offer the teachers innovative tools in workshops and conferences. SuperTeach promotes an open mind: the focus falls on the need for harmonious child development, as an integral part of the community of which it is part (colleagues, school, parents, the city where he lives, future employers, etc.).

## RESULTS 2017:

**1.500+** of participating teachers

**5** large cities where SuperTeach Conference were held





We believe that we need people to inspire us and inspire positive changes throughout the educational system. We know for sure that there are such people, and the MERITO project aims to present these models of teachers. Therefore, together with RBL members (Romanian Business Leaders), we created MERITO project, which aims to bring together, for one evening, laureate teachers, businessmen, representatives of the media and civil society to say "Thank you!", to applaud them and to convey them that we believe that together we can change the future of Romania.

In the 2015 edition, dozens of entrepreneurs and executives were invited in turn to remember the teachers who marked their life. So they wrote their names on the board. This is how the MERITO project came to life, one that puts the spotlight on vocational teachers in Romania. Annually, through this project, together with the RBL members, we support and reward the most valuable teachers in Romania, who are recommended to us, we offer them public recognition and we take their good practices further, to inspire and learn other teachers.

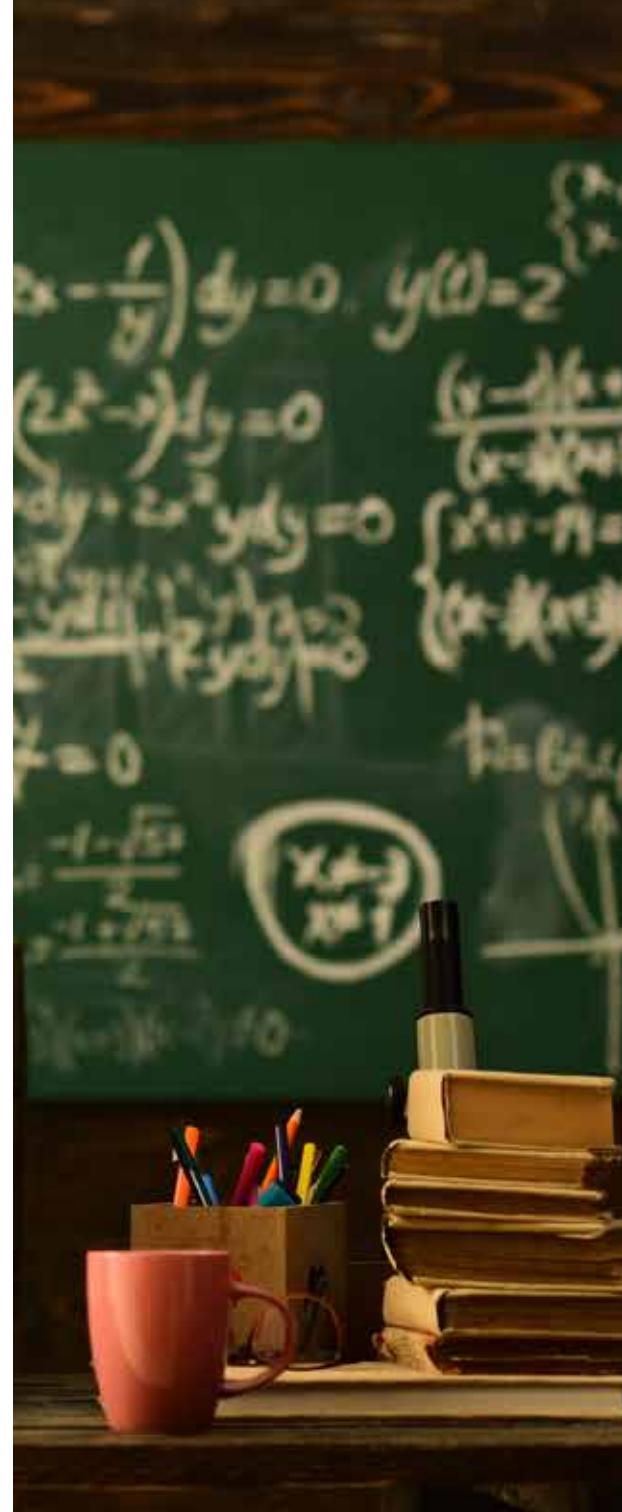
## RESULTS 2017:

**27+** cities in 18 counties

**42+** teachers with direct impact on them

**8.400+** teachers and students with indirect impact on them

**600+** hours of volunteering



## LEADERS EXPLORE



LEADERS Explore program for students took the form of the desire to identify young people with potential in Romania and to prepare them, through practical leadership programs, to become visionary, responsible and courageous leaders.

