

# share

B. Braun corporate social responsibility magazine

Issue 2008



**Sepsis – when the body’s immune system runs amok**

There is a huge need for more research and training in the diagnosis and treatment of "blood poisoning"

**Promoting a child-friendly world**

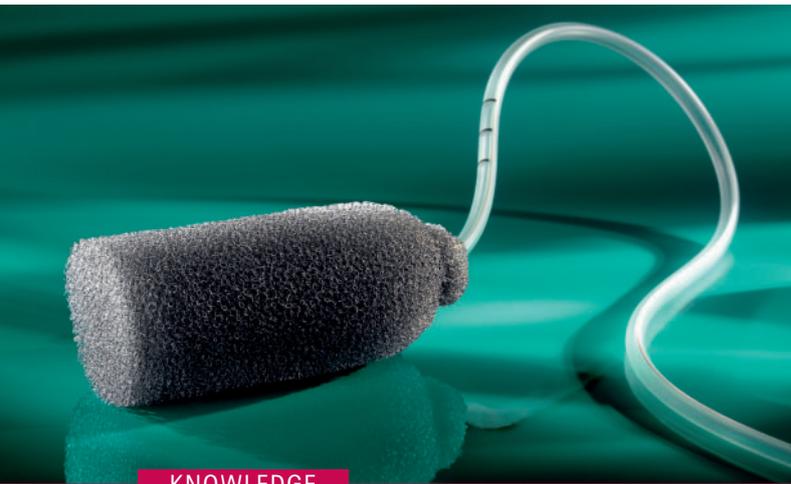
"B. Braun for Children" opens new perspectives for the next generation

**"Everybody talks about family-friendly policies. We do something about it!"**

An interview with the Chairman of the Managing Board, Prof. Dr. h.c. Ludwig Georg Braun

**Modeled on nature**

Economy and ecology in harmony: The Benchmark Factory in Tuttlingen relies on efficient material and energy cycles



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**ABOUT THIS PUBLICATION**

Dear readers,

For years now, the concept of “sustainability” has played an increasingly important role in the economic viability of industrial companies. The term encompasses all measures a company undertakes to ensure a clear-sighted, responsible framework for its future development. This is by no means limited only to one’s own narrow field of business. Innovations in science and technology contribute as much to long-term success as protecting the environment does – to say

nothing of the development of the social environment in which a company lives and operates.

For us at B. Braun, sustainability is much more than just a momentary trend. In fact, it can be recognized as a recurring theme throughout the nearly 170 years of the company’s history and forms an elementary component of our self-understanding. We also consistently see our company as a “corporate citizen” and are acutely aware of our concrete responsibility to society at each of our locations in more than 50 countries around



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the globe. This is also the foundation for our principle of “Sharing Expertise.”

You hold in your hands today the first issue of a new magazine that presents a selection of our diverse activities, including social projects for children in India, South Africa, and Spain as well as our commitment to flexible solutions for balancing family and career. We also highlight concrete examples of how we are shaping the working world of tomorrow, promoting the next generation of medical professionals, and advancing innovation.

We invite you to join us on a trip around the world and perhaps let yourself be inspired by the projects highlighted here – projects in which we constantly strive to combine our business success with societal benefit.

Sincerely, Prof. Dr. h.c. Ludwig Georg Braun



# Sepsis – when the body's immune system runs amok

Its effects are alarming: "blood poisoning", or sepsis, its medical name, has a fatality rate which is just as high as that for heart attacks, yet many doctors still do not recognize the symptoms. As a result, patients often are not treated until it is too late. This is why the German Sepsis Society (DSG) has been working for years to solve this problem. B. Braun not only provides funding for the German Sepsis Society, but it also offers support through its know-how and expertise.

**It often takes only 48 hours** to progress from the initial symptoms to a life-threatening crisis. In the case of Ulrich Meyer, currently 66 years old and living in Jessen, Saxony-Anhalt, his arm began to swell after an operation in which a cannula was inserted for therapeutic reasons. No sooner had he arrived home than he was complaining of pain in his shoulder – as well as nausea, a loss of appetite and fever. It is not uncommon for doctors to interpret these symptoms as influenza – a misdiagnosis which can cost a patient their life. In Germany, sepsis is the third leading cause of death, yet doctors often respond to questions about severe blood poisoning with a shrug. "We have a problem with diagnosing sepsis, and also with recognizing it early on," says Prof. Konrad Reinhart, Chairman of the German Sepsis Society. Reinhart, an intensive care specialist at the Jena University Hospital, has an international reputation as a pioneer in the field of sepsis research. The clinic director and his team have initiated numerous projects over the years which have been aimed at combating the information deficit among

doctors and the general public. This includes both the SepNet competence network, which is supported by the German Federal Ministry for Education and Research (BMBF), and the establishment of the German Sepsis Society (DSG), whose activities include the provision of training programs for doctors, as well as the development of treatment guidelines and publication of information brochures for patients and their families. This work is supported by a broad expertise network – of which B. Braun is an important part.

**Cooperation between research and practice.** "When it comes to preserving health and ensuring the success of treatment, interdisciplinary cooperation is essential. Research and implementation in clinical practice must be closely linked," says Dr. Marc-Alexander Burmeister, Deputy Director of Marketing & Sales for B. Braun. "This

is why B. Braun does not limit itself to the development of systems and products for treating sepsis and serving as a partner for further training, but instead also offers active support in the field of research." In ad-

"We do not limit ourselves to the development of systems and products."

Dr. Marc-Alexander Burmeister,  
Deputy Director of Marketing & Sales



dition to the Germany-wide VISEP study (fluid replacement and insulin therapy for sepsis) conducted by SepNet, in which a number of the treatment options available to date worldwide were put to the test for the first time, support is also given to other international projects such as CLINICIP (Close Loop Insulin Infusion for Critically Ill Patients). Headed by the Medical University of Graz, scientists developed an intelligent glucose monitoring system within the framework of this project in order to improve the survival chances of critically ill patients in intensive care. →

50<sup>th</sup> Kassel Symposium:

## Sepsis as an interdisciplinary challenge

More than 300 participants answered the invitation of B. Braun to attend the 50<sup>th</sup> Kassel Symposium in early June 2007, where they were able to focus on the latest research findings and pressing questions on diagnosing and treating sepsis. Due to the fact that there is hardly any other medical affliction whose treatment requires such interdisciplinary cooperation, invitations were extended to experts from a wide variety of medical fields. The presentations are available in video form free of charge on the [www.sepsis.bbraun.de](http://www.sepsis.bbraun.de) specialist knowledge website.



→ **A dangerous defensive struggle.** Sepsis is caused by bacteria or fungi which the body's immune system is normally able to keep in check. In particular, patients whose defenses have been weakened – for instance through other serious illnesses, or due to aggressive treatments for these illnesses – are able to do little against the explosive increase in bacteria or fungi, which spread through the bloodstream to the entire body. The defensive struggle which is

tion and to eliminate it. It might be the rusty nail which a hobby gardener stepped on days or even weeks ago, or the wound from an operation, as with Ulrich Meyer, who was not able to leave intensive care until 45 days later. In more than 60 percent of cases, it is pneumonia or infections of the abdomen which lead to "blood poisoning". "Cases in which sepsis is caused by bacteria from the hospital are the exception," says Dr. Frank Martin Brunkhorst of the Jena University Hospital, who is also the Secretary General of the German Sepsis Society. Most patients were already carriers of these germs when

with severe blood poisoning. It was not only laypeople who were surprised by the results: Every year, 154,000 people in Germany are afflicted with sepsis, of whom 57,000 die as a result – including countless cases in which misdiagnosis led to the delayed start of treatment.

**Guidelines as a basis.** In order to achieve an across-the-board improvement in the quality of treatment – from small-town hospitals to university clinics – the guidelines developed by the German Sepsis Society need to come into daily use at medical facilities, and Dr. Monica C. Bürle has shown how this can be achieved. Bürle, who works at the Center of Anesthesiology, Intensive Care Medicine, Pain Management and Emergency Medicine at the Ludwigsburg Clinic, was the recipient of the B. Braun Critical Care Award 2007 from the German Sepsis Society.

**Yet patients** such as Ulrich Meyer also require additional attention, as sepsis, and the many days spent in a coma, can leave a lasting mark on patients. Ulrich Meyer needed to learn how to walk and talk all over again, and he still requires pain medication to this day. Many patients suffer from psychological problems, and complain



**"Cases in which sepsis is caused by bacteria from the hospital are the exception"**

Dr. Frank Martin Brunkhorst, Jena University Hospital

then launched by the body does it more harm than good. Large quantities of white blood cells and other antibodies are produced in order to combat the invasion of germs. With sepsis, when the body's own defenses run amok, the body's vascular system is rendered porous, and large quantities of fluids enter the tissue. By the time this phase has been reached, the sepsis patient is already in a coma – their survival chances fall dramatically. At this point, it is important to find the source of the infec-

they came to the hospital for an otherwise harmless procedure. "80 percent of cases cannot be prevented even with extreme hygienic measures. There is only one thing that can be done: the sepsis must be identified and treated as soon as possible," says this intensive care specialist. The fact that there are serious problems in this regard was underlined by a study which SepNet published in January 2007. This involved intensive care experts visiting more than 400 intensive care units and examining patients

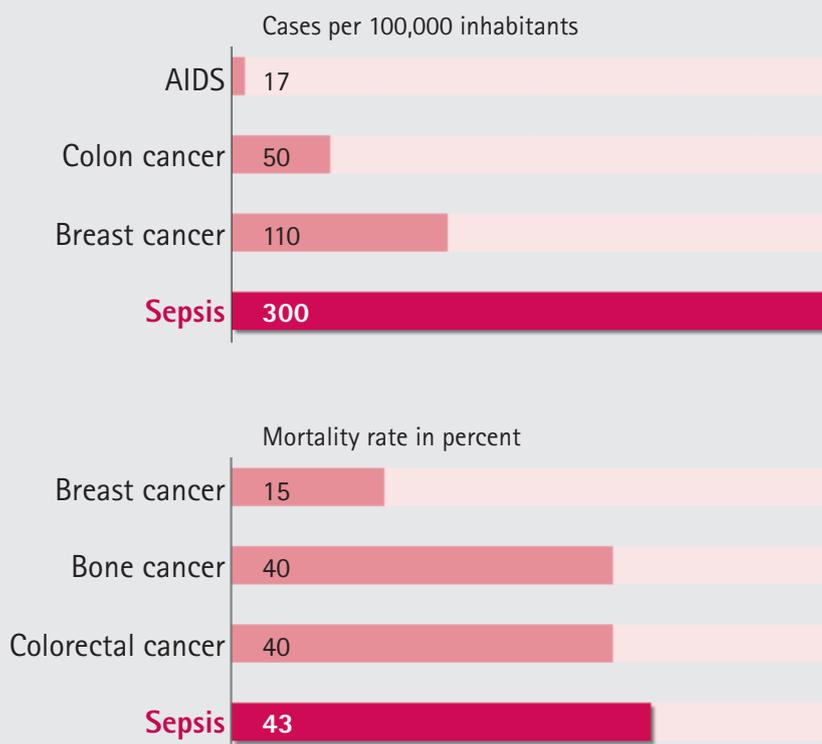
about subsequent neurological damage. In order to increase awareness in this matter, and to help improve diagnosis and treatment for patients, more than 150 former sufferers and family members launched a national initiative in 2005, and founded the world's first sepsis self-help organization (Sepsis-Hilfe e.V.) in 2007. They were spurred on in their efforts by sepsis expert Dr. Frank Martin Brunkhorst, whose broad-based efforts in patient treatment and research have earned him the Order of Merit of the Federal Republic of Germany.

