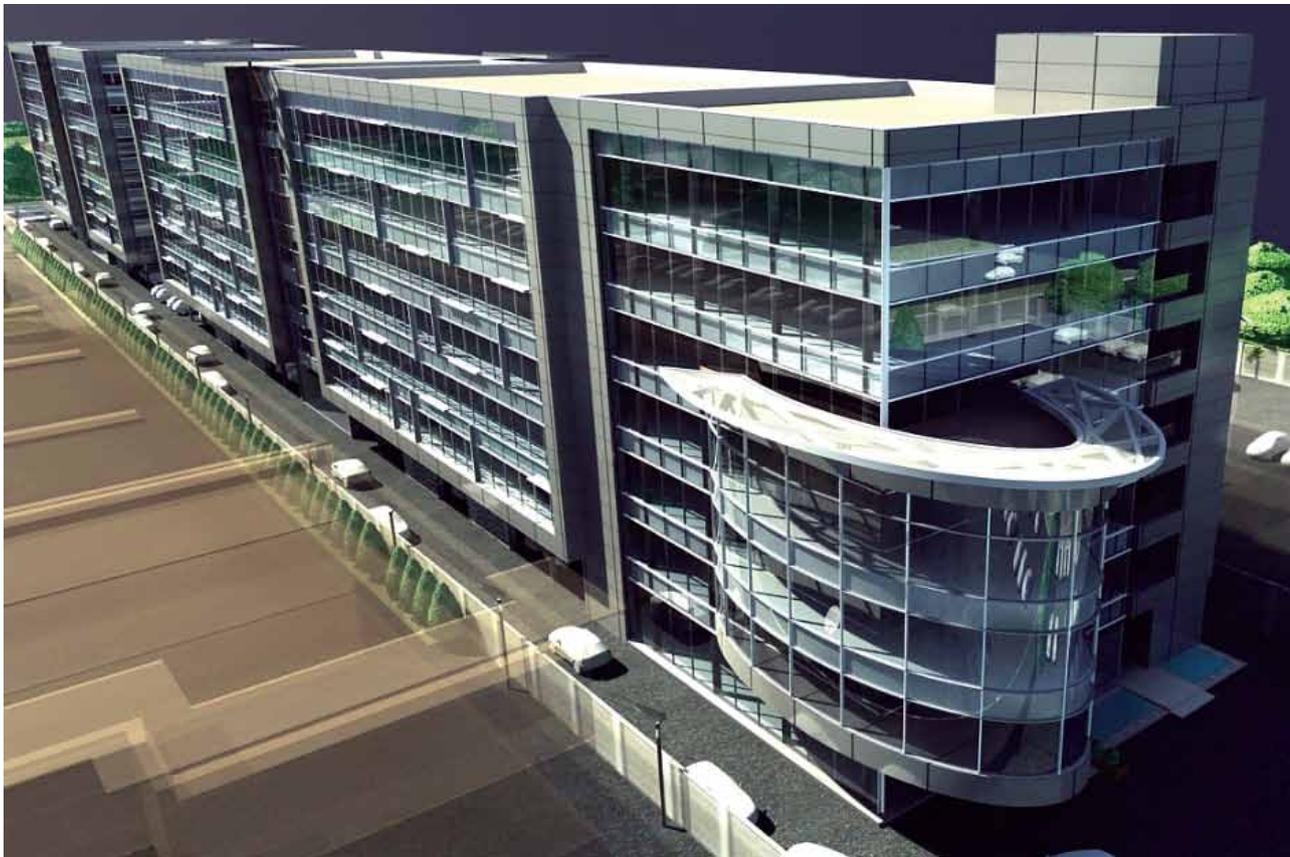


# Austrian Health Institute



THE FIRST A+ PRIVATE HOSPITAL IN ROMANIA



side view

## an „AKH“ for Romania

“In the autumn of 2011, my wife Rosemaria and I paid a visit to a good friend from Romania in Vienna’s General Hospital, the “AKH”. He had managed, with great financial efforts of his family and also with the help of donations to be transferred from Romania to Vienna in order to undergo a complicated operation which would not have been possible in his home country. We felt very sorry that this surgical intervention was not possible with much less expenses in Romania.

