

Fundació Integralia Vallés: strategic
business in a broader social
responsibility initiative

Mútua Terrassa. Barcelona (Spain)

**Patient-
friendly &
Smarter
Healthcare**

LAUNIO
Associació d'Entitats Sanitàries i Socials



2017 **IHF TAIPEI**
41st World Hospital Congress

Overview

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Our identity

2

Project and goals

3

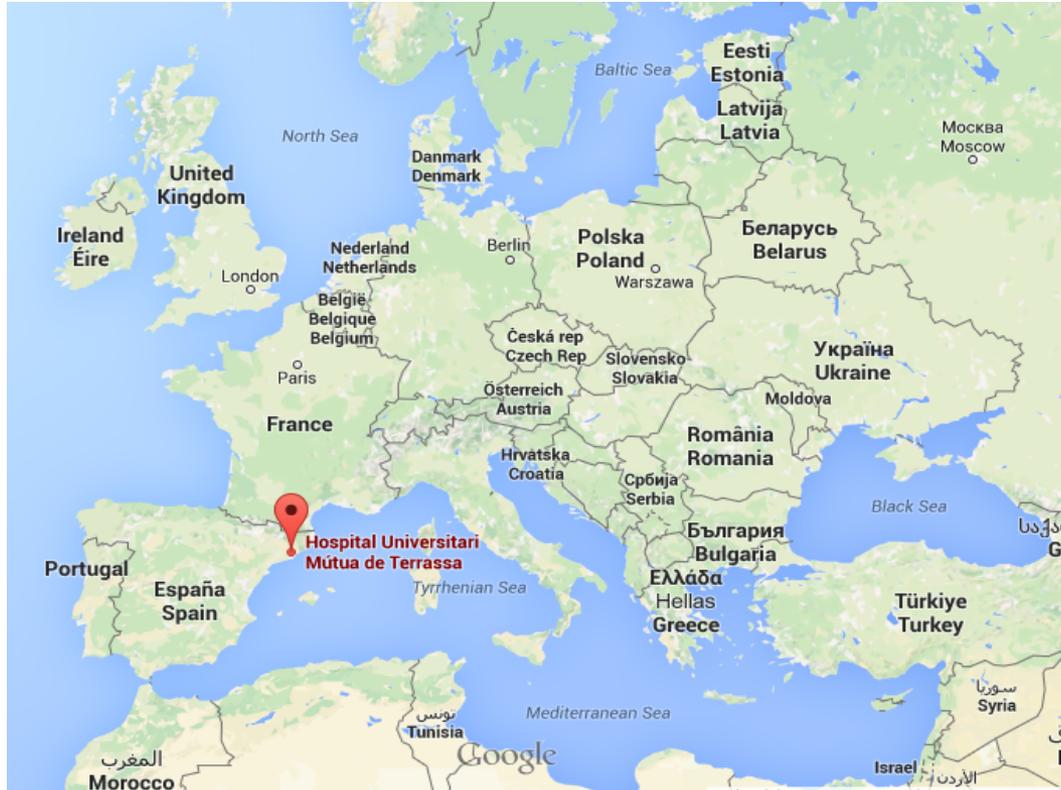
Singularities of
social innovation

4

Summary

MútuaTerrassa: Location

1



MútuaTerrassa: *a social enterprise* whose **mission** is to serve people

1

MútuaTerrassa (MT) is a **non profit health and social care** organization serving around 900,000 inhabitants in Catalonia.

Founded in 1900, **MT** is a **social enterprise** whose **mission** is to **serve people**.

MT has kept within its values **the social orientation** towards people with difficulties throughout 117 years of existence.

Values

- People first
- Encouraging professionalism
- Attentive, anticipating needs
- All-time efficiency
- Integrity and ethical conduct

Fundació Integralia Vallès is one of the flagship projects with most impact in its social and local environment

Fundació Integralia Vallès is a pioneer contact center in Europe within a healthcare reference center managed exclusively by people with disabilities and degenerative diseases to enable their professional development and ultimately integrate them into the labour market.

Adhesion to the Global compact 2009

- 63 initiatives in progress
- GC Advanced 2014
- GC Advanced 2015
- GC Advanced 2016



SUSTAINABLE DEVELOPMENT GOALS



Our goal:-to promote the integration of unemployed people or at risk of exclusion

- The high unemployment rate among disabled leads to exclusive dependence, **low self-esteem and frustration**.
- The social objective is to integrate people with disabilities who **have difficulties in joining the workforce** through training and work experience in an environment that enables their **professional development**.

- 100% disabled people
- 80% of people with severe disabilities or degenerative diseases

- 100 % steady jobs

- 5-week training for incorporation and continuous training

People living in the territory

Key element of success: getting the profile of professionals right

2

Professionals profile :

- **Young people** with severe disabilities, for many of them their first job.
- People **over 50**, especially women with degenerative diseases.
- Young people who have **had accidents**, spinal cord injuries or amputations.



Not only a social goal, but also a strategic business objective

Activity:

- Opening hours: Monday to Friday from **8 to 20 hours**.
- **> 3000 telephone calls** (incoming and outgoing)
- **6 health promotion campaigns** per year.

Quality level of service:

- **97%** of our customers are satisfied or very satisfied with the care received in the center
- **94%** of calls handled
- **20-second** average response time
- **90.46%** immediate response (quick and quality solutions)
- **92.53 %** effective response
- **94.61%** treatment received

The most significant factors contributing to promote social responsibility

A **contact center service** for customer service excellence that fosters accessibility and minimize mobility and inadequate assistance.



Multi-platform next-generation technology and flexibility to adapt resources as required.

A **viable and sustainable initiative**, for people with disabilities, mostly physical, who have failed to join or remain in the ordinary workforce.



Vocational training in telephone service specialized in healthcare, and specialized psychological and social support to help them reconcile their disabilities and their work.

The most significant factors contributing to promote social responsibility

3

Integralia School in MútuaTerrassa University Health Campus provides training for **people with physical disabilities**.



It entails alternative teaching to create career choices to help in **joining ordinary companies**.

A pleasant and **healthy work environment**, a smoke-free working space near a park.



Designed to favor the ergonomics of disabled people where they can feel at ease.

- Labor integration can become a first-rate experience when offered as an opportunity for change and learning.
- Transmission of an integrative culture code throughout the organization and our stakeholders -
- The key to success is based on quality of care.
- Training given as part of their capacity-building effort envisaged in a management system where the person is first and foremost.