

Care

Mediq Magazine 2015

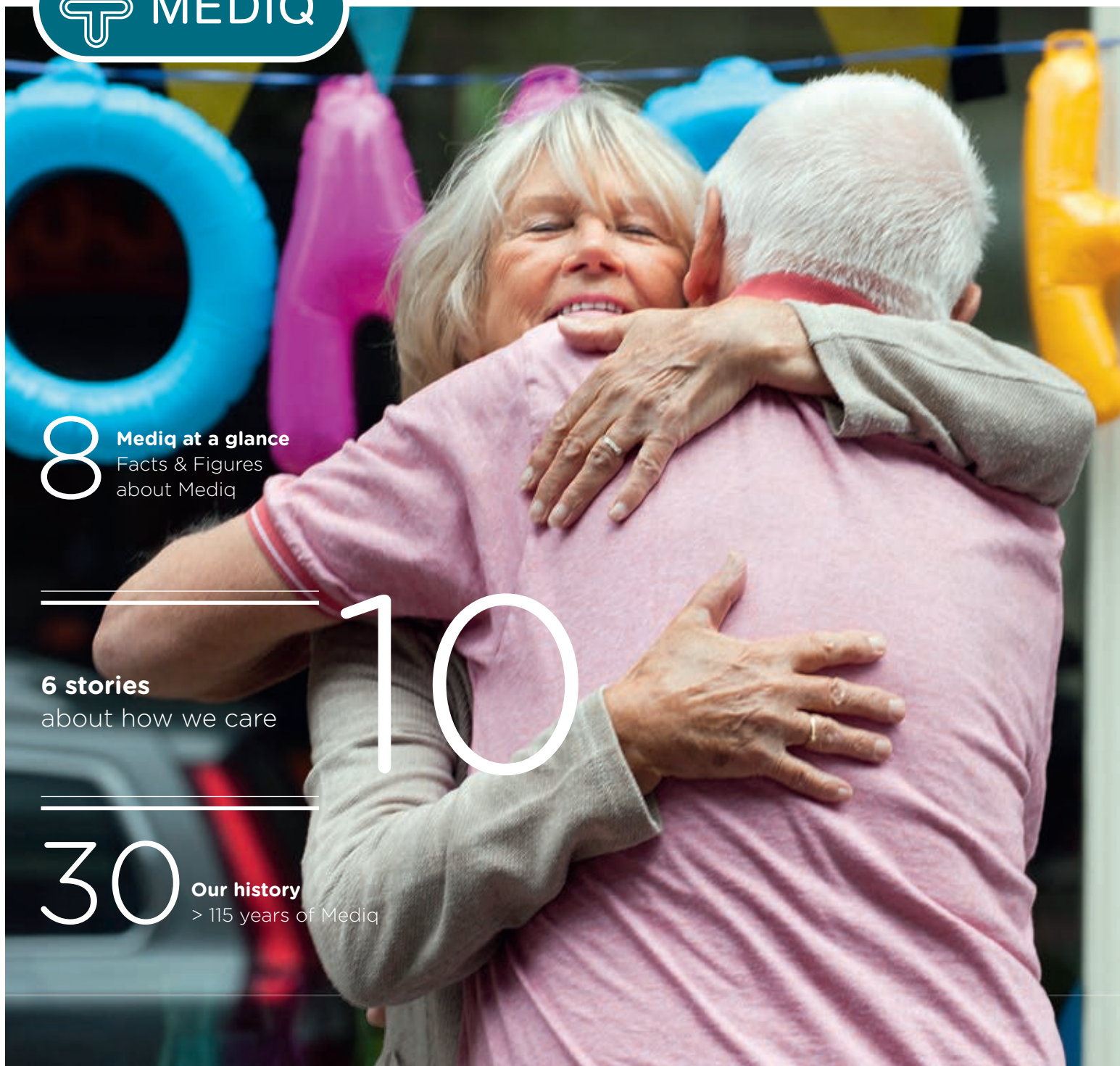


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Committed to your care

When you're healthy, your thoughts know no limits; when you're ill, there's only one thing on your mind. Improving the quality of life for people with chronic diseases is what drives us at Mediq. Every day we are relied upon by millions of patients and the committed healthcare professionals who care for them, by providing medical devices and solutions across 14 countries. Mediq is a trusted partner to payors, healthcare professionals and patients alike in improving the outcomes and affordability of care.