LEADERS Explore program for students is a leadership program that is developed nationwide, whose gratuity could be facilitated with the help of visionary partners, who believed in the potential of young Romanians, partners among whom we are proud to be ourselves, MedLife.

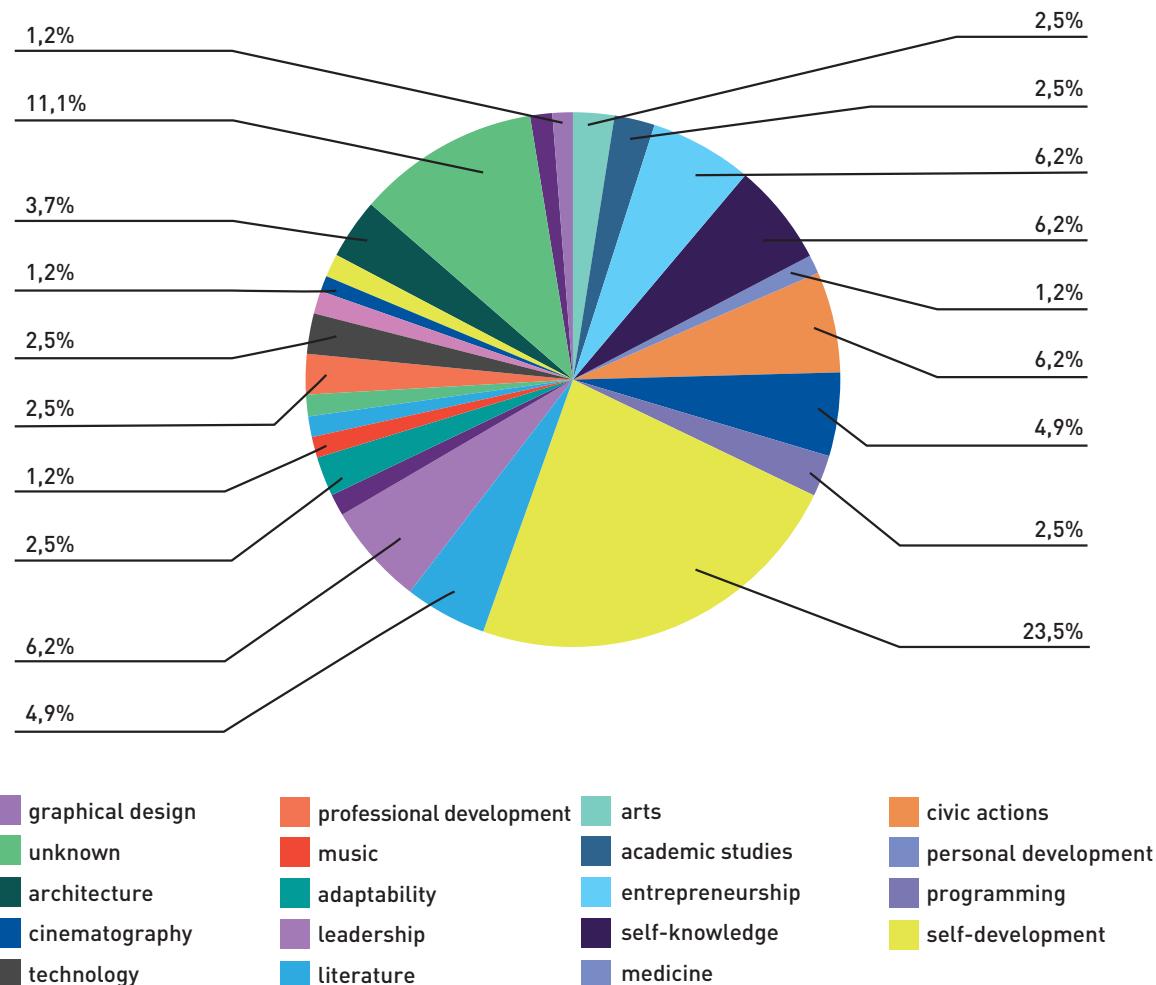
LEADERS Explore facilitates the participating students for the contexts necessary to ask their essential questions, to go on an introspective journey towards that authentic, unformed “self”.



# PROFILE OF EXPLORE PARTICIPANT SUPPORTED BY MEDLIFE

During the 14 days of recruitment held in the spring of 2018, LEADERS sought aspiring students for exploratory status at the largest universities in Bucharest and Iasi.

