

AN ACCESS TO OSTEOPATHY FOR ALL

Our Corporate Social Responsibility



PHYSICAL HEALTH & HEALING CENTER

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Physical Health & Healing Center Corporate Social Responsibility Policy

Established in 2016, PHHC is an outpatient Osteopathic centre that provides multiple treatment techniques to address a wide range of physical health conditions. Our goal is to naturally improve the quality of life of all individuals. Therefore, we greatly value philanthropy and respect of everyone's personal, cultural and religious beliefs.

Being no more than 10-15 employees, we are (and will remain) a family sized entity that relies on the efficiency of the care provided. Hence, we are highly selective in the choice of our practitioners. Furthermore, we do not advertise and we only rely on people's word of mouth and support of social communities.

For these reasons, PHHC has decided to engage itself in corporate social responsibility

Policy Purpose

Our Corporate Social Responsibility (CSR) company policy refers to our responsibility toward communitarian osteopathic care. Our company's existence only relies on communities and satisfaction. Being part of a bigger system of people, values, other organizations and nature, PHHC's social responsibility is philanthropic and aims to facilitate and allow access to osteopathy to everyone without any discrimination.

Scope & Policy Elements

This policy applies to our company and may also refer to suppliers and partners.

We aim to be a responsible business that meets the highest standards of ethics and professionalism.

Our company's social responsibility falls under two categories:

- **Compliance:** which refers to our company's commitment to legality and willingness to observe community values and beliefs.
- **Proactiveness:** which is every initiative we undertake to promote human rights, support communities and, overall, foster a better quality of life

Compliance

PHHC focuses on 4 compliance axes: Legality, Business Ethic, Protecting & Help and Human Rights. To monitor and control the improvements and impact within each axis, we follow several international values, guidelines and standards.

Legality

Physical Health and Healing Center is a licensed outpatient clinic operating as DHA/DHCC Registered Entity. All our practitioners are holder of the DHA Osteopathic License and follow closely MOH regulations. Further, all our Osteopaths subscribe to this CSR policy and are active members of Emirates Osteopathic Association.

Business Ethics

Corporate Governance Standards help building a necessary environment of trust, transparency and accountability. As such, PHHC undergoes both yearly financial and quality audits. Our Annual CSR Report is publically published and available to all.

Furthermore, PHHC, Follows ISO 9001 Standard to meet the needs of our customers and other stakeholders more effectively. Finally, from a medical standard perspective, we comply with DHCC / ISQA Standard to ensure the safety and quality our services (DHCC standard, customer feedback).



Protecting & Helping People – Looking after you

People are PHHC's main focus and so, we act in their best interest (as for our employees). Since we are providing patient centered osteopathic care, we are constantly able to identify and monitor any individual who may be in need of protection/help (May it be physical, social or other).

By doing so, PHHC follows both a clearly defined Child and Individuals safeguarding & protection Policy and strict Risk Management Plan that places the code of ethics as a priority.

By doing so we ensure that we respect a positive and lasting impression. Through this approach we intend to:

- Improve customer satisfaction and retention (high quality service, treatment results, discounting, referring)
- Educate and communicate with patients (Social Media, Website, Newsletter)



Human Rights - Empowering Employees

PHHC values its patients and its employees, like a family values its children. Our osteopathic center complies by:

- Following Health and safety policies & procedures: These are constantly monitored by all our staff who is given certifying trainings on a yearly basis. Additionally, each staff member as



an equal right to complain/give his/her opinion through our anonymous issue reporting system.

- Providing 360° appraisals, Personal development and Staff trainings. Each is reviewed and addressed on yearly basis.
- Rewarding through Pay and benefits, yearly contract review, increment, performance evaluation performance incentives, interest on company
- Teambuilding by organizing extra-professional team activities.

Proactiveness

As a philanthropic business, PHHC engages with local businesses, communities, educative structure and several NGO's, by providing support both on a social and environmental level.

Preserving Environment – Reducing impact on society

Every day, everyone impacts the environment in its own way. PHHC participates either directly or indirectly (i.e partnerships with eco-friendly companies/associations) in mitigating:

- Impact of Plastic: Through our partnership with Zeloop, we sensitize all to the reduction of plastic waste. We reward plastic collection with discounts.
- Impact of Paper Consumption: To reduce our paper consumption (and basically save trees), we operate mostly on paperless documents (*when possible*). Furthermore, we aim to participate to eco event to plant trees.
- Impact of pharmaceutical compounds: This may not seems obvious but every day, people release in the environment a huge amount of pharmaceuticals. Sewage plant are not able to filter these compounds and therefore these come back in various forms in food and environment. Thus, impacting fauna and flora. Since osteopathy is full manual and natural we are inherently avoiding/reducing medications consumption



Volunteering – A philanthropic attitude

Based on their availability, our practitioners voluntarily involve in the CSR program. They do not get anything out of it, only the gratification of being able to help and build a proper awareness of what are osteopathic services. Hence, they are always ready to assist and join any sports clubs, societies, youth groups, community centers, company that is willing to dedicate some time to osteopathic health.



Supporting Needful Communities – Our engagements communities

Sadly, the people who are mostly in need of osteopathic treatments are the ones that can't afford it. Either because their salary conditions does not allow it or, more commonly, because their insurance doesn't cover such complementary alternative medicine.

For instance, this concerns all people having daily heavy physically demanding tasks (i.e site workers, cashiers, logistic operatives, etc...) people of determination, and all those suffering of body pains.



To address this goal, PHHC provides:

- Individual and/or Corporate support for people with very low salaries or low insurance coverage
- Support People of determination association / organization
- A monthly limited number free session based on individuals difficulties.

Building Awareness & Educating – Let all know about Osteopathy

Osteopathy is not well-known as some other forms of healthcare, but it has an important role to play in helping people to manage their health and wellbeing. PHHC constantly devotes significant attention to building social osteopathic awareness. This is achieved through:

- Patients education during and after an Osteopathy Session
- Regular communication on social medias (Facebook, Instagram, LinkedIn,...)
- Engaging in school events to explain the job and what is osteopathy
- Reaching out to various Healthcare Practitioners to share experience and knowledge around Osteopathic fields of expertise and theirs.
- Collaborating with Local and International Associations / NGO's to promote overall awareness of Osteopathy benefits.



Measuring it all

Although it is fantastic to set ourselves the above goals and put CSR measures in place, it is just as important to regularly monitor and assess whether or not these measures are working.

All the above actions are mostly already implemented and reported on monthly basis. In a concern of transparency these report are provided to all staff independently of their position. As such, we foster each employee to provide constructive elements for improvement and increase overall people satisfaction.

Nevertheless, to comply with both the support of communities and building social awareness we have added several indicators:

- The Collaborative engagement ratio per type

$$\frac{\text{N}^\circ \text{ of collaborative entities reached per type (Yearly)}}{\text{N}^\circ \text{ of collaborative entities engaged per type (Yearly)}}$$
- The Corporate engagement ratio

$$\text{N}^\circ \text{ of corporate reached / engaged (Yearly)}$$
- The communities support ratio

$$\text{N}^\circ \text{ individuals in need helped per community / total individuals (monthly)}$$

Contacting Us

Your trusted family's
Osteopathic Health Center

- Specialized in :
- Neonates, Infants, Childs
 - People of Determination
 - Seniors & Elders



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