

# Activity report

2023-2024







**Pascal Roché,**  
Chief Executive Ramsay Santé,  
Chairman of the Foundation

# Editorial

The year 2023/2024 saw the effective internationalisation of the Foundation, with the appointment as founding members of the heads of our subsidiaries in Sweden, Norway and Denmark.

Ultimately, the Foundation hopes to work with them to develop joint projects of general interest in Europe on the subject of preventive health education. We also had the pleasure of welcoming three new external directors to our Board. They are leading figures from the healthcare, academic and the social economy sectors, who will add their expertise to our approach.

This year also sees the renewal of the Foundation's support for associations. Eight new associations in France, Sweden, Norway and Denmark will receive support for their preventive health education projects, particularly for the most vulnerable and those furthest from the health system. In addition to financial support, our Foundation offers associations that so wish access to the expertise of Group employees and doctors to support them in their actions. The Foundation also tries to meet the needs of the most modest associations by working to build a tool for steering and evaluating their actions.

Lastly, the Foundation is maintaining its involvement in public debate with its Prevention and Health Meetings, which, for the 7<sup>th</sup> consecutive year, have obtained the sponsorship of the Ministry of Health. As such, it is continuing along the path of innovation in prevention, which it opened in 2018, by completing the 5<sup>th</sup> edition of Prevent2Care, an incubator for start-ups and associations in France, Sweden, Denmark and Norway. At a time when, more than ever, given the fragility of our healthcare system, prevention is a major public health issue, our Foundation is taking action.





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# Governance of the Ramsay Santé Corporate Foundation\*

## Board of Directors

**Chairman:** **Pascal ROCHÉ**, Chief Executive Ramsay Santé

### Directors appointed by the founder:

- **Lilias BOUMELIT**, Director of the Hôpital privé de l'Est parisien, Ramsay Santé
- **Per-Helge FAGERMOEN**, Director of Operations and Development Norway, Ramsay Santé
- **Pr Patrick JOURDAIN**, Director France, Ramsay Santé
- **Søren KJELDSEN**, Director of Danish Operations and Development, Ramsay Santé
- **Dr Xavier RICHOMME**, Medical Director, Mental Health, Ramsay Santé
- **Philippe TORCELLY**, Director of Human Resources France, Ramsay Santé
- **Britta WALLGREN**, Director of Operations and Development Sweden, Ramsay Santé

### Directors ex officio:

- **Didier BONNEAU**, Deputy Director General, Institut Pasteur Lille
- **Axel DAUCHEZ**, Chairman, make.org
- **Nicolas HAZARD**, Founder and Chairman of INCO
- **Marie-Laure MOURRE**, Senior Lecturer, Université Paris Est Créteil

## Scientific College

(covered by FRS internal regulations)

- **Dr Stéphane LOCRET**, FRS Medical Advisor, Director of Research and Education, Ramsay Santé
- **Dr Pierre-André BECHEREL**, dermatologist, Hôpital privé d'Antony
- **Corinne GRENIER**, senior professor, HDR, scientific coordinator of the "Health, Innovation, Well-being and Public Policy" research and training centre, KEDGE Business school
- **Pierrick GOMEZ**, Associate Professor of Marketing at NEOMA BS and Director of the Specialised Master's Degree in Corporate Communication
- **Thibault DESCHAMPS**, Sport and Health expert, Chairman of the Vivons en Forme programme
- **Yann MASSART**, psychiatric nurse, Établissement public de santé mentale de la Sarthe, creator of #ditesjesuislà
- **Dr Pamela NESSLANY**, nutritionist, Hôpital privé Arras Les Bonnettes, Ramsay Santé
- **Dr Magali BRIANE**, psychiatrist, addictologist, Clinique Mon Repos, Ramsay Santé
- **Dr François JOUNIEAUX**, pulmonologist, Lille Métropole Division, Ramsay Santé

## The FRS team

- Managing Director: **Brigitte CACHON**
- General Secretary: **Sylvie ARZELIER**
- Project manager: **Laetitia GLAD**

\* In this report, the Ramsay Santé Corporate Foundation will be referred to as the Foundation or FRS.