We care

At Mediq, we believe in a world where patient outcomes continue to improve while healthcare becomes ever more affordable. But while we see access to healthcare as a social right, it is not a given. Rapidly ageing of populations and the accelerating incidence of chronic diseases threaten assumptions of entitlement to treatment, posing enormous healthcare challenges for us and for society.

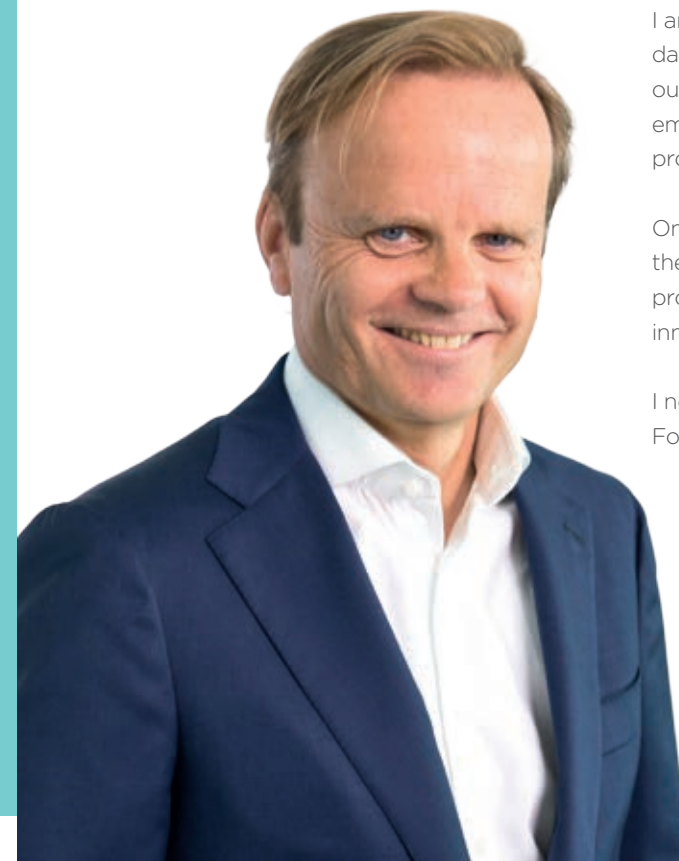
We have a responsibility to use our scale and expertise to help solve some of healthcare's biggest challenges. We bring together healthcare insurers, governments, municipalities, healthcare professionals and patients to develop new solutions and approaches in treatments, care processes and logistics.

Our ambition is to be the leading international direct-to-patient player: improving the lives of people living with chronic diseases. By delivering care to their own living environments we reduce their need for hospital visits and improve their treatment outcomes - all while lowering costs to keep their care affordable.

I am proud of our 4,000 employees in 14 countries who contribute every day to realizing this ambition. In this magazine, we provide insight into our operations. Beyond this, we also introduce you to Mediq's clients and employees. How do they touch the lives of patients and the dedicated professionals who care for them?

On its own, of course, Mediq cannot solve every healthcare problem. But with the support of our people, industry stakeholders and professional healthcare providers, we are turning our vision into reality. One step, one patient, one innovation at a time.

I now invite you to enter into a dialogue on how we can do this even better. For today's patients, and tomorrow's world.



Arthur de Bok
CEO Mediq

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About Mediq

Be the leading international direct-to-patient company.

Mediq at a glance

Mediq has operations in 14 countries and employs around 4,000 people.



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Mediq stories

Stories from six different Mediq business units showcasing our patients are at the heart of everything we do!



Introducing Arthur de Bok (CEO), Hans Janssen (CFO) and the Executive Committee.

Ambition

Our ambition is to be the world's leading direct-to-patient company.



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Examples of how we ensure sustainable and high-quality healthcare.



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Mediq history

From a Dutch local to an international healthcare company.





About

Mediq is a major healthcare player: a trusted partner to healthcare professionals, payors and patients alike, in improving the outcomes and affordability of care for people living with chronic diseases.

From the US to Germany, Switzerland to Sweden: more than a million patients in 14 countries already depend on Mediq for delivery to their door of medical services, treatments and supplies. This number is only growing, as we develop new and better ways to deliver care for a growing list of health disorders direct to people's homes and care institutions.

