



hotline
International SOS' global customer magazine | 2015 Vol.1

CELEBRATING
30 YEARS
WORLDWIDE REACH. HUMAN TOUCH.



04



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Welcome

Dear Reader,

A warm welcome to the latest edition of *Hotline*; International SOS' global customer magazine.

This year is truly special to us as we are celebrating the 30th Anniversary of our company. To us that means 30 years of saving lives, protecting people, pioneering the industry and unforgettable moments.

At the heart of our history are our clients and we are pleased that in this edition some of them tell us their stories. You can read about how we are helping the Australian Red Cross meet its Duty of Care to aid workers and volunteers in the field, and what it takes to deliver medical services to Rio Tinto's employees in a remote forest in India. You will also find an article on how International SOS supports an US-based client, The HEICO Companies, expand its global footprint.

Many of our clients have pioneered their own industries, enabling us to do the same in ours. It is through partnerships that we have developed the unique service we offer today.

We would like to take this opportunity to say 'Thank You' and emphasise that it is a great pleasure to work with all of our clients. Together we have achieved much and, of course, there is more to do. We look forward to continuing this amazing adventure together.

If you want to tell us about your story or share your feedback and thoughts on *Hotline*, please get in touch by emailing the editor on: hotline@internationalsos.com

Enjoy reading.

Arnaud Vaissié

Arnaud Vaissié
Co-Founder, Chairman and CEO

Dr Pascal Rey-Herme

Dr Pascal Rey-Herme
Co-Founder, Group Medical Director

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Cover:
Celebrating 30 years of worldwide reach and human touch

30 YEARS OF PROTECTING AND SAVING LIVES



The world is getting smaller and as national borders come down and more and more people explore unfamiliar territories, there is one feeling most people will experience at some point during their travels – the feeling of being a foreigner.



A GREAT IDEA

Many CEOs say the success of their company is about being in the right place at the right time, plus a portion of luck. International SOS is no different. In the early 1980s military service was compulsory in France for 18 year olds, but medical students could defer their service until qualified, then serve two years working for the Government instead. One such young doctor, Pascal Rey-Herme, decided to do just that and asked to be sent to Quebec. But it was not to be. The French President was due to visit Jakarta, Indonesia and the French Embassy needed to put a Medical Attaché in place for the visit. So Pascal was posted to Jakarta instead – he had no idea where Jakarta was, but he agreed to go. As it happened the Presidential visit did not happen but Pascal's appointment went ahead. And so the story begins.

Pascal arrived at the French Embassy in Jakarta on 13 December, 1981. As Medical Attaché he was responsible for the medical care of the Embassy staff and he quickly saw that medical facilities in this developing region

It is predicted that there will be a further 50% growth in international assignments by 2020 (PriceWaterhouseCoopers, 2014). And as much as 'foreignness' can be liberating, when feeling unwell, unsafe or having lost something important; getting help away from home presents a unique set of challenges. When people are vulnerable there is no better feeling than when someone is there to help you.

30 years ago childhood friends Arnaud Vaissié and Dr Pascal Rey-Herme recognised the need to deliver medical and other assistance services to expatriates and foreign travellers of international companies. In 1985, the two French men formed International SOS in Singapore with the aim of providing international-standard medical care and emergency medical assistance in Southeast Asia.

To remember and celebrate the last 30 years, International SOS has published an anniversary book, entitled 'From East to West'. Here is an extract; the full book can be found on InternationalSOS30years.com.

OPPOSITE PAGE:
Dr Pascal Rey-Herme (Co-Founder, Group Medical Director) and Arnaud Vaissié (Co-Founder, Chairman and CEO) in Singapore, c. 1990

ABOVE, LEFT:
Jakarta Cipete Clinic, early days

ABOVE, RIGHT:
Arnaud Vaissié receiving the 2009 "Ernst & Young Entrepreneur Of The Year Award" in Singapore



were inadequate. He persuaded the Consul to let him build a clinic within the Embassy compound for French people in Jakarta.

Pascal also began to advise French expatriates and companies on health issues. Once a month, he travelled to French company sites, often in remote places, to review their health facilities. He made sure procedures were in place to evacuate and transport any patients to the nearest centre of medical excellence, if needed.



The poor quality of medical services was a problem for Western companies operating in Indonesia and other developing countries in Asia. The increasing number of expats and business travellers working for these companies wanted international standards of healthcare. The companies had insurance cover but in reality they were not getting the assistance they needed. European assistance companies gave a great service in Europe and Africa, but when it came to calling for assistance in Asia they often did not know which doctor to call. Furthermore, both medically and geographically, it was not practical to transport patients directly back to Europe or the US.

Pascal saw the opportunity: A local service, delivering medical and other assistance, to expats and foreign travellers of international companies operating in Asia. He was keen to follow the French approach to assistance: Specialists go to the scene of an accident, a patient's home or place of work, to stabilise the patient; if needed they then send the patient to hospital. It was about providing local knowledge and assistance with the ability to transport patients to centres of medical excellence; in South East Asia the centre of medical excellence was Singapore. Pascal decided to discuss his idea with the ideal person: His childhood friend Arnaud Vaissié. Pascal shared his concept with Arnaud who visited him in Jakarta in 1982. Arnaud liked the idea and was keen to help Pascal develop it further, although he had no plans to be a part of the business. Pascal finished his government service in 1983 and returned to France. He tried to get a French assistance company to set up in Singapore to take his idea forward, but they rejected the plan.

That Christmas Pascal went travelling again. In the US he met up with Arnaud who, seeing Pascal's enthusiasm, suggested he return to Asia to see if it was possible to



proceed without partnering an existing business. Pascal reported back, positively, to Arnaud. Arnaud then began visiting Singapore and Jakarta for long weekends, spending time talking to potential customers and associates and working on a detailed business plan with Pascal.