Although efforts over the past few years to increase awareness among the general public and medical community of the problem posed by sepsis have been successful, the quality of care continues to be in need of improvement. This is why B. Braun is supporting numerous initiatives and projects in this field. In August 2007, for example, it launched a new website featuring specialist information at [www.sepsis.bbraun.de](http://www.sepsis.bbraun.de), a primary purpose being to offer concise knowledge for doctors and scientists. Another important step towards more comprehensive research is the endowment of the "Robert Koch Chair" at Jena University supported by B. Braun – the first whose sole purpose is the pursuit of clinical sepsis research. ■

## B. Braun Critical Care Award

Every year, the German Sepsis Society presents the B. Braun Critical Care Award, which carries a 3,000 euro prize. This is given in recognition of innovative work which is able to translate findings on the topic of sepsis into the clinical practice of intensive care. Authors whose work is either published, or accepted for publication during the year in question, as well as doctors, health-care professionals and hospital administrations, are all eligible to apply. The B. Braun Critical Care Award is presented at either the German Interdisciplinary Association for Intensive and Emergency Medicine (DIVI) Conference or the German Sepsis Society Conference.

# Sepsis – an underestimated disease



- Worldwide, some 1,400 people die from sepsis every day.
- More people die from sepsis than from acute heart attacks.
- One third of those who die from sepsis do so within the first 48 hours.
- In the US and Germany alone, more than 900,000 people suffer from sepsis each year.
- Hospital costs for sepsis are estimated to exceed 17 billion US dollars per year in the US alone.

Sources: German Sepsis Society; Prof. Konrad Reinhart, Jena, "Sepsis as medical and health care politics challenge", Speech at the 50<sup>th</sup> Kassel Symposium (June 2007); Angus DC, Crit Care Med 2001

Germany

# Fit for the future

The concept of “lifelong learning” is here to stay: the recommendation of experts from the 1970s has established itself as a general trend in society. Continuing education is particularly important in the various specialist fields of medicine. The Aesculap Academy has been a recognized leader in this domain for many years.

As recently as ten years ago, a cancer vaccine seemed inconceivable. Today commercials with celebrities advertising the vaccine to prevent cervical cancer can be seen on German prime time television. In the not-too-distant future, miniature submarines based on nanotechnology could travel through our bodies to diagnose illness or destroy cancer cells. Such rapid development in the medical field is apparent not only to patients; it represents a special challenge for doctors and nurses confronted with disease on a daily basis. In hardly any other field is the concept of

lifelong learning so important and well-established. To meet these needs, the Aesculap Academy in Tuttlingen has offered continuing education and professional training courses for doctors and medical staff since 1995. As a subsidiary of B. Braun, the educational facility organizes more than 150 specialized medical courses in Berlin and Tuttlingen alone – and this number continues to grow. The courses include practical workshops, management seminars, and international symposia. In terms of content, a comprehensive range of disciplines is covered.

**Knowledge forum for lifelong learning.** “Today’s Aesculap Academy is recognized as a top brand of quality training and development in medicine, in Germany and throughout the world,” reports director Felicitas Janssen. The name originates from Greek mythology: Asclepius (Latin Aesculapius), son of the god Apollo, is described as an accomplished healer and is even mentioned in Homer’s Iliad. The Rod of Asclepius, a staff entwined with a serpent, has become the symbol of the medical profession around the globe, and Asclepius is even invoked in the Hippocratic Oath.

Headquarters of the Aesculap Academy:

## The “Aesculapium”

The Aesculap Academy enjoys a worldwide reputation as a leading forum for professional development and training in the field of medicine. Under the umbrella of B. Braun, for the past ten years it has offered comprehensive training programs on every continent of the world. The academy has its headquarters in the “Aesculapium” in Tuttlingen. The architecture of this building is reminiscent of the most ancient centers of dialogue in the field of medical knowledge: the temples dedicated to Asclepius, the Greek god of healing. The state-of-the-art equipment at the academies ensures effective transfer of knowledge for participants and includes for instance live surgery broadcasts via the internet, international video conferencing, and modern simulation techniques.





Knowledge forum Aesculap Academy:  
Surgical workshop at the Aesculapium

**At the Aesculap Academy**, the principles and ambitions of its namesake are preserved and communicated to others. The Academy does not see itself as merely a continuing education facility; it also serves as a forum for knowledge and maintains an extensive network of cooperation partners at research institutes, clinics, and medical practices. The objective is to sustainably foster the process of lifelong learning. In its work, the Aesculap Academy is governed by the B. Braun philosophy of "Sharing Expertise." The parent company is actively involved in the academy's activities, as are medical associations and representatives of clinical facilities. Director Janssen sees a major advantage in the network of Aesculap Academies and their international cooperation partners: "It facilitates communication and allows rapid exchange of knowledge about the current state of research."

**International and award-winning.** The Academy is active at more than 40 locations on every continent, from Mexico to Shanghai – wherever B. Braun is also present. The specific profiles of the academies depend on local factors. The acad-

emy in the Philippines, for instance, places special emphasis on cooperating with nursing organizations and strongly promotes the continuing education and professional development of nursing staff. This kind of work is ground-breaking in the country. The situation is similar in India and Vietnam, where the focus lies on preparing and sterilizing instruments and ensuring proper hygiene. In China, on the other hand, courses are concentrated in the field of surgery.

**The Aesculap Academy** has also quickly established a name for itself in the Czech Republic. Since 2002, it has organized training and development courses there on topics ranging from anesthesia, disinfection and sterilization, to general surgery, orthopedics, and gynecology. "We are pleased with the development here," reports Dr. Martin Kalina, head of the academy in Prague. "In the last five years, we have held hundreds of courses with more than 10,000 participants. We hope to maintain this volume while continuing to improve quality." Dr. Kalina and his colleagues are especially committed to developing a sustainable program at the academy: "It doesn't make sense to offer

random single courses, for instance, in wound care. We are always considering the question: Is this something we can offer over the course of years to come, as part of a sustainable, integrated training program?"

**Only through such long-range,** integrated approaches can the goal of lifelong learning be fostered and the top-quality transfer of medical knowledge be ensured. With this approach, the academies have already ensured themselves a strong position in the healthcare market of the future. It comes as no surprise then that in the past three years, Aescu-



lap has been honored with the prestigious Global Medical Professional Education Institution of the Year Award presented by Frost & Sullivan, a global growth consulting company. ■

[www.aesculap-academy.com](http://www.aesculap-academy.com)

Mexico

# Medical knowledge for thousands



Doctors from the "20 de Noviembre" hospital in Mexico-City during a surgical workshop in June 2007

The "Fundación Academia Aesculap Mexico, A.C." has been officially recognized as a foundation since 2004. This means that the Aesculap Academy Foundation in Mexico pursues exclusively charitable goals and does not seek to generate profit in its work. This organizational form was deliberately chosen to emphasize the social and philanthropic nature of the Academy; especially in Mexico, it is important for foreign companies to demonstrate

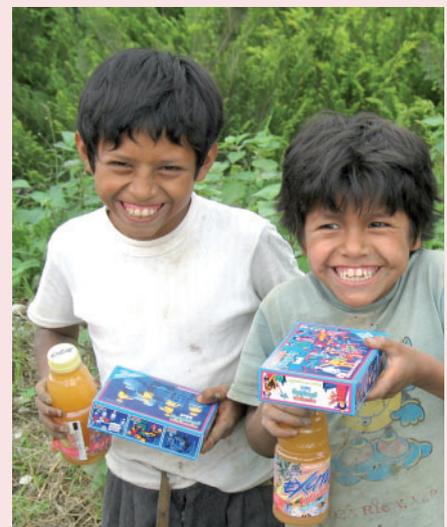
Like all Aesculap Academies around the globe, the Academy in Mexico is also dedicated to advancing and communicating medical knowledge. But this institution chose a unique way to achieve this: it formed a foundation.

their commitment to social causes. The foundation model undeniably provides better access to people in the country: all continuing education and professional development courses for doctors and hospital staff have been fully recognized by medical associations (CME credits) and additionally, more than 35% of all Mexican associations have signed a cooperation agreement with the Aesculap Academy Foundation. Sponsors from the local region ensure the high quality of the courses. As a result, some 9,830 participants benefited from 25 events and 12 National Medical Awards in 2007. The foundation is strongly committed to transferring the latest knowledge in the field of

medicine – not only at its own institution in Mexico. Through its financial aid program, it enables doctors and nurses to take part in training courses throughout the international network of Aesculap Academies. The foundation also works in close cooperation with other medical organizations in the country. It supports hospitals, institutes, and universities with cash donations and in-kind contributions, which further foster the advancement and transfer of medical knowledge. The foundation has grown to currently 330 members, including top specialists who provide a range of support services to the Academy in their daily work, as well as many employees from B. Braun Mexico. ■

## Demonstrating social responsibility

B. Braun employees in Mexico are committed to serving the people of the country in a number of ways; these activities typically focus on the intersection of medical and social issues. Instead of giving Christmas gifts to customers, each year a project is selected to receive special support. In 2004, for instance, the company supported the organization "Five Loaves and Two Fish," which helps those living in poverty – often indigenous peoples and children in particular. In 2005, the donation was split between two organizations, one that provides medical care to the socially disadvantaged and another that helps improve the quality of life for families with children suffering from cancer. The 2006 project benefited a group that helps families with children suffering from cystic fibrosis. In 2007, Braun employees purchased gifts for sick children of needy families to commemorate the Mexican "Children's Day" on April 30.



Germany

# Enthusiastic about new ideas

The B. Braun Innovation Award is presented annually to acknowledge and promote innovation within the Group. The fact that this can also lead to success in the marketplace is demonstrated by the winners from 2006, as their EndoSponge was already in great demand during the development period.

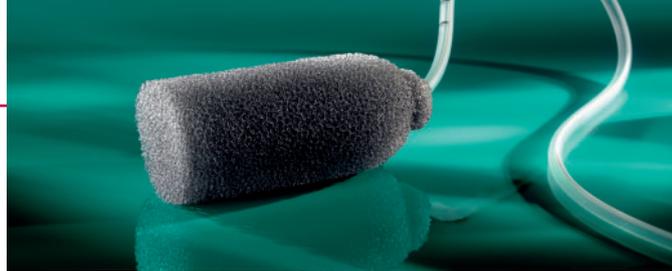
**Barbara Wiehn** was more than a little bit excited, stating that: "Trying to deal with the entirety of such a complex theme in only 15 minutes is quite a challenge." "However, after the first few sentences, I sensed that the jury was very interested in what we had to say," explains Wiehn. Very much inspired by this interest, Barbara Wiehn did an excellent job of presenting her team's project to the B. Braun jury in February 2007, including "all of its emotional facets". With resounding success: Wiehn worked with her Aesculap colleague Birgit Stoerk and Andreas Katerkamp of the B. Braun Hospital Care Development

tion of their projects. In the end, it was the fact that "our customers have already recognized the innovative nature of this product" that caused EndoSponge to win.