# Details of actions 2023-2024





# Promote innovation

# Prevent2Care: an ecosystem to support innovative start-ups and associations

The Foundation wanted to rationalise the Prevent2Care ecosystem. After taking over the brand in 2022, it proposed to its partners, the Pfizer Innovation France endowment fund and Elior Service, to streamline the various calls and bring them together under a single umbrella brand: Prevent2Care.

Today, Prevent2Care brings together the Prevent2Care Lab, the incubator for start-ups and associations, the Prevent2Care Tour, the tour of preventive associations in France, and Prevent2Care Nordic.

The Foundation has also proposed the adoption of new graphic rules, common to all three structures.

The 2023-2024 incubation programme supported thirty projects: fourteen prevention start-ups, five nutrition start-ups and six associations.

Prevent2Care has completed its 4<sup>th</sup> Tour of preventive healthcare in France. It has awarded financial support of 10,000 euros to six associations whose actions have been judged to be relevant to the needs and expectations of the regions in terms of health prevention.



On-boarding day in Malmö for Prevent2Care Nordic.





Back-to-school day in Paris with start-ups, associations and partners.

## Evaluation P2C France promotion #5 and Prevent2Care Nordic #2

- **139 applications received.** Compared with 219 the previous year. The theme is now well understood and, as a result, there are fewer off-topic applications.
- **30 projects selected:** 14 prevention start-ups, 5 nutrition start-ups and 6 associations.
- 35 themed skills-building workshops
- Nearly 80 Group employees involved (juries, experts, etc.)
- **1.41 million people impacted by the activities of beneficiaries** (addition of people directly affected and those reached by prevention messages via social networks in particular)
- **115 jobs created or maintained during incubation within start-ups**
- +€570K more turnover generated by start-ups
- +1.3 million€ in funds raised by associations

### Media and social networks (Facebook, LinkedIn, X)

- More than 37 press releases (20 for the P2CLab and 17 for the P2C Tour)
- 41 posts published
- 258,000 impressions

- Over 6,300 impressions on average per post
- 89% of incubatees believe that the programme has helped them to develop
- 4/5 is the average score given to the programme by incubatees

### Evaluation by incubatees

- 92% of incubated start-ups and associations say they have developed their skills thanks to the programme
- 77% of start-ups and associations say that the relationship with their partners has helped them reach a milestone in their development

### Nordic cohort

- 30 applications
- 5 start-ups supported (4 Swedish, 1 Danish)
- More than 10 workshops
- 5 recruitments during the incubation period
- 38 jobs created or maintained
- +70% average turnover

# Prevent2Care completes its 4<sup>th</sup> prevention tour

The 4<sup>th</sup> Prevent2care Tour covered the same regions as last year: Rhône-Alpes-Auvergne; PACA, Occitanie, Hauts-de-France / Île-de-France, Nouvelle-Aquitaine.

It should be remembered that this prevention tour of the six regions enables the Group's Facilities to take part in local juries. It is also an opportunity to discuss potential joint initiatives with the associations.

## Evaluation 4<sup>th</sup> edition

- **6 regions**
- **+90 applications received** for the 6 regions (vs 129 in 2022)
- **29 finalists**
- **6 winners**
- **€50k grant paid**
- Some forty people from the Group (juries, exchanges...)



Alim'Mater, winning association in Marseille.

The winners of the Jeune & Rose association, in Bordeaux.



# End of the incubation period for the nine “Généralions Prévention” associations and consideration of an assessment tool dedicated to prevention associations

Co-founded by the Foundation, the “Institut du marketing social” and the “Les entreprises pour la Cité” network, the “Généralions Prévention” association spent a year supporting nine associations working on empowerment through physical activity.

These associations were able to attend workshops on fundraising, scaling up, social marketing, skills sponsorship, impact measurement, etc. They were also put in touch with experts from Ramsay Santé and the other two Généralions Prévention partners.

The associations we supported have identified a need for evaluation, but are faced with a lack of time, budget and trained staff to carry it out.

This is why the Foundation, through Généralions Prévention, has decided to continue its support by working on an effective and easy-to-use evaluation tool/method. This tool will be tested with a few associations, finalised in autumn 2024 and then offered to all the associations supported by Généralions Prévention and, more broadly, by the Foundation and its eco-system.