Among the **548** applicants, **140** (70 in Bucharest and 70 in Iasi) became explorers, **12** of them being students in medical profiles, these being reunited by the following characteristics:



The student sought by MedLife is guided by the following values:

- **Responsibility**
- **Engagement**
- **Proper understanding**
- **Vision**
- **Integrity**

## **RESULTS 2018:**

**548** applicants

**140** participants in the program

**72** hours spent with the explorers

**58** persons in different field of activities,

have learnt about Explore by means of interviews between sessions

**7** leaders, landmarks in the two communities, inspired the students through personal stories





## We are the country of children with high abilities (gifted), the country of children who need differentiated education

The Association for Education and Science “Kleine Schule”, by the program Gifted4All, dedicated its activity to such children, starting 2011, focusing not only on programs and conferences based on their preparation, but also on the training of those with whom they interact and who are part of their universe (parents, grandparents, teachers, psychologists, etc.)

MedLife chose to support the conferences “School: Past versus Future” considering the future and education of these children, but especially with the desire to help them reach their true potential.

### **RESULTS 2018:**

**150** trained participants, among which parents, teachers and other guests from the private sector.



# GOOD IN THE ENTREPRENEURSHIP

We want Romania to have a healthy economy, and a healthy education system. Only by strengthening the three pillars (health, economy, education) will we be able to speak of progress and good.

Thus, MedLife started an initiative to support, educate and create opportunities for small, big, medium and small entrepreneurs and brought to light the potential of entrepreneurship ideas in the urban environment, but also in the rural environment.

## ROMANIAN BUSINESS LEADERS



In the year 2012, just out of the crisis, the economic and social context was not favourable for development for both young people and companies. People with the initiative needed to be prepared to shoulder the improvement of the image of Romania, to organize solutions for a faster development of the society as whole and economic ideas that will lead to the narrowing of the economic and social gap between Romania and Western civilization.

Thus, the foundation “Romanian Business Leaders” was born. Mihai Marcu, president of MedLife, is its founder. Along with other personalities in the business field, it has formed a community of entrepreneurs, managers and professionals from various fields in Romania, who contribute to a public good beyond the interests of company, industry or domain. From the beginning, the foundation “Romanian Business Leaders” created projects for students or young entrepreneurs, but also projects for the development of rural communities. Some of them will be presented in the following pages.

### RESULTS 2017 – 2018:

**6.000+** hours of volunteering

**166.000** Euro collected and invested

**65** members

**15+** events

**300+** entrepreneurs involved

**40+** projects

**25.000+** Romanians involved

# ANTREPRENORESTI



The lack of awareness of local resources, information flow and entrepreneurial spirit are the problems that rural Romania faces. Every year, 80,000 Romanians leave the country, this figure being the equivalent of 24 communes.

“Antreprenoresti” project, initiative designed under the protection of RBL Foundation and supported by MedLife, aims to work with 10 rural communities in building a model of economic and social development to create opportunities at home.

These are also those who benefit from the support of “Antreprenoresti” team in the elaboration of the local strategy according to the development direction established together with the local community. Antreprenoresti is a project that provides support to entrepreneurship initiatives in the community through learning sessions specific to a successful entrepreneur. In addition, it aims to welcome those initiatives that highlight the products, objectives and cultural heritage of the Romanian village.

**“Antreprenoresc” 1st of May at Corbi** – 70 entrepreneurs in RBL community become tourists at Corbi and get to know the authentic taste of local products and traditions preserved by the local community. Tourists are accommodated in the houses of Corbi people and are getting an authentic country life experience.

## RESULTS 2017 – 2018:

**3** communes adopted (Corbi, Valea Stanciului and Ghindaresti)

**200+** householders, entrepreneurs and young people from local community  
are trained into the mysteries of entrepreneurship





At the European Union level there are statistics that say only 8% of the entrepreneurs who fail the first time decide to give themselves a second chance. This leads, in time, to a clear erosion of the number of entrepreneurs and their quality.

"MENTORIA", the mentorship platform of Romanian Business Leaders, appeared with the purpose of training entrepreneurs to become representative players on the local market, who are ready to take advantage of growth opportunities internationally.

Through 1-on-1 conversations, registered entrepreneurs discover new ideas on how to become market leaders in their field, but also how to act when they scale a business. Because we are committed to doing Romania well, and the good of a country is seen in health, but also in economy, we have joined the "MENTORIA" platform.

Moreover, we believe that inexperienced entrepreneurs need not only models, but also a professional framework and information to help them support their ideas and grow their business.

In the first two years, 100 mentors and 100 mentored entrepreneurs were involved in the two programs. In 5% of cases, mentors also invested in mentoring businesses.

## RESULTS 2017:

**50+** mentorship relations were started





# I WANT TO BE AN ENTREPRENEUR



What does entrepreneurship mean and what does the life of an entrepreneur look like? What is the impact of entrepreneurship on the company and the value produced? What are the principles of ethics and integrity in business?