**The story of how** the EndoSponge came into being starts back in 2004 at the Großhadern clinic in Munich, where the doctors Rolf Weidenhagen and Uwe Grützner were confronted with a problem which occurred following partial resection of the rectum (proctectomy). In a number of patients, this operation led to something known as anastomotic leakage. This involves fecal matter leaking into the minor pelvis, where it accumulates in front of the sphincter. This insufficiency can trigger life-threatening infections, and it rarely heals of its own accord. This is where

posed a slight dilemma for the team: the treatment was so effective, doctors and patients demanded that it be continued. "However, there were still a number of things which needed to be refined before the product would truly be ready for series production," explains Andreas Katerkamp. Starting in April 2006, 300 EndoSponge units were being produced per month by B. Braun's plant in Melsungen, a number which rose to 600 in May. By December 2006, the final, fully developed version was ready for series production. More than 1,000 units are currently being produced each month. According to Harald Stallforth, demand is "very encouraging" across Europe, and countries on other continents are already being targeted. "Naturally, such success cannot be predicted," emphasizes Harald Stallforth. Yet this is a good example of just what the Innovation Award aims to do, and is proof of the extremely innovative climate prevailing at B. Braun.

This award allows us to demonstrate our innovativeness, efficiency and sustainability both within and outside of the company. "Curiosity, discipline and a willingness to experiment are the basis for successful development work," says Stallforth. The fact that, in addition to their normal duties, the teams are putting so much time and hard work into the development of their products shows that the purpose of the prize is being achieved: As Stallforth says: "We want people to be enthusiastic about innovation." ■



Andreas Katerkamp, Barbara Wiehn and Birgit Stoerk make up the winning team: Their drainage system has already entered series production



**We want people to be  
enthusiastic about innovation.**

Dr. Harald Stallforth, Director of Research and Development and member of the Board of Management of B. Braun's Aesculap division

Center to pursue the development of the EndoSponge, a cross-division activity, resulting in its selection as the winner of the 2006 B. Braun Innovation Award.

**Working together to find solutions.** "This year it was particularly difficult for the jury to make a decision," says Dr. Harald Stallforth, Director of Research and Development and a member of the Board of Management of B. Braun's Aesculap division. This is because all seven teams in the final round gave a very professional presenta-

tion of their projects. In the end, it was the fact that "our customers have already recognized the innovative nature of this product" that caused EndoSponge to win. **The story of how** the EndoSponge came into being starts back in 2004 at the Großhadern clinic in Munich, where the doctors Rolf Weidenhagen and Uwe Grützner were confronted with a problem which occurred following partial resection of the rectum (proctectomy). In a number of patients, this operation led to something known as anastomotic leakage. This involves fecal matter leaking into the minor pelvis, where it accumulates in front of the sphincter. This insufficiency can trigger life-threatening infections, and it rarely heals of its own accord. This is where

**Series production within only one year.** The success of the initial test versions

Peru

# Where there's a will...

While others dream of a vacation house in the country or a finca in Spain, the husband-and-wife team, Martina and Klaus-Dieter John had only one thing in mind: the two doctors wanted to build a hospital in South America to serve the indigenous population. Last August, the mission hospital in the Andes opened its doors.





Following their life's dream, Martina and Klaus-Dieter John want to help the Quechua Indians



**Sunday, August 26, 2007**, in the southern region of Peru. Martina and Klaus-Dieter John walk through the empty corridors of the mission hospital. The floor is coated in a thick layer of construction dust, and the window panes are still missing. There is no indication whatsoever that in only five days, the patroness of the project, Peruvian First Lady Pilar Nores de Garcia, will officially inaugurate the new hospital – the first and only one in the region. In the future, up to 100,000 Quechua Indians are to be treated here with state-of-the-art medical technology. Only 96 hours remain to transform the construction site into a modern hospital – this means four grueling day and night work shifts, and money is also still an issue. Despite the fact that the surgeon, his pediatrician wife, and the association "Diospi Suyana" have managed to collect 3.15 million US dollars in donations in the past years, at least another 200,000 euros are needed to complete the building. In its current state, it is impossible to install the expensive equipment in the patient rooms, operating theaters or laboratory. "We set the date for the grand opening with the First Lady months ago, without knowing how far we would be with construction at the end of August," recalls Klaus-Dieter John. But the couple is about to see its dream become reality.

**The idea of making a difference.** When Martina and Klaus-Dieter John first traveled through Peru as backpackers in 1991, it quickly became evident to both of them: someday they would work in South America. After finishing their medical degrees, the Johns completed internships in the US as well as in South Africa. Planning began in 2002, and in the same year together with

eight other Christians they founded the group "Diospi Suyana," which is a Quechua phrase meaning "We trust in God."

**Following travels through Peru and Bolivia**, the couple decided on the city of Curahuasi. This is where the hospital was to be built, at an elevation of 2,600 meters. In Apurimac, one of the poorest regions of Peru, there are statistically only three doctors for every 10,000 inhabitants – in contrast to Germany for example, where the figure is 33. Inadequate medical care in the region is accompanied by a high infant mortality rate and low life expectancy. The situation is especially dire for the descendants of the ancient Incas, the majority of whom live far from cities in the Andes. For Martina and Klaus-Dieter John, this decision launched a trip around the world. Money and in-kind donations needed to be collected. The Johns presented their concept of a mission hospital 685 times around the globe, including in Melsungen. Prof. Ludwig Georg Braun soon became very interested in the project: "I was very impressed by the dedication of Dr. John and his wife," recalls the Chairman of the Board of Management at B. Braun. "Leaving Germany and moving with their children to South America to build a hospital in the middle of the Andes is a courageous step. It was quickly clear to me that this was a project we wanted to support." In the first two years, the hospital will be supplied with B. Braun products free of charge. The Aesculap division has also donated an initial set of surgical instruments for the operating theater. In addition, the 10,000 euros of proceeds from the 2006 Aesculap Charity Golf Cup went to help equip the clinic. And

new paths will continue to be found to provide further assistance to the hospital.

**The miracle of Curahuasi.** In addition to companies in the medical field, numerous private persons have donated money. John and his assistants succeeded in collecting money and in-kind donations worth five million euros. Construction started in 2005, with any additional loan. The hospital was officially inaugurated on August 31, 2007. The Johns and their assistants worked feverishly throughout the days and nights preceding the inauguration. "The last window panes didn't arrive until the night before the ceremony and were installed in the early dawn hours," explains John. "At the last minute, exhausted missionaries attempted to assemble a gigantic cake in the shape of the hospital building. Others set tables and worked on removing dirt and stains from the walls and floors." Some 4,500 people came

"It was quickly clear to me that we want to support this project."

Prof. Dr. h. c. Ludwig Georg Braun



to witness the inauguration. Nine television crews were on hand to tour the hospital together with the First Lady of Peru; one of the largest Peruvian newspapers, "La República", described the hospital as "the miracle of Curahuasi."

**But another two months would go by** before the hospital could officially open its doors to patients. On October 22, 2007, the ambulance, dental suite, ultrasonic equipment, pharmacy, and physiotherapy department began operation. The other units such as the patient wards and operating theaters followed by the end of 2007. Staff from Europe work side-by-side with Indians in the hospital. One-half of all jobs are to be filled by the indigenous population in the future. They will be provided with on-site training to serve as nurses or "Promotores de Salud" (community health workers). ■

[www.diospi-suyana.org](http://www.diospi-suyana.org)

Germany

## Learning with all the senses

What happens to breakfast when it is in the stomach? Why do people need bones? How can muscles help generate sounds? Instead of learning from books, preschool children learn with all of their senses. Allowing children to see, hear and touch is the guiding principle at the B. Braun Kindergarten Academy in Melsungen. Within three thematic workshops, members of the Professional Services department provide a vivid presentation of



important knowledge of the human body for their young students to experience. This project, which was set up under their own initiative, is aimed primarily at kindergartens.

Modern curricula

call for five- and six-year olds to be given instruction in the fundamentals of chemistry, biology and medicine, and the efforts of B. Braun staff are giving them professional support in this regard in Melsungen and the surrounding area.

India

## Medical elite of tomorrow

Since 2004, the B. Braun Medical Trust Foundation has awarded 50 scholarships annually to up-and-coming Indian medical professionals. Post-graduate students can apply for the scholarships in nine different fields, including cardiology, orthopedics, and neurology. A primary objective is to establish ideal conditions for talented medical students to conduct research and continue their education. They receive one year of financial assistance, starting in June and ending in May, to allow them to concentrate on a special project. The entire healthcare system in turn benefits from promoting academic and medical excellence as part of this program. The Medical Trust Foundation is now well-known in the medical community and its scholars are in highest demand – not surprisingly, considering that they are recognized by a top-class jury as future leaders in their chosen fields of medical service. For Priya B. Mirchandani from B. Braun India, this is an important confirmation of the idea on which the foundation is based. With each new scholarship recipient, who by the way is not obligated to the company or the foundation for anything in return except good work, the medical system in the country makes great strides forward.

USA

## A network for quality of life in the community

"United Way" is a network of independent local organizations in the USA engaging in local community work in a bid to solve serious problems. These local organizations work for example to ensure that children grow up healthy and come to school ready to learn, that teenagers have every chance of a successful high school graduation, that seniors remain integrated in their lifelong community, and that the neighborhood is safe and with a high quality of life for families. B. Braun USA hopes to support all these aims and aspirations with its commitment as a good corporate citizen. In 2007, employees at the Greater Lehigh Valley site donated a total of almost \$45,000 to charity, with funds raised in prize draws, cake sales, and on a Social Day providing food for people in need.

Germany

## Start-up assistance for researchers and artists

The Otto Braun Funds are dedicated to the promotion of young scientists and the interdisciplinary exchange of knowledge in the German state of Hesse. Since 1990, they have been awarding scholarships for doctoral study and providing support for the dissertations of students of the fine arts at the University of Kassel. An independent board of trustees comprised of university professors selects the scholarship recipients in accordance with their own performance criteria. There is only one rule with which they must comply: Two-thirds of the funds are reserved for engineering and natural sciences, and one third for social sciences and the humanities. More than 70 percent of the over one hundred scholarship recipients – a greater than average rate – successfully complete their doctorates. In addition, regularly scheduled meetings offer the scholarship recipients the opportunity to gather experience beyond their own subjects.

Philippines

## Philippine award for excellent care

In order to ensure greater public recognition for outstanding patient care in the Philippines, something which often entails a

great deal of sacrifice, the Association of Nursing Service Administrators of the Philippines (ANSAP) and B. Braun joined forces to launch the ANSAP-B. Braun Award. This prize is given each year to nurses who show outstanding dedication. It is awarded in two categories: the first category is for the best healthcare professional from each of four regions within the country, while with the second category, the committee honors "Exemplary Nursing Service" in the hope of spawning imitators. In 2007, this prize was awarded to Col. Ofelia E. Hernando, Chief Nurse of the Philippine Army, for her contribution in upgrading the morale and welfare of the military personnel.

