

UK
TRADE &
INVESTMENT



EXCHANGE UK-BRAZIL FOR SUSTAINABLE HOSPITALS

20 TO 24 FEBRUARY, 2012
UNITED KINGDOM

Hit the world running ^{UK}

INTRODUCTION

Brazil has the largest healthcare market in Latin America, evaluated at £13.9 billion and expected to grow at a CAGR of 35%. It also represents 8% of the GDP. The massive growth in the market is followed by the concern on sustainable development.

The delegation will take part in meetings and visits to hospitals experienced in sustainability management, including the triple bottom line; social, economic and environmental aspects. In addition, the group will have the opportunity to meet companies that provide services, products and solutions in sustainability and learn about breakthroughs in sustainable management practiced by British healthcare institutions.

THE MAIN OBJECTIVE OF THIS EXCHANGE IS TO:

- Understand British initiatives in health sustainable management;
- Verify which aspects could be incorporated in Brazilian hospitals, according to the country's reality;
- Exchange good practices and experiences with British hospitals and organisations in hospitals' sustainable management.

DATES:
20 TO 24
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UK TRADE & INVESTMENT

UK Trade & Investment is the Government organisation that supports companies in the UK trading internationally and overseas enterprises seeking to locate in the UK.

Our role is to help companies realise their international business potential through knowledge and on-going partnership support. UK companies looking to start up or expand their overseas business interests, and organisations keen to operate in the number one business location in Europe will find UK Trade & Investment a valued partner.

The UK's Medical Technology sector employs some of the world's best scientists and engineers who work with our network of world-class universities to ensure British technology remains at the cutting edge of innovation. This sector is also supported by the National Health Service (NHS) which is itself recognised the world over as a benchmark of clinical excellence.

At the same time, the international journey towards a low carbon economy is building momentum and the transition is creating enormous opportunities for UK businesses with the expertise to deliver energy and resource efficient solutions. And global markets recognise what the UK has - UK Know How, the combination of intelligence, innovation and capability in low carbon.

Hospitals and healthcare companies in the UK have already used our knowledge and capability in both medical technology and in low carbon to provide sustainable and low carbon healthcare service. UK Trade & Investment are proud to be supporting the Exchange UK-Brazil on Sustainable Healthcare.

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LANAKANÁ - SUSTAINABILITY CONSULTANCY

SÃO PAULO / SP

Lanakaná was founded in 2009 with the mission of informing, educating and engaging people and organisations to enhance sustainable practices in Brazil and globally.

Nowadays, Lanakaná supports through its methodology, 24 Brazilian healthcare organizations to develop and to implement sustainable practices, including sustainability reports through Global Reporting Initiative since is one of the organisational stakeholders of GRI.

Leading several initiatives in this field since its foundation, Lanakaná is responsible for mobilising local Brazilian organisations to exchange practices around the world, and as a result of this plan was one of the creators with the UK consulate in Brazil of the Exchange UK Brazil Sustainability Hospital.

Besides of expertise in the healthcare sector Lanakaná also works with other expertise centres to support organisations in sectors such as energy, media, financial market, agribusiness, food processing and retail.

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PRÓ SAÚDE - BENEVOLENT ASSOCIATION OF SOCIAL AND HOSPITAL ASSISTANCE

Founded in 1952, Pró-Saúde is a national entity that develops several activities to promote solutions in the health area, including management of hospitals, maintenance of social activities in the communities where it operates (such as kindergartens, elderly centres, youth centres, among others) in partnership with public agencies of nongovernmental entities, and promotion of courses in health and social areas for professionals. It is the largest health management institution and the fifth largest beneficent entity in the country in social investments.

Pró-Saúde is responsible for over 1,000 beds and 4,5 thousand direct and indirect employees (which almost 1,5 thousand are doctors). Among the network of hospitals managed by Pró-Saúde, about 70% of attendances are destined to patients of the Brazilian public health system (SUS), and 10% of them hold the title of “Child Friendly Hospital” granted by the Brazilian Ministry of Health with the United Nations Children’s Fund (UNICEF) – while the average in the country corresponds to 3%. These hospitals are engaged in sustainability projects, i.e. are signatory of the UN Global Compact, and WHO’s Mercury Free Healthcare initiative. They also issue annual reports of sustainability (according to GRI standards) and participate in regional Forums and Symposiums on sustainable management.

The main actions undertaken at the Pró-Saúde headquarters involves the distribution of mugs to collaborators with the purpose of reducing usage of plastic cups, sustainable management of waste, implementation of a program to promote healthy food that comprises lectures and distribution of fruits twice a week, exchange of fluorescent for led bulbs, and the installation of self closing taps.

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HOSPITAL ISRAELITA ALBERT EINSTEIN

SÃO PAULO / SP

Considered as one of the leading hospitals in Latin America, Hospital Israelita Albert Einstein relies qualified human resources and state-of-the-art equipment. It has been accredited for three consecutive times by the Joint Commission International and possesses a number of ISO certifications. It comprises more than 480 beds and 10 emergency room beds, with plans to expand these numbers to 720 and 59, respectively.