On one occasion Arnaud and Pascal met a fellow French expatriate, who was a very prominent CEO of a company in Singapore, and explained their vision. Having heard their presentation the CEO pronounced that the idea was a very bad one and would never



succeed. On leaving the CEO's office Arnaud turned to Pascal and told him he was now utterly determined to make it work.

Pascal, meanwhile, was busy finding local doctors to help deliver his concept, beginning with Jakarta. In July 1984 a foundation, SOS Medika, was created, made up of national doctors, led by Dr Inggriani Gandha (Dr Inge). SOS Medika was to provide the assistance service in Jakarta, supported by Pascal as foreign advisor. Dr Inge had studied abroad and understood the concept of emergency assistance so she was the ideal partner.



“International SOS’ ability to bring together a wealth of capabilities, a diverse mix of people and cultures from around the world truly sets us apart.”

ARNAUD VAISSIÉ - CO-FOUNDER, CHAIRMAN AND CEO, INTERNATIONAL SOS

In September 1984, Pascal and Arnaud registered a Singapore company, Asia Emergency Assistance Pte. (AEA) fully owned by the two of them. This was to be the company headquarters and key Alarm Centre (now called an Assistance Centre). Not only was Singapore a centre of medical excellence in South East Asia, it was also a hub for local airlines, making it the ideal destination for medical evacuations.

Arnaud moved out to Jakarta in October, his wife Claire arrived in December, having temporarily given up her job with the French Treasury. They planned to stay for just a few months in Jakarta to support the development of SOS Medika and then move to Singapore where they had established the AEA headquarters. As Claire says: “We were both quite young, just married and had great jobs. It meant a huge cultural change, but we just said, “Why not?” and did it.”

PIONEERING MEDICAL AND SECURITY TRAVEL RISK SERVICES

Today, there are 5,200 medical and security experts looking after International SOS’ clients 24/7 no matter where their business takes them, and the organisation regularly develops new products and solutions to meet the needs of its clients. And in an ever-changing world, the growing focus is clearly on prevention. The key for businesses is to prepare people before they leave home and adopt robust, preventative workplace programmes.

Reflecting on International SOS’ growth and success over the years, Arnaud Vaissié, Co-Founder, Chairman and CEO) explains the company’s unique appeal. “We’ve moved from being an emergency company to being recognised as market leaders. Many of our clients have been with us since the beginning

and these lasting partnerships result from our ability to respond to our clients’ ever changing needs. This constant innovation is part of our DNA – it’s what our clients expect from us.

“International SOS’ ability to bring together a wealth of capabilities, a diverse mix of people and cultures from around the world truly sets us apart,” says Arnaud.

As Dr Pascal Rey-Herme, International SOS Co-Founder and Group Medical Director, confirms, the shift from ‘reactive’ to ‘proactive’ service provision has been a critical part of the company’s evolution: “Over the last 30 years the world has changed dramatically and we have changed with it. Today’s global business leaders know they need to plan well and prepare their organisation, not just react when something goes wrong.”

When asked if they would all do it again, both said: “Oh yes, definitely.”

OPPOSITE PAGE, TOP LEFT: Dr Inggriani Gandha, (Dr Inge), Executive Director, Indonesia

OPPOSITE PAGE, MIDDLE LEFT: Dr Pascal Rey-Herme and Arnaud Vaissié receiving an award at the Singapore Business Awards, c. 2010

OPPOSITE PAGE, TOP RIGHT: Singapore’s Financial District, early 2000s

TOP RIGHT: A Working Trinity - Dr Pascal Rey-Herme, Arnaud Vaissié and Laurent Sabourin meeting with a Vietnamese Health Minister delegation, Singapore December 1996

ABOVE: International SOS’ Dr Lyndon Laminack and Sandy Johnson responding to a call, Singapore Assistance Centre, early 1990s

RIGHT: Dr Pascal Rey-Herme and Arnaud Vaissié





PROGRESS THROUGH PARTNERSHIP

For many years Australian Red Cross has provided humanitarian support to vulnerable people around the globe. Working in extreme environments and crisis situations, Australian Red Cross has always placed huge importance on keeping its international aid workers safe and well. But today, with the emergence of new risks in a rapidly changing world, the need to deliver medical and security assistance to its workforce is greater than ever.

Australian Red Cross has been working with International SOS since 2008, to help meet its Duty of Care to aid workers and volunteers in the field. With shared interests and agendas, the two organisations often work side-by-side as they respond to global crises and events. As Yvette Spero, International Health Coordinator at Australian Red Cross, tells *Hotline*, it is a relationship that has grown over the years to become a powerful and collaborative partnership.

Australian Red Cross is part of the International Red Cross and Red Crescent Movement, the largest humanitarian network in the world, with approximately 17 million volunteers in over 189 countries. Operating autonomously under shared Fundamental Principles of the Movement, Australian Red Cross works as an impartial, neutral organisation committed to preventing and alleviating human suffering wherever it is found. It has a strong domestic focus, providing assistance to vulnerable communities within Australia, as well as a major operational presence in Australasia, Asia-Pacific and the rest of the world.

"At any one time," says Yvette Spero, *"we have up to 60 international aid workers out in the field, which on average means about 250 missions a year. We're an Australian-based organisation, but our remit is global and we currently have people on the ground in South Sudan, Ukraine, Iraq, Syria, Afghanistan, Vietnam, Nepal, Fiji and West Africa."*

As this list of countries and regions suggests, Australian Red Cross's international aid workers operate on the frontline of emerging global crises, providing humanitarian support in areas impacted by natural disasters, war, civil strife or disease. In South Sudan, they are currently assisting people who have been displaced by the

LEFT: Australian Red Cross Protection Aid Worker, Dorsa Nazemi Salman, working alongside local colleagues in Afghanistan. Photo: Australian Red Cross

ongoing conflict in this new and unstable country. In Ukraine, Iraq and Afghanistan they are providing emergency medical care and support to communities affected by war, while in West Africa they are running treatment centres and taking part in regional efforts to manage the Ebola outbreak.