By relieving people of the burden of regular and often difficult hospital visits, we improve their lives and free up hospitals and healthcare professionals to do what they do best: delivering personal care.

Improving the outcomes and affordability of care at home and in care institutions by being the partner of choice

Beyond supplies

Giving people the confidence to self-administer can be as important as the delivery of supplies and services themselves. That's why we provide education, and services such as our 24/7 support desk. Our areas of specialty include respiratory problem support, complex wound treatment, ostomy management and tube and intravenous feeding. We are also relied upon for the medical supplies delivery to people living with diabetes or incontinence problems.

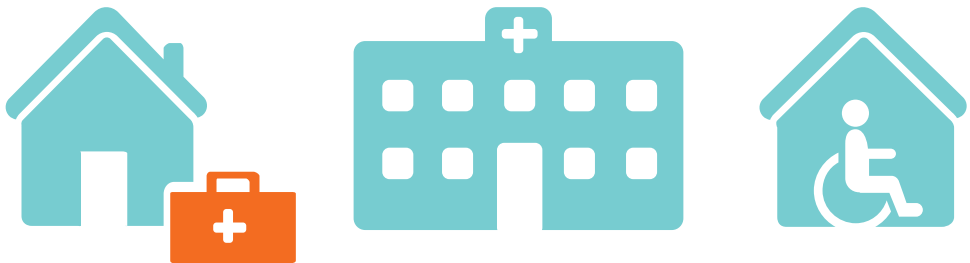
Empowering healthcare professionals

We recognize that care solutions can only improve patient outcomes when healthcare remains affordable. Going beyond the basic delivery of medical devices, we relentlessly pursue better innovative solutions for providing care services to hospitals, GPs and other care institutions. From sharing our know-how and providing education, to improving ordering ease and driving waste out of the supply chain: everything we do empowers healthcare professionals, freeing their time so it can be spent where it matters most: face-to-face with the patients for whom they care.

Towards better care

We bring together healthcare insurers, governments, municipalities, healthcare professionals and patients to develop new solutions and approaches in treatments, care processes and logistics.

We believe in the power of innovation to solve society's healthcare challenges. Our plans are ambitious. Our people are driven. We lead boldly and with an entrepreneurial spirit to provide solutions for all stakeholders in the patient journey, in order to deliver the best and most affordable patient outcomes. That's what we mean when we say: Committed to your care.



At a glance

Our vision: be the partner of choice to improve the outcomes and affordability of care for people living with chronic diseases.



Different countries
in which we operate

14

Number
of employees

4,000

Number
of patients

>1 mln

Direct-to-patient
products

20,000

International leader in
direct-to-patient

No. 1

Total net sales
in 2014

€1.2 bln

Over time, Walter's ability to stay focused had faded. Sometimes he was so drowsy he nodded off behind the wheel of his truck. Dangerous. And worrying: although he slept enough hours, he never felt well rested.

It was Walter's wife Jean who first suggested a link to Walter's loud snoring and sudden jolts out of sleep. Was there something wrong?

As many as one in ten people suffer from OSA – Obstructive Sleep Apnea. Upper respiratory system obstructions cut off air flow during sleep and blood oxygen levels drop. The affected person wakes up just enough to begin breathing – and the cycle begins again. Mostly these episodes are not remembered, but they severely disrupt the restorative effects of sleep.

Walter's complaints suggested OSA. He expected a drawn out string of hospital tests. But with close cooperation between Walter's specialist and Mediq Tefa, our OSA care coach visited Walter with the necessary equipment to perform the screening and diagnostic tests in his own home. A report was provided to the specialist the very next day.

OSA was diagnosed. Immediately, our care coach took the relevant measurements and arranged delivery of a CPAP device and mask. Our coach is on hand to support and advise Walter if he has any questions or runs into difficulty using the device. If necessary, further tests will be conducted to check treatment effectiveness.

After only two weeks, Walter has more energy and his drowsiness is fading. Naturally, Walter is delighted. And so is Jean.

Efficiency in the healthcare chain

Mediq Tefa provides support to the patient and the specialist in such a manner that the examination, diagnosis and therapy are streamlined and optimally geared to a patient's needs.

Walter gets his energy back

Efficiency in the healthcare chain

New energy



Peter goes home

eHealth unburdens

Back home

After Peter's prostatectomy, his surgeon was upbeat about his chances of regaining full bladder control. Still, when Peter learned after the operation that he had problems controlling his urine, it was a lot to take in.

