

Case Study



PARCERIAS POR TODA A VIDA



eplanet

Key points:

- “APlanet not only supported Hospital Care in the automatization of its ESG data management, but also assisted the company in building the pillars for its corporate sustainability”.
- For Hospital Care, what sets APlanet apart is our team’s availability to assist them as fast as possible and whenever necessary.
- Today Hospital Care already has the structure to create a coordinated sustainability action plan that generates positive impact in all its hubs.

Hospital Care

is a holding company that manages private health systems in Brazil. As part of its strategic planning, the hospitals, clinics and other health services manager decided to structure its sustainability actions in line with its purpose, relying on APlanet's services to guarantee a consistent corporate sustainability management.

Currently Hospital Care has approximately 42 assets, among examination and image laboratories, medical centers and hospitals, generating an ecosystem of healthcare services distributed in 7 cities: Campinas (headquarters), Curitiba, Florianópolis, São José do Rio Preto, Ribeirão Preto, Sorocaba and Cascavel.

*This diagram shows their different locations:



In late 2020, the company began moving towards an IPO process, during which it identified that adopting sustainability policies and promoting ESG data transparency would be a highlight during the process.

The holding has also identified the need to integrate sustainability into the business after finding that its hospitals, which have been active for decades (some even centuries) already make social investments.

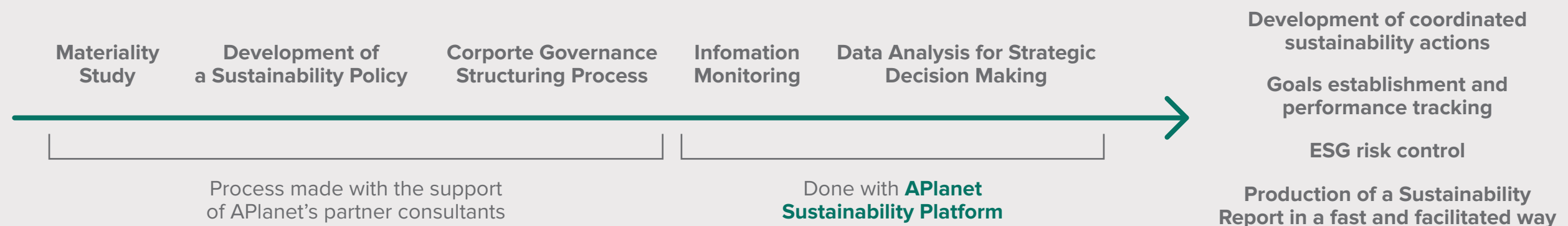
However, the company also identified the need to promote integration within its active hubs. To do so, a management system would be fundamental to connect and structure these actions in all hubs, monitor specific indicators, and promote the unification of the company's socio-environmental actions and private social investments.

And how did APlanet get into this process?

Before adopting an indicators management system, Hospital Car first needed to structure the indicators that would integrate sustainability to business in a strategic manner.

In this context, APlanet provided support by connecting the holding company to leading consultants that have conducted a materiality study, which have supported in the process of creating a sustainability policy and structuring governance committees specifically for its ESG agenda, so the company could benefit even more from the platform and strategically structure its sustainability actions.

Timeline of Hospital Care's sustainability path



During the materiality study, Hospital Care listened to its directors, employees, suppliers, health care providers, market experts and all other parties that make up the company's ecosystem to build a matrix of material themes based on a logical and traceable methodology.

Through this process, the company was able to identify which sustainability themes were most relevant to all of its stakeholders, and thus arrived at the eight main material themes that it now monitors using a series of indicators.

Guidelines available on the website:

- Human development and diversity.
- Health care quality, safety and patient experience.
- Governance, ethics, integrity and transparency.
- Innovation, technology, research and health education.
- Prevention, promotion, education and wellness.
- Residual generation and waste.
- Relationship with payers and investors.
- Clinical staff engagement.

We interviewed the Head of Institutional Relations and ESG at the holding, Paulo Eduardo Roscoe Bicalho, to understand the company's perception of the process of integrating sustainability into business, and how APlanet has contributed to Hospital Care's journey.