USA

## A music festival for all

The annual "music festival" in Bethlehem, Pennsylvania has become a cultural event of national standing over the past two decades. In August 2007, more than one million people from all



over the country thronged to Lehigh Valley to hear live music played in almost every style. More than 300 artists from all around the world appearing on 13 indoor and outdoor stages offered a

highly diverse program over 10 festival days – in many cases free of charge for visitors, thanks to the backup of financially powerful sponsors. B. Braun USA was involved in the 2007 musical festival for the first time as a patron of the arts, sponsoring the August 5 B. B. King concert – one of the program's highlights – and, on August 7, the B. Braun/Aesculap Night pulled a mass audience as one of the 10 large night events. The festival was impressive proof of the company's commitment for a better quality of life in the region.

Germany

## United for Melsungen's future

At its Melsungen headquarters, B. Braun Melsungen AG collaborated with partners from business, local government and social institutions to initiate a non-profit association aimed at securing Melsungen's future ("Förderverein für ein zukunftsfähiges Melsungen"). Since the association's foundation in February 2005, it has contributed to promoting the well-being, education and training of children and adolescents. With this B. Braun for Chil-

dren project, the company hopes to maintain Melsungen as a high-quality residential location and hence ultimately also boost the company's own appeal as an employer. One of the association's main tasks is to equip the simultaneously initiated "Foundation for a Child- and Family-Friendly Melsungen" with the funds it needs to achieve its aims: to enable children and adolescents in the region to develop to their full potential, support parents in raising their children, and enhance career-child compatibility. The 2007 activities focused on, for instance, childcare during school holidays, integration, and intergenerational interaction. The 18 funded projects included vacation programs for schoolchildren, language teaching in kindergarten for children with a migrant background, and integrative sporting opportunities. To create a solid long-term basis for promotional work, the association intends to increase the foundation capital base to at least EUR 700,000 by 2008. Again, B. Braun will be instrumental in achieving this goal: in collaboration with other partners, the company will pay into a matching fund which doubles each euro donated by the population.

USA

## Healthy hearts campaign

The American Heart Association is committed to combating heart disease and stroke. It aspires to encourage people to live a healthier lifestyle and thus help prevent disease. This is an area in which B. Braun USA has been active for many years, and the organization again supported selected activities in 2007: On "Red Clothes Day" on February 2 – dedicated to the battle against heart disease – employees donated more than \$2,500. The company also took part in a "Heart Walk", a na-



tionwide fundraising campaign on September 16. In a relaxed family atmosphere, more than a million walkers at around 600 events helped to increase awareness of physical activity to promote a healthy heart.

“B. Braun for Children” offers new perspectives for the coming generation

# Promoting a





# child-friendly world

**The future of any society** depends on its children. Some enjoy the privileges of a carefree childhood and youth; they are cherished and nurtured, and have access to a good education. But there are also those children who are completely marginalized from what we generally define as success and quality of life. B. Braun wants to provide underprivileged children with the opportunity for a better life. Wherever it operates, the company is committed to helping improve the living conditions and sense of community of the people living there. B. Braun sees itself as a corporate citizen, obliged to actively shape the future of society. This concept of sustainable social responsibility is deeply embedded in the nearly 170 years of the company's history.

**Assistance is usually most effective** when it is personal in nature and takes concrete local conditions into consideration. This experience is reflected in the "B. Braun for Children" program, established in 2003. As a social interpretation of the "Sharing Expertise" corporate principle, the program encourages each of the more than 50 international subsidiaries to initiate their own aid projects – or provide active assistance to an existing local project. The range of projects is diverse, providing personal and financial assistance for instance to street children in Mumbai, India, migrant children in the Spanish city of Rubí, AIDS orphans in South Africa, or autistic children and youth in Hungary. While medical aspects often play a role in what project is selected, sometimes the local situation makes it necessary to focus on very different issues. This is certainly the case in Germany, where the program hopes to improve the quality and availability of childcare.

**The company is committed** to providing long-range, reliable assistance: concrete donations of money are guaranteed for a previously defined period of time. But the "B. Braun for Children" program is about much more than just money – many employees actively volunteer their time for the projects. The more people who participate, the better; we must all be willing to assume responsibility for improving society. ■

India

The street children in the Indian metropolis of Mumbai live at the margins of society. Initiatives such as Bombay Teen Challenge strive to make the lives of such children brighter – with the support of B. Braun.

# Together for a brighter future

They are everywhere in the streets of Mumbai: children who must beg in order to survive. Many of them have fled poverty, abuse, and violence in their homes, and a few have even mutilated themselves to better attract the attention of passers-by. Others are the children of prostitutes who are sent out on the street while their mothers are working – or

have been kicked out permanently. And some are orphans who have lost their parents to AIDS. What they have in common is the fact that they are weak and helpless, threatened by criminality and abuse, and prone to taking drugs to help them briefly forget their bleak existence. It was at the very heart of these problems, amidst the numerous dangers and

trash of the red light district, that former oil manager K.K. Devaraj decided to establish a counterpoint to the dismal situation by founding the Bombay Teen Challenge (BTC) in 1990. The concerns of the organization's founder and current director remain the same today: "The district is home to several thousand people trapped in a vicious cycle of drugs, alco-



Germany

## Award-winning commitment

At the award ceremony for the Deutscher Kinderpreis competition on November 17, 2007, B. Braun Melsungen AG took third place in the “Companies for Children” category. At a festive gala event, the selection committee conferred the award in tribute to the global “B. Braun for Children” program. The name stands for the funding of selected or self-initiated projects by more than 20 international subsidiaries designed to benefit local youngsters. The program prioritizes reliable, long-term financial support, helping people to help themselves, and personal commitment on the part of employees. The Deutscher Kinderpreis children’s award was conferred for the first time in 2007.

More than 300 projects followed the call of World Vision, the German Children’s and Youth Foundation (DKJS) of the German Children’s Fund (DKHW) and the Broadcasting Officer of the Protestant Church in Germany (EKD) and submitted entries in nine categories.



German actress Mariella Ahrens and Dr. Bernadette Tillmanns-Estorf, Senior Vice President Corporate Communications at B. Braun

hol, criminality, and prostitution,” explains Devaraj, “and we are committed to giving each one of them new hope for a brighter future.” The channels for providing this assistance have expanded considerably over the years. What started as a small storefront has grown into one of the largest Indian NGOs.

**Shelter and first aid.** Bombay Teen Challenge now operates a men’s drug and alcohol rehabilitation facility, a center to help women escape the clutches of prostitution and human trafficking, and since 2005 the Bombay Teen Challenge Shelter. The shelter, a combination of social center and children’s home, serves up to 100 children. BTC staff collect helpless children from the street and provide them with clothing, food, education, and most of all assistance and attention around the clock. Depending on individual situations, the children remain at the “first aid” station as it is referred to by BTC employees between six months and one year. They then move to BTC facilities outside Mum-

bai. The NGO left an impression on the persons in charge at B. Braun. “Bombay Teen Challenge has already made great strides in improving the living conditions of children and giving them a voice,” emphasizes Priya B. Mirchandani, the executive from the Communication department of B. Braun India. This department, together with Human Resources, is responsible for coordinating the company’s charity involvement. “We want to do our part in continuing to improve the situation.” In the case of Bombay Teen Challenge, this assistance was initially very concrete in nature. In June 2007, the company sponsored a visit to the Suraj Water Park, one of the most popular recreational attractions in Mumbai, for 75 of the children from the BTC project. BTC relief worker Sandesh Kadam was not the only one excited – he

reports that playing on the water slides and attractions truly lit up the eyes of the children and gave them the rare opportunity to enjoy the same kind of fun that other children take for granted.

**Employees committed to helping.** Priya B. Mirchandani mentions that in addition to this event, the company is in the process of expanding its involvement with BTC and is actively seeking additional projects worthy of assistance. After all, the support of charity projects by

B. Braun and especially its employees has a long tradition. Numerous employees regularly donate a portion of their

salary to aid projects and organizations, either directly or by buying products offered by the initiatives. Many also volunteer for various charity projects in their free time. ■

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“We want to do our part in continuing to improve the situation.”

Priya B. Mirchandani, B. Braun India

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Austria

# New technology to assist therapy

Disabled children discover a world of digital creativity



Thanks to the donation from B. Braun Austria, the "Digital Creativity" project is finally a reality

**B. Braun Austria** is committed to helping sick and disadvantaged children in Austria: Since 2006, the company has supported the residential special education center in Hinterbrühl (HPZ), Lower Austria. At this facility, more than 140 children and youth with mild to severe mental, physical, and social disabilities are cared for in small, family-like living groups. Residents have issues such as autism, personality disorders, and

learning disabilities. Thanks to the financial assistance of B. Braun employees, in 2006 the center was able to acquire a "digital creativity lab" including laptop, camcorder, digital camera, external microphone, and printer. The money needed to fund this project was collected as part of a special auction in which B. Braun Austria sold the old laptops of sales representatives to other company staff. The cutting-edge technology desired by many of the young patients is used in a variety of therapies at the HPZ center. For instance residents can produce blogs, podcasts, and short films. Because the departments and living groups are networked with one another by computer, residents can provide mutual feedback and carry out real communication. This opens up entirely new possibilities for a therapy concept that traditionally focuses on cre-

ative techniques. "To make sure the new technology is up and running right from the start, we increased our initial donation to also cover the complete staff costs for an external technology consultant," explains Manfred Mahrle, Managing Director at B. Braun Austria. The student set up the internal network and installed the creativity lab and he still provides the center with assistance whenever data transfer issues or other problems arise. "We will continue to cover the costs of the consultant until the center's employees are able to manage the project on their own," reports Christian Braun, who is also Managing Director at B. Braun Austria. Funding for the project has been secured through 2008 – in October the Managing Directors once again promised to provide HPZ with a donation to purchase more equipment. ■

Hungary

# Jump start on the path towards a new life

Hungarian B. Braun employees committed to helping the autistic

The acclaimed Hollywood movie "Rain Man" garnered significant public attention for the relatively unknown condition of autism. In the role of Raymond, Dustin Hoffmann convincingly portrayed the problems the autistic must deal with on a daily basis: they suffer from impaired social interaction and communication and have a decidedly different perception of the world. Despite this neurodevelopmental disorder, most autistic people have normal intelligence, while some even display extraordinary mental abilities in certain fields. It often takes great patience and effort however in addition to many years of special therapy for the autistic to learn how to cope with everyday life. B. Braun in

Hungary is committed to helping affected children and youth along this difficult path. This is why they support the ASK autistic care center in Gyöngyös. Although the organization works in close cooperation with governmental agencies, funding for special campaigns or personal Christmas gifts is often lacking. To counteract this, in late 2006 B. Braun employees donated more than 2 million Hungarian forints (the equivalent of approximately EUR 7,500). The ASK organization was founded in 1999 by the Grey Friars, who specially converted a monastery to meet the needs of autistic children and youth residents. They are educated, taught and trained here in preparation for everyday life.



