

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

Mútua Terrassa. Barcelona (Spain)

**Patient-  
friendly &  
Smarter  
Healthcare**



**2017 IHFTA IPEI**  
41st World Hospital Congress

# Overview

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Our identity

2

Project and goals

3

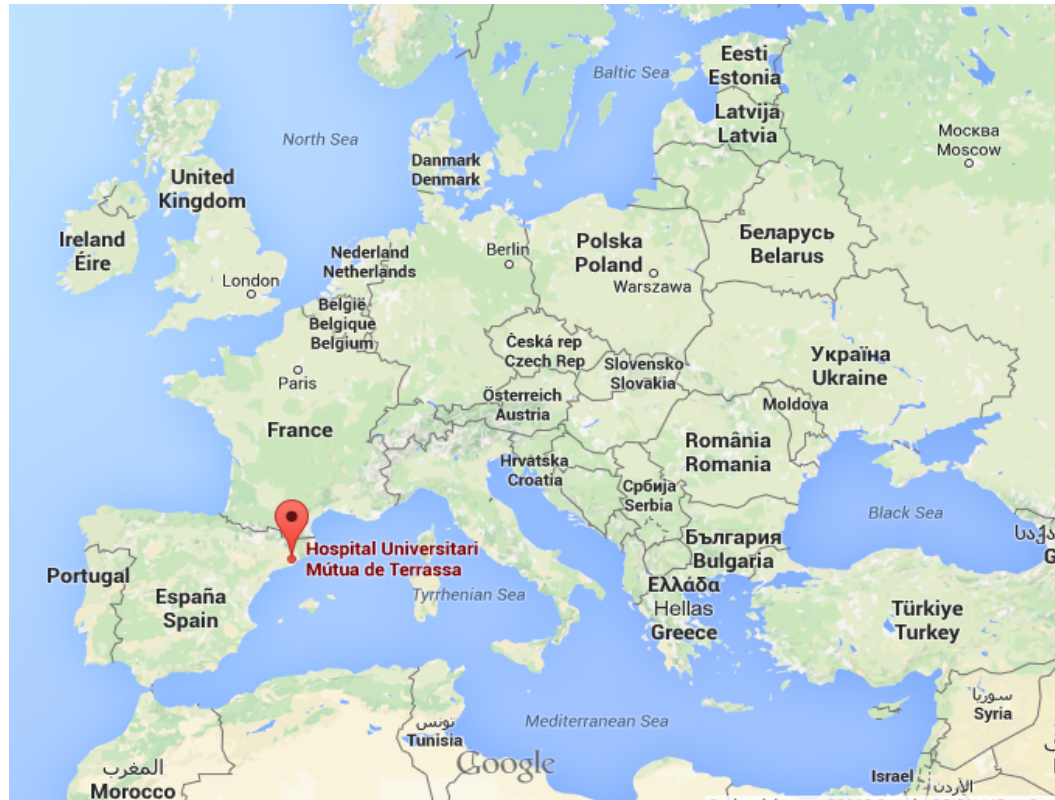
Singularities of  
social innovation

4

Summary

# MútuaTerrassa: Location

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

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**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

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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



2017

**IHFTA**TAIPEI  
41st World Hospital Congress

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

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- 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

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## 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

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## 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

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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

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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.