

CSR Initiative



"Helping hands" for a better future.

bupa.com.sa

With you for better health



Chairman's Message

I would like to welcome you to our Corporate Social Responsibility program.

CSR is a relatively new business term, and something which has only become prevalent in the world of global business recently. However, in Bupa Arabia, we have always believed in our duty as part of the community and been active from the day we started. It's something we've strongly believed in and actively applied to what we do, we just hadn't put a 'CSR' label to it.

Our aim is to make a real and positive impact on the health of our community, starting from our employees and finally reaching to their communities too.

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Our actions speak louder than our words. You can find more details about our program here.

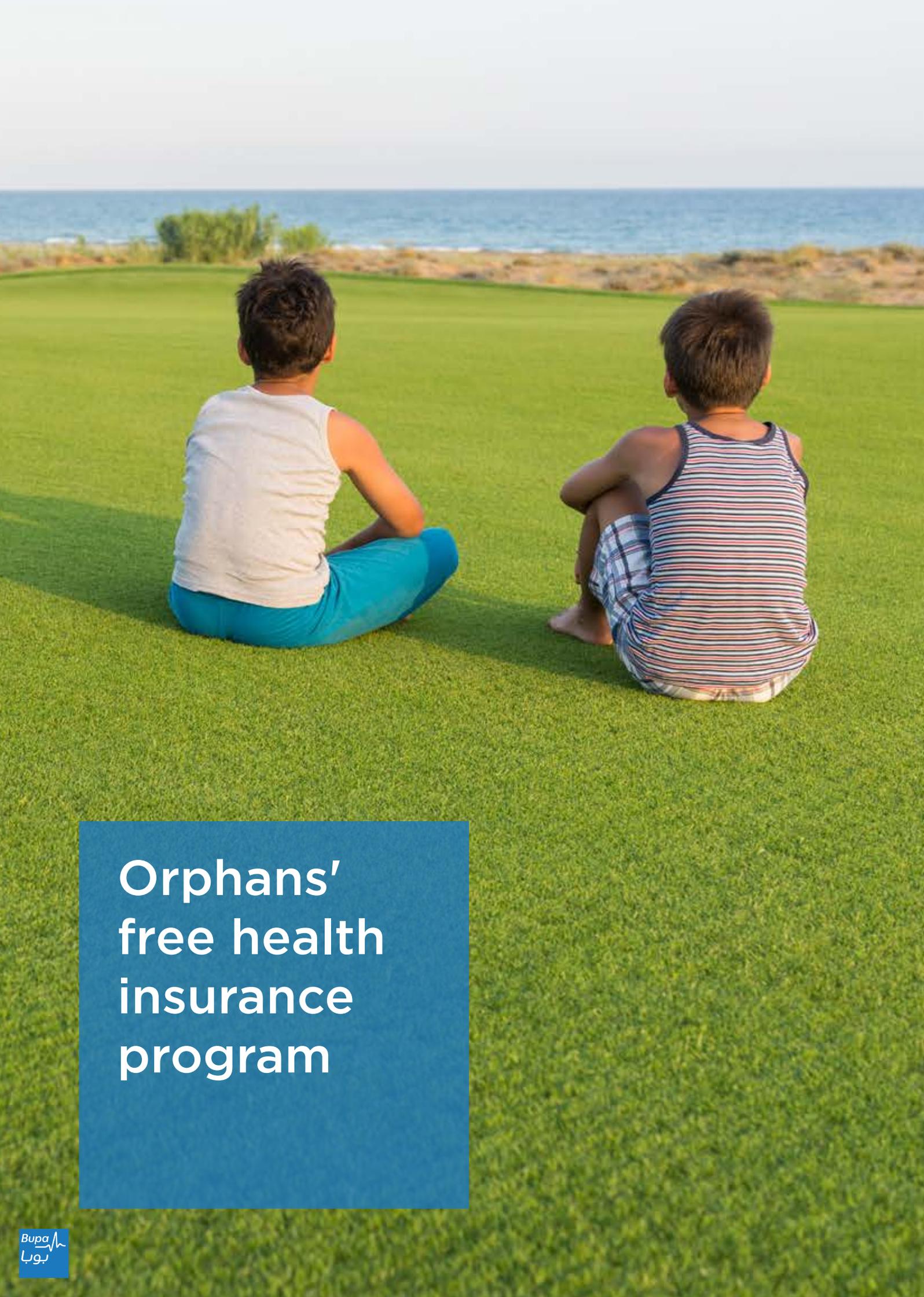
I hope you enjoy.