Ilona Braun together with children of the autistic care center in Gyöngyös

Plans also exist for further developing the concept: because a certain number of autistic patients will never be able to lead an independent life despite modern therapy techniques, an additional center is to offer a home for autistic adults. As part of this project, a modern organic farm including food processing center is currently being built in the village of Karacsond. Modeled on similar institutions in Ireland, France, the Netherlands, and Germany, the farm will provide work, accommodation, and daily assistance for autistic adults. ■



The tourist paradise of South Africa faces a major problem: AIDS. The immune deficiency syndrome claims innumerable lives and destroys the very social fabric of the country. Especially children suffer from the numerous consequences of the disease. Organizations such as the Topsy Foundation are dedicated to alleviating this suffering.

South Africa

# Life with AIDS

In early 2000, Silja Elena, Duke Kaufman and Doug Maritz refused to be passive bystanders any longer. An hour away from Johannesburg by car, they established the Topsy Foundation to help at least some of the many AIDS orphans in the vicinity of the capital. By the year 2010, an estimated three million South African children will have lost their parents to the deadly virus – often along with the opportunity for any kind of life in dignity. AIDS has a devastating social impact in South Africa. According to official statistics, some twelve percent of the population is HIV-positive; independent estimates maintain the real figure is many times higher. The results are dramatic: a significant portion of key performers in society, including many parents, are simply not available. Their children are subsequently often forced to care for themselves and even for their siblings.

**Creating a future.** Education is a key factor in providing these children with the opportunity to lead normal lives despite their traumatic experiences. For this reason, the foundation's center provides a home to 33 AIDS orphans; another 140 attend school or vocational training there. The Topsy Foundation also assists the families of those suffer-

ing from AIDS. It organizes food packages and helps families cultivate vegetables for their own consumption. "This and many other projects of Topsy are truly compelling and a good reason for our company to provide financial support," says Arved Berent, Managing Director of B. Braun South Africa. He is particularly proud of the volunteer commitment of his colleagues at B. Braun: "Our donations have motivated many colleagues to undertake something personally. For instance they have organized golf tournaments whose proceeds have gone to benefit the Topsy Foundation." The wave of donor

participation has even reached as far as Germany. In Melsungen, the local Lions Club collected a total of 16,000 euros for the AIDS orphans project.

**Support for helpers.** In addition, B. Braun South Africa is also a strong advocate of programs for medical staff. "In the light of the high rates of HIV infection, needlestick injuries represent a particular risk," explains Arved Berent. "Our training and informational programs are designed to ensure that helpers in the fight against HIV are not injured or infected themselves." ■

## The risk of needlestick injuries

Needlestick injuries pose a tremendous risk to doctors and nursing staff: The danger of being injured by an infected cannula, and thus becoming infected, exists worldwide. According to the World Health Organization, of the 35 million people working in healthcare, 82,000 become infected with hepatitis and as many as 5,000 with HIV every year, not to mention those who are infected with malaria, syphilis, tuberculosis or herpes. This is why B. Braun is pursuing the development of safety devices which pose a much smaller risk. In addition, the company also places an emphasis on training healthcare workers in the safe use of needles and infusion equipment in order to reduce the risk of infection.

Spain

# Helping through sharing

The district of El Pinar is a socially troubled area in the Spanish city of Rubí, not far from Barcelona. Immigrants from various cultures live together here in very close quarters; poverty, conflict, fighting, and drug abuse characterize the lives of many youths. The project "Compartir El Pinar" seeks to counteract these problems – with the support of B. Braun Spain.



"Compartir means 'to share,'" explains Caritat Lumberas. It is the perfect word to describe the mission of the project head and her 20-strong team. After all, in

the figurative sense, "compartir" also means to participate or partake in society – and this is certainly one of the project's

goals for disadvantaged children and youth in El Pinar. From a practical standpoint, the project involves demanding, hands-on work for two full-time social workers, one specially trained childcare worker, one elementary school teacher, and numerous volunteers. The Compartir center welcomes children from 5 to 9 p.m. daily. The team is committed to setting an example against racism, intolerance and poverty. In an environment where malnourishment and disastrous hygienic conditions are typical, the organizers hope to communicate to youth and parents the importance of hygiene, good behavior, respect for others and not least reliability. This is often conveyed indirectly in the course of conversations and games, but much more frequently, direct help is provided: "We are always there to listen to our children, give them advice, and show them alternatives before they come into contact with drugs and criminality," says Caritat Lumberas. One of the first steps in this process is to address the problems that many Compartir clients have with the Spanish language. This is one of the reasons why the team maintains a close cooperation with local schools. "The children and teenagers often need tutoring in numerous respects – for school subjects as well as in terms of their social behavior," emphasizes Caritat Lumberas. It was quickly evident that

this integrated social and educational approach held great promise for success. But organizers were also painfully aware of the time and money this kind of project

would involve, especially considering that financial support from the city of Rubí was very limit-

ed. For this reason, the Compartir head is still pleased today to have been able to reach a sponsorship agreement with B. Braun in 2005. In addition to much-needed financial support and in-kind donations, the five-year agreement provides organizational assistance in particular. The employees of B. Braun Spain selected Compartir as their "B. Braun for Children" project. For the decision-making committee made up of representatives of employees and management, the main fac-

tor in selecting Compartir was the urgency of need, which employees at the B. Braun site in Rubí could observe practically on a daily basis. This also ensured that the criterion of personal involvement, which is at least as important as financial assistance in all "B. Braun for Children" projects, was a matter of course. Compartir has used the money donated by B. Braun, for instance, to make the center more inviting for children: sanitary facilities have been added and the rooms have been newly renovated. All rooms were also equipped with heaters in 2007. Like last year, B. Braun is once again collecting new toys from its employees this year for Compartir to give to the children as Christmas gifts. Caritat Lumberas says: "This support confirms our conviction that our work is meaningful and helpful for the future development of our community. Because we share similar values and goals, we can achieve great things together." ■

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"We show young people alternatives before they come into contact with crime."

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Caritat Lumberas, Head of Project "Compartir"

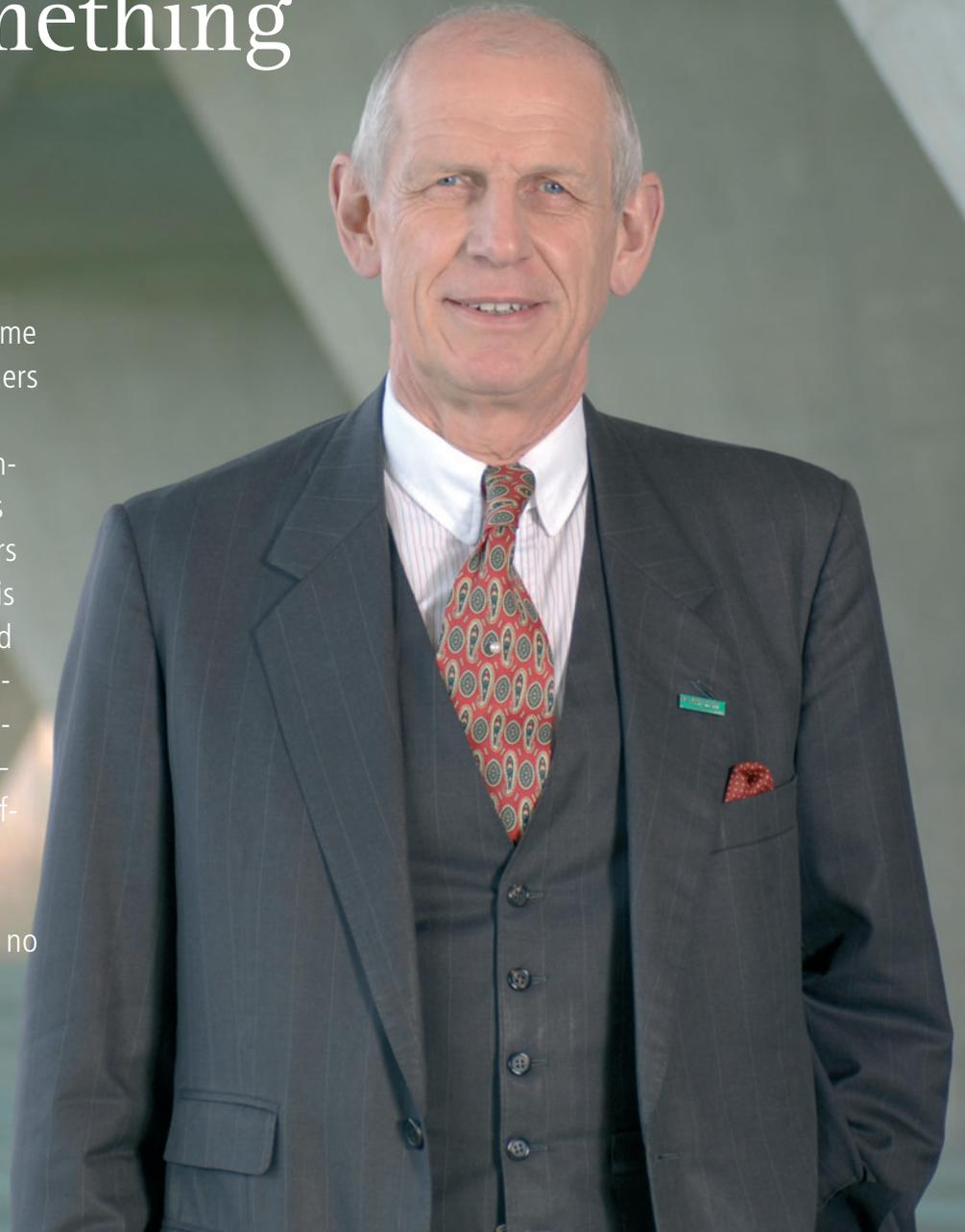
Germany

## Good care for small children

In September 2007, the "Family House" (Haus der Familie) in Tuttlingen opened its doors for the first time. Intended as a central contact point for families, it specializes in providing support, advice and service. The key component is its provision of high-quality all-day care for small children of up to three years of age. This project, which is the first of its kind in the German state of Baden-Württemberg, is the result of a joint effort of the town and district with local companies Aesculap and Karl Storz. Both the pedagogical concept and hours of care are tailored to the specific needs of the parents. Ten of the 50 places alone are reserved for the children of Aesculap staff. With this high-quality childcare, the company makes it possible for young mothers to quickly return to their jobs.

# “Everybody talks about family-friendly policies. We do something about it!”

More than 200 part-time and 60 telework models, including part-time shift work models for young mothers and fathers, funding of childcare places and a child-friendly environment: the B. Braun organization is one of Germany's premier pioneers of child-career compatibility, and is reaping praise from politicians and the media for its inventive integration work. Since 2005, the company's family-friendliness is official – as documented by an "audit beruf-undfamilie" ("career and family audit") certificate from the Hertie Foundation. But the company has no intention of resting on its laurels. Chairman of the Managing Board Prof. Dr. h.c. Ludwig Georg Braun talked to us about it.



## Why is senior management putting such a high priority on the topic of child-career compatibility?

People who have an appropriate work-life balance are more highly motivated in their everyday working lives. And it benefits the company, which needs a new generation coming up. Sadly, the infrastructure for families with children is quite poorly developed,

especially in Germany. The explosiveness of the issue is clear when you look at our aging population. There are too few children and soon there will be a lack of qualified young people coming up. That is why we are keen to tap into the high potential offered by highly qualified women. We give female candidates a clear signal that they are wanted – even if they plan to have a family.