Of course, also Austrian patients receive treatment in foreign special clinics when they have no other alternative left, but these are individual cases. But it is commonly known that relatively many Romanian patients have no other choice than to go abroad in order to save their lives, and that often under extremely harsh conditions.

So I follow with great interest the project of establishing an “Austrian Health Institute” near Bucharest which offers much more than just easy therapies or which concentrates on diagnosis and where also most demanding operations would be performed. Its advantage for Romania is obvious. Such a hospital will be much broader accessible to Romanians than for example the Vienna AKH. An “Austrian Health Institute” can save lives and on top of it also saves insurers from funding extremely expensive treatments abroad.

In many countries all over the world private hospitals complement public hospitals in a valuable way. Adequate legal regulations as well as insurance systems provided, these hospitals work not just as clinics for the rich but are also open for the average insurance holder.

Up to now, the financing of the “Austrian Health Institute” project has not been guaranteed in an optimal way. There are also still some unsolved technical questions.



Many more policy makers should know about the undertaking. Also, very much goodwill from government side will be necessary.

In the end, the success of the “Austrian Health Institute” will soon dispel the doubts. Today, Vienna is unthinkable without its AKH, and in the future Bucharest will be unthinkable without its “Austrian Health Institute”.

Please, lend your assistance, support this project.”

His Excellency Dr. Michael Schwarzingger  
Austrian Ambassador to Romania

*Michael Schwarzingger*



“The financial crisis is raining down on the public purses of the CEE countries and governments are struggling to provide adequate protection for their citizens. If CEE countries are to weather this storm, there is now a need to consider new ways of providing healthcare: open competition among public and private healthcare services providers, public private partnerships and various funding sources (e.g. private health insurance) are just some of the most frequently cited potential solutions.

Underpaid medical staff, brain drain fuelled by the demand for physicians in Western countries, more convenient medical services abroad for the VIP clients are also eroding the public healthcare system in Romania, as well as in other countries in the region. We believe that the development of an efficient private system will trigger the momentum for important reforms which are dearly needed in order to improve the quality of the healthcare services and retain part of the relevant workforce in a country with a relatively small number of specialists.

Taking into consideration the complexity of the healthcare sector in general and of the Austrian Health Institute business in particular, a blend of local expertise and international operating know how might be the key for running a successful business in this area. Moreover, while common benchmarks such as the number of beds are still in use, the focus of modern hospital services has shifted towards high-tech, less invasive medical procedures which ensure short hospital stays, fast recovery and thus a high efficiency of the hospital projects. Pathologies which are increasingly being addressed in the emerging markets are primarily in areas such as cardiology, oncology or orthopedics which ensure on the one hand ensure a robust healthcare services demand and on the other hand heavily benefit from the newest progress in research and technology. This are just some of the reasons why Erste Group is supporting the development of complex hospital projects, ensuring the right mix of international know-how and local expertise in addressing the needs of patients who now have to travel outside the country to get the necessary treatment.”

Dr. Christoph Lang  
Head of Transport and Social Infrastructure  
ERSTE Bank, Austria



side view

Quality of Austrian medical services;  
Experience and know-how;  
More than 600 years of tradition;  
Exceptional expertise and worldwide  
reputation of Austrian physicians;  
Romanian patients have trust in  
Austrian medical services.

## Why Austrian Health Institute?

A world renowned international operator introduces the Austrian hospital concept to Romania, thereby bringing the highest organizational standards and internal processes to AHL in order to achieve:

- efficiency of medical services, logistics and other operations;
- better medical workflows for investigations and treatment;
- increased standards for the patients' physical and psychological peace of mind.

Through its range of medical services, innovative techniques and highly qualified staff, the hospital will operate a 278 inpatient bed facility:

- 200 for general medical services and 78 for pediatric care, under the motto "everything under one roof".