These are the topics that hundreds of pupils and students meet because of the project "I want to be an entrepreneur", created under the protection of Romanian Business Leaders Foundation.

The goal of the project was to increase the perception of the value of entrepreneurship among students in Romania. Since we want to have a positive impact not only among today's society, but also in the future, we have joined today's entrepreneurs, those who are thinking of forming tomorrow's entrepreneurs in Romania.

## RESULTS 2017:

**200+** events organized (2013-2017)

**26.000+** participants

**30+** entrepreneurs and intrapreneurs

**600+** hours of entrepreneurship



# RBL SUMMIT

Idei și proiecte pentru o  
Românie performantă

## A PRACTICAL GUIDE TO ENTREPRENEURS



At MedLife, “We make Romania good” goes beyond the boundaries of medicine, and our involvement in raising and educating the younger generations of entrepreneurs is proof that this is true. The project coordinator and the president of MedLife, Mihai Marcu, along with the RBL team, started in 2012 designing a practical guide for entrepreneurs.

The project involved drafting, printing, launching and promoting a practical working tool for aspiring entrepreneurs, to give them the confidence, inspiration and knowledge necessary to accomplish their business ideas.

The Practical Guide for Entrepreneurs is written by 10 entrepreneurs and head of companies in Romania, a collection of entrepreneurial tips drawn from the authors' direct business experience.

### RESULTS 2018:

**9.000+** copies distributed within RBL events and projects

# GOOD IN THE ENVIRONMENT

WE MAKE ROMANIA GREEN



## AT MEDLIFE, NATURE AND PEOPLE GROW BIG TOGETHER

The situation at national level regarding illegal deforestation is worrying. According to the Greenpeace report, in 2016, the application 'Forest Inspector', a complement to the Forest Radar system, identified 42% of the illegalities committed in the Romanian wood transport. Only in the project area of the Foundation Conservation Carpathia, about 1,700 ha were cut abusively in the period 2005-2012.

It is in the nature of MedLife to care about the good of the people, but also of the environment in which they live, which is why we have assumed the responsibility and involvement in the ecological reconstruction of a deforested area in Fagaras Mountains.

We make Romania green sums up, like every action taken by MedLife, the essence of the brand. This time, besides respecting the promise of a quality medical document and the excellency proven to each patient, the campaign represents the desire of MedLife to become more involved in the future of the new generations. We made the commitment that for each child born in the MedLife maternities we should plant a tree in a deforested area of the Fagaras Mountains, through the FCC (Foundation Conservation Carpathia).

## RESULTS 2017 – 2018:

**3** stages of afforestation

Dozens of MedLife employees and volunteers involved

The purpose of this project is the ecological reconstruction of a deforested area of 10 ha in Fagaras Mountains, through Foundation Conservation Carpathia

**40.000** saplings planted

# OUR CONCERN FOR THE ENVIRONMENT



At MedLife, the good is not done only depending on the context or only when someone needs our help, it is part of our DNA and manifests every day, in relation to the patients, but also in the way we organize ourselves and in the choices we make. For the environment, we have created a series of rules of good that all MedLife employees adhere to:

- **we reduce electricity consumption - our computers never stay open when they're not in use, and we turn off peripherals overnight. Since 2013, we use LED bulbs for lighting;**
- **we selectively collect – paper, plastic, electronic, waste;**
- **we reduce the water consumption - in all the units of MedLife have been installed water savers**

**Good to know:** water saver is a system to reduce water consumption using technology of mixing water and air, this technique was developed for water saving.



# GOOD FOR THE FUTURE

"Respect your promises". We all want this from our friends, colleagues, families. And we make no exceptions. We made a commitment and we move on.

For us, making Romania good means continuing to support projects that require a step forward for children, entrepreneurs, teachers, physicians and our present and future patients.

Through the projects we support, we want the following:

- **to improve the health of Romanians by facilitating access to medical services, including the disadvantaged people;**
- **to increase the level of education in terms of prevention and healthy lifestyle;**
- **to "consolidate" the health of Romanian economy by developing the entrepreneurship;**
- **to protect and "secure" the environmental health.**

The results we have had so far make us confident, but what most encourage us is the joy and satisfaction of Romanians of all ages who participated in the projects we have supported.



good in

## ENTREPRENEURSHIP



- 40+ entrepreneurship projects** supported by Romanian Business Leaders with **166,000 Euro** collected and invested, from the beginning of the project until now
- 50+ mentorship relations** were initiated through MENTORIA platform
- 200+ householders**, young people and entrepreneurs trained for entrepreneurship in the rural area
- 600+ hours of entrepreneurship for student** through the program 'I want to be an entrepreneur', with **26,000+ participants** and **300+ entrepreneurs and intrapreneurs**, from the beginning of the program until now
- Thousands of copies of the book** "A Practical Guide for Entrepreneurs", distributed during the events and projects of Romanian Business Leaders