### Part-time models aren't enough on their own...

We try to make many things possible to accommodate employees with a young family. For example, employees can purchase a hot lunch from the canteen for their family at home. Low-cost cleaning and ironing services are provided on the company grounds, and there is an ATM. We help fund two local government-run facilities in Melsungen which provide daycare for young children. We helped to install a similar facility in Tuttingen, and, in return for our involvement, are able to reserve a certain percentage of places for employees' children. Young adults at the start of their career are becoming ever more appreciative of this kind of service. A family-friendly environment now counts as one of the hard location factors. A lot of companies haven't realized that yet.

### Does a family-friendly policy pay off in economic terms?

There are figures indicating that we in fact save money with our part-time and return-to-work offerings. For instance, because our policy lowers the number of newcomers we have to acquire and train. Most importantly of all, our employees feel that they are truly important to the company. And they "pay" us back for it with their motivation and willingness to perform. A recent survey showed that more than 90 percent of staff are aware of and personally support our corporate goals.

### How would you rate the response after realisation of the many and diverse offerings?

The part-time models are extremely popular already. We have 11 percent part-time workers at our German sites, a figure that is much higher than the industry average. Among the numerous part-time and telework models available, there's always going to be one that meets a person's family requirements as well as the demands of the job. Female and male employees are thus able to organize their non-working time that they need for their family. The appeal of telework - outside production - isn't limited to young parents. Our office concept very effectively supports flexibility and mobile working from elsewhere or from home.

### Nurturing contacts is important...

...even during parental leave. That has been the remit of our family issues mentor for the past two years. She mediates daycare options for small children as needed and organizes training and education during the period of leave. When she invited mothers and fathers on parental leave to the first "welcome back" breakfast in 2007, the response was huge. 80 percent took up the invitation and came to inform themselves about company offerings and to prepare their return. They were able to bring their children along.

### Are the family-friendly offerings primarily intended for young mothers, or do you actively reach out to men too?

Firstly: Our part-time models are not only intended for parents of young children, but are explicitly also there for those who are

home carers of special-needs family members. These employees too may choose a family-related part-time option - our company has offered this since early 2007 - and receive 65 percent of their full-time salary for 50 percent of the hours. Secondly, our offerings are open to either sex. I am explicitly calling upon fathers to avail of this opportunity too. I have five children myself so I know how important it is for fathers to take an appropriate part in family life. Until now, though, few have ventured to take the step officially; it's a lengthy process.

### Many people view family commitments and part-time working as bad for their career. What's the story at B. Braun?

14 percent of our executives at German sites are women. That's well above the industry average. We even have examples in some departments which show that leadership responsibility can work well on a part-time basis. Nevertheless, it's not compatible with every task. We therefore seek individual solutions. For example, our executives can be very flexible in how they structure their working hours when caring for a young family. They work from home in the early morning or at night, whatever suits the case. Always getting the priorities right demands a high level of self-responsibility and well-developed time management skills.

### What's the situation at the non-German sites?

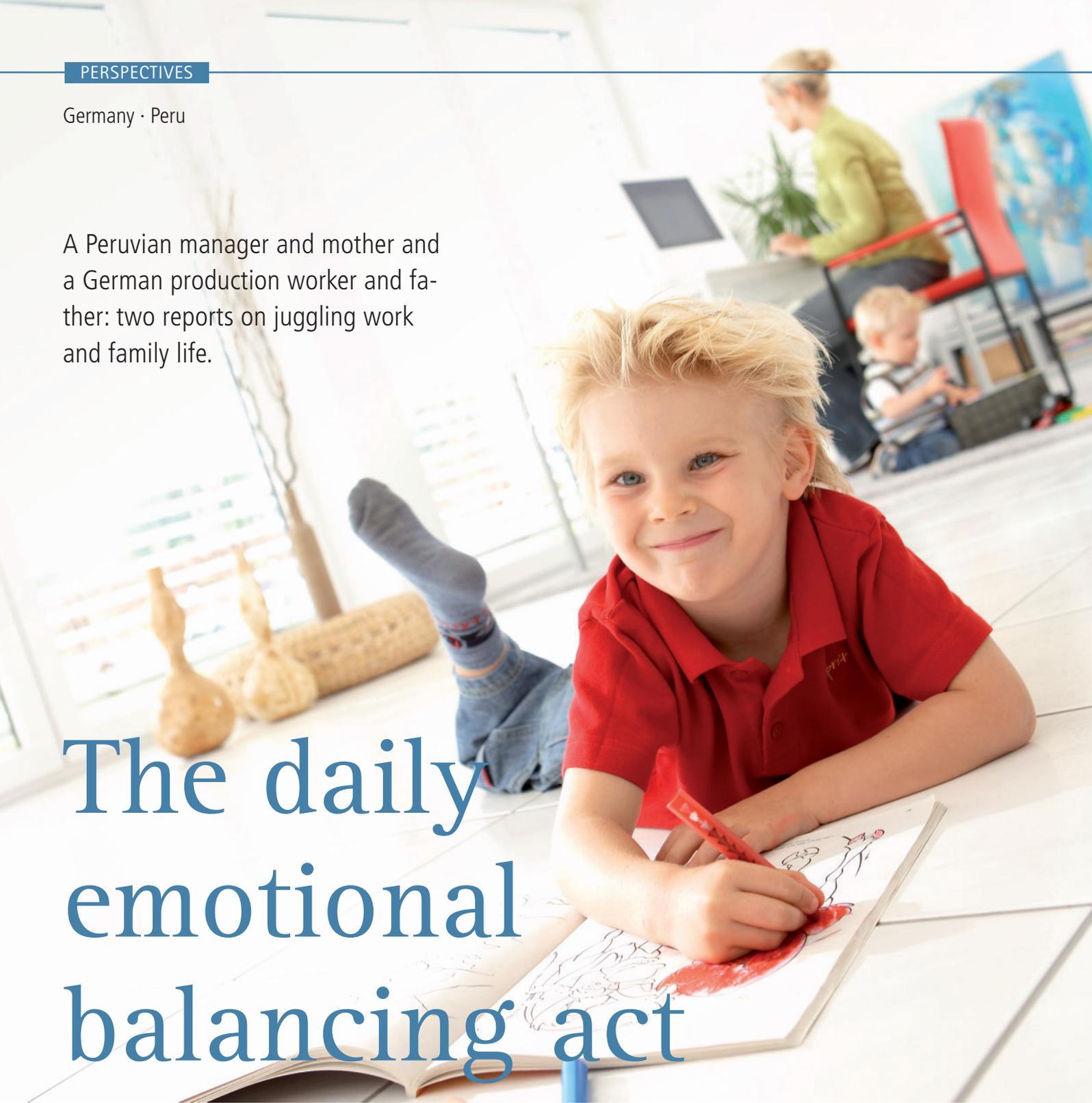
Most countries have a much better infrastructure for families, so our employees there are not faced with the same difficulties. Take Europe: in the Scandinavian countries and France, for example, there's a well-developed, top quality state-run childcare network. In Latin America and Asia, it's common for working mothers to hire a household help, and it's not expensive. Childcare is shared with the extended family or a nanny. In those countries, highly qualified women often return to work just a few weeks after giving birth.

### To conclude: What has to happen in Germany to make the infrastructure better for working parents?

We need more and better childcare offerings, particularly for very young children, and more afternoon care for school-age children. The opening hours need to be flexible and compatible with the parents' working hours, and the quality of care must be up to scratch. I would consider France to be a good role model. It's against the tradition there for mothers to devote themselves entirely to their child for years on end. Tax breaks for families and an extensive childcare infrastructure make up a complete system. The State has woven a strong network for working parents. ■

Germany · Peru

A Peruvian manager and mother and a German production worker and father: two reports on juggling work and family life.



# The daily emotional balancing act

**Lorena Kieffer is Managing Director** of the Peruvian subsidiary of B. Braun. She has held this position of responsibility for the past ten years and has always been passionate about being a manager – it's in her blood, so to speak. She has followed in the professional footsteps of her father and grandfather. When her son Sebastian was born four years ago, Lorena Kieffer did not for one moment consider giving up her career. But it was nonetheless not easy to

continue directing the company and its 320 employees with her usual aplomb. She was confined to bed during much of her pregnancy and after the birth. In response, the energetic woman immediately set up a home office. Laptop, cell phone, and telephone became her most important tools. The manager is particularly proud of the fact that she and her team successfully introduced the new quality standard DIN ISO 9001:2000, despite her absence of several

months. When her son turned three months old, Lorena Kieffer returned to her office at the company, although it was not easy for her to leave her child at home. "I take care of him myself as much as possible," explains Kieffer. "Fortunately, my husband is a big help and a very dedicated father." But because he also has a job, the couple relies on a devoted nanny who has helped take care of Sebastian since he was five months old. If both parents need to

stay late at the office due to extra work or an important meeting, her mother is also available to look after Sebastian.

**Support from the team.** Lorena Kieffer puts her heart and soul into being a mother. She usually manages to organize and structure the day to be able to devote enough time to both her career and her family. "One learns to set firm priorities and budget one's time carefully," she reports. "I am lucky to be able to rely on the strong support of my company and an out-



"I am lucky to be able to rely on the strong support of my company and an outstanding group of employees."

Lorena Kieffer, Managing Director

standing group of employees. My staff work very independently and in harmony with the aims of the company, even if I happen to be absent." Moreover, her home and office are only ten minutes apart by car, which normally allows the manager to enjoy lunch with her family. "For small children it is extremely important that their parents are there for them, especially at such crucial stages as starting kindergarten or school. The presence of mother and father provides the necessary emotional stability." She hopes things will become somewhat easier when her son is a bit older and more independent. Then there will hopefully be fewer days when work conflicts diametrically with family life. Case in point: the regional meeting in Lima that she hosted and directed. The last day of the meeting included a full program and a farewell dinner – which unfortunately coincided with Sebastian's second birthday. "After the meeting I quickly drove home to sing "Happy Birthday" to my son, but after half an hour I had to leave again to pick up the guests for dinner," the manager recalls. "That was really difficult." But fortunately such moments are a relatively seldom occurrence. Normally her diverse roles – as a successful manager, as a mother, as a wife – are a stimulating

source of energy that Lorena Kieffer can tap throughout the day.

**New understanding of fatherhood.** Mario Hildebrand of Melsungen also faces the challenge of balancing work and family. The young man, who is employed as a sterilizer in disposable medical device manufacturing at B. Braun, became a father for the first time in February. He has been taking regular care of son Finn since he was six months old: the shift worker has taken advantage of paternity leave to reduce

from full-time to part-time. Hildebrand belongs to the "new" generation of fathers who feel responsible for more than just providing an income and want to be actively involved in child-rearing on a daily basis. The proud father explains: "So much happens during the first year of life; Finn learns something new almost every single day. I find this tremendously exciting." For many years it has been his dream to be able to take paternity leave when his child was born. But as the main breadwinner in the family, he never considered this to

be a realistic possibility; his wife is still a university student and works part-time as a sales clerk. Her salary would not even suffice for the bare necessities. But then Germany passed a new law providing for generous parental leave for both parents, and B. Braun has always maintained a flexible part-time family leave model. In the case of Mario Hildebrand, this means that for eight months, he works only three shifts a week as a sterilizer instead of his usual six while receiving 65% of his full-time salary. The government then makes up two-thirds of the difference between his part-time and full-time salary. His wife stays at home while he is at work. On his days off, it is then his turn to take care of their son,

which gives his wife more time for her studies, taking care of the household, and a bit of free time for herself. "She is very happy about me helping out," reports Hildebrand. "And she was never afraid to leave the baby with me – I helped her take care of him from the very beginning, whenever I was at home, so I already had practice in bathing him and changing diapers."