Romania is positioned to support private investments in healthcare and has enacted legislation and institutional infrastructure in this respect.

The local healthcare system cannot meet the needs of numerous middle and high-income groups of patients for high quality medical services and reliable diagnosis and treatment.

More and more patients are willing and able to pay for improved quality and, as a result, they look for foreign medical services provided mostly by institutions in Israel or Turkey, since German or Austrian medical services are perceived as too expensive.

It is evident that such a group of patients, especially ones with middle income should be targeted.

Lack of investment in medical technology, weak management of public healthcare institutions and their inadequate funding are all factors in patients very often deciding to travel abroad for even basic diagnostics and treatments. As a result, this has fueled the emergence of private health sector.



Austrian healthcare clinics have the benefit of having a great reputation in Romania. The number of Romanian patients in Austrian clinics and hospitals has grown on average by 7% per year, over the period 2008-2011. The yearly turnover increased by 20% for the same period.

## Why Romania?

The Romanian healthcare market is in a redefining process due to the high demand for: improved medical services, reliable diagnostics and complete and complex treatments within a fast, pleasant and stressfree environment.

Private healthcare providers are responding to general demand, upgrading medical technology and adding capacity, but they are still lacking in hospital management and marketing for their services.

# We invite you to be a part of the Austrian Health Institute, a modern medical concept, designed as a state-of-art multidisciplinary hospital

Bucharest, a city of 2.2 million inhabitants, the capital of a large EU country with a population of over 19 million, is the most dynamic area with the highest level of purchasing power. Compared to other areas of Romania, Bucharest has also the higher level of required standards in medical care.

Market size of Bucharest cannot be limited to 2,2 million inhabitants. Within a catchment area of 100km the number of inhabitants at least doubles. This brings the market size at a range of 5-6 million inhabitants.

Located on a major artery in the first district of Bucharest, 10 minutes away from "Henri Coanda" International Airport and 5 minutes from "Aurel Vlaicu" International Airport, the location is ideal for attracting **wide range of other patients** from not only Bucharest but also the entire country and the region.

Medical services of such a multi-profile hospital cover basic therapy and surgery as well as ambulatory, diagnostic and outpatient treatment. This allows for a maximal utilization of the hospital's capacity.



## Why Bucharest?

Austrian Health Institute will be the first step in a wider investment project, which entails opening two similar medical centres in different regions around the country within the next five years. Possible targets are Timisoara to the west and the port city of Constanta on the Black Sea to the east.

Because such a hospital will attract patients from other cities in the region we believe that this model could eventually be replicated at specific locations in the region.

# The legal basis for the development of the project shall be the Romanian public health law as conforming to the highest European and international standards.

Austrian Health Institute is aiming to be the first top rated Romanian private hospital licensed by the Romanian Ministry of Public Health.

The investment will be the most innovative and modern hospital project nationwide, and it is strongly supported by the relevant entities and decision makers at different levels, such as the Ministry of Public Health, the National Health Insurance Authority, the National Physicians Association, and the Ministry of Public Finance who are committed to actively supporting the project starting with its financing phase, even by increasing the amount of state aid support, as well as making another increase during the hospital operating phase. This will be achieved through developing national healthcare programs in conjunction with the Austrian Health Institute hospital by including the hospital services on the list of state preferred medical service providers.

**Multidisciplinary facilities** comprise complete medical services for over 35 medical specializations and around-the-clock emergency care for at least 18 of those.

AHI intends to operate as a center of excellence; a vehicle for the transfer of medical know-how to medical professionals, for exchanges between specialist universities such as the Medical University of Vienna, and “Carol Davila” Medical University of Bucharest, and for research programs aimed at generating internationally relevant finding.

