

# PROUDLY HELPING OVER A MILLION PEOPLE

Our story is about more than only us. It is about the millions of people who deserve to live their lives to their full potential. The mums and dads. The sisters and brothers. The young lovers and old friends. The grandparents and new born babies. They may live in different countries. They may speak different languages. But they all have one thing in common: they have been diagnosed with a chronic or serious illness.

So, at Mediq our mission is clear.

It is to create connections to help patients live higher quality lives no matter what their health challenges. To work with healthcare professionals, care facilities and GPs to guarantee patients have the daily care and services they require, at home or in hospital. To ensure that they can live as independently as possible. That they can spend more quality time with their loved ones. And that they feel secure knowing we are by their side.

**Providing continuous empowerment, continuous support and continuous care.**

## OUR CONTINUOUS CIRCLE OF CARE

We call this our continuous circle of care. To help those with a chronic or serious health issue, we create connections along the entire value chain. We bring together the health specialists and services that can provide patients with greater autonomy and care, meaning everyone's connected and no one's overlooked.

We connect to a patient's GP and payor, to their hospital and community.

For the hospitals, GPs and other healthcare professionals, this means less time spent on peripheral issues. Or a greater focus on what really matters: patient care.

For patients, this means their daily needs are always taken care of. From medical devices and supplementary care to education and 24-hour support.

For someone with a chronic condition such as diabetes, this means treatment at home not in a care facility. Or greater flexibility and freedom.

For someone with a more complex, time-intensive illness, this means the best home care available. Or familiar surroundings and dignity.

We are constantly expanding our circle of care, making new connections, developing new treatments and new e-health technologies.

Evolving so we can meet the needs of our patients and everyone who cares for them. Not just for today, but into the future.

## CREATING CONNECTIONS, CREATING CHANGE

As the health market changes, with an aging population and increase in chronic conditions, patients and health providers are searching for cost-effective care solutions that lead to the best health outcome.

Home care is replacing hospital care, enabling patients with chronic and serious illnesses to remain as independent as possible for as long as possible.

Time and resources are limited. Hospitals need to focus on those that require specialist in patient care, but are having to manage ever-greater numbers of referrals.

And this is where we can help.

We play a key role along the entire healthcare value chain, creating a continuous circle of care.

We are able to deliver the resources, the services, the knowledge and the infrastructure to reduce the burden on hospitals, GPs and other healthcare professionals, enabling them to do what they do best: delivering personal care. This means making the ordering process more



effective; products simpler to use; instructions easier to follow; and the supply chain more efficient.

In the case of complex wound care, for example, we have partnered with nursing staff to develop more effective approaches to care and management.

We are working with hospitals to simplify and improve procurement practices, with targeted cost savings for medical devices.

We provide patients with greater independence, reducing their need for hospital visits and increasing the care they receive in the home.

And we give patients the confidence to self-administer, which can be as important as the delivery of supplies and services. This is why we provide education and innovative services, such as our 24/7 support.

We cover a broad range of specialisms along the entire care chain, from diabetes, ostomy, continence and respiratory care, to medical nutrition, wound care, infusion therapy and medical and facility devices.

## **CONNECTING THE DOTS**

But our continuous circle of care doesn't stop with patients and healthcare providers. We aim to maximize the benefits for everyone involved in the patient journey.

We recognize the challenges, but we also see many possibilities. While costs may be rising and the population aging, developments in e-health, innovations in medical technologies, and advances in training and education open up many opportunities.

To help develop the most promising solutions together, we engage with a range of participants. From healthcare payors to producers of medical products, and from patient and consumer organizations to governments and regulatory bodies.

By working in tandem, we can help develop solutions to problems, reducing the burden on healthcare professionals and ultimately improving the lives of patients.

This will enable us to continue to provide the services that patients recommend, healthcare professionals prefer, payors select and manufacturers benefit from.

## **USING OUR EXPERTISE, OUR EXPERIENCE AND OUR DETERMINATION**

Our plans are ambitious. And we start each new day committed to the care of our patients.

But what sets us apart?

### **It's our international expertise**

We are a major force in European healthcare, with a strong presence across a number of countries. We can draw on a huge pool of expertise to bring global standards of excellence to every patient and every healthcare professional in every country. The scale and reach of our network means that we have the know-how to navigate local regulations and the experience to deliver best-in-class country operational excellence.

### **It's our focus on improving**

We continually raise the bar in local markets for care and total-cost-of-care management. And we keep investing in innovative care solutions and affordable delivery to patients in every healthcare setting.

### **It's our reputation**

We have earned the trust of healthcare professionals, governments, payors and hospitals and clinics. Why? Because they know that we are on their side. And because our track record proves that we reduce costs and deliver better patient outcomes.

### **It's our portfolio**

We give our healthcare partners direct access to best-in-class products and treatment solutions from the world's top medical manufacturers, and provide the training and education on how best to use them.

### **It's our heritage**

We can bring more hands-on experience to the business of care because we have been caring for patients for over a century. And it is this same care and community spirit that still drives us today.

### **Above all, it's our commitment to our patients**

When we say 'committed to your care', we mean it. We are a welcome presence in the homes of our patients. A crucial support for their partners, friends and family. A reassuring voice on the other end of their phone. And a trusted companion on their health journey.

## **DRIVEN BY OUR PEOPLE**

We are defined by our people. And our people are driven to improve our patients' quality of life. Each day we deliver the healthcare services and materials our patients need.

Each day we bring together healthcare professionals, payors, governments and communities to develop better treatment solutions.

Each day we help patients with chronic and serious illnesses to manage their conditions at home, building their confidence through training and education, while providing support 24/7.

And each day we strive to help patients live their lives to their fullest potential by living our values. They are our drivers and our compass.

### **Caring heart**

Care sits at the heart of our business and is the true driver of our people. We put our patients first and always strive to make a difference. Because it matters what we do. We care about improving lives; one person at a time.

### **Customer drive**

Our customers always come first, whether it is the patient, payors or healthcare professional. We create client focused solutions and we take ownership of their needs. Customer drive is about delivering excellent value with enthusiasm and ambition.

## **Champion spirit**

We need to act as one because together we can achieve so much more. Champion spirit is about believing in unlimited possibilities. But it is also about adapting to new challenges and being eager to be better every day. With integrity and respect, we strive to create a winning team.

## **A NEW ERA, A NEW VISION ON HEALTHCARE**

We are at the start of a new era. An era of connected healthcare and empowered people.

An era in which we will play a central role. For patients and healthcare professionals. Making their journey lighter, brighter and more independent.

An era in which pioneering technologies will give people with chronic conditions access to the best care, anytime, anywhere.

An era with customized care and crucial partnerships. With new solutions, such as e-Healthcare and Home Hospital in the Netherlands.

An era driven by education and empowering those around the patient. By giving patients the freedom of choice.

An era that will be marked by the determination and passion of our team.