**Never losing touch.** It was nonetheless a major adjustment. The life of a child has its own unique rhythm. "But I have come to really enjoy this time," says Hildebrand. "I now have a much closer relationship with my son." He has also learned to prioritize his life and sometimes postpone less important things until later. Hildebrand's work colleagues and manager were unconditionally positive about his decision to reduce to part-time in order to spend more time with his family: "Everyone congratulated me and no one made a single annoying comment about my decision. Fortunately, it is fairly easy to reorganize our work, which is usually carried out by two employees per shift.

"We have a great deal of flexibility in how we divide up the work, so everything runs very smoothly."

Mario Hildebrand, Sterilizer



On my days off, my colleague assumes responsibility for the immediate sterilization tasks for production. On the days I work, we carry out project activities and perform computer tasks – things that are not necessarily time-critical. We have a great deal of flexibility in how we divide up the work, so everything runs very smoothly." The advantage is clear: Mario Hildebrand never loses touch with his job, continues to work in the same department, and remains up-to-speed with his professional skills. This will make it particularly easy for him to change back to full-time employment next spring. And through the support of B. Braun, little Finn will then attend a nursery in Melsungen every morning. ■

Germany

Without concrete opportunities for a successful career start, it is difficult to motivate youth to develop their skills. Together with its cooperation partners, B. Braun Melsungen AG is making a difference through its "PerspektivePLUS" initiative, designed to provide young people from the region with new opportunities to land a job.

# Providing perspectives



**Today, Christine Berger says she was lucky.** But after completing vocational school for business and administration, things didn't look so rosy. The then-18-year-old was unable to find an apprenticeship position at the time. "It might have had something to do with my poor grades in English," she admits. "After sending out 30 applications and hearing

nothing back, I had almost given up all hope." Through friends and announcements at school, Christine Berger became aware of the PerspektivePLUS program, an internship initiative at B. Braun Melsungen AG. After being admitted to the program, an exciting year of training in warehouse logistics began for the young woman in October 2006. In addition to

theoretical training, she learned what B. Braun as an employer expects from its apprentices. Her experience was a success: Christine Berger was hired as an apprentice in this field on August 13, 2007. "This is an excellent example of the value of our initiative," says Reinhard Vaupel, training supervisor for apprenticeships in warehouse logistics and operations. "PerspektivePLUS is designed to prepare young people for an apprenticeship or job." For this reason, the initiative specifically targets school graduates with practical experience and qualifications, and not necessarily those with the best grades.

**In October 2003,** the PerspektivePLUS initiative was launched with 15 internships, initiated by Kay-Henric Engel, Head of Training at B. Braun. "In the 5 years since then, the initiative has expanded to 40 internships, available within B. Braun and at partner companies throughout the region," says Rainer Vaupel. "As part of the 1-year internship to qualify participants for an apprenticeship, the young people take part in educational and job application training, communication seminars, and IT courses to improve their chances in the job market." They work in the pharmaceuticals, medical devices, and MedTech production facilities, as well as in logistics. Every intern is as-

signed a personal mentor; both former and current employees serve in this role. "Mentors share their experience, provide feedback, and listen to the concerns and problems of the youth," Reinhard Vaupel explains. "They work together with the young people, acting as their partners with the objective of helping them obtain an apprenticeship within the region." A particularly dedicated retiree for instance even tutors interns and apprentices in mathematics.

**The things which really matter later in life.** Once a week, participants attend class at the Radko-Stöckl school in Melsungen to fill in any gaps in their vocational training. As part of a special working group for community healthcare, the youth are also provided with socio-educational counseling, assistance in selecting a vocation, and advice on problems at home or school. A comprehensive program in other words – but what do the companies receive in return for their investment? "Companies with an apprenticeship program such as B. Braun have

certain requirements of young applicants," explains Jürgen Sauerwald, Director Human Resources and Management Development. "Social skills are a very important factor. We want to foster these skills in future apprentices who may have struggled to find a position, while at the same time promoting their existing strengths and encouraging their personal motivation." Jürgen Sauerwald believes demographic shifts make the program a necessity. "We train more apprentices than we need annually and currently have no problem finding trainees," he reports. "But the situation may change dramatically in a few years, and we want to counteract this development early on; after all, highly skilled personnel will continue to be a key element in B. Braun's success in the future." By cooperating with schools, it is even hoped that priorities in teaching plans can be modified – it is the companies af-

ter all that know best what qualifications are most important.

**Christine Berger was successful** in securing a position and today serves as a kind of ambassador for PerspektivePLUS. "If it weren't for this unique opportunity, I might still be without an apprenticeship position," explains the young woman.

"We want to promote their existing strengths and personal motivation."

Jürgen Sauerwald, Director Human Resources and Management Development



"My English has now improved considerably; I probably just needed to see how useful it would be for me in my future career." Reinhard Vaupel is also pleased with how successful the initiative is: "Almost all of the participants in PerspektivePLUS have met the hiring conditions and were subsequently offered an apprenticeship position." ■

Malaysia

## A club for teaching enthusiasts

Highest regard for "Sharing Expertise"

**Sharing professional experience** and knowledge with others – this is the passion that unites more than 30 employees in the past few years at the B. Braun plant located in Penang, Malaysia. As members of the Instructors' Club, they provide valuable training for their colleagues. The instructors impart their knowledge in their field of expertise, give insight into production processes, explain the methods involved in internal quality control and a

whole range of other subjects such as English Language and Management subjects. Instructors typically select topics themselves, although the company occasionally gives suggestions.

**Membership in the club** is both an honor and a responsibility: joint recreational activities and workshops are held to help members develop their own skills. Of course participation in this activity – a

minimum of six hours of teaching per year – is appropriately rewarded. And anyone who contributes more than 20 hours per year to advancing the knowledge of colleagues enjoys premium status with special privileges. For instance, B. Braun finances external training courses and assumes the costs of bookstore membership – a singularity of life in Malaysia that provides special services and convenience for book buyers and readers there.

Germany

# The future starts now

L.I.F.E., the "Leading Infusion Factory Europe", is setting new standards for the industry, thanks both to its technology and to the training and development of its personnel.



**When one takes a look** at the bright production hall of Europe's most modern IV solution manufacturing facility, one thought in particular stands out: efficiency. Production processes are integrated seamlessly, with plastic bottles being manufactured, filled, checked and sealed in a matter of seconds. The plant's machinery functions like clockwork, with driverless carrier cars shuttling back and forth to take away the boxes as they are filled. You only see

the people at a second glance – they are monitoring the processes, making adjustments, performing testing and maintaining the machinery, all in order to ensure that the efficiency one sees is also reality – and that it stays that way, 24 hours a day, seven days a week.

**Promoting employee development.** The fact that all of the production performance indicators have been increasing nonstop

since the plant opened in 2004 has a lot to do with the people who are working here – and it has a lot to do with the investments being made in these employees for training and further education, and the corporate culture. "Over the past three years, our plant alone has accounted for some 40,000 hours of training," says Plant Manager Bernd Malkmes. "Yet without these expenditures, we would not be where we are today." This means that each of the more

than 200 employees has enjoyed an average of 250 hours of training, or more than 70 hours of training per year. Naturally, this high standard is not an end in itself. Instead, Malkmes says that it is absolutely essential that "each and every employee knows their position within the process, and that they are aware of their importance to the success of the company as a whole." This requires a knowledge culture



which allows employees to see beyond their own workstation, and one which offers them opportunities for further development. All employees must have an understanding of their own work and of the work of their colleagues, so that each of the steps in this precision production process can be seamlessly integrated.

**New qualifications.** The use of so much high technology and automation in the

production process does not mean that everything simply works by itself. Quite the opposite: it demands even more of personnel than do standard production methods. "In the past, we had people working in four different sectors for the manufacture of IV solutions," explains the plant manager. "There were experts for clean media and weighers who carried around large sacks of ingredients, providing the right quantities of each as needed. The mixers ensured that the mixture was correct, then at the end the lab technicians examined the results of the work." Today, a single employee is responsible for all of these production steps. Our staff are under much less physical strain than in the past, yet overarching knowledge and experience from all fields is still necessary, and must continue to be expanded. This is also the case for knowledge of the machines, their function, operation, maintenance and, in some instances, repair as well. This example shows the value which

are given time away for project weeks on a regular basis for such things as the elaboration of process optimization solutions. Each employee is individually trained for their area of responsibility, and those who are about to take on management responsibility attend the "Fit for Management" workshop, where they learn how to lead people. With all of this, the plant manager leaves no doubt that performance is the key factor. "In my opinion, we are making a decisive contribution to sustainability by continually promoting the development of our personnel, as this is the only way in which we and the company can continue to develop."

**It is clear that these objectives** cannot be achieved through pressure or by constant demands to work faster. The method of choice is a climate of openness: transparent communications and decision-making processes create a feeling of solidarity, and the consciousness of being im-

"We are talking about a corporate culture, a climate of interaction in which knowledge is shared rather than hoarded."

Bernd Malkmes, Plant Manager Pharma Melsungen



qualified and trained personnel have for efficient production. It also makes it clear, however, that more is required than just training and further education. Terms such as "group work" and "self-organization" do not provide sufficient explanation of what Bernd Malkmes is striving to achieve with his staff. "We are talking about a corporate culture, a climate of interaction in which knowledge is shared rather than hoarded," says Malkmes in explaining this typical B. Braun approach.

**Performance pays.** The company is creating incentives for performance and for the proposal of useful ideas: a well-organized suggestion system, group performance targets and corresponding rewards serve to increase motivation, while employees

portant to both the team and the company. The opportunities for training and involvement in activities with greater responsibility and possibilities for advancement, or support for further study – all these serve to foster a willingness to perform and a drive for further development. The ambience of the entire production facility is another factor which is certainly conducive to promoting motivation. The structure's abundance of glass and light at all workstations and in the canteen are well in keeping with the values which Bernd Malkmes is trying to promote, and the employees also seem to be quite pleased with their working conditions. The sick leave rate at this IV solution production facility, at three percent, is lower than the German average. ■

Germany

# Modeled on nature

Think global, act local: this slogan, often used in the context of globalization, is also well-suited to the current debate on environmental protection. Climate change is a worldwide problem with regional causes. International political debates and strategic meetings only make sense if people are committed to achieving the objectives locally. Or setting a good example, as at the Benchmark Factory in Tuttlingen.