## Our Benchmark

From the perspective of the healthcare provider, Austrian Health Institute intends to operate under the following basic prerequisites:

- provide high quality medical services and in particular address complex medical situations that are currently not treated by either public or private health care providers;
- introduce medical/hospital innovation to Romania with things like computer-assisted surgery, pain management therapies, stem cell banks, anti-ageing treatments and even VIP areas;
- apply western standard of service and patient orientation by an experienced hospital operator;
- provide reliable, comfortable, efficient and quality medical services so as to ensure a complete patient experience.

Emergency care;  
Diagnosis Outpatient care;  
Day clinic;  
Overnight care;  
Post-hospitalization care;  
Patient rehabilitation.

Complete medical assistance

Austrian Health Institute will provide diagnostic and treatment solutions for complex medical cases by employing an integrated hospital concept which will combine out-patient care, in-patient care, diagnostics and emergency services for patients of all ages.



single room

The Austrian Health Institute facility is intended to provide patient care within a modern concept which will be a premiere for the local market. More than just a hospital stay, it will act as a central hub for a treatment path that offers integrated care under one roof ("one-stop-shop"), providing complete diagnosis and treatment solutions for complex medical cases combining a general hospital, a pediatric clinic and cancer clinic.

Integrated medical treatment

Following the idea of a modern health care centre, the hospital will contain different organized divisions which themselves are separated into subdivisions. The goal of this organizational structure is the optimization of processes during the patients' stay in order to maximize efficiency and effectiveness in the patient's treatment (i.e. patients' length of stay, waiting times, resource management, etc.)

## Core Medical Units

The medical services mentioned herein will be provided by four core units:

**Emergency Care Centre**  
**Outpatient Care Centre**  
**Diagnostic Care Centre**  
**Inpatient Care Centre**

and medical supporting units:

**Intensive Care Units**  
**Operation Theatres**  
**Physiotherapy**  
**Pharmacy**



## Emergency Care Centres (ECC)

The Emergency Care Centres (ECC) will provide emergency intervention services through multidisciplinary care (surgical and non-surgical emergency physicians, anesthetists). Resuscitation care for the hospital (MET: Medical Emergency Team) will be provided by the physicians assigned to the ECC and it will be located in proximity to the DC for emergency radiological measures, lab tests and other interventional measures (e.g. cardiac catheter, radiological interventions).

The Emergency Care Centres will admit and treat the full scale of emergency contingencies (i.e. complex multiple trauma, cerebral injury, etc.)

### **Emergency department (adult) (12 beds) with:**

- trauma surgeons and emergency physicians
- monitoring and patient stabilization – 4 beds
- shock room – 6 beds
- intervention room – 1

### **Emergency department (pediatric) (6 beds) with:**

- trauma surgeons and emergency physicians
- monitoring and patient stabilization – 3 beds
- shock room – 3 beds
- intervention room - 1

## Outpatient Care Centre (OCC)

The Outpatient Care Centre (OCC) will be the core division and focal point for patients and will consist of an ambulatory hub offering the most sought after specialties.

Most inpatients will be admitted via the OCC to allow for a managed and controlled patient transfer to the wards.

Patients will receive staged services at the OCC consisting of expert physician consultations performed by family doctors and specialists, diagnostic procedures and subsequent therapeutic intervention (conservative and/or surgical treatment, preferably day surgery interventions if feasible).

An affiliated doctors' centre will give specialists the opportunity to lease their practicing rooms on a part or full-time basis.

### The OCC includes the following specialties:

- **Cardiology:** Complete spectrum of diagnostic and therapeutic methods for patients with diseases of the heart and blood vessels, such as heart attacks; myocardial infarction, valve diseases, heart failure, etc. Beside non-invasive treatment, the Austrian Health Institute will also offer interventional cardiology including electrophysiology.



sonography room

- **Gastroenterology:** includes contemporary treatment and diagnostic methods of medical issues of the stomach and esophagus. It will be supported by endoscopic diagnostics (i.e. gastroscopy, endoscopy)

- **Rheumatology**

- **Nephrology:** diagnostics and treatment of diseases of the kidneys and urinary system

- **Endocrinology and Hematology:** treating patients with endocrine disorders (like diseases of the hypothalamus, adrenal glands, gonad glands, and thyroid glands)

- **Diabetes, Nutrition and Metabolic Diseases** (i.e. metabolic syndrome)

- **Pulmonary and Allergic Diseases:** treatments for patients suffering from obstructive lung diseases, asthma, allergies and other types of immune pathological disorders and will cover a wide spectrum of clinical and laboratory examinations.