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## THE ENVIRONMENT



- 40.000+ of beech**, fir and spruce saplings planted in two stages of afforestation

good in

## THE COMMUNITY



- 110+ litres** of blood collected during our donation program
- 4 towns** where we held the blood donation program
- 8 patients** operated pro bono in our hospitals
- 6 patients** investigated and diagnosed pro bono at MedLife
- 500 teachers and 4,000 pre-schoolers** trained by us to give first aid

**520+ articole** medicale publicate pe medlive.ro cu 6.2+ mil. de afişări și 2.3+ mil. de utilizatori unici

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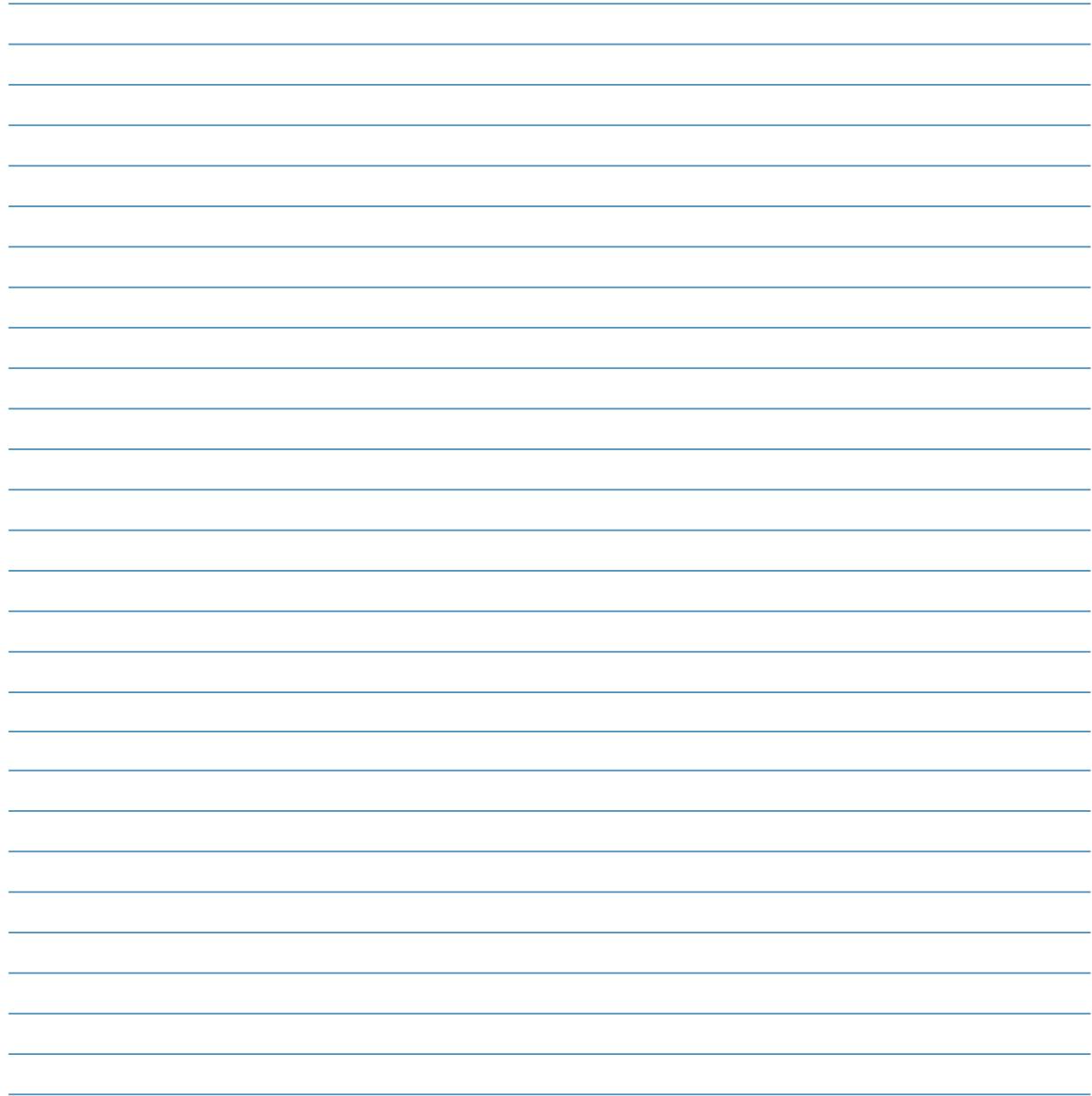
## THE EDUCATION