**At a world climate conference** in Potsdam, German Chancellor Angela Merkel recently described climate change as one of the key issues humankind will face in the future. With this statement, she joined a list of prominent proponents of sustainable environmental and climate policies including Nobel Peace Prize winner Al Gore, actor Leonardo DiCaprio, and German musician Herbert Grönemeyer. But actions speak louder than words. Nowhere is this truer than at the B. Braun site in Tuttlingen, Germany. At its Benchmark Factory located there, the B. Braun Aesculap division is committed to an integrated ecological business concept. Since the factory was founded in 2000, Aesculap has set numerous standards as an environmentally friendly, successful company that ranks among the best when it comes to ecological awareness. Benchmarking after all involves comparison with others, explains Bernd Schöndienst, segment manager for production technology at the factory: "A year before establishing the factory, we observed the competition and compared approaches. We then combined the best solutions with our own ideas to achieve maximum benefit." This has resulted in an ultra-modern facility at which 70,000 hip prostheses, 30,000 knee prostheses, and 200,000 spinal implants are manufactured annually.

**Natural cycles.** Special emphasis is placed on sustainable, environmentally sound procedures in production. And according to production manager Dr. Joachim Schulz: "It definitely pays off. This ecological approach is also in accordance with our fundamental principles and forms a cornerstone of our corporate philosophy." The measures range from cutting-edge building technology to simple cisterns for collecting and storing rainwater, as used by the ancient Romans. The Tuttlingen factory bases its ecological foundation on the principles of nature, where everything takes place in cycles. This basic mechanism can be observed at the Benchmark

Factory, for instance in the ventilation system: gigantic volumes of air must be circulated and warmed on a daily basis at the factory with its 13,000-square-meter hall. Considering the average room height of 8 meters, this represents a highly energy-intensive process. But at the Benchmark Factory, it was nonetheless possible to find a way to carry out ventilation in an efficient, energy-conserving manner – with the help of energy exchange.

**The principle is quite simple:** the used but still warm exhaust air from the processing centers, i.e. from the machinery for producing implants, is drawn off and used to pre-heat the incoming supply of fresh air. This means the energy from the production process is not wasted; instead it is transferred to the inside air via heat exchangers. The technique also makes financial sense: "This allows us to save 40% of heating costs," reports Bernd Schöndienst. The environmental benefit of this type of heat recovery is likely to be even greater. The principle of the natural cycle has also been implemented in the emulsion system at Tuttlingen. The emulsion provides cooling and lubrication to machinery during turning, milling, and drilling procedures. The mixture of water and oil-based concentrate is normally supplied individually to each machine and disposed of in a complicated process. But this is not the case in the Benchmark Factory: here it is operated as a closed-cycle system in which the solution can be re-used again and again, explains Bernd Schöndienst: "30,000 liters of emulsion fluid are constantly in motion in this cycle. The emulsion from all processing centers undergoes central cleaning, after which it returns to the production process." Vacuum rotary filters are used to clean the fluid; only a small fraction of the emulsion must be replaced due to vaporization during drilling and milling. But this is nothing compared to the volume needed to replace the entire fluid.

**Wastewater treatment.** Yet another aspect of the manufacturer's ecological approach can be observed in the processing step that follows. After the prosthesis and implant parts have been drilled and milled as required, they must subsequently be cleaned. This takes place in an electroplating line, where an electrified chemical bath is used to remove any oily residues and refine the surface. The wastewater generated in the process of electroplating is normally disposed of as sludge. At the Benchmark Factory in contrast, a large share of this wastewater can be treated and reused: "The wastewater from our electroplating line is cleaned in two serial vacuum vaporizers," says Bernd Schöndienst. "This means only a fraction of the total wastewater volume must be disposed of as sludge." Some 0.3 cubic meters of sludge are filtered out of three cubic meters of electro-

"Only a fraction of the total wastewater volume must be disposed of."

Bernd Schöndienst, Segment Manager for Production Technology



plating wastewater. The recaptured water is so clean that it can be disposed of via the normal sewage system or further processed for re-use in the system.

**Sustainable operation** is of great concern at the factory in Tuttlingen. This can even be achieved entirely without ultra-modern building technology, vacuum filters, and vaporizers – for instance by using a simple cistern. The straightforward principle of collecting and using rainwater, which everyone knows from their own back yards, is also employed at the Benchmark Factory to water the facility grounds. The container used for this purpose holds nearly 31,000 liters. The rainwater collected returns to nature through a simple garden hose, which is bound to keep the environment happy – and perhaps Chancellor Merkel as well. ■

USA

# “Green” technologies benefit all

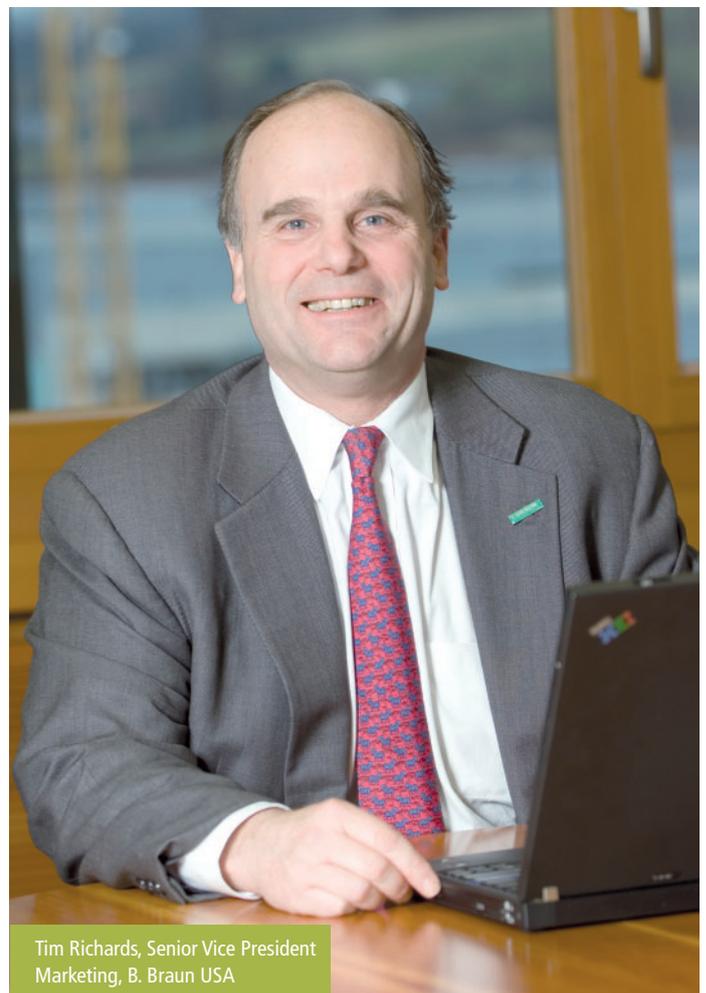
Environmental protection was long outside of the mainstream in the United States, yet the world's largest industrial nation has since become more aware of the importance of the globe's natural resources. More and more companies are coming around to the view that it is vital to deal responsibly with the environment. Working to protect our environment is far more than a short-lived trend at B. Braun USA. Tim Richards, Senior Vice President Marketing at B. Braun Medical Inc. in Bethlehem, Pennsylvania, talks about this issue.

## How long has B. Braun USA been dealing with environmental issues?

While the use of environmentally sensitive practices might have been slower to gain momentum in the United States than in other countries, B. Braun has a long history of providing solutions that are not only safe for healthcare professionals and patients, but also environmentally responsible. Recognizing that medical devices containing polyvinyl chloride (PVC) and di(2-ethylhexyl) phthalate (DEHP) might pose potential health hazards to humans exposed during medical care and to the environment during waste disposal, we were the first, and until recently, the only manufacturer to develop an array of PVC and DEHP-free IV administration sets and IV solution products. Since 1974, B. Braun has invested more than \$100 million in this capability and our customers are recognizing the benefits.

## How does environmental responsibility help B. Braun in its mission of patient safety?

Efforts to reduce and eliminate PVC and DEHP chemicals from medical products are an integral part of B. Braun's commitment to improve patient care. DEHP leaches out of vinyl (PVC) plastic medical devices into fluids delivered to patients, possibly posing risks to male neonates' developing reproductive systems, including reduced fertility. B. Braun and its customers benefit from caring for the environment by ensuring that future generations are protected from the ill-effects environmental waste can cause.



Tim Richards, Senior Vice President Marketing, B. Braun USA

### What is B. Braun's environmental philosophy?

Environmental responsibility is an issue of key importance for B. Braun. Dedicated to caring for patients, healthcare workers and the environment, we are committed to minimizing PVC and DEHP chemicals from as many of our medical device products as possible. In fact, B. Braun has more than a thirty year track record of providing PVC- and DEHP-free products to medical facilities. B. Braun Medical Inc. of Irvine is a major manufacturer of intravenous solutions and solution containers. B. Braun has been recognized for their use of non-PVC plastic in their IV containers, demonstrating that a company can be environmentally responsible while at the same time remaining a profitable enterprise. Additionally, B. Braun actively supports policies calling for the reduction of PVC and DEHP chemicals in medical devices, ultimately raising awareness and encouraging environmental changes throughout the medical device industry. B. Braun recognizes that environmental responsibility extends beyond just the development of eco-friendly products and is an ongoing dedication to sustainability practices. In an effort to reduce landfill waste, the company places a strong emphasis on recycling at our facilities. With the help of our internal Environmental, Health and Safety Department, the company has a strong understanding of the ongoing challenges set in the environmental field.

### Can you tell us about any other examples of environmental projects?

Our Environmental Department is always on the lookout for new ways in which we can reduce the volume of waste we produce. For example, to reduce landfill waste, B. Braun instituted an extensive

recycling program in the Allentown and Bethlehem facilities in September 2006. To date, these facilities have recycled 37 tons of paper, 416 tons of corrugated cardboard and 1,632 tons of plastic. In the last 12 months, B. Braun has recycled waste destined to be land filled by 1,534 tons and saved more than \$345,000 by diverting this waste. Beyond B. Braun's recycling program, the company has taken steps to preserve energy by instituting a program at B. Braun's Irvine facility which produces 85 percent of energy on-site through two co-generators and one boiler. Clean-burning natural gas is utilized as the energy source. In addition, B. Braun uses high-efficiency lamps with motion detectors at B. Braun's Irvine facility. The company also promotes water conservation with automatic faucets and toilet flushing, along with reusing waste water whenever possible.

### In your opinion, what is the current role of environmental responsibility, and what role will this play in the future?

Today our actions are helping to improve the lives of patients while reducing our waste flow, and our customers are asking us to continue in this direction. For the future, environmental responsibility is important for large corporations and individuals. In fact it's a necessity as nations worldwide continue to rapidly use more energy and resources than ever before. As these precious resources are depleted, we must place a renewed focus on environmental responsibility and sustainability. Organizations such as B. Braun need to continue to seek out programs and ways to incorporate environmentally sound practices into all areas of their businesses, from product development to manufacturing to employee commitment. ■

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With a workforce of more than 35,000 strong in over 50 countries, B. Braun is a global supplier on the corporate health-care market. As one of the leading system providers, B. Braun develops services and pipeline products that provide optimum therapeutic benefits for patients in clinical and outpatient settings.

B. Braun is committed to its close partnerships with physicians, nurses, hospital managers and researchers. Together, we are working on constant improvement in therapy and the continual optimization of hospital workflows.

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