

## OPEN DAY AT PROGRAM HEALTH PLUS

A social gathering on a rooftop terrace, an exhibition of the academic painter Petr Písařík and a fantastic opportunity to take a tour through all the Program Health Plus premises. All this and more was part of our Open Day, which attracted more than three hundred clients of our clinic.



"We wanted to thank our clients for their patronage over the difficult Covid period. It's touching that I'm able to say that in principle all our clients have remained loyal to us. Thank you. There are also other reasons for our ceremonial gathering – a celebration of the opening of the second clinic building in the Ringhoffer Villa, a chance to present our newly innovated healthcare programmes with extended prevention, our new surgeries and services, as well as an occasion to welcome the new members of our team," announced company founder Dr. Oldřich Šubrt to the guests in attendance. Clients were also able to acquaint themselves with a new tool for improving services. This is a calling card with a QR code, which clients can scan with their smart phone to open up a questionnaire in Czech or English language. Our clients can then use these questionnaires to inform us of how satisfied they are with our services, and to recommend further services they are interested in. "These cards will be available in our clinic's reception areas, and the QR code will be placed on the website. With the aid of these questionnaires you can

advise us on what we can improve, because we want to provide you with healthcare of the highest standard," explained Dr. Šubrt. Clients can thus provide the clinic with immediate feedback, which enables us to improve our services and the approach of our staff.

**INTERNATIONAL ART FOR CLIENTS**  
Another of the reasons for holding this unique event was to present the Vita Bene project, which connects the clinic with an art gallery and medical care with art, because beautiful art helps heal the body and mind. Within this project the clinic will hold art exhibitions, which will make visiting the doctor a more pleasant experience. "On the occasion of the Open Day we've arranged an opening of an exhibition of the exceptional artist Petr Písařík, entitled Flow Vector, and this also includes a spontaneous guided tour. So far it has exceeded our expectations. Our enthusiasm was fired by the approach of the master Petr Písařík, who presented an authentic explanation of various aspects of his work, and even illuminated the images with a mobile phone in order to accentuate their fascinating gloss,"

described Magdalena Schnitzerová, gallery curator at Program Health Plus. This internationally renowned artist utilises seemingly incompatible materials and forms, by means of which he achieves a unique impression from the newly-created space, with incredible colours, radiance and timeless beauty. At Program Health Plus he is currently exhibiting 46 artworks which have previously never been exhibited together, some of which were created specifically for the premises of the clinic. "The unifying instance of these seemingly disparate works is the author's unique ability to create a visually consistent and pleasant space, evoking a mysterious underwater world," describes the curator.

**A GREAT SUCCESS DESERVES TO BE REPEATED**  
The guided tour with the artist Petr Písařík generated such interest that we are planning to repeat it this November. A catalogue of the exhibited works, which clients can also purchase, will be made available. Furthermore, in the pre-Christmas period a further exhibition opening shall take place within the Vita Bene project. The Open Day itself also attracted an unexpected amount of attention. "In addition to the tour of the exhibition and both clinic buildings, a social gathering was also prepared for clients, with music and refreshments on the rooftop terrace of the Nový Smíchov shopping centre. The occasion met with a very positive reception, and so we're planning to repeat the event next year," commented Dr. Oldřich Šubrt. We shall keep you continually informed about further interesting events at Program Health Plus on our website and social networks.

### INTRODUCTION

**Pavla Špuláková,**  
Head of Customer Service, Program Health Plus



## FIVE-STAR SERVICE FOR CLIENTS

Program Health Plus has always prided itself on an individual approach and on providing premium standard care. We now want to raise our service a level higher and offer you the genuinely five-star service you deserve.

This brings with it certain changes. Our reception is being transformed into a customer service, whose task it is to resolve your demands quickly and effectively. We have added to our team, meaning that your requirements are now catered for by 12 capable, professionally trained employees, who are skilled in foreign languages and at your service with a smile and an accommodating approach. You can also make use of our online chat and video consultations with doctors.

Your satisfaction is of the utmost importance to us and for this reason we have developed a tool for improving our services. This is an online questionnaire with access from your smart phone via a QR code. In this questionnaire you can inform us of how satisfied you are with our care. Calling cards with the QR code are available at our receptions. We will be happy if you share your opinions with us, because we wish to provide you with care of the highest standard.