God bless
Regards,

Loay Nazer

*Chairman, Nazer & Chairman,
Bupa Arabia*

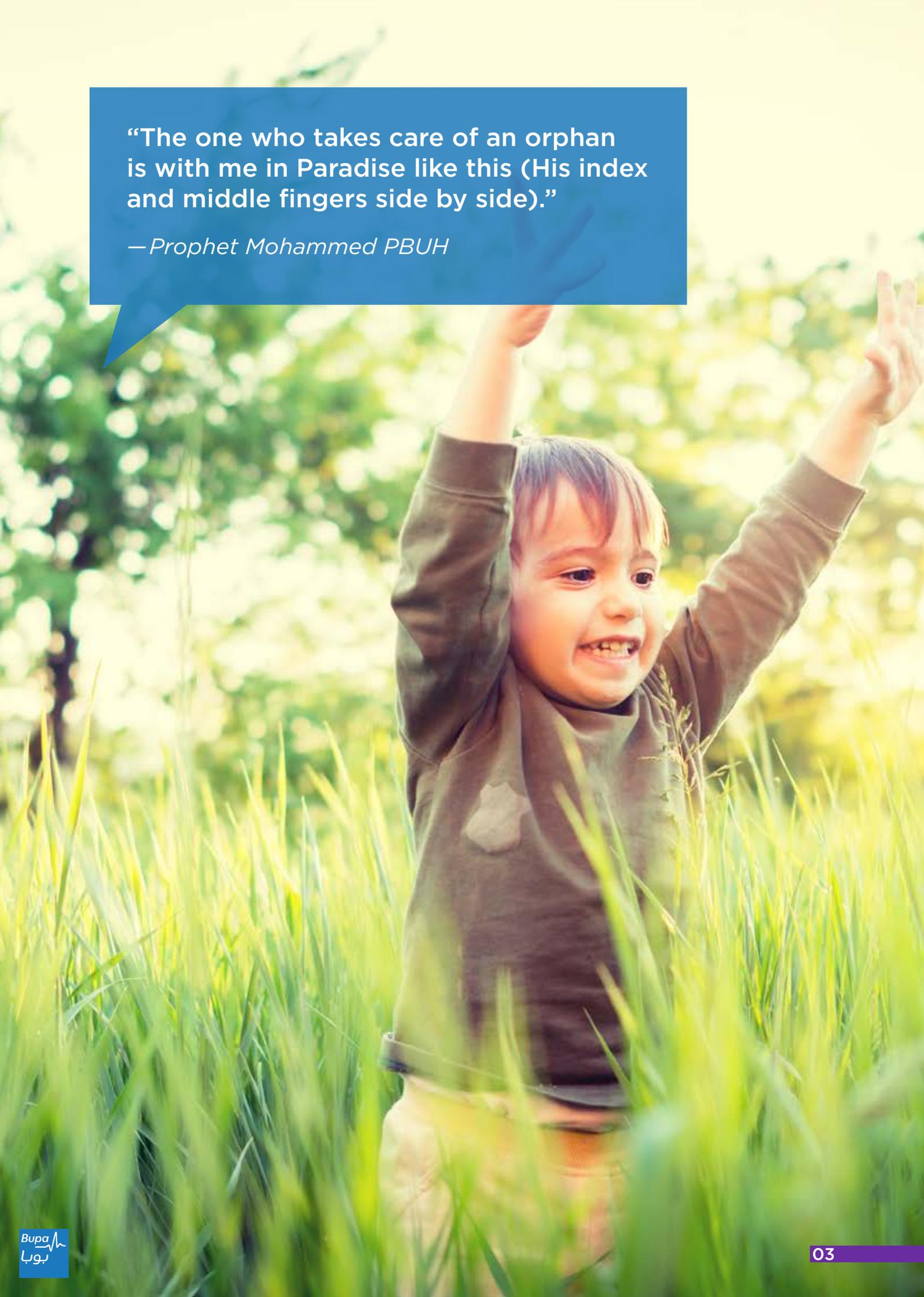


A photograph of two young boys sitting on a lush green lawn, viewed from behind. They are looking out towards a blue ocean under a clear sky. The boy on the left is wearing a white tank top and blue shorts, while the boy on the right is wearing a striped tank top and shorts. The scene is peaceful and scenic.

