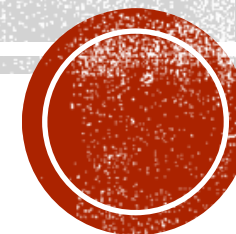




STRATEGY OF THE HEALTH PROTECTION FOUNDATION IN DĄBROWA GÓRNICZA FOR THE YEARS 2019-2021



Prepared by:

BOD of the Health Protection Foundation - Katarzyna Karcz-Mączka, Maja Kamińska, Stanisław Ból

June 2018



MISSION AND STRATEGIC AIMS OF THE HEALTH PROTECTION FOUNDATION AS A CORPORATE FOUNDATION

Health Protection Foundation (FOZ) has been created in order to act in the area of health protection according to its mission:

„Employee’s health as well as their family members the most important aim of the Health Protection Foundation and the employer”.

In order to accomplish its mission the Foundation BOD named specific aims, fulfillment of which is based on current and future rules and procedures. Activity of FOZ is directed to high quality policy, to be accompanied by the latest achievements of medicine and technology.

Strategy of the Foundation is based on the following aims:

- Orientation to an employee and their family members as well as their health needs.
- Planned management and continuous improvement of strategic keystones of FOZ activities.
- Participation of donators at achieving medical wellbeing of beneficiaries.



MISSION AND STRATEGIC AIMS OF THE HEALTH PROTECTION FOUNDATION AS A CORPORATE FOUNDATION

FOZ STAKEHOLDERS AND ENVIRONMENT, WHICH IS WHO MAKES FOZ

Sponsors and
legal entities

Partners-
medical
centers and
other
organizations

Beneficiaries and donators

employees of the companies that cooperate/are connected with FOZ, employees of the Sponsors and their family members (currently ca. 1300 people from ca. 40 legal entities)

Customers-
suppliers of
medical
equipment and
services for the
current activities
and FOZ projects



MISSION AND STRATEGIC AIMS OF THE HEALTH PROTECTION FOUNDATION AS A CORPORATE FOUNDATION

STRATEGIC KEYSTONES OF FOZ ACTIVITIES – CURRENT AND FUTURE AREA OF ACTIVITIES

Individuals:

FOZ Support policy:

1. Financial support for **donators and members of their families or donators-pensioners** in the form of refund for medicines, rehabilitation equipment and services as well as medical examinations difficult to access – according to current rules with a possible increase of numbers/ amounts of refund (758 people and on an average PLN553/person in 2016, 711 people on an average PLN 611 /person in 2017,)
2. Organizational support for **beneficiaries- employees** and their family members in the process of treatment- Foundation is helping employees and their family members to make an appointment with a doctor asap acting as a kind of „GUIDE”, taking the advantage of all possible solutions and social / private insurance- NFZ, PZU and others (171 people in 2016 and 197 in 2017)

Preventive healthcare:

1. Activities towards understanding by employees and their family members as well as pensioners the role of preventive healthcare in order to remain healthy- Foundation covers the cost of organized screening tests
2. *Preventive healthcare in the form of check-ups for children and grandchildren of employees- programs promoting correct child development at all stages, to be organized with other organizations as a part of preventive healthcare*





MISSION AND STRATEGIC AIMS OF THE HEALTH PROTECTION FOUNDATION AS A CORPORATE FOUNDATION

STRATEGIC KEYSTONES OF FOZ ACTIVITIES – CURRENT AND FUTURE AREA OF ACTIVITIES

Legal entities:

Support policy towards medical centers – support in critical situations according to communicated needs



Reacting to the employees' needs recognized in advance by particular employers





MISSION AND STRATEGIC AIMS OF THE HEALTH PROTECTION FOUNDATION AS A CORPORATE FOUNDATION

MARKETING STRATEGY AND FUNDRAISING



INDIVIDUALS:

- **Donations from payroll** – Obtaining new individual donators from legal entities that support FOZ
- Promotion, increase of the image and identification of FOZ
- Individual donators data base that will ensure effective communication for organized actions, according to GDPR
- *Fundraising and other forms- initiatives tailored to individual situations of employees*



LEGAL PERSONS:

- **Donations**
Encouraging legal entities to donate regularly in order to promote preventive healthcare
- **Dividend**
Healthcare programs- financed by public institutions