**Our goal is to ensure that you leave our premises satisfied, with a feeling that we take care of you in the manner you deserve.**

Pavla Špuláková

### NEWS

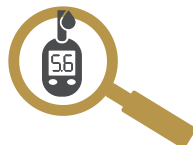
#### NEW CLIENT MAGAZINE HEALTH+

Program Health Plus has prepared another issue of the popular client health magazine HEALTH+, which this time focuses on the possibilities of state-of-the-art personalised medicine and healthcare for company employees. It is available for all those interested at the receptions of Program Health Plus, or in electronic form on the clinic's website: <https://programplus.cz/casopis-health-plus>



#### THIRD DOSE OF COVID VACCINE AND FLU VACCINATION

Vaccination has now commenced with the 3rd, booster dose of the Covid-19 vaccine. The period from October to December is also the ideal time for vaccination against influenza. In the Czech Republic it is possible to receive a "classic" tetravalent inactivated vaccine, and as of this year a tetravalent live attenuated vaccine is available for children aged 2–17 years in the form of a nasal spray. The flu vaccination can be applied together with another vaccine. Should clients be interested, it is possible to administer the vaccines against Covid-19 and against flu together on the same day, in different parts of the body. Detailed information will be provided by your personal doctors for children and adults. We ask all those interested in flu and Covid vaccination to contact us either by telephone or by means of our chat service.



## OPENING UP A NEW DIABETOLOGY SURGERY

Developed nations have been suffering from an epidemic of diabetes mellitus. For this reason the clinic has opened a new diabetic surgery, ensuring all the necessary care.

Today many people suffer from various diseases of affluence. "These are diseases caused by an unhealthy lifestyle – inappropriate diet with an excessive caloric intake, insufficient active exercise, overconsumption of alcohol and cigarettes or long-term stress. These causes have an influence for example on the onset and progression of obesity, atherosclerosis, vascular hypertension with a high risk of heart attack or stroke, rheumatic and tubercular disorders, diabetes, as well as depression, chronic fatigue syndrome or burn-out," explains Dr. Pavel Šnajdr, medical director at Program Health Plus. To deal with this problem, in the last few months the clinic has opened up two surgeries for rheumatology and rehabilitative medicine. Now it has also made a diabetology surgery available, headed by Dr. Barbora Jónová. "Thanks to our original and new disciplines, we're now able to provide clients with practically complete care within our clinic in the case of diseases of affluence, and in more serious cases we have a multi-disciplinary team at our disposal, who address physical and psychological complaints in a comprehensive manner," comments Dr. Šnajdr.

### DIABETES IS NOT PAINFUL, BUT IT CAN KILL

Our modern equipped diabetology surgery is housed in the clinic building on Kartouzská street, and will provide diagnosis and treatment of diabetes, as well

as prevention, education and consultancy activity, and monitoring of any applicable complications. "Diabetes causes several associated health complaints, such as damage to kidneys and large blood vessels, neurological complaints or damage to the retinas and other serious problems. Complications in connection with diabetes kill more than 20 thousand people a year," warns Dr. Šnajdr. As a result it is essential that patients suffering from diabetes are diagnosed as soon as possible, and receive suitably configured care. A personal doctor can detect the illness sufficiently in time during regular preventive check-ups, and send patients to a diabetologist. "The diabetology surgery is designated not only for people who have been diagnosed with the illness, but also for clients with significant risk factors or the incidence of diabetes in their family, whom we can help avert the development of the illness thanks to appropriate prevention," concludes the medical director. In the case of interest in prevention of diabetes or professional consultation, clients can simply contact their personal doctor, who will arrange an appointment at the diabetology surgery. The clinic will soon also offer telemetry, which shall enable the measurement of blood sugar without visiting the surgery, and continuous monitoring of the condition of treated diabetic patients.

## EXCEEDING THE LEVEL OF ONE MILLION DIABETICS IN THE CZECH REPUBLIC

The 14<sup>th</sup> of November marks World Diabetes Day. It takes place on the birthday of the Canadian doctor Sir Frederick G. Banting, who discovered insulin and was the winner of the Nobel Prize for medicine.