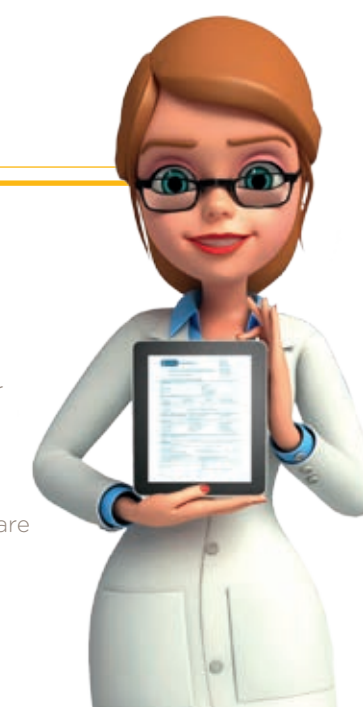
The first thing Peter needed before he could go home was a starter set of incontinence pads. But the last thing he or the hospital needed was more attention being drawn to the issuing of pads than is absolutely necessary. Which is why Mediq developed Scan App – an eHealth application that takes the fuss out of the administration required to issue starter sets.

Mediq CombiCare has been supplying these starter sets for over 15 years. But with Scan App, the process is faster, simpler, error free and less disruptive: triggered automatically as soon as patient details are entered using a tablet.

Mediq can't make all Peter's complications magically disappear. But by innovating to streamline administration, we limit unnecessary patient discomfort and free up time for healthcare professionals to do what they do best. In this case, that means taking the time to properly explain self-catheterization to Peter.

Apps that work

eHealth mobile apps are changing the nature of logistics in healthcare. Mediq believes in the power of new technologies to transform old practices for the benefit of hospitals, patients and healthcare professionals.



After picking up croissants from their favourite local bakery, Lena and her mum Katarina stop in at Schönhauser Allee 118. In the brightly lit store, they pick a month's supply of insulin pens and Katarina gets advice on the suitability for Lena of new hybrid patch pump she's been reading about online.

The store is one of 80 outlets run by Mediq Direkt Diabetes Germany. For Lena, getting advice and treatment for diabetes five years ago meant doctor's appointments or visits to the hospital half way across Berlin. But since Mediq's Schönhauser Allee store opened, Lena gets personal and professional advice right around the corner from her family apartment.

From instructions regarding use of the latest equipment to the supply of strips, pumps, pens or wound care products: experienced healthcare advisors – many of whom also have diabetes 1 or 2 – are on hand to provide expert guidance. Care offered to Lena and other diabetes patients is managed in supplement to the therapy of the treating specialists. If necessary this extends inside the hospital.

Five minutes and a short walk after her visit, Lena and Katarina meet Lena's school friend Hans in the Falkplatz – fitting Lena's condition into her life rather than fitting Lena's life around her condition.

Concept of success

Mediq Direkt Diabetes provides a specialist service to more than 100,000 diabetes patients all over Germany, both by mail order and via more than 80 local diabetes shops.

Lena gets care right around the corner

Diabetes care close to home



In control

Melanie is more than a number

Making deliveries in rain or shine

Top priority

With local news stations issuing thunderstorm warnings, Friday night was not a good time for Melanie to realize she did not have enough stoma bags to get through the weekend. Normally Melanie would never run out. But she is participating in a hospital innovation program and was not issued with enough of the new type of bags when she left the hospital.

Worried, Melanie called her hospital in Atlanta, an hour's drive away. Knowing there was little the hospital could do, the hospital care provider taking the call contacted Rick, the account manager from Byram Healthcare's Atlanta office.

Byram, Mediq's business unit in the USA, provides home delivery of medical disposables, carrying a wide range of products for diabetes and ostomy patients, wound care, urology, incontinence and nutrition. By seeing patients as people with personal needs rather than just another job, Byram has carved out a name for itself as a provider of outstanding customer service across the United States.

Familiar with Melanie's situation, Rick did a quick check to make sure the required stoma bags were in stock and told the hospital to inform Melanie he was on his way. An hour later a grateful and highly relieved Melanie opened her front door against the rain to receive Rick - and his very welcome supplies.

Customer orientation works

Delivering good service is key at Mediq. Byram Healthcare has become a market leader in the USA by consistently giving top priority to customer service.