- **Neurology:** the neurology outpatient clinic will provide diagnosis and treatment for all diseases of the central and peripheral nervous system.

- **Gynecology and Obstetrics**

- **Dermatology**

- **Rehabilitation and Physiotherapy**

- **Geriatrics**

- **Orthopedics**

- **ENT**

All other outpatient facilities, like physiotherapy and ambulatory rehabilitation are situated in the OCC.

## Diagnostic Centre (DC)

### Core Medical Units

The Diagnostic Centre (DC) provides technical and interventional support for all medical specialties. Diagnostics for all units (inpatient and outpatient) will be centrally provided by the DC. Most of the heavy medical equipment will be positioned within the DC. This includes laboratory services, radiology including CT and MRI, interventional radiology, interventional cardiology (cardiac catheter) and any gastroenterology services (Gastroscopy and Colonoscopy). The advantage lies in the fact that many patients will be treated by a mixture of inpatient and outpatient services within the framework of a day clinic where the Med-Tech and staff will serve both patient groups thus guaranteeing maximum efficiency.



The DC includes the following specialties:

- **Radiology:**
  - CT-Scan
  - MRI
  - Digital X-Ray
  - Fluoroscopy
- **Interventional Radiology**
- **Mammography**
- **Ultrasound**
- **Bone Densitometry**
- **Sonography**
- **Endoscopy:** Gastroscopy  
Coloscopy
- **Invasive Procedures and Diagnostics:**
  - Dilatation
  - Stenting
  - Angiography
  - Cardiac Catheter, etc.
- **Laboratory Diagnosis:**
  - Blood Bank
  - Biochemistry
  - Hematology
  - Immunology
  - Microbiology
  - Pathology
  - Histology
- **In-Vitro Fertilization**

## Inpatient Care Centre (ICC)

### Core Medical Units

The Inpatient Care Centre (ICC) is the centre of the “traditional” hospital treatment within the patients’ treatment path.

The inpatient care centre will concentrate on patients in need of interdisciplinary intervention which needs more than a 2 day stay in a hospital environment.

Medical care of inpatients will be provided by multi-functional wards that cover patients for:

- **Surgery**
- **Internal Medicine**
- **Gynecology**
- **Obstetrics**
- **Neonatology**



double room

**Intensive Care Unit (ICU) adults** - Department for Anesthesia and Intensive care including pain therapy.

**Intensive Care Unit (ICU) pediatric** - Department for Anesthesia and Intensive care including pain therapy.

## Medical Supporting Units

### Operation Theatres

**Cardiac Surgery:** Bypass Surgery; Valve Surgery; Congenital Heart Surgery; Aortic Surgery; Pacemaker Implants; Vascular Surgery; Vein Diseases; Peripheral; Aneurysm of the abdominal and thoracic aorta

### General Surgery and Gastroenterology

The clinical activities of the Gastroenterology and General Surgery Department/s will cover the complete spectrum of diagnostic and therapeutic interventions for patients with diseases of the stomach, small intestine, biliary tree, colon, abdomen, liver, pancreas, spleen, thyroid and parathyroid glands and breasts.

The Department/s will have four principal sections:

- General Surgery
- Gastroenterology
- Endocrine Surgery
- Breast Surgery



**Orthopedic, Trauma and Spine Surgery:** The clinical activities of the Orthopedic, Trauma and Spine Surgery Department/s will cover diagnosis and state-of-the-art treatment for any injury or disease of the bones and joints, from simple fractures to complex conditions. The physicians will provide care and surgical interventions in the areas of sports injuries, arthroscopy and knee surgery, shoulder and elbow surgery, foot and ankle surgery as well as endoprosthesis (hip and knee) and spinal interventions.