## Evaluation

- **12 group** skills-building **workshops**
- Social marketing consultancy sessions
- **13 contacts** with experts from the Steering Committee or the Ramsay Santé Group
- **4.3/5** average score awarded to workshops





# Supporting initiatives on the territories

**for young people and disadvantaged people**

The Foundation has completed the last of its three years of financial and extra-financial support to the Agir pour le cœur des femmes endowment fund, to the association VoisinMalin and the Cité Internationale Universitaire de Paris.





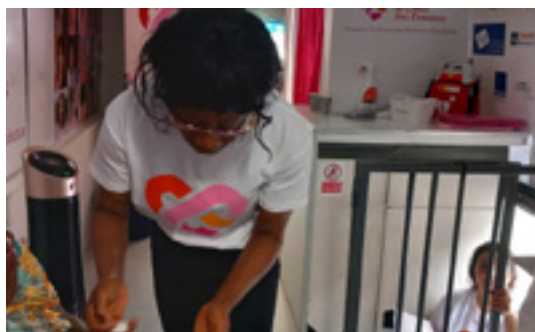
## Agir pour le cœur des femmes heart bus

The Bus du cœur operation, run by Agir pour le cœur des femmes, provides women in precarious health and social situations with information and access to cardio-gynaecological screening.

Fifteen milestone cities have been identified for 2023, and nine have been covered during the 2023-2024 budget year.

### Evaluation

- **9 stopover towns**
- **250 women** benefited from a screening programme in each stopover town
- Nearly **2,700 women screened** over the 9 stages
- Foundation logo on the bus door, high media profile, patients, etc.



## Association VoisinMalin

This year, VoisinMalin's door-to-door campaign covered a new town: Aulnay-sous-Bois in the Paris suburbs. VoisinMalin noted a high level of involvement from the team, particularly during training and the creation of the message, which was co-constructed with local residents. The local partners (atelier santé ville, centre social Albatros, centre social Mitry) were also very active.

The aim of the programme is to raise awareness among the parents of young people in working-class neighbourhoods of the dangers of addictive practices, whether drug use or overexposure to screens or video games.

### Evaluation

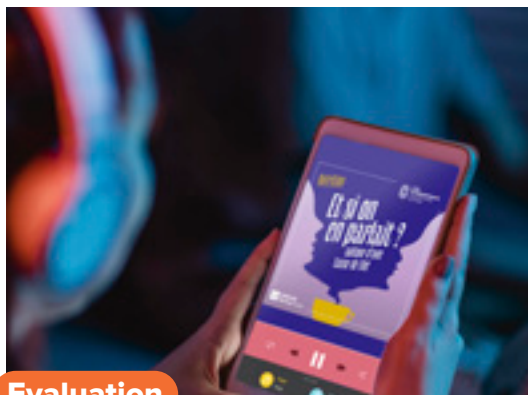
- **350 homes targeted**
- **297 open doors**
- **95% of residents found it useful** the clever neighbours' passage
- 64% of residents said they wanted to take action by offering activities for their children

# Cité internationale universitaire de Paris

The Foundation supported the Cité internationale universitaire de Paris by co-constructing a series of three podcasts on preventive healthcare for students.

Each episode tackles a health issue (nutrition, sexual health, addictions) through a discussion between the psychologist from the Relais social de la Cité internationale and a doctor who is a member of the Fondation's Scientific Advisory Board or the Ramsay Santé group. The podcasts are available on the Cité internationale website and on listening platforms. Launched in April 2024, the series had been listened to a total of 260 times by the end of June 2024, with a gradual increase in the number of listens.

In addition, the CrossFit platform, financed by the Foundation in 2021 and located at the heart of Cité Internationale, continues to attract sports enthusiasts. It will remain a long-term tool for physical and mental prevention for Cité Internationale residents and local residents.



## Evaluation

### Podcasts

- A total of 260 listens for the 3 episodes, with a gradual increase in the number of listens

### Using the CrossFit platform

- Weekdays: 50 to 60 people a day, including  $\frac{3}{4}$  from 4 p.m.
- Weekend: 60 to 80 people per day

## Vivons en Forme partnership

### **Vivons en Forme partnership: support for the roll-out of a tool to combat excessive screen time among children.**

The Foundation is supporting a programme run by the Vivons en Forme (VIF) association, which aims to reduce screen time for children in the first to fifth years of primary school. The programme, based on a social marketing approach, aims to encourage children to take up other activities. It involves local authorities in extracurricular activities and engages parents, particularly those from the most disadvantaged backgrounds. The Foundation's support consists of testing the tools developed before they are rolled out in 260 VIF towns.