Orphans' free health insurance program

“The one who takes care of an orphan is with me in Paradise like this (His index and middle fingers side by side).”

—Prophet Mohammed PBUH



The good deed of giving is the very foundation of the world. As a community oriented organization, we have made it our obligation to give back to society, by reaching out to the most vulnerable members of the society - Orphans.

2011

Al Rafeef Home was the first foster home to receive free health insurance from Bupa Arabia.



2014



Enrolled all 47 foster homes in 13 cities across the kingdom.



Provided free health insurance program to all foster homes orphans in Saudi Arabia.



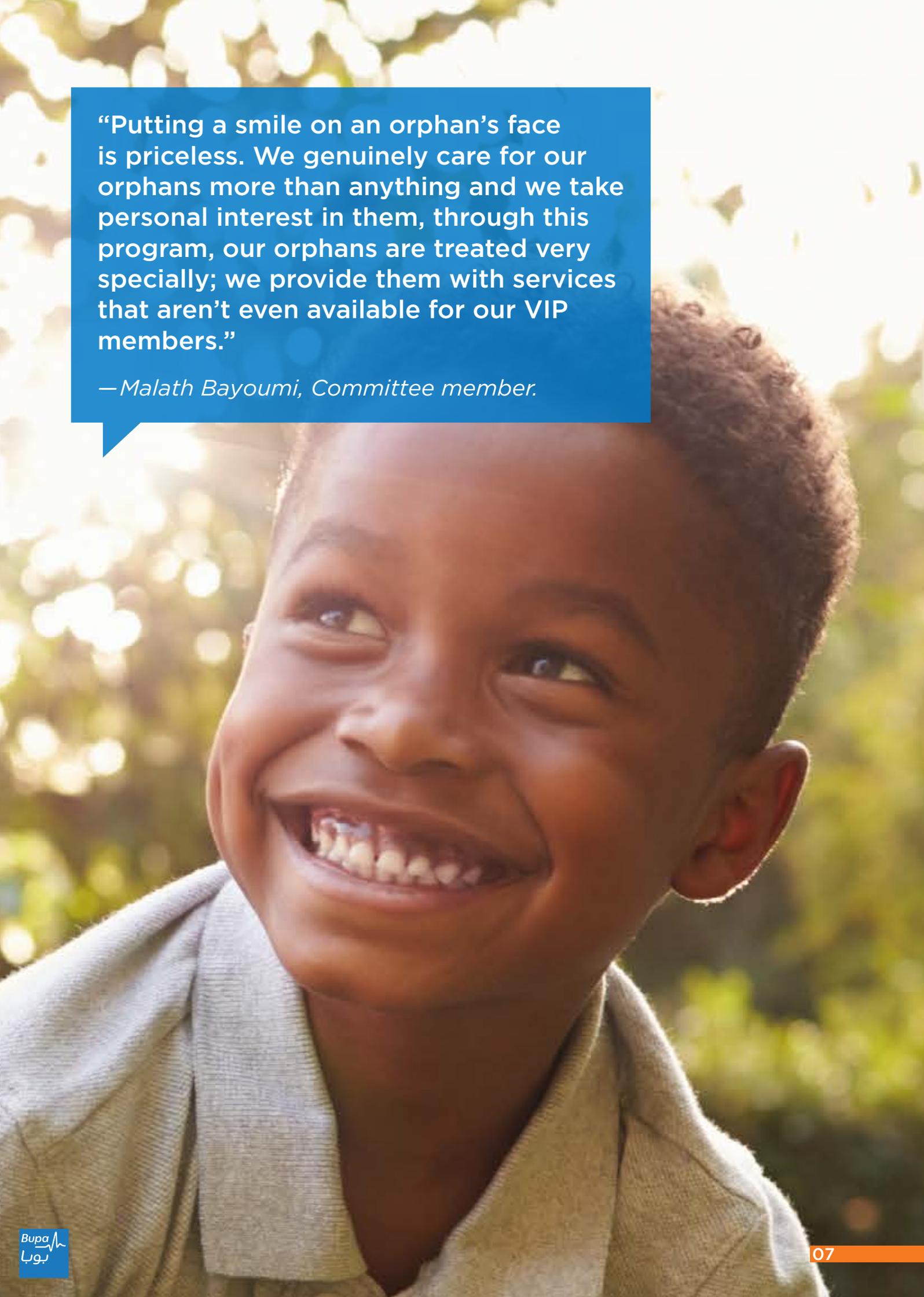
We're
here for
orphans
around
the clock

Being a proactive part of the community is much more than simply providing medical treatment, we've made it our mission to continue until we become healthcare partners for every orphan in Saudi Arabia.

We're here for these orphans around the clock, making a positive impact on them physically and emotionally, and providing more than what's expected from a plastic card.



Orphans' journey through treatment



“Putting a smile on an orphan’s face is priceless. We genuinely care for our orphans more than anything and we take personal interest in them, through this program, our orphans are treated very specially; we provide them with services that aren’t even available for our VIP members.”

—Malath Bayoumi, Committee member.

It's not just a plastic insurance card



Policy

- CCHI (Council of Cooperative Health Insurance) approved protection for our orphans.
- Covers all treatments, including cosmetic, dermatological and elective treatments.

Choosing a provider

We choose providers based on:

- Best quality
- Convenient location

Annual surveys are conducted to evaluate selected providers and ensure maximum quality service for our orphans.



Medical Care

Our team annually provides:

- On-site, full medical checkups.
- Specialized doctors to review test results.
- Recommended list of treatments.
- Dedicated helpline.