Michael has been living with diabetes type 1 for as long as he can remember. Yet contrary to what many people think, the biggest hassle for Michael is not the diabetes itself. It is all the administration around it that cuts into his time and disrupts his life.

Measuring Michael's glucose level only takes a few seconds. But manual recording of results by his GP used to seem like it took forever. Moreover, the process was prone to error – resulting in needless worry and, in some cases, unnecessary and costly visits.

Luckily for Michael, those days are over. Recently, his GP began using MedPORT, software developed by Mediq Danmark to automatically and securely record test results in Michael's online patient file. No more manual work, no more errors, no more unnecessary worry. And perhaps most importantly, more time for Michael's GP to do what she does best: spend time assessing Michael's situation and providing advice on managing his glucose levels.

No more risks

The MedPORT software concept combines all point-of-care instruments in a single platform and transfers the results directly to the online patient data system without the risk of errors.

Michael takes the test

More quality time



Point-of-care





Tiina gets on with the job

Driving efficiency

Proactive solution

Tiina used to dread visiting her ward's medical supplies room. For a busy nurse, searching for the right product amongst the crowded, disorganized shelves was often a nightmare. Organizing the shelves each week took Tiina away from her patients. And on more than one occasion, a patient was left in discomfort while she lost time rummaging for the right dressing.

Everything changed after the hospital adopted AITTA – Mediq Suomi's product management and logistics system. Today, the storage room has a new shelving system, with tags displaying product data and reorder points. Products are stored within organized groups, always in the same place. When any product reaches reorder point, the item manager restocks it. And thanks to Mediq Suomi's widespread Finnish professional transportation network, products get delivered fast and on time.

For healthcare management, AITTA has meant fewer stock write-offs, lower inventories and less administration. And for Tiina, it's less time in the storage room, and more time back where she belongs: on the ward, caring for her patients.

Integrated service of AITTA

AITTA, which is an old Finnish word describing a storehouse, is a proactive solution to growing customer needs and puts together:

- Advanced and efficient logistics
- Dedicated teams focused on finding and developing the best product assortment for our customers business.

The Management Board

With the right organization, capabilities and teamwork we make the difference!

The Mediq Board of Management is made up of Arthur de Bok (CEO) and Hans Janssen (CFO).

The Board of Management is supported by our Executive Committee (ExCo), which focuses mainly on country clusters, sourcing, supply chain management and standardization of international business processes.

Arthur de Bok, Chief Executive Officer (CEO)

Arthur de Bok (1962) was appointed CEO of Mediq BV on 1 April 2014.

Arthur: "As the number one global player in direct-to-patient services, Mediq has an enormous responsibility. We face our future with great optimism. For we believe society's healthcare challenges can and will be solved through innovation: new approaches, new ways of thinking, new ways to deliver and new ways for stakeholders to cooperate.

We have the people, the experience, the partnerships and the scale to make huge and positive differences."



Hans Janssen, Chief Financial Officer (CFO)

Hans Janssen (1967) was appointed CFO of Mediq BV on 2 April 2008.

Hans: "However good our care solutions might be, they can only improve patient outcomes when we continue to find new ways to keep healthcare affordable. Every new sourcing or supply chain efficiency we realize and every instance of waste we eliminate frees up resources elsewhere, to be put to work in providing better care."

ExCo of Mediq



Vincent Weijers
Executive Vice President
Benelux and France



Joergen Kelkjaer
Executive Vice President
Nordics and Baltic States



Bernd Uhlmann
Executive Vice President
Germany, Switzerland
and Hungary



Niels Hower
Executive Vice President
Sourcing



Thie Watse Brouwer
Executive Vice President
Business Transformation



Alex Jonker
Executive Vice President
Supply Chain



Peter Kleij
Group Director HR



Marcel van den Broek
Executive Vice President

Ambition

Our ambition is to be the world's leading direct-to-patient company in delivering medical devices and associated care direct to patient homes and care institutions.

We can only realize this ambition through the relentless pursuit of new, innovative and ever more affordable solutions to care delivery.

Expanding responsibilities

Through ongoing organic growth and a series of recent strategic acquisitions, Mediq already enjoys number one and two positions in fourteen countries in delivering medical devices and associated care direct to patient homes, residential care facilities, hospitals and other care institutions. Our goal is to outperform the market in each of the countries in which we operate.