**Urology:** The Urological Department will perform open and endoscopic surgery on the urinary system, including urological tumor surgery using minimally invasive laparoscopic, cystoscopic and uretheroscopic surgical techniques, as well as procedures on the male reproductive system.

**Gynecology and Obstetrics:** The services provided by this sector will include the diagnostics and surgical treatment of gynecological diseases. A complete spectrum of pelvic and gynecological surgery will be performed including urogynecological surgery, routine laparoscopic and hysteroscopic surgery and oncogynecological surgery. Urogynecological surgery covers surgical treatment of incontinence and complex surgical procedures for cases of pelvic organ prolapsed and muscular insufficiency of the pelvic floor, where emphasis is placed on finding a laparoscopic solution to the problems which arise.

**Neonatology:** The neonatology sector will provide advanced treatment of newborns and quality care for high-risk newborns. It will also provide first vaccines.

## Other medical services

- In vitro fertilization
- Rehabilitation and physiotherapy
- Dialysis
- Ophthalmology and (laser) refractive surgery
- Stomatology and maxilo-facial surgery
- Pharmacy

**Cancer clinic** with complex diagnostics, oncological surgery, day clinic and in-patient treatment beds and state of the art equipments using:

- two LINAC's
- Cyber Knife
- Hadron therapy
- Brachytherapy
- Gamma Camera
- Molecular MRI

**Pediatric Clinic** with outpatient centre, hospital in-patient beds, day clinic, emergency centre, operating theatres, intensive care unit, oncologic ward.



## Hospital capacity summary

### General Hospital

- **Outpatient Care Centre:** 20 doctor practicing rooms
- **Hospital in-patient beds:** 200 inpatient beds
- **Day Clinic:** 4-5 beds per room with a total of 20 beds
- **Dialysis:** 20 positions
- **Maternity:** one ward with 14 beds, 3 delivery rooms and one birth bath
- **Neonatology:** 12 beds for healthy new-borns, 5 new-born ICU beds, 5 intermediary beds, 1 isolator bed
- **Emergency Care Centre:** 6 shock emergency care beds and 4 monitoring beds
- **Operating Theatres:** 8(day surgery (1), emergency (1); heart surgery (1); other interventions (4) and one hybrid)
- **Intensive Care Unit:** 12 recovery beds and 14 intensive care beds
- **Heart Catheter:** 1 lab
- **Physiotherapy Centre:** 10 treatment rooms and 2 Gyms
- **Oncologic Ward:** 20 beds

### Pediatric Clinic

- **Outpatient centre:** 15 doctor practicing rooms
- **Hospital in-patient beds:** 78 inpatient beds
- **Day clinic:** 8 beds
- **Emergency centre:** 3 shock emergency care beds and 3 monitoring beds
- **Operating theatres:** 2
- **Intensive Care Unit:** 3 recovery beds; 3 intensive care beds
- **Oncologic Ward:** 10 beds

## Pricing policy.

Average prices shall be 40% lower than similar healthcare services in Austria.

**Regional hub.** AHI will be the natural choice for patients looking for international medical expertise. It will serve as a truly regional medical hub in South Eastern Europe, being situated about 1000 km's away from both Vienna and Istanbul. AHI will even be accessible for patients who cannot afford Austrian or Turkish clinics or hospitals.

AHI establishes a **reference point** for middle income Romanian patients, significantly more numerous than those in higher income brackets. These patients are generally not able to afford Austrian rates, but would be willing to pay if given a local affordable alternative for access to quality medical services which the local market cannot provide at the moment.

**Everything under one roof** is the reference point. This is a concept established not only for the individual medical service we offer, but also as integration of these medical services to create integrated complex multidisciplinary treatments which other local providers are not even close to being able to offer at the moment.

AHI establishes a **reference point for health insurance** products, as one of the major reasons for peoples not to take out a private health insurance is that they don't trust the medical services of local providers contracted to insurance companies.