NEW HEALTH AND SECURITY RISKS

The challenging overseas environments in which Australian Red Cross operates have always presented a range of health and security issues. But as Yvette Spero explains, recent socio-political, demographic and environmental changes in the world have led to the emergence of new risks and threats:

"We are seeing changes in the prevalence of certain diseases. Dengue fever, for example, is now one of the more common health concerns for our people overseas. Respiratory problems and stomach infections are also rife, but Dengue fever has really come to the fore, particularly across the Asia-Pacific region. We are also seeing local transmission of vector-borne diseases like Chikungunya being reported for the first time in certain areas, such as the Caribbean."

In addition to new patterns of disease transmission, natural disasters are also now more prevalent, as Yvette Spero observes:



“As far as other non-governmental organisations (NGOs) are concerned, my advice would be – if you have staff in the field, this kind of support and assistance is essential. It is a no-brainer. How can people do their job properly in challenging overseas environments without this kind of assistance?”

YVETTE SPERO - INTERNATIONAL HEALTH COORDINATOR AT AUSTRALIAN RED CROSS

“For those Australian Red Cross aid workers in coastal or archipelago regions, landslides and rising water levels are a very real concern. There are also environmental disasters linked to pollution and overcrowding, which in turn give rise to water-borne diseases. These issues are more prevalent now than they were in the past, posing new threats to local communities and to our international aid workers who are out there trying to help.”

Another notable change is the response of certain communities to Red Cross itself. Whereas previously the neutrality of the organisation and its international emblem were respected globally, Yvette Spero and her colleagues have witnessed a decline in levels of understanding and acceptance:

“Our emblem used to protect our workers automatically. But it is not like that anymore; certain parts of the world are simply not as safe as they used to be. There’s more hostility towards perceived western organisations, and more than ever before we have to promote the fact that we are a neutral humanitarian outfit. Protection is no longer a given.”

INTERNATIONAL PARTNERSHIP

Keeping its people safe, and enabling them to do the best job they can for at-risk communities, is of paramount importance for the Australian Red Cross. With often limited healthcare facilities in the areas where they operate, the organisation first came to International SOS looking for help and support in meeting its Duty of Care to

its people. And as Yvette Spero explains, since its formulation over six years ago, the relationship between Australian Red Cross and International SOS has evolved significantly:

“International SOS provides us with high-level medical and security assistance. We use their in-country intelligence and updates to prepare our people pre-deployment. We also make frequent use of their Assistance Centres – in fact, I believe we’re among the top ten client organisations in terms of Assistance Centre utilisation.

We are also a unique client; we have our own in-house medical teams and are probably more demanding than most in terms of requesting medical data and reports. And as the relationship has developed we have started to exchange information and expertise a lot more. We have people on the ground in some really remote places, and at times we have been able to supplement International SOS’ response with very precise local knowledge.”

This two-way dynamic has helped to create a very collaborative and constructive partnership. Often responding to the same global crises (International SOS has also recently deployed in Ukraine, South Sudan and West Africa), each organisation has developed a keen understanding of the other’s operational needs and capabilities.

“I have worked overseas for Australian Red Cross,” says Yvette Spero; “And I have seen for myself how the global reach of

International SOS can be absolutely critical. Equally, I have been able to suggest local service options based on my own knowledge.”

Having flown the flag for collaborative interaction with International SOS, Yvette Spero believes that other humanitarian organisations should invest in support for their people in the field:

“As far as other non-governmental organisations (NGOs) are concerned, my advice would be – if you have staff in the field, this kind of support and assistance is essential. It is a no-brainer. How can people do their job properly in challenging overseas environments without this kind of assistance? What is more, it is totally universal coverage; whether we have a delegate flying to a conference in Geneva, or an aid worker assessing public health in the Philippines, International SOS is there for them, 24/7.”