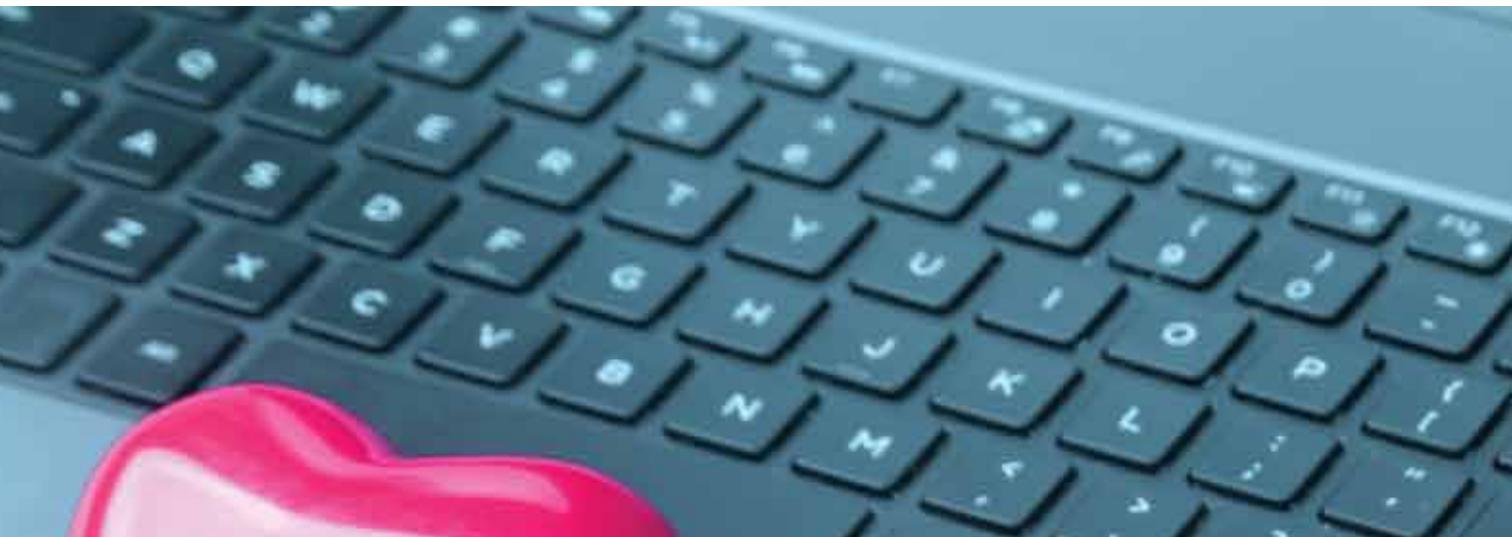


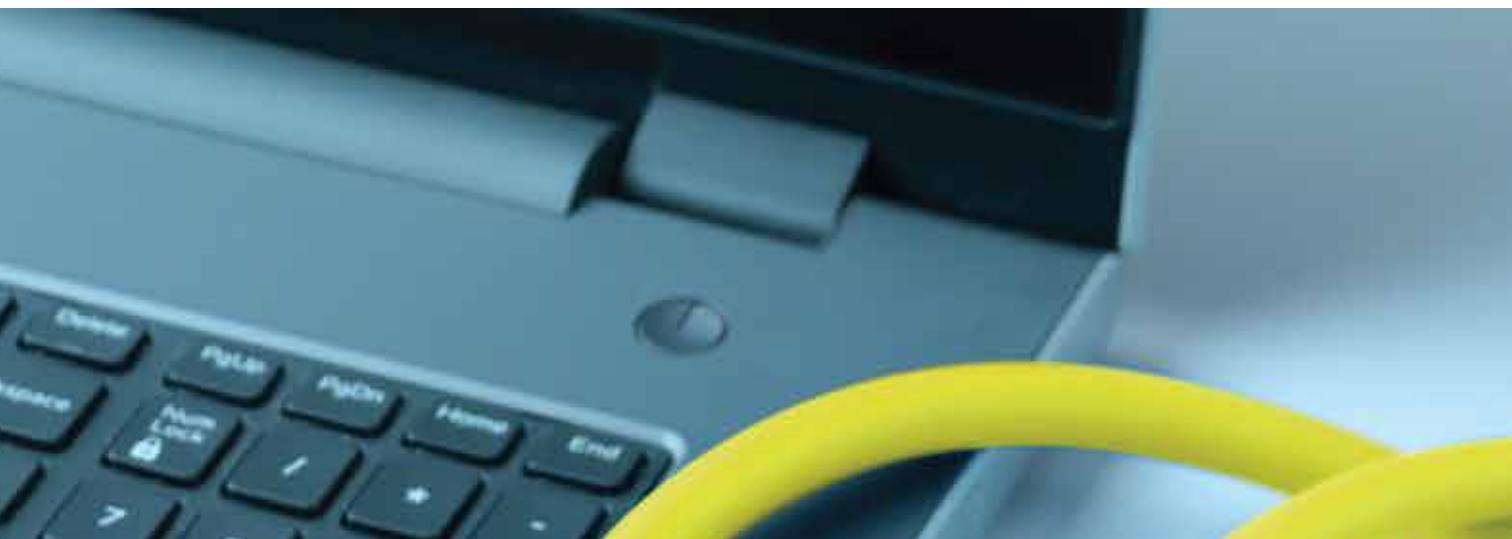
- 520+ medical articles** published on medlive.ro with 6.2 million views and 2.3 million unique users
- 1,500+ teachers** participating in SuperTeach Conferences for innovative education in 5 cities
- 42 teachers** awarded for excellence in education through MERITO project and 8,400 teachers and student benefiting from indirect impact
- 140 young people** have discovered what leadership is from 7 leaders in 72 hours of LEADERS Explore program
- 150 parents and teachers** participating the differentiated education programs for gifted children