## Our strategy

Both local and foreign (Austrian) physicians will have the opportunity to practice in a prestigious medical centre at the same time maintaining their main practice in other state owned hospitals or private clinics.

“wherever the art of medicine is loved,  
there is also a love of humanity”  
Hippocrates, 400 b.C.



“Romanian population will face a healthcare milestone brought out with the Austrian Health Institute, the new clinic of dr. Rares Cristea. An important factor to fast health recovery is, apart from an excellent medical care support, a comfortable ambience.”

Prim. Univ. Prof. Dr. Christian Kainz  
Medical Director  
Privatklinik Döbling, Vienna



“Increased life expectancy requests the prolongation of health-related quality of life. In the Austrian Health Institute multidisciplinary environment, the mobility of patients can be supported by modern Orthopaedic surgery. Particularly in the fields of arthroplasty and spine surgery advanced procedures and inovative implants enable patients to resume activity. These treatment options you may want to consider in conditiones with painfully limited motion and deformities of joints and the spine. A clinical evaluation including diagnostic imaging, blood tests, a physical exam, x-rays and magnetic resonance imaging will be done to confirm the presence of conditiones that may benefit from orthopaedic treatment.”

Prof. Dr. Josef Georg Grohs  
Orthopaedic Surgeon and Spine Surgeon  
Allgemeines Krankenhaus der Stadt Wien (AKH)



The Austrian Health Institute will offer a high-quality endocrine service including the treatment of thyroid diseases and diabetes mellitus. State-of-the art technology and internationally renowned physicians will guarantee a top-level diagnosis and therapy.

ao. Univ. Prof. Dr. Bernhard Ludvik  
Medical University of Vienna  
Allgemeines Krankenhaus der Stadt Wien (AKH)

A handwritten signature in black ink, appearing to read 'Ludvik'.



I consider this project as an important step towards high-quality medical service for Romanian patients. It will be a pleasure for me to cooperate and to provide my expertise.

Univ. Prof. Dr. Johannes Drach  
Professor of Medicine, Hematology & Oncology  
Allgemeines Krankenhaus der Stadt Wien (AKH)

A handwritten signature in black ink, appearing to read 'Drach'.

## "Importing trust from Austria"!

"In recent years I have known hundreds of dramatic medical situations. Romanians who urgently needed complex medical services, requiring not only performant medical equipment, but also specialized medical expertise and knowledge of efficient case management. These people unfortunately no longer had trust in what the Romanian market could offer.

I was able to help many of these patients to receive treatment at renowned clinics in Austria. Far away from home, far away from their country and far away from their family.

I've met many patients who were willing, together with their family, to make large sacrifices in order to receive treatment in various European countries. Some were successful.

Of course not all of these patients could afford to support the costs of the treatments, let alone the additional costs of travel and housing. Many, however, were necessitated to seek cheaper medical solutions, all outside of Romania's, or EU's borders.

Through "Austrian Health Institute" we want to assure that in Bucharest, at accessible prices, these patients will be able to access medical care at European standards in a multi-disciplinary hospital with exceptional modern medical equipment.

We want to offer quality medical services based on the vast experience and exceptional reputation of Austrian and Romanian doctors. The presence of an impressive number of advanced medical disciplines in Bucharest will bring



prestige to this university medical center. The success and efficiency of this effort will be based on a medical concept which will combine local experience with Austrian medical know-how.

We are importing trust from Austria due to the professional prestige and reputation of Austrian doctors who, together with Romanian doctors and medical personnel, will treat Romanian patients within this hospital, located in the capital of Romania!

I warmly thank the Austrian Ambassador, His Excellency Dr. Michael Schwarzingler, to the Mayor of Bucharest, to our Government's representatives, the Mayor of Sector 1, and last but not least to the renowned professors and doctors who are with us!

Thank you to our sponsors and all of those who are at our side in supporting this important project called "Austrian Health Institute"!



Dr. Rares Cristea  
Austrian Health Institute  
Initiator & Founder