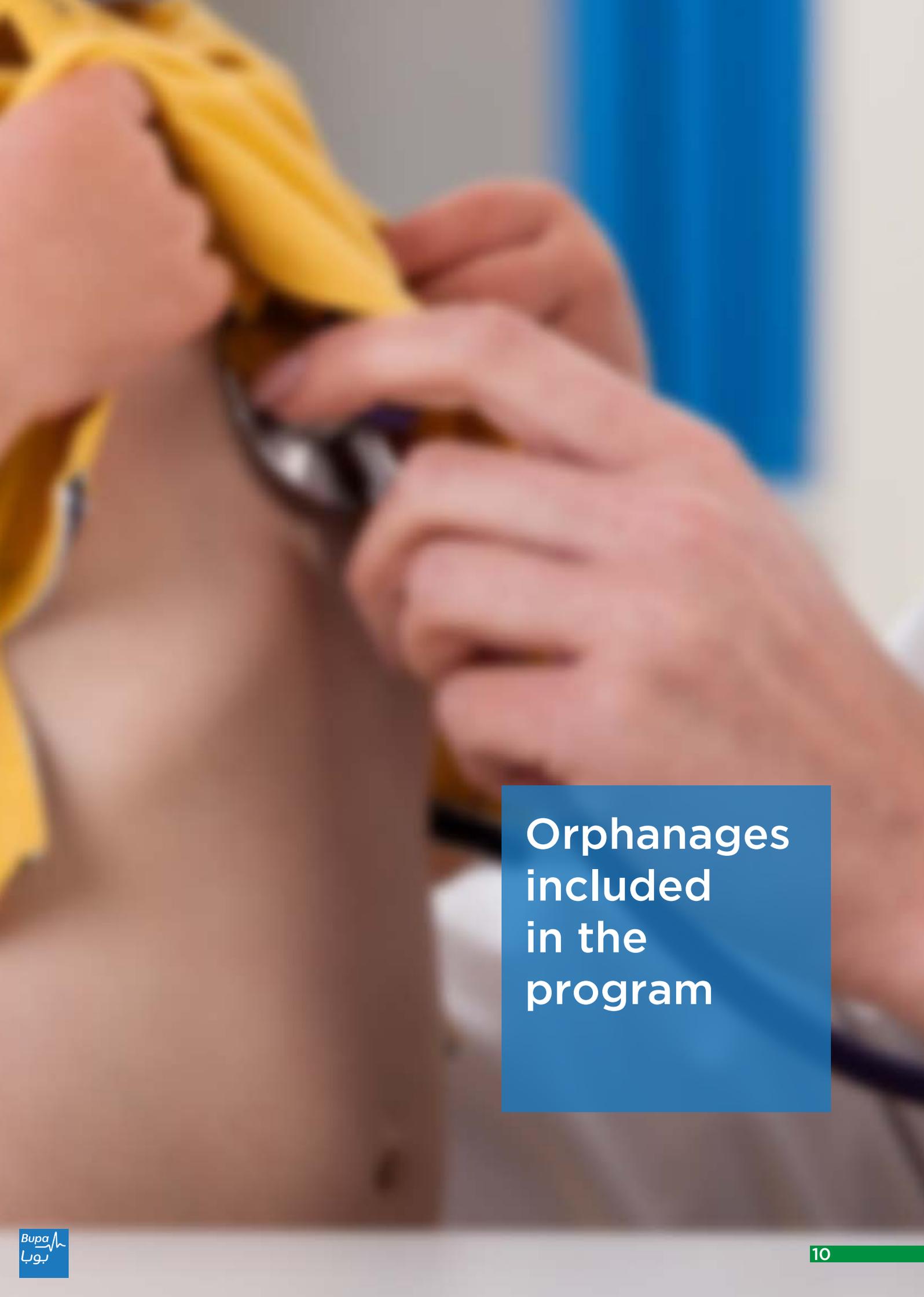
Preventive Care

To ensure optimum care delivery, our team provides:

- Frequent follow - up calls to record the orphans' treatment progress.
- Frequent educational calls to orphans with chronic cases.
- Second medical opinion on any treatment plan.

Live Tracker

- We are able to track orphans in real-time from walking-in to walking-out of the hospital.
- Any delay in receiving treatment or services are recorded and resolved immediately.



Orphanages included in the program



North Region

Tabouk

- King Khalid Charity Est.

South Region

Abha

- Charity institution
- Dar Al Tarbiya
- Ideal Raise

Jazan

- King Fahad Charity Women's Est.

West Region

Makkah

- Charity institution
- Dar Al Tarbiya
- Dar Al-Zohour

Jeddah

- Albir Society
- Al Jameya Al Khayreya
- Al Jameya Al Nesaiya
- Al Wedad foundation
- Bupa Al Rafeef Home
- Charity institution
- Dar Al Tarbiya
- Dar Al Hadana
- Hatain Charity Est.

Madinah

- Charity institution
- Dar Al Tarbiya
- Ideal Village

Taif

- Deyafa Disabled Children
- Deyafa Rehab Center
- Fatat Thakeef

East Region

Dammam

- Charity institution
- Dar Al Hadana
- Prince Sultan Center

Hasa

- Dar Al Tarbiya

Al Ahsa

- Fatat Al Ahsa

Shagra

- Charity institution
- Dar Al Tarbiya

Center Region

Qasim

- Charity institution
- Dar Al Tarbiya
- Dar Al Hadana

Riyadh

- Al Deyafa Villas Al Quds
- Charity institution
- Dar Al Hadana
- Dar Al Tarbiya
- Deyafa Disabled Home

Hail

- Charity institution
- Dr. Nasser Al Rashid



Engaging
our
community

Ramadan Annual Donataion

We believe in the concept of finding yourself in the service of others. We therefore organized Ramadan donation drive among employees in order to give them the opportunity to give back to their communities.

We've partnered with Careem car services to get members of the community involved as well.



