



6. Social initiatives

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Quirónsalud Foundation

The aim of the Quirónsalud Foundation is to promote health and healthy living through social action, education, and the management and promotion of research.

We have a clearly defined goal: to promote and actively improve people's quality of life. Among all the goals pursued by the foundation, one noteworthy aim is to educate the population on healthy living, driving a culture of prevention, physical and mental exercise, and proper nutrition.

Throughout 2015, we integrated all of the existing projects pertaining to these goals previously undertaken by the Quirón, Teknon, and IDCsalud foundations and unified them under the aegis of the Quirónsalud Foundation.

In 2015, the Quirónsalud Foundation joined the Spanish Association of Foundations, becoming part of the association's advisory committee. The foundation also became a part of the Fundación Seres, whose mission is to make social action form part of companies' business strategy.



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Lines of work, 2015 projects and results

With full backing from high-level management, we are firmly committed to these initiatives. We have a clearly defined series of objectives related to the promotion of social action, and these are based on two fundamental lines: ties with the activity and strategy lines of the company, and “collaborative growth” as a path toward sustainability.

We have laid down our lines of work in a way that resonates with Quirónsalud strategy, the socio-healthcare needs present in our surroundings, and the Group’s vision as an agent of social action. These have been manifested in a number of priority objectives:

1. Help a the handicapped and people at risk of social exclusion.
2. Promote ethics on all levels of health-care activity, including innovation and new alternatives that promote social justice and a sustainable, ecological vision.
3. Help the group come into closer contact with patients and their families, patient associations, and society in general, thanks to joint training activities to promote health in general as well as issues about the specific illnesses that affect people.

Some of the initiatives in which Quirónsalud has taken part in 2015 include:

Plastic surgery performed on 35 Pakistani women who had been attacked with acid

A team of three doctors from Aragon, including Dr. Rafael Hernández, an anesthesiologist at Hospital Quirónsalud Zaragoza, traveled to Pakistan during the month of April to improve the quality of life of Pakistani women who had suffered attacks with acid. These women underwent plastic surgery to reconstruct their faces and increase their chances of reintegration into family and social life.

Together with two plastic surgeons, Dr. Sonia Peña and Dr. Julio Murillo, both members of the foundation Sigo Adelante, traveled with Dr. Hernández to Lahore, where the local foundation, Depilex Smile Again, helps these women by recruiting specialist care from different countries so that they may once again live a normal work and social life.

Fundraising race

In May, the charity race “A New Kind of School” was held in Zaragoza. Organized by a foundation that benefits intellectually handicapped children, the aim of the race was to raise funds to build a new school. Quirónsalud Zaragoza, through the Quirónsalud Foundation, participated in the event.



“Heart and talent” program

With the motto “Heart and Talent: going forward with you, by the side of those who most need it,” a pilot program was set in motion. The aim of this initiative was to find out which social issues cause concern among Quirónsalud employees as well as to examine opportunities to collaborate with civil society groups, thereby applying the talent of our hospital group to the needs of our society. In each case an action plan was designed in order to engage staff as participants. This program is enabling us to instill CSR values throughout Quirónsalud staff members.

The program got under way in September 2014 and has remained active throughout 2015 in the form of different social action projects.

Quirónsalud has collaborated actively with patients affected by neuromuscular diseases as part of the nationwide campaign “Hand in Hand, November 15.” A campaign was organized alongside the NGO Ajuda’m a Viure to raise funds to purchase two limb prostheses needed by amputees in Burkina Faso. Our hospitals opened their doors for the solidarity workshop Mery Ward and Oxfam-Intermón. The aim was to allow these organizations to advertise their activities and raise funds for the projects they carry out in the developing world. Thanks to our partnership with Doctors Without Borders, we collaborated in the project titled “Mediterranean Migration” to rescue Syrian refugees at sea.

Though our alliance with Cirujanos en Acción España, volunteer surgeons took part in a surgical committee in Ecuador and Bolivia. As part of the project “Nepal Earthquake,” medical supplies were sent to a center for the handicapped in Kathmandu.

We joined Fundación Infancia y Familia in the effort to find potential foster families as part of the project “No child without a family.” Twenty computers were donated to the municipal government of Sant Guim de Freixenet for the youth activity center and elderly people’s home. By holding the workshop “We are all different, and no two are the same” and sessions on “Facing uncertainty,” we supported people with intellectual disabilities and their educators in the vocational center Sant Guillém de Barcelona Parents’ Association.

All initiatives carried out within the program were set in motion or proposed by members of our staff. These actions added value (sense of belonging among staff, +2.2 points; well-being and health, +1.7 points; and trust in the company, +2 points). The degree of satisfaction was 4.8 out of 5. These results suggest the project can be continued and encourage new ideas with social impact on well-being and health by people who work for Quirónsalud.