Driving improvements

Mediq's far-reaching internationalization and growth guarantees know-how and scale. We are adept at navigating local regulations - a critical success factor in our business. By implementing best-in-class country operational excellence, we continually raise the bar in local markets for care and total-cost-of-care management. We keep investing in innovative care solutions and affordable delivery to patients in every healthcare setting. This increases relevance to payors and healthcare professionals and, ultimately, improves patient lives.



Caring for the patient

Net Promoter Score: an important step towards more satisfied clients

We want to know how customers feel about the way we go about our work. Are we meeting their expectations? That's why we use the Net Promoter Score (NPS) – a simple yet effective method to measure client satisfaction across each of our business units. The score is based on customers' answers to just one question: "Would you recommend us to your friends and family?"



A good working environment for employees

Engagement survey for employees

The beating heart of Mediq, our employees are the ones who secure and improve our future every day by going the extra mile for the patient. An engagement survey was conducted recently for our employees. The survey measures both 'engagement' and 'enablement'. Engagement measures people's belief in the company and is influenced by factors like leadership, customer focus and development opportunities. Enablement indicates if employees are well supported in their work in areas such as training, technology and teamwork.

Results have been analyzed and discussions with employees will help us to even better understand improvement opportunities and take action. To monitor progress a survey will be held annually.



Minimizing environmental impact

Lean and Green Award for reduction of CO₂ emissions

Logistics are core to our business. As well as distributing to hospitals and care institutions, we also deliver direct to patients. CO₂ emissions from transport therefore represent a significant part of Mediq's environmental impact. To cut emissions, we use environmentally friendly fuels, more efficient vehicles and electric trucks for our deliveries in the Netherlands. In 2013, we achieved a 6% reduction of CO₂ emissions.

As a result, Mediq was awarded the Lean and Green Award. Lean and Green is a non-profit network promoting sustainable mobility among businesses and government bodies.



Making a difference in the community

Theater show 'Sweet Talk' for young people with diabetes & 'Sweet Connection' for diabetes nurses

Diabetes is a serious chronic illness that impacts radically on the lives of those it afflicts. Young people with diabetes have a special place in our heart. One of our projects to support young people with diabetes was Sweet Talk, an interactive theater workshop with humor and intelligence geared towards teenagers with diabetes. Sweet Connection was developed for diabetes nurses. Both workshops stimulate discussions and openness about having diabetes. It's not just a medical thing.

Additionally Mediq sponsors the Live Your Dream Foundation (LYDF). LYDF aims to bridge the gap between chronic illness and good health. Mediq and LYDF share the mentality that is about what you can do and not about things you can't do.

Facts & Figures

Investing in innovative projects

Mediq participates in the Health Innovations Fund, together with ABN AMRO Bank and health insurance company VGZ. The mission of the fund is to finance promising new projects, such as the development of the Gannet implant, a steel pin with wings that can be used to mend a broken hip.



E-learning

Mediq developed a system that can provide customized training internationally to care professionals in many medical fields. Most recent we introduced our first e-learning on wound care, incontinence, ostomy and safety needles.

Mediq own brands

Mediq has six main own brands with approximately 2,000 products in total. Products related to incontinence, wound care, diabetes, hygiene, personal protection, sterilization and waste management.

Important step in GP services

Philips and Mediq Medeco announced a partnership for the delivery and maintenance of a broad portfolio of ultrasound equipment to GPs. Doctors will now be able to perform many common diagnostic procedures in their office, allowing them to provide their patients with more targeted treatment or refer them to a specialist.