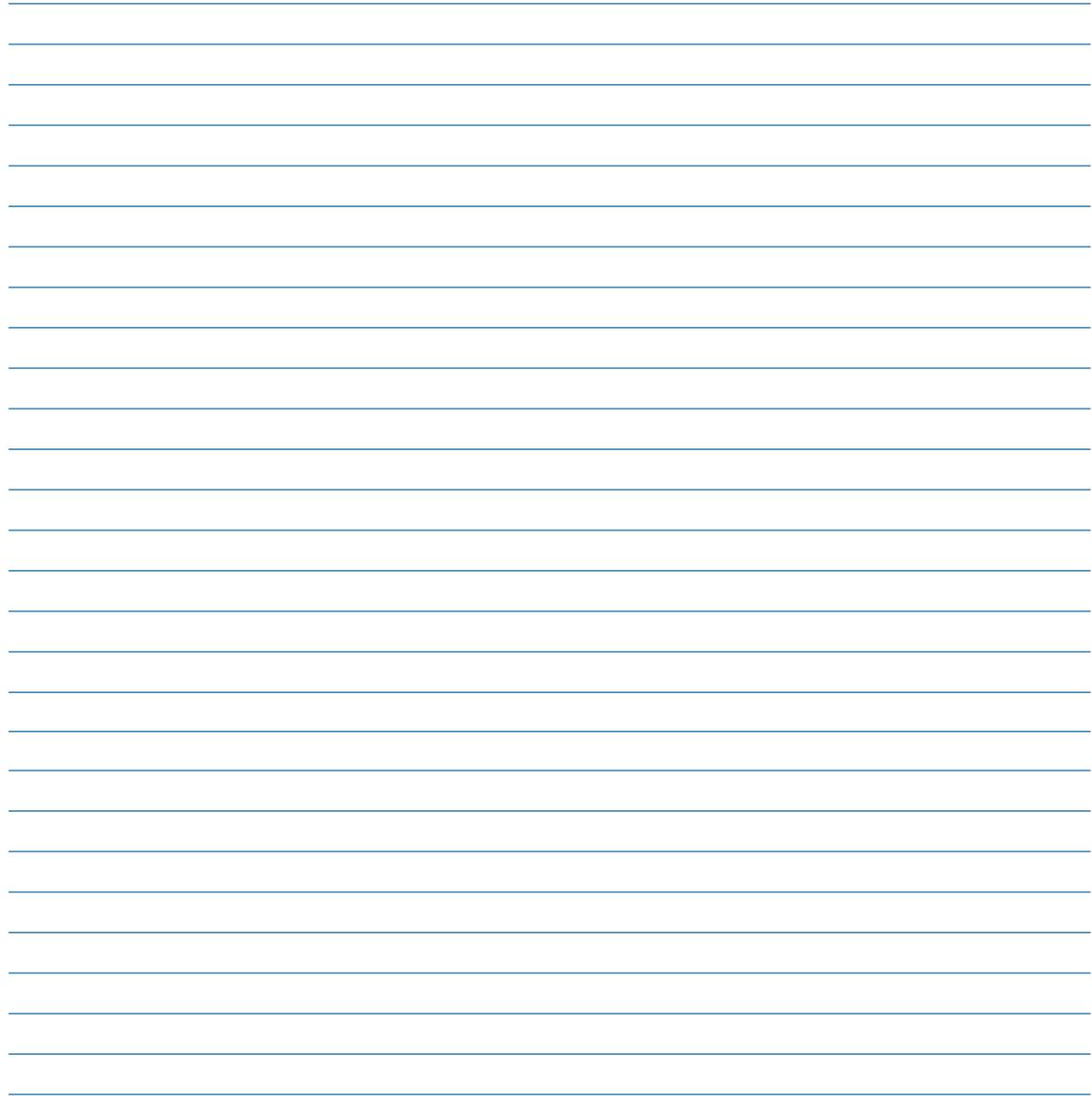
**Together we keep on doing good.**

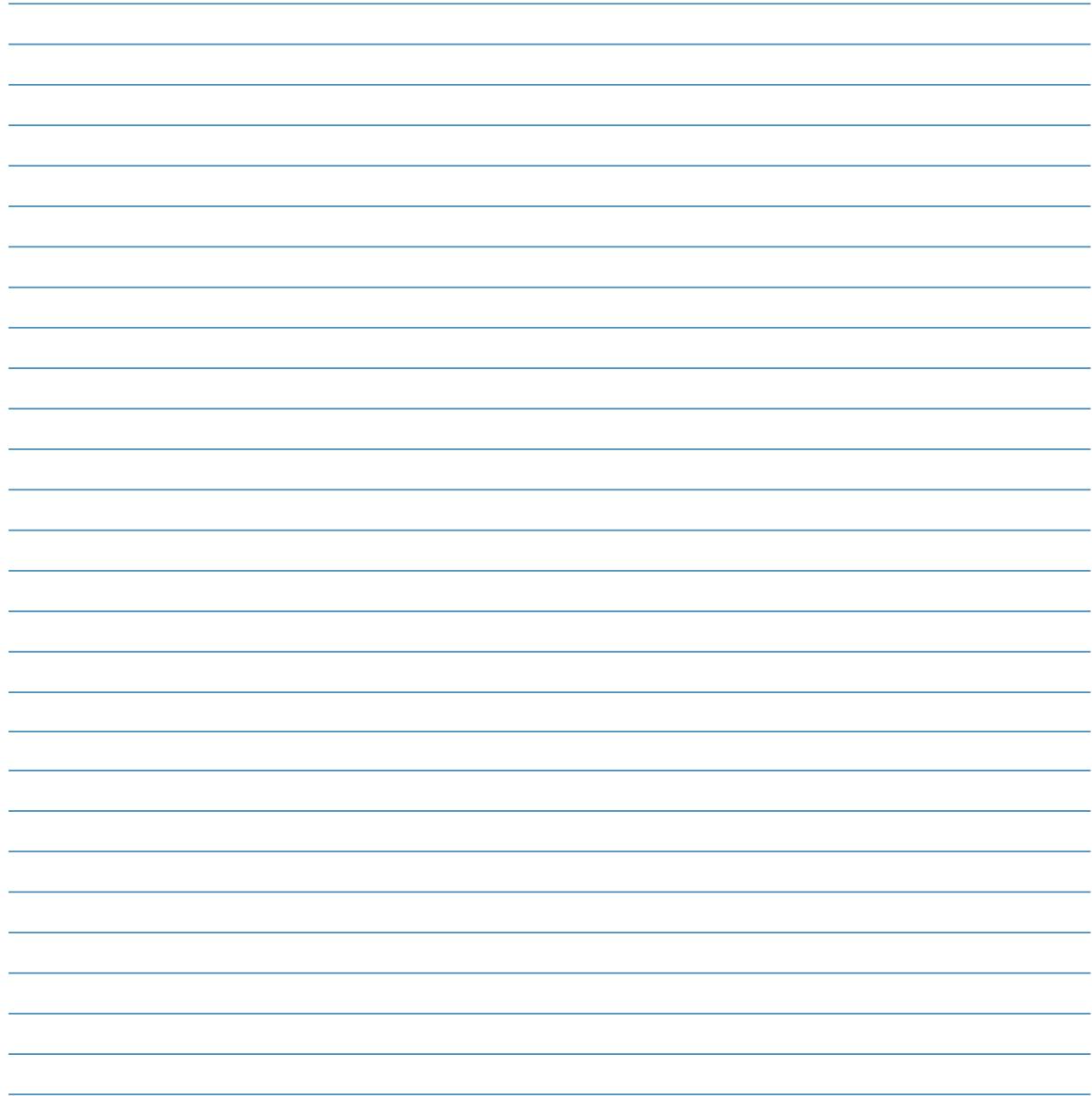
Tell us about a constructive project, an initiative or a Romanian having a positive initiative that you would like to support! Describe it in a few words and leave us a contact!













MEDICAL  
SYSTEM



**MedLife**

**We make Romania good**

Call center: 021 9646 | [www.medlife.ro](http://www.medlife.ro)