"We have created our sustainability policy, which will undergo its first review now. We have developed our private social investment policy, which has already undergone its first review, and APlanet again supported us ... The whole process was highly praised, and it was verbalized in the board of directors that the company has advanced very quickly on the agenda, and I owe it to this partnership with APlanet, to the dialogue we have of great transparency and trust and the technical capacity of the consultants"

After the Materiality Study, APlanet's platform became their main ally for indicator management by organizing the information collection process. Paulo believes that **"by answering socio-environmental diligence, diligence from banks and investors will be much easier, as it is extremely simple to generate reports, including evidence."**



"All this will strengthen our governance bases and I feel with each achievement, with each step taken, that the board is gaining more and more confidence in this journey that is being performed here along with APlanet's team, that as I mentioned, I consider part of the team." Paulo explained how APlanet's support has been essential for the holding company's corporate sustainability management.

Regarding the efficiency of the platform itself, Paulo mentioned that **"The main advantage that the platform brings is the organization of the data in one place with a constant backup, in the sense that you have the data protected. If you don't have a platform like this, you will inevitably fall into the hands of an Excel spreadsheet. It is very common that the files are moved around or eventually get overwritten, weakening its consistency and compromising the integrity of the information."**

Before the platform was implemented, communication took place between all areas of all hubs via email. Now, data can be requested directly from the platform, without the need for repetitive demands for all respondents.

By simply entering the e-mail address of the person responsible for the information, the platform requests the data and inserts the answers directly into the system. Paulo also comments that, due to the high efficiency of the process, other areas of the company are interested in the platform to collect other indicators that are beyond the scope of sustainability.

"Are there other solutions? Yes there are, but they are very expensive, and usually we pay for an expensive solution and use only 10% of the functionalities. But not with APlanet's platform. It has the exact function we need: we can send a link, collect the indicator, this indicator is computed and placed within an algorithm, generating structured data... The platform has this possibility to create formulas that allow graphics analysis, we build our dashboard and everything is unified, people on the other side start to get used to a single interface, facilitating the routine."

In addition to all the support with building sustainability governance and structuring management through the platform, APlanet also has its own team to execute the platform functions and input the company's information, since Hospital Care still does not have a team dedicated to manage the platform. For Paulo, this service, named assisted operation, is APlanet's differential.

"The differential is the assisted operation, it is the constant support, seven days a week, at any time by WhatsApp, e-mail, I can talk to the main consultants and we can adjust the main doubts... APlanet is part of my team. If you have a sustainability team in your company that has one person it's enough, because you become a focal point with the APlanet team."



When asked how sustainability adds value to the company, Paulo mentions the perception of employees, investors and leadership about the process.

Based on everything that the holding company has been building in partnership with APlanet, Paulo believes that employees are already aware of concrete proposals for projects and **"begin to show a certain extra pride for the company to be organizing itself rapidly, adding sustainability to its value agenda. So a lot of people start to see a purpose that was desired but not very evident and concrete."**

For investors, who seek more and more information about corporate sustainability, they can begin to see value in the sustainability agenda of the company, and share this value with others.

The whole journey has made a great impression on the executive board and board of directors, giving Paulo more room to raise awareness among stakeholders and generate more attractiveness among the companies' investors.

For Paulo, the strategic unification of the actions taken in each of the hubs is essential for the structuring of sustainability actions. APlanet's platform meets the company's needs precisely because it facilitates the consolidation of all information into a single interface.

Although at the moment the report's initial purpose is for internal control purposes and dissemination of knowledge among employees and specific groups, the document will also promote transparency of the company's actions for its stakeholders, a practice that is very well regarded by investors who seek companies with strategic visions for the long term.

About Paulo Eduardo Roscoe Bicalho:



Paulo Eduardo Roscoe Bicalho is the current Head of Institutional Relations and ESG at Hospital Care, and together with APlanet, he developed their Sustainability policies, Private Social Investment and is building the new Governance of the company. He is also currently the Secretary of the Board of Directors and coordinator of the Corporate Sustainability Committee of the company.

www.aplanet.org

REQUEST A DEMO

aplanet