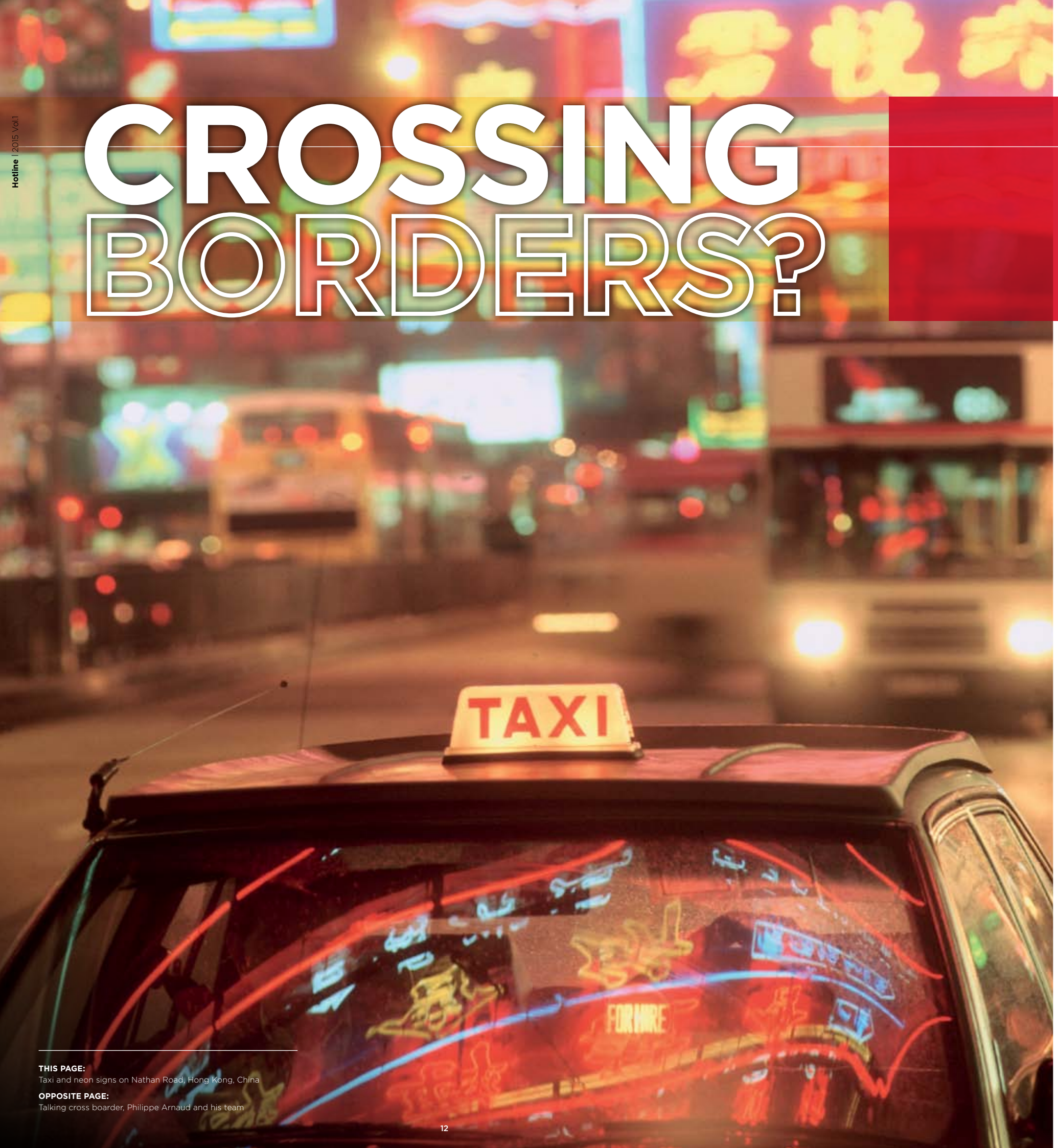


OPPOSITE PAGE, TOP: Australian Red Cross Aid Worker, Kathryn Clarkson, talks with a young boy in Manatuto district, at the spring that is the source of his village’s water supply. Photo: Australian Red Cross/Conor Ashleigh

OPPOSITE PAGE, BOTTOM LEFT: Australian Red Cross Aid Worker, Dr Nick Williams, carries out consultations in a makeshift health centre following Typhoon Haiyan in the Philippines. Photo: Japanese Red Cross

OPPOSITE PAGE, BOTTOM RIGHT: Australian Red Cross International Health Coordinator, Yvette Spero, taking care of volunteers and staff after Typhoon Haiyan in the Philippines. Photo: Australian Red Cross

CROSSING BORDERS?



THIS PAGE:
Taxi and neon signs on Nathan Road, Hong Kong, China

OPPOSITE PAGE:
Talking cross boarder, Philippe Arnaud and his team

Enabling small and medium sized enterprises (SMEs) around the world to expand their global footprint.

Globalisation and modern technology have dissolved traditional borders. This process has enabled small companies to extend their operational reach, with many exploring commercial opportunities and sourcing production capabilities in sometimes remote and challenging locations.

In these cross-border trade environments, International SOS' local knowledge and assistance are proving vital to keeping people safe and well. Here, Kenneth A. Ross (CSP), VP of Corporate EHS & Security at The HEICO Companies, LLC (i.e. HEICO), discusses the benefits of the International SOS global network for his company and global travellers.

HEICO is the parent holding company for a diversified portfolio of over 50 businesses involved in manufacturing, construction and industrial services. Since its founding over 30 years ago, the company has been built by reinvesting its earnings into both internal growth and new acquisitions around the world. HEICO currently operates in 16 Countries, while buying and selling in over 82 markets and growing.

As with many other companies of its size, HEICO's global growth has taken it into new areas with varying levels of concern, as Ken Ross explains:

"In the past decade or so we have seen traditional manufacturing borders collapse. Barriers that previously restricted the flow of international trade have been torn down. For companies like HEICO, this means we have been able to start sourcing components globally. Our supply chain has expanded, and we are seeing manufacturing capabilities opening up in continents such

as Africa, Central and South America and various countries in the Asia-Pacific region. These locations present great business opportunities, but they involve a much higher degree of medical and security risk than we have encountered in the past."

Having previously operated mainly in the US, Canada, and Western Europe, today HEICO has between 20 and 30 employees working in potentially high-risk environments at any one time. And as the company continues to expand into geographically strategic areas, it has to assess a whole host of new operational, health, safety and security challenges.





“Every region brings its own unique set of issues,” says Ross. “In South America, for example, the security risk can be higher, with criminal activity and express-kidnapping cultures in some countries. On the Indian subcontinent, meanwhile, it’s less about security and more about safety; roads and transport infrastructure are often difficult, so there’s a strong chance of accident and injury among our international travellers.”

PROACTIVE AND REACTIVE SUPPORT

Committed to fulfilling its Duty of Care to all global employees, HEICO has been working closely with International SOS since 2007. As part of an extensive programme of support, International SOS has developed and co-branded a web portal for HEICO employees, providing vital pre-travel information and advice that is tied to the same advice if an employee were to call one of the 27 Assistance Centres. In line with International SOS’ focus on prevention, this and other online resources offer a range of trouble-avoidance tips and techniques. Employees are also encouraged to download the International SOS Assistance App – a vital travel risk-mitigation tool which connects overseas employees to the International SOS global assistance network.

“International SOS provides a range of crucial information and assistance services to HEICO,” says Ross. “We monitor their local information feeds on medical and security issues, distribute their pre-trip advice, and generally use their expertise and country intelligence to assess whether or not a trip is worth making. We have also called on International SOS’ rapid response services on a number of occasions.”