The number of people in the Czech Republic suffering from diabetes mellitus is showing a trend of persistent growth. Whereas in 1997, according to the available statistics, there were approximately 600 thousand diabetic patients, ten years later this had increased to 755 thousand and by 2017 to more than 930 thousand individuals. The Institute of Health Information and Statistics of the Czech Republic (IHS CR) stated in its annual report from 2018 that type 2 DM predominated among patients (84 % in 2017), followed by glucose intolerance (7.8 %) and type 1 DM (6.8 %), with the remainder consisting of secondary diabetes.

### 10 % OF THE CZECH POPULATION

IHS CR states that in 2018 the number of diabetic patients has now exceeded one million people, specifically almost 505 thousand men and 514 thousand women. During the course of the same year 37522 people with a diabetic illness died, of whom more than 4 thousand died as a direct consequence of diabetes. According to estimates by the World Health Organization, since 1980 this number has increased from 4.7 % to 8.8 % of the population. In Europe it affects 7 % of the population, in the Czech Republic approximately 10 %.

### NUMBER OF PATIENTS WITH DIABETES MELLITUS (DM) IN THE CZECH REPUBLIC

YEAR	TYPE 2 DM	TYPE 1 DM	SEC. DM	DM TOTAL
2017	786,026	63,699	13,679	936,124
2016	787,324	60,281	13,679	929,945
2015	786,586	57,945	13,479	858,010
2014	788,243	58,423	13,163	859,829
2013	789,900	58,901	12,846	861,647
2012	772,585	56,514	12,128	841,227
2011	758,719	55,542	11,121	825,382
2010	739,859	55,811	10,560	806,230
2009	717,365	55,414	10,542	783,321
2008	708,847	54,474	10,240	773,561
2007	692,074	52,813	10,074	755,000
(...)	(...)	(...)	(...)	(...)
1997	555,883	39,020	5,402	600,306

Source: Institute of Health Information and Statistics of the Czech Republic

Note: The difference between the total of the individual groups and total number of diabetics is constituted by the group of patients with glucose intolerance, which is not included in the table.

### PREVENTIVE CONSULTANCY

## PREVENTING DIABETES

Approximately one in ten people in the Czech Republic suffers from diabetes mellitus, which can dramatically impair their quality of life. Here Dr. Barbora Jónová outlines the recommended ways of preventing this serious illness.

### How many people suffer from this illness in the Czech Republic?

Over the last 20 years the number of diabetics has doubled. This is primarily due to the increase in obesity as a result of reduced physical activity and excessively large caloric intake. At present more than a million people are being treated for diabetes in the Czech Republic. Furthermore, it's estimated that approximately a quarter of the actual number of diabetics have not yet been diagnosed.

### Can you summarise the risk factors?

The risk factors for the onset of type 2 diabetes, which makes up approximately 90 % of cases in this country, include excess body weight and obesity, genetic predisposition, reduced physical activity, high blood pressure, increased lipid level in blood, advanced age and previous incidence of diabetes during pregnancy.

### What are the recommended preventive measures?

Preventive measures to avert the development of type 2 diabetes are linked to the aforementioned risk factors. It therefore concerns adhering to the principles of a healthy lifestyle, such as a balanced diet and sufficient physical activity.

### What kind of diet is recommended within the framework of preventing diabetes?

A healthy diet is recommended, with a balanced proportion of basic nutrients, vitamins and minerals. It's mainly necessary to avoid large quantities of fats, free sugars, smoked meats, fried foods and large amounts of alcohol. Salt intake should be limited. On the other hand it's suitable to increase the intake of fibre, primarily in the form of vegetables and wholemeal bread or pastries. Last but not least it's important to ensure a regular intake of fluids.

### What degree of physical activity is optimal within the framework of prevention?

Regular aerobic activity is recommended, ideally 3–6x per week, with a duration of 30–45 minutes, in which 60 % of one's maximum load is reached. This concerns activity during which you sweat and get a little out of breath, but can still maintain a conversation. The most suitable sports include brisk walking including Nordic walking, plus running, swimming, cycling, cross-country skiing and dancing. It all depends on the age, physical condition and associated illnesses of the individual in question.