Patient participation in our social initiatives

Hospital Quirónsalud Málaga collaborates with the firm General Óptica in a solidary campaign to collect used eyeglasses to be donated to people with insufficient means. Also, for every pair of eyeglasses donated, General Óptica donated one euro to a charitable cause.


To date, Hospital Quirónsalud Málaga has delivered 300 pairs of glasses thanks to donations made by patients. Shipping of the donated pairs of glasses was made possible thanks to the collaboration of the Envialia Málaga courier service.





“Living in hemodialysis” exhibition

In order to raise awareness of the importance of prevention and early detection, Quirónsalud Tenerife held an exhibition titled “Living in hemodialysis,” which consisted of illustrations by Paco Almagro. The drawings are part of a series of recommendations for hemodialysis patients. The work was presented during the events commemorating the World Kidney Day and was published by Quirónsalud Tenerife to offer both patients and their families a practical, user-friendly document that they can refer to when they have questions related to kidney failure. Also, the Dialysis Unit of the medical facility held a morning-long open-house event for families and students of the health sciences who wish to learn first hand about how these services are delivered in the hospital.



Events for the fight against colon cancer

For the third consecutive year, the Guipúzcoa Association Against Cancer and the Quirónsalud Foundation have teamed up for this series of events on medicine and gastronomy to benefit the fight against colon cancer. The aim of this campaign is to raise awareness of the importance of prevention and early detection of this type of cancer. The events are held in community centers to increase exposure among the general population.



Recognition of our commitment to social initiatives and dissemination of health information

The Observatory on Environmental and Social Responsibility in Health Contexts recognized Quirónsalud Tenerife for its commitment to society and dissemination of health-related information as part of their fourth annual awards ceremony. The project “Recommendations for dialysis patients: A different way to relate and to commit to society” was a finalist. This was published in a guide backed by the Spanish Society of Nursing Care in Nephrology and the Nephrology Society of the Canary Islands and included the collaboration of kidney-patients’ associations such as Alcer and Erte. This document is especially geared toward patients with chronic kidney failure and their families, and contains indications on the disease and how it is treated as well as practical suggestions on the care that patients should receive and what kind of diet they should follow to maintain their quality of life. Two aims have been achieved with this initiative: to improve knowledge of the disease and also to open new avenues for collaboration between the hospital, patient associations, and scientific associations.

Donation campaign

For the fourth straight year, all of the medical facilities belonging to the Quirónsalud Group showed great staff solidarity by participating in the “Operation Kilo” initiative organized by the Quirónsalud Foundation. Thanks to this initiative, 2,050 kilos of products required to fulfill the most basic human needs were donated and channeled to the most needy people in society through charity associations.



1st MAPFRE King's Cup Benefit Gala

Quirónsalud, together with the Royal Nautical Club of Palma (Majorca), hosted the 1st MAPFRE King's Cup Benefit Gala to raise funds for the effort to identify diagnostic markers and find a new therapy target for melanoma. The event was held in conjunction with the Spanish Association against Cancer (AECC), and was led by the oncologist Érika Rivero of the Hospital 12 de Octubre in Madrid. All of the funds raised during the event went to the project. Since it began three years ago, this project has aimed to make headway in melanoma

screening and treatment. Melanoma, which affects both adults and children, is one of the most prevalent types of cancer and has one of the highest mortality rates in Spain. Over 350 people attended the gala, including a number of high-profile names locally and nationally as well as staff of the Quirónsalud Group and Quirónsalud corporate management team. The Valencian actress Carolina Cerezuela was the emcee for the night, and the Majorcan folk singer Jaume Anglada brought the evening to a close with his music.



6.3 | Promoting healthy living

We understand that promoting health and healthy living is not only the responsibility of the health sector but rather is part of the population's well-being, therefore requiring involvement of all sectors.

The rise of chronic non-communicable diseases is associated with modifiable behavioral risk factors such as diet, exercise, tobacco consumption, excessive alcohol intake, and psychosocial factors that are prevalent in our society's lifestyle both on an individual and population-wide level. This makes it important for us to put our expertise and care teams at the service of the public, not only to treat disease but also to prevent it.

It is very important to develop these habits from an early age, which is why we have focused a substantial part of our efforts on programs especially designed for school-aged children in schools across the country. Partnering with these institutions, we have approached the issue of healthy living from a number of angles, including oral hygiene, nutrition, the negative health effects of alcohol and tobacco, and the need for regular exercise.

In addition, sponsorship efforts are centrally coordinated to target sports-related events and training in nutrition and other aspects aimed at benefiting health and preventing disease.