During the terror attacks in Mumbai in 2008, International SOS reached out to three HEICO employees in a building opposite the high-jacked Taj Mahal hotel. International SOS also checked on the whereabouts,

health and safety of HEICO staff in Chile following the earthquake of 2010, and in 2011 were prepared to organise emergency evacuation for employees caught in the turmoil of the Egyptian coup and protest.

There are parts of the world HEICO will not send its employees (Iraq and Pakistan, for example), and it has a policy of “never sending anyone anywhere they are not comfortable with.” However, working with International SOS means Ross and his team are confident they have the back-up, intelligence and assistance they need:

“International SOS has been there for us whenever we have needed them. As our world expands we know that we have the support required to provide our employees with the best health care benefits and assistance solutions during overseas trips and assignments. And we know that if necessary we can get our employees back home quickly and safely.”

NETWORK CONNECTIONS

International SOS’ cross-border operations are designed to ensure that a client’s business requirements can be met regardless of where in the world they are sending their employees.

And as their clients become more global, so does International SOS. Operating from more than 700 locations in 89 countries, International SOS engages with a client’s corporate office as well as directly with its members in different locations, providing highly responsive and tailored assistance services. As Philippe Arnaud, International SOS’ Group Chief Commercial Officer, describes:

We are proud of our globally aligned approach and our client’s needs are at the heart of this organisation. We understand their needs because we have first-hand experience of what people encounter when they travel and what to expect at any

destination. The most trivial medical issue can sometimes quickly escalate into a more serious problem or security issue, and visa versa, especially in an unfamiliar setting. So when a business traveller arrives at their destination we are there too, and they can really hit the ground running.”

“It is important that our members call the Assistance Centre immediately with any health or travel security concern. Members speak directly – and in a language they are comfortable with – to a medical or security expert who is familiar with the member’s location and will support them from the very beginning right through to conclusion.”

In this way, the benefits of International SOS services are many and varied for rapidly-expanding SMEs like HEICO. Often lacking in global resource and capacity, smaller companies find great solace and reassurance in the 24/7 support provided by International SOS, as Ross confirms:

“As a small medium sized company, our global footprint would be remiss without International SOS. Working across different time zones, it gives me peace of mind to know there’s an international Assistance Centre our people can contact any hour of the day or night. Our business travellers work for a small organisation, so they need a robust network in place – and that is exactly what International SOS provides. Our people can access expert advice to help them implement protocols no matter where they are. It’s good for them, and good for me, to know we have a great resourceful partner standing by our side.”

OPPOSITE PAGE, TOP LEFT: Mumbai terror attacks, 2008

OPPOSITE PAGE, MIDDLE LEFT: International SOS’ Assistance App

OPPOSITE PAGE, TOP RIGHT: The HEICO web portal

OPPOSITE PAGE, BOTTOM: People travelling on the bus and car on the road near Jaipur



“Our business travellers work for a small organisation, so they need a robust network in place – and that is exactly what International SOS provides. Our people can access expert advice to help them implement protocols no matter where they are.”

KENNETH A. ROSS (CSP), VP OF CORPORATE EHS & SECURITY, THE HEICO COMPANIES, LLC

EBOLA OUTBREAK IN WEST AFRICA ONE YEAR ON

Ebola, a deadly haemorrhagic fever, has been part of the daily news agenda since it began spreading in West Africa early last year – faster than the efforts to control it. It is now the largest Ebola outbreak ever recorded, involving four countries simultaneously.

One year on, there have been some success stories. Preparedness and swift action in Mali for example, made a big difference, stopping further spread of Ebola.

Even though there are signs that rates of infection are slowing in some of the worst-hit areas, it would be premature to read success into the operation to stop this challenging outbreak of the disease.

International SOS was quick to take action when the deadly disease was first recognised in Guinea in March 2014 and has since been supporting clients and partner organisations around the clock in the fight against Ebola. Between March and November 2014 the organisation received over 1,700 Ebola related calls. Amongst these were request from government agencies, non-governmental organisations (NGOs), health authorities and schools / universities from all over the world.

AN EXAMPLE...

MTN Group, an International SOS client since 2010, is a leading mobile telecommunications operator in emerging markets, connecting 219.2 million people across Africa and the Middle East.

Zain Reddiar, Head: Group Expatriate Management Services at MTN, said: *“As our business expanded across 22 countries we found a real need for International SOS’ services. If we did not have this relationship we would feel far more vulnerable. We cannot leave anything to chance and wait for something to go wrong: Education, prevention and preparation have always been really important for us. Our work with International SOS is one proof point that shows our people that we are an organisation that cares and takes their wellbeing seriously. The ongoing Ebola outbreak is a case in point. The moment we realised this could be a*

concern for our people and our operations, we talked to International SOS. The response was immediate – something we needed and came to expect. The information and advice provided enabled us to respond appropriately to media enquiries, to governments, to our staff and their families, and to local communities.

You can never put a value on a person’s health and safety – their wellbeing is the number one priority. We know the welfare of an employee assigned to a foreign country takes precedent over any cost concerns, but we do believe the real value we get back as a result of our relationship could easily be ten times or more what we actually pay in membership.”

SAVING LIVES

In September 2014, International SOS evacuated two Dutch doctors from a remote part of Sierra Leone to Amsterdam where they could access potentially life-saving medical support. Dr Nick Zwinkels and Dr Erdi Huizenga were exposed to Ebola whilst working on the Ebola frontline in Yele for the Lion Heart Foundation, a Dutch medical charity. The objective of the Lion Heart Foundation is to improve the level of health care in central Sierra Leone, mainly focusing on mother and childcare. At their remote clinic, the doctors mostly treated malaria but their work also brought them into direct contact with three patients who had died from the Ebola virus. This high-risk exposure triggered the urgent need to evacuate them. The doctors were temporarily held in quarantine at a UNICEF facility as International SOS worked with the Dutch and Sierra Leone governments and Public Health officials to ensure a smooth border crossing. The doctors were repatriated by long-range Challenger 600 air ambulance. After a short refuelling stop in Morocco, they travelled nearly 7,000 km to Schiphol Airport in Amsterdam.