The hospital has a sustainable management programme named 2011 Einstein's Sustainability Master Plan, which develops several initiatives focused in recycling, food waste management, water conservation, energy, proper disposal of electronic materials and batteries, among others. This plan addresses, in total, 30 issues with more than 100 guidelines. In addition, this program share the concerns of the UN, WHO, the Health Care Without Harm, Practice Greenhealth, and other related health services.

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HOSPITAL SÍRIO LIBANÊS

SÃO PAULO / SP

Founded almost a century ago, Hospital Sírio Libanês is a Brazilian philanthropic institution that provides services in the medical, social assistance, education and research areas, and is known in Latin America as one of the leaders in healthcare services with state of the art equipment and practice. In addition, the hospital has several local projects in partnership with the Ministry of Health that support the Brazilian public health system (SUS) by sharing knowledge gathered by the institution to help it being more effective and efficient.

The hospital develops different sustainable projects that focus in reducing and improving efficiency in the consumption of supplies (energy, water, and gas) and in recycling residues. In 2012, the hospital will issue an inventory on CO2 emissions for the first time.

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SECRETARY OF HEALTH OF THE STATE OF TOCANTINS

The Secretary of Health for the State of Tocantins was created in 1989 along with the Brazilian public health system – SUS (Sistema Único de Saúde). Its mission is to ensure, develop and guarantee healthcare policies in the State through individual and collective actions of health promotion, prevention and vigilance. Its staff is composed of over 10,500 members specialised in several areas, and is responsible for coordinating and operating the Brazilian public health system in Tocantins. Moreover, it participates in the finance of healthcare actions and services together with all municipalities in the state, managing actions of medium and high complexity in vigilance, ambulatory and hospital services.

Among the main achievements of the state in health issues, the implementation of new high complexity services in oncology, nephrology, cardiology, neurology and orthopaedics can be highlighted, in addition to the adoption of modern diagnose techniques such as magnetic resonance imaging, tomography and the increase of adult and neonatal ICU beds. This new reality provides means to make Tocantins autonomous in guaranteeing integrality of health services to its population, reduces operational costs of treatments, child mortality, and the incidence and prevalence of the state's main epidemiological issues.

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HEALTHY HOSPITALS PROJECT (PROJETO HOSPITAIS SAUDÁVEIS)

The Healthy Hospitals Project (PHS) is a non-governmental, non-profit organization, dedicated to transform the health sector into an example for society, in matters such as environmental protection and health of workers, patients and population. The PHS started as a group of health professionals and environmentalists in 2008 and in early 2010, was formally constituted as a Civil Society Organization of Public Interest in accordance with the Brazilian law. Because of the multiple affinities, common objectives and previous successful experiences, the PHS is the focal point of Health Care Without Harm (HCWH) in Brazil.

The PHS accomplishes its mission through the following actions: Develop research, produce information and influence public policies about risks to patients, workers and the environment in health care sector; Raise public awareness and prepare health care professionals; Encourage public and private institutions to get involved and collaborate with the goals of PHS; Evaluate the results of illness, accidents and environmental damage prevention actions developed by health care providers; Develop, evaluate and promote alternative technologies to eliminate or reduce environmental and health risks in health care activities; Promote ethics, peace, citizenship, human rights, democracy and others universal values.

CENTER FOR HEALTH SURVEILLANCE, SÃO PAULO STATE SECRETARY OF HEALTH

The Center for Health Surveillance (CVS – Centro de Vigilância Sanitária), of the São Paulo State Public Health Department, has the mandate to develop research and standards, and to coordinate the public health surveillance throughout the whole State, in the areas of environment, health services, occupational health and products of interest to the health.

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DOM CABRAL FOUNDATION

BELO HORIZONTE/MG, NOVA LIMA/MG, AND
SAO PAULO/SP

Created in 1976, Fundação Dom Cabral (FDC) is an autonomous, nonprofit institution committed to the sustainable development of the society by conceiving educational solutions for executives, entrepreneurs and public managers, committed to dialoguing and listening to organisations, and building integrated educational solutions alongside them. It is focused on creating a team that will critically and strategically interact within companies. In addition, the Foundation has maintained a solid international articulation, thus ensuring its access to major management technology production centers and cutting edge managerial thinking.

FDC is a domestic reference point in the management sector, and there are approximately 30 thousand executives participating in its open, closed and partnership programs for medium and large sized companies every year. Its Knowledge generation centers produce studies on Brazilian businesses and how they are managed, which provide a solid foundation for all of FDC's programs and exemplifies its advancement as a knowledge generating institution.

In 2011, FDC was ranked as the 5th best business school in the world, according to the 2011 Executive Education ranking of the Financial Times. In the customised programs category, FDC ranked in 3rd place, and in open enrolment programs the school is currently in the 10th position. The Foundation develops several sustainability projects, all of which are listed in their Sustainability Report, made available in the foundation's website for anyone interested. For example, the Foundation is a signatory of the Global Compact, a UM initiative to engage the business world in the building of a more stable, equalitarian and inclusive market to generate a prosperous society while ensuring sustainable development, while many other actions are develop internally and in partnership with other institutions.

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