Scan the code to play the video

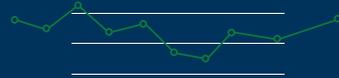


Successful campaign over social media

Careem



276,000 impressions



9,300 impressions



13,000 reaches

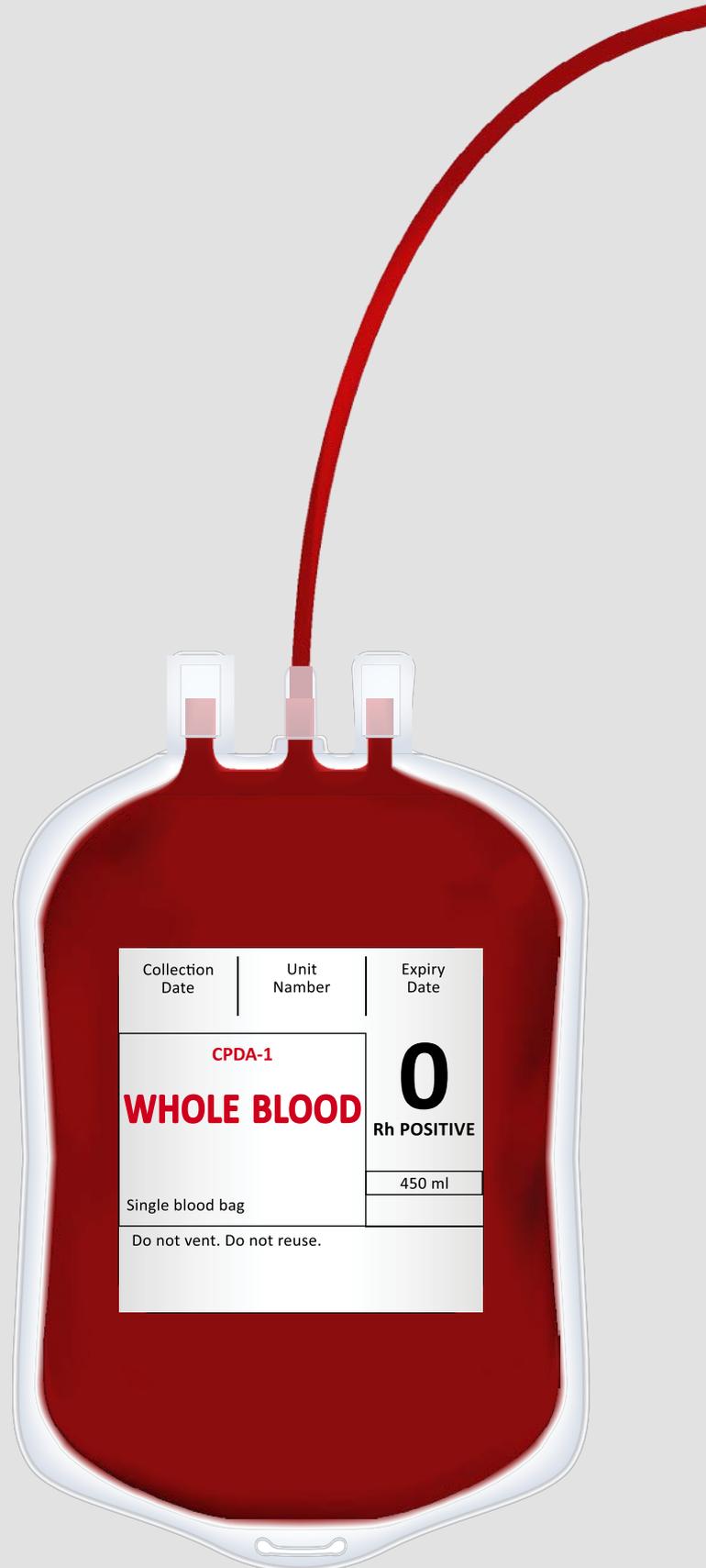


556 engagement



Blood Donation

Bupa Arabia launched a blood donation campaign in which a large number of employees participated, creating an atmosphere inline with Bupa Arabia's mission of maintaining and increasing the momentum of the company's humanitarian efforts.



Awards and Recognitions



Awarded 'Best CSR Initiative' two years running.



Best CSR Impact Initiative in Saudi Arabia. Awarded by the CSR summit in Saudi Arabia.



Best CSR Integrated Organization in Saudi Arabia. Awarded by the CSR summit in Saudi Arabia.



The leading company in social responsibility programs related to orphans.

As a key, community-oriented organization, we made it our cause to build a safe network for orphans. We spur to keep a continuous cycle of improvement for a brighter future. Let's use all our strength to empower them today, so they can create tomorrow.

Imagine having no relatives of your own, no one on your speed dial. That's a fact of life to them. Most people have the desire to help.



WILL YOU BE ONE OF THE FEW WHO ACT ON IT?





With you for better health