THIS PAGE:
Mamie Mangoe, a friend of the Duncan family, wipes a tear away during a memorial service for Ebola victim Thomas Eric Duncan, in October 2014 at the Wilshire Baptist Church in Dallas, Texas, USA

“After we were exposed, initially we did not think that we would need to be evacuated. We called the RIVM (Dutch Ministry of Foreign Affairs and Health) for advice. They indicated that it was important to be repatriated to Holland before we developed any symptoms of the disease. International SOS would be our best option.”

DR NICK ZWINKELS - EBOLA FRONTLINE IN YELE, THE LION HEART FOUNDATION



ABOVE, RIGHT: Liberian Red Cross team in Monrovia, Liberia, in October 2014. The worst-ever Ebola epidemic had already claimed more than 4,000 lives, largely in Sierra Leone, Guinea and Liberia

ABOVE: Evacuation of Dr Nick Zwinkels and Dr Erdi Huizenga from Sierra Leone to Amsterdam

When asked about their experience Dr Zwinkels said: “After we were exposed [to the virus], initially we did not think that we would need to be evacuated. We called the RIVM (Dutch Ministry of Foreign Affairs and Health) for advice. They indicated that it was important to be repatriated to Holland before we developed any symptoms of the disease. International SOS would be our best option.

“From the moment International SOS became involved, they had regular contact with us until our flight departed. The pre-flight assessment at the airport by their medical team was very good. Both the doctor and the nurse were very experienced with this type of situation. They acted proficiently and helped us and the cabin crew feel at ease.”

Dr Huizenga added: “The chances you end up in a situation like this are very little when you work in a ‘treating hospital’ and stick to the protocols. When you work in a holding centre you have to make sure you quickly isolate patients in order to minimise the chances of unprotected contact with Ebola patients. Once you have had unprotected contact, do not wait but ask for professional advice in the right places, like we did.”

International SOS has pioneered a range of preventative programmes over the past 30 years and offers an unparalleled response to emergencies. Ebola exposure poses unique complexities for evacuation, including: need for mobile isolation facilities, rigorous border crossing requirements and public health authority permission, screening procedures and quarantines as well as a high level of media attention.

MAKING A DIFFERENCE

International SOS is continuing to protect and support clients in responding to the outbreak. It established a comprehensive, continually-updated Ebola website early in the outbreak, which so far has had more than 600,000 visitors. Recognising the situation for the public health emergency it became, the company decided to make the site available to anyone who wanted reliable and useful information about Ebola. As such, the site has become a trusted resource not only for clients, but for some non profit groups who need it most, and government health departments for example. In addition to its dedicated website internationalsos.com/ebola, International SOS has recently

released a new mobile app designed to help share medical and travel information on Ebola. The free Ebola App provides access to key sections from International SOS’ dedicated Ebola website and was an instant success with 4,000 downloads within two weeks of being made available.

Dr Doug Quarry, Group Medical Director Medical Information and Analysis at International SOS, said: “The ongoing Ebola outbreak has become a global health emergency where rapid communication of advice and information is absolutely critical. We know people want up-to-date, accurate information as quickly as possible. They want it from a trusted source. And in today’s multimedia world they want it in their hands wherever they are. We designed this app to try and help meet that demand.”

International SOS continues to be in regular liaison with the WHO, Centres for Disease Control and Prevention (CDC), European Community Humanitarian Aid Office (ECHO), European Centre for Disease Control and Prevention (ECDC) and UN Mission for Ebola Emergency Response (UNMEER) with respect to ongoing events.

HOTLINE DEBUNKS SOME COMMON MYTHS ABOUT EBOLA

Ebola can spread through the air.

No. The virus does not hang around in the air, and you can’t get it from breathing around an infected person. It does not spread in food or water either, or via a mosquito bite.

Someone can spread Ebola even if they seem well.

Ebola is only contagious once a person starts having symptoms, and it seems to get more contagious as their symptoms worsen. That’s why people who may have been exposed to the virus are told to monitor their temperature. Fever is an early symptom (of Ebola and thousands of other illnesses). If someone being monitored gets a fever, they can be taken into isolation right away, decreasing the chances of passing the virus on to others.

People from affected African nations with a fever probably have Ebola.

Actually, they probably don’t – very few cases of Ebola have been exported from hard-hit countries into other areas of the world. People from Guinea, Liberia and Sierra Leone who have a fever may well have malaria – a much more common illness than Ebola – or typhoid, or the flu or any number of other infections. Fever is a warning sign but it is not a clear-cut signal someone has Ebola.

Ebola is always a deadly disease.

Ebola is a serious illness, no doubt. But the scientific community is only just learning about how people survive, and how to increase their chances. Early, supportive treatment like IV fluids and managing other symptoms can help improve outcomes for patients, which is why early diagnosis is so important. In this outbreak, it looks as though about 30% or more of infected people are surviving their infections.

The outbreak will be over as soon as we get a vaccine made.

First off, making vaccines is difficult work and requires a lot of time and other resources to test. Second, even if a successful vaccine is made, it will take some time to mass produce and distribute it. Third, it will likely be given to people caring for Ebola patients – not the general public in affected areas, who may not want it anyway depending on their cultural beliefs and trust in government/medical interventions. Stopping chains of transmission by identifying patients and getting them into treatment centres is a much more practical approach than waiting for a vaccine.