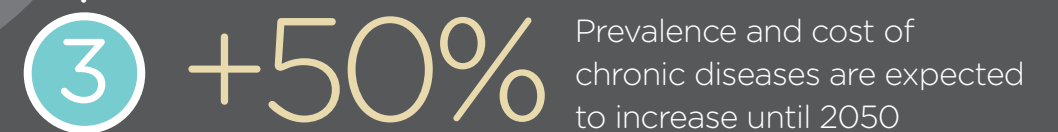
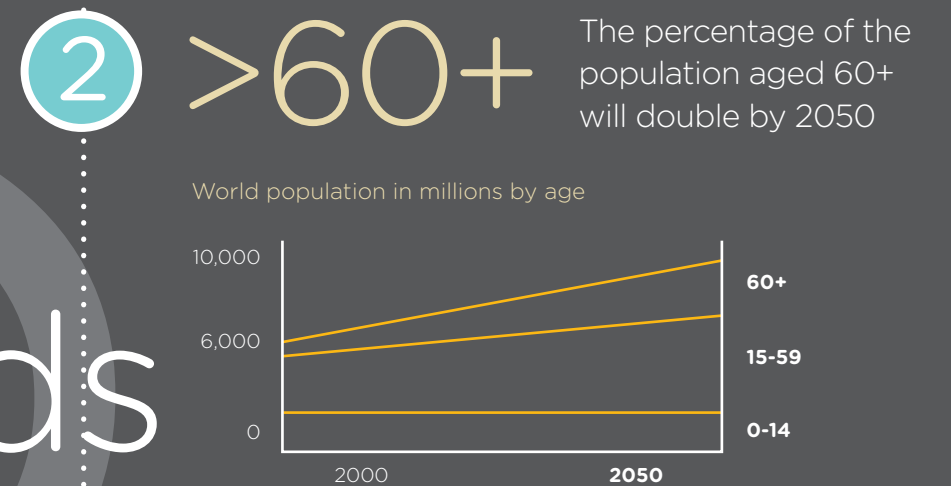
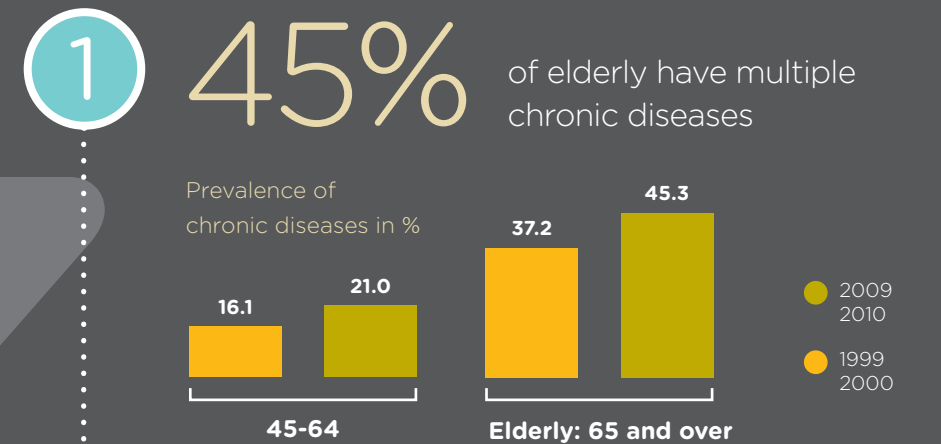
New approach to complex wounds

Mediq CombiCare invented the 'Transmural on Path' wound care program which leads to patients who require about 30% fewer treatment days in hospitals. Close collaboration between healthcare professionals and homecare organizations leads to patients with complex wounds healing sooner.

Increasing efficiency and lowering costs while keeping quality

Mediq Medeco's GoDisp! focuses on cost savings on medical and facility disposables in hospitals; while keeping availability, quality and safety of products. For Zorgservice XL, an initiative of hospitals: Haga Ziekenhuis, Reinier de Graaf Gasthuis, Sint Franciscus Vlietland Groep and IJsselland Ziekenhuis, Mediq Medeco managed to reduce the number of products from 3,600 to 2,400 and the number of suppliers from 80 to 1 supplier of preference: Mediq Medeco.

Trends



The shifts are happening fast in our markets



History: From Dutch local to international direct-to-patient company.

Mediq began as the buying cooperative OPG in 1899 - established by 91 pharmacists concerned with protecting the public from the unauthorized supply of medicines.

After expanding into medical devices, OPG grew quickly into an international company. In 2006, anticipating the impending demographic changes that would portend a seismic shift in the healthcare landscape. By 2009, a new era called for a new identity. Combining the strengths and cultures of all the individual companies it now incorporated, Mediq was chosen as a name that has gone on

to earn its place as one of the most respected in the healthcare sector.

To allow Mediq to more fully focus on what was by now its core business of direct-to-patient care solutions, a new owner was found for the Dutch pharmacy business in 2014.

Today, Mediq is a major healthcare player across 14 countries: a trusted partner to payors, healthcare professionals and patients alike in improving the outcomes and affordability of care for people living with chronic diseases.



Committed to your care

Mediq is a trusted partner in healthcare, helping people to live their lives to the fullest potential.

www.mediq.com