6.4 | Supporting patient associations

Quirónsalud hospitals in the Madrid region conduct programs to educate, support, and provide comprehensive care. To do this, we have partnered with over 50 patient associations involved in a wide range of diseases affecting the population as a whole, from diabetes to rare diseases, heart disease, neurological disease, and cancer.

Our collaboration is rooted in direct, open dialog and is focused on meeting the concrete needs of patients. In the future, we plan to expand this collaboration to the rest of the country.



Patient Associations

A.D.E.M.V. Asociación de Esclerosis Múltiple de Valdemoro (multiple sclerosis)
AAUC. A. de Afectados de Urticaria Crónica (chronic urticaria)
AAVVCC. Asociación de Vecinos Coordinadas de Móstoles (neighborhood association)
ACARMAS. Asociación Cardiosaludable Madrid Sur (heart health)
ACCU MADRID. Confederación de Enfermos de Crohn y Colitis Ulcerosa de Madrid (Crohn's disease and ulcerative colitis)
ADEMCVILLALBA. Asociación de Esclerosis Múltiple de Villalba (multiple sclerosis)
ADISA MADRID. Asociación de Diabéticos de la Sierra de Madrid (diabetes)
ADISFIM. Asociación de Discapacitados Físicos de Móstoles (physical disabilities)
ADM. Asociación de Diabéticos de Móstoles (diabetes)
AEAL. Asociación de Pacientes con linfoma, mieloma, leucemia (lymphoma, myeloma, and leukemia)
AECC. Asociación Española contra el cáncer (cancer)
AECMOS. Asociación de Enfermos de Corazón de Móstoles (heart disease)
AFAMSO. Asociación de Familiares de Alzheimer (Alzheimer's)
AFAV. Asociación de Familiares de Enfermos de Alzheimer (families of Alzheimer's patients)
AFEMV. Asociación de Familiares de Enfermos Mentales de Valdemoro (mental illness)
AFINSYFACRO. Asociación de Fibromialgia y Fatiga Crónica (fibromyalgia and chronic fatigue)
AFIVAL. Asociación de Fibromialgia de Valdemoro (fibromyalgia)
ALIANZA ESPAÑOLA DE FAMILIAS DE VON HIPPEL LINDAU (von Hippel-Lindau syndrome)
AMAC. Asociación Madrileña de Pacientes anticoagulados Cardiovasculares (cardiovascular patients requiring anticoagulation)
AMDEA. Asociación Mostoleña de espondilitis y artritis (spondylitis and arthritis)
AMDEM. Asociación Mostoleña de Esclerosis Múltiple (multiple sclerosis)
AME. Asociación Madrileña de Epilepsia (epilepsy)
AMOSTDAHSA. Asociación en Móstoles para el Trastorno por Déficit de Atención e Hiperactividad y Síndrome de Asperger (ADHD and Asperger's syndrome)
APACOR. Asociación de Pacientes Coronarios (heart patients)
APAD. Servicio de Acompañamiento a Pacientes Ambulantes con Discapacidad (accompanying disabled patients during outpatient visits)
APAM. Asociación para la Prevención de Alcoholismo de Móstoles (alcoholism)
APANEFA. Asociación de Daño Cerebral Sobvenido de Madrid (stroke)
ASACO. Asociación de Afectadas por Cáncer de Ovario (ovarian cancer)
ASOCIACIÓN CORAZONES UNIDOS POR LA SALUD. (cardiovascular patients)
ASOCIACIÓN DE CELÍACOS Y SENSIBLES AL GLUTEN. (celiac disease and gluten sensitivity)
ASOCIACIÓN DE DIABÉTICOS DE MADRID. (diabetes)
ASOCIACIÓN ESPAÑOLA DEL SÍNDROME DE RETT. (RETT syndrome)
ASOCIACIÓN MAR DE SOMNIS. Free-time activities for children with epilepsy
ASOCIACIÓN PARKINSON MADRID. (Parkinson's disease)
AUSMEN. Asociación de Usuarios de Salud Mental de Móstoles (mental health)
CORRE LA VOZ. (mental illness)
DIABETES MADRID. ASOCIACIÓN DE DIABÉTICOS DE MADRID. (diabetes)
EUROPA COLON. (colon cancer)
FADCAM. Asociación de Diabéticos y Cardiopatas de Pinto (diabetes and heart disease)
FEASAN. Federación Española de Asociaciones de Anticoagulados (anticoagulated patients)
FEDER. Federación Española de Enfermedades Raras (rare diseases)
FRENO AL ICTUS. (stroke)
FUNDACIÓN AYUDATE. (ostomy)
FUNDACIÓN NUMEN. (cerebral palsy and other related conditions)
FUNDACIÓN PIERRE - FABRE. (atopic dermatitis)
GEPAC. Grupo Español de Pacientes con cáncer (cancer)
PUNTOOMEGA. (services for disadvantaged populations)