INTERNATIONAL SOS AND THE EBOLA OUTBREAK

- We have received 1,700+ Ebola related first calls.
- These calls have come from around 750 clients since the first request on 5 March 2014.
- 98% of first calls on Ebola are advice related.
- Our largest medical operation in Liberia is staffed by a team of 18 medical professionals. They are supporting 1,500 employees.
- We have had 115+ requests from governments, NGOs, health authorities, companies, and schools/universities for our educational materials to be made available to them. Many of these materials have been distributed and are being used.
- Ebola education materials are available in 25 languages.
- Our Ebola website is free to all and by mid-November 2014 had 600,000+ visitors.
- Our Ebola App for mobile devices is available as a free download for Apple and Android devices. There were 4,000 downloads within two weeks of it being made available.



REACHING OUT TO REMOTE COMMUNITIES



THIS PAGE:
Dr Patel talking to people from the local community



Dr Sanket Patel talks to *Hotline* about delivering medical services in a remote forest area in India, helping mining company Rio Tinto meet its Duty of Care to employees, and supporting local communities.

Dr Patel, can you provide an overview of your role and the services you provide for International SOS?

I am based in Buxwaha – a remote forest area in Chattarpur District, Madhya Pradesh state, in central India since February 2012. I have been working as a medical consultant for Rio Tinto, one of our multinational mining clients.

I work as part of Rio Tinto's Bunder project, which is one of the most advanced diamond projects in the world, currently in the pre-feasibility stage. One of Rio Tinto's corporate responsibility goals is to provide high-quality health services in the areas where they operate globally, and this project is no exception.

At our base here in Buxwaha we run an Out Patient Department where I see and treat a whole range of patients and interesting people, from client employees to contractors and members of the local community. We also deliver regular health promotion campaigns including something we call 'tool box talk', which is a daily meeting about safety measures and behaviours. And if there is an emergency we can help stabilise patients in serious conditions, before transferring them to hospital in either Sagour or Chattarpur Districts via Advanced Cardiac Life Support (ACLS) ambulance.

A forest is a challenging environment and it is important people know how to stay healthy and safe, so as an additional service I provide first aid courses, snakebite awareness and heat stress prevention training, among other initiatives. And twice a week I carry out clinical work in Bajana Village, which is 30 kilometres away, providing health checks and distributing free medicines to members of the local community.

What skills do you need for this role?

I have an MBBS degree and post-graduate qualifications in family health from CMC Vellore, plus a fellowship in occupational health from the Central Government of India. But I need to stay abreast of medical developments in order to fulfil my role and provide the best-possible services to client employees and the local community. So twice a year International SOS provides my colleagues and I with training in Jakarta, Indonesia, in basic life support, advanced cardiac life support and international trauma life support, all of which is approved by the American Heart Association.

Such skills are essential, but to be a really successful medical practitioner you also have to be good at communicating with people. You have to earn trust from them. You have to listen first and then act accordingly and wisely.

What kinds of health conditions and issues do people face where you work? And what challenges do you face in treating them?

Malnutrition is common to all age groups in the local community. Specifically among children, respiratory diseases and diarrheal diseases are more common, followed by vitamin A deficiency. Anaemia is more common among females, cataract and osteoarthritis among the elderly, while other health issues like skin infections, seasonal flu and UTI/RTI/STI are also prevalent. Poverty and illiteracy are real problems too.

Temperatures here can hit real extremes during winter and summer, which makes the job difficult. I am the only medical professional out here but overall the infrastructure is good and I have strong backup from the International SOS medical services team in New Delhi. I always have access to senior medical colleagues to assist with complicated situations. The teams provide wonderful support, and also the Assistance Centre staff in our 27 global Assistance Centres who work tirelessly 24/7. Together we have enough in terms of logistics, equipment and other supplies to meet the needs of the local population.

Is there one case or incident from your time in Madhya Pradesh that stands out as particularly memorable?

I remember an LTI (Lost Time Injury) incident in 2012. A worker's finger had become twisted as he shifted a cement block; he came to the clinic in great pain and I felt the gap between his finger joints. Immediately I immobilised the man and administered primary treatment, and we were able to reach the orthopaedic hospital before callus formation began. I accompanied him to the operating theatre where he had a K-wire fixation. His finger was saved; I had done my job, it was really satisfying.

What do you like most about your job?

Treating patients is a passion for me. I always wanted to help people, to use my skills and knowledge to benefit others; and this job enables me to do just that.

My work has also been recognised, which is very gratifying. In 2012 my colleague, Dr Varun Nishanth, and I won the International SOS Certificate of Appreciation for our health contribution to the Bunder Project. But this would never have been possible without the help of the project staff and, of course, the local community.

"A forest is a challenging environment and it is important people know how to stay healthy and safe, so as an additional service I provide first aid courses, snakebite awareness and heat stress prevention training, among other initiatives."

DR SANKET PATEL - INTERNATIONAL SOS, MADHYA PRADESH STATE, CENTRAL INDIA

What does it mean to you to be working in India in your current role?

I was born in the Patan district of Gujarat and brought up in the 'diamond city' of Surat, so working here is very meaningful to me. I am really thankful to God and my family that they have given me such great support over the years – support which has enabled me to reach this stage in my career. I also got married in 2012; my wife is a doctor as well, and I am now living with her and my parents in Surat, where I grew up – it is an interesting coming together of my past and my present; of my personal and professional life.

It really is a great opportunity, to be able to give something back in the country where I grew up and trained. International SOS has always valued and supported the training and development of local people in partnership with its clients. The organisation covers such wide-ranging operational environments, and our onshore and offshore extractive industry clients bring us into contact with all kinds of people and places.

Wherever the work takes us, it is good to know that we can make a positive impact on the lives of those we work with and the lives of local people.

International SOS understands that recruiting, retaining and developing the right talent is critical to support the organisation's culture which is based on its values of Passion, Expertise, Respect and Care. It's a dynamic and growth-oriented business that offers exciting opportunities globally for people who wish to have a challenging and unique career experience. More information can be found on the website: internationalsos.com/careers

CUSTOMERS AT THE HEART

Helping clients get the most out of their medical and travel security assistance advice services is a priority at International SOS.



Over the last 30 years, International SOS has always been committed to investing time and effort into its services and relationships with clients. In fact, it is through strong relationships that International SOS has developed the unique services it offers today.

GETTING TO KNOW YOU: A CUSTOMER-CENTRED OBJECTIVE

Like in any new relationship, it's important to get to know each other better. At International SOS a new relationship with a client starts with an introductory meeting called an onboarding session. As each client has individual priorities they can outline their unique needs in this session. For example specify how they want to be notified about employee incidents (location, type of incident, requirements for evacuation and costs, etc.) and identify medical matters and recommended care between International SOS' own medical professionals and their people.

Overseeing the customer programme is Caroline Hondré, General Manager of Client Services. "As part of improving the knowledge of our services amongst members, we recently improved our onboarding programme. Our main objective was to bring our clients more into the centre of what we are doing," explains Hondré. "First of all we wanted to achieve greater clarity and transparency. We did this by making changes such as fine-tuning communication in major assistance cases and by simplifying the invoicing process. It's actually very simple - better onboarding means clients make the most effective use of their services."

"We are a people-focused company and our relationships and interactions with clients are paramount. There is no need to fill out lengthy forms because the information is collected in person and an implementation plan is mutually approved at the same time," says Hondré.

There was a realisation that while our clients were generally satisfied, some members were not making the most of the assistance service. For example, don't wait for something to happen before you contact us - we are there to help with preventive enquiries before, while and after travelling. International SOS' aim was, therefore, to ensure that "customer decision makers and influencers better utilise our products and services, by providing efficient and effective processes and by fostering client engagement", according to Hondré.

There is now a bigger focus on training and in particular on how clients appoint and train the right Authorised Persons (APs). APs play the crucial role of making decisions and approving actions or costs on behalf of their company when an emergency occurs. With the new onboarding methods, International SOS is working closely with Authorised Persons directly from the start of the relationship and throughout every step of the process.

"All our onboarding sessions are done face-to-face so we can build better relationships," she says. "The new presentation indicates the information needed from the client and gives us a chance to explain anything that is unclear."

Ying Hau, a colleague, recently took a Managing Director and Human Resources Director through the presentation. He Hau explains: "In a recent client meeting, all the different steps came up, including the overview of the programme, notification of an incident, and how assistance would be managed for their people, and you could immediately see that it was all very clear to them as to what to expect and how they are protecting their workforce."

AN ONLINE CLIENT TOOLKIT

Over the past couple of years the organisation has put in considerable effort to improve the communications our clients can use to educate their people, with business travellers and expatriates making use of a dedicated Assistance App and receiving membership cards that help people understand the available services to them.

Additionally, the client onboarding programme has used internal training of members through elearning.

"We developed some great elearning guides to help educate client contacts to get the most out of their services," says Hondré. "While these tools already existed in many regions, International SOS analysed best practices, strengthened the material already in circulation and rolled it out across the world."

An online client toolkit has been updated and in some cases newly added for clients. It contains more than 50 customisable, easy-to-use materials including: Videos, presentations, postcards, electronic membership cards, etc. to help clients communicate their International SOS assistance services internally. The toolkit also includes helpful resources for those who manage the programme, including a link for AP training, suggestions for launching a communication's plan and other thought-leadership materials.

"Our research shows that clients understand the value of our partnership and utilise the toolkit. They adapt and cascade the materials internally so employees understand how their organisation has invested and put programs in place to look after their health and wellbeing while they live or travel abroad," said Erin Giordano, Director of Client Outreach and Innovation at International SOS. "This gives employees peace of mind and the ongoing confidence to keep going the extra mile for their employers."



ABOVE, LEFT: Caroline Hondré explaining the onboarding process

ABOVE: Client Toolkit

OPPOSITE PAGE: The International SOS membership card

TO EXPERIENCE CLIENT ONBOARDING, PLEASE CONTACT YOUR CLIENT SERVICES MANAGER.

The client onboarding programme is also applicable for existing clients as a great opportunity to get an update on International SOS' benefits. Also if there are any internal organisational changes, International SOS is happy to bring up to speed your new hires to use Internationals SOS solutions.

PROTECTING YOUR PEOPLE IS OUR PRIORITY

International SOS is the world's leading medical and travel security risk services company. We care for clients across the globe, from more than 850 locations in 92 countries.

We pioneer a range of preventive programmes strengthened by our in-country expertise. We deliver unrivalled emergency assistance during critical illness, accident or civil unrest.



Our 11,000 employees are passionate about helping you put Duty of Care into practice. With us, multinational corporate clients, governments and NGOs can mitigate risks for their people working remotely or overseas.

30 YEARS

A GLOBAL INFRASTRUCTURE YOU CAN DEPEND ON:



27 ASSISTANCE CENTRES

With our local experts available globally, you can speak to us in any language, anytime 24/7.



5,600 MEDICAL PROFESSIONALS

Immediate access to experts with extensive experience in all fields of medicine coupled with a thorough knowledge of the local environment and healthcare system.



200 SECURITY SPECIALISTS

24/7 access to travel security reporting, analysis and expert advice from our security consultants, analysts and tracking experts around the world.



53 CLINICS

An integrated network of 53 International SOS managed clinics around the world, practising international standards of medicine – mostly in emerging countries.



77,000 ACCREDITED PROVIDERS

A network of accredited healthcare, aviation and security providers ensuring we provide you with the best logistics in the air, on the ground and at sea.

WORLDWIDE REACH.
HUMAN TOUCH.

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