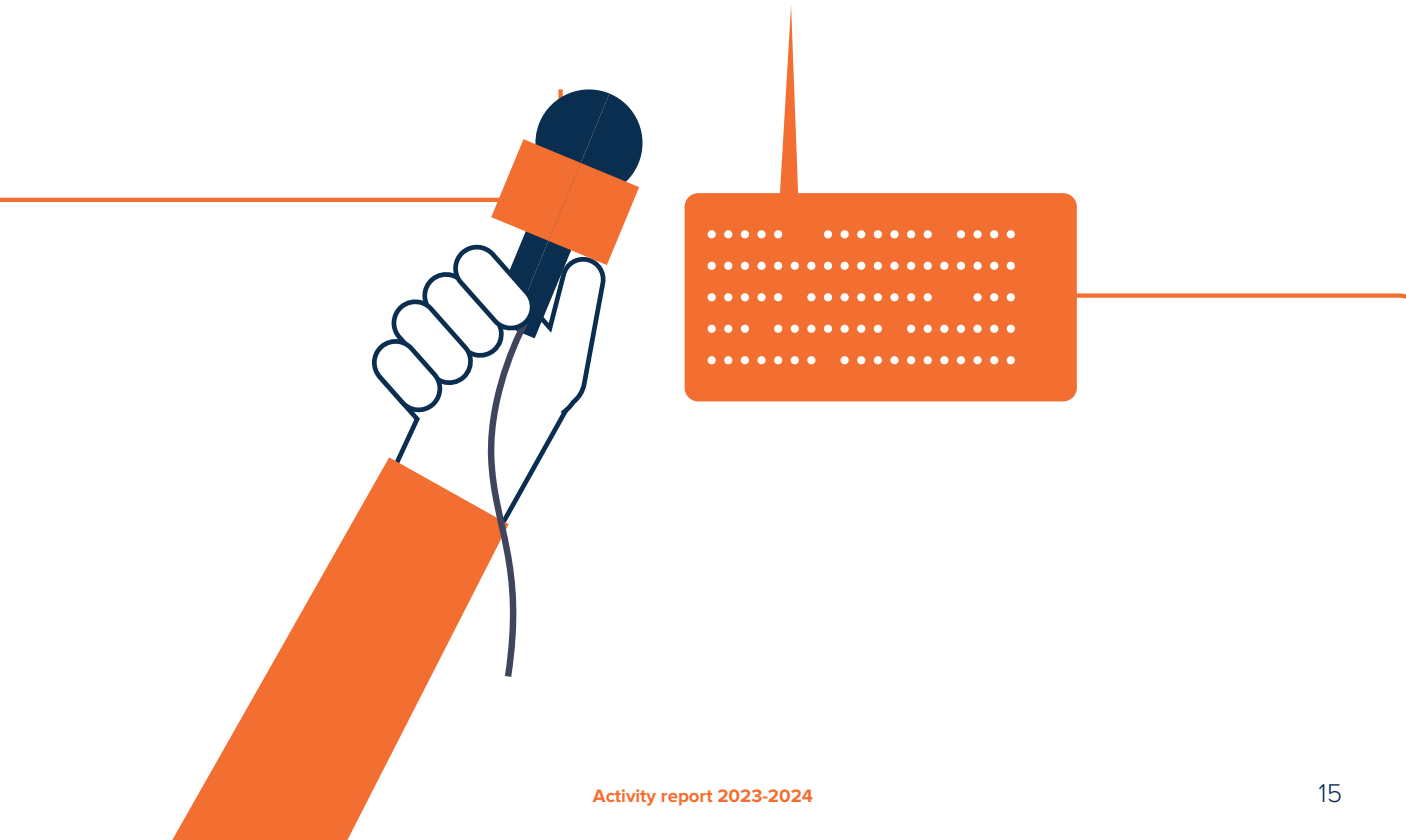
In 2023-2024, the tools were retested in living Lab in a primary school (Laventie). The final amended system was proposed to the 276 towns in the VIF network and deployed in two towns. To mark the roll-out and present the issues involved, a webinar entitled "Écrans malins, enfants sereins" was organised on 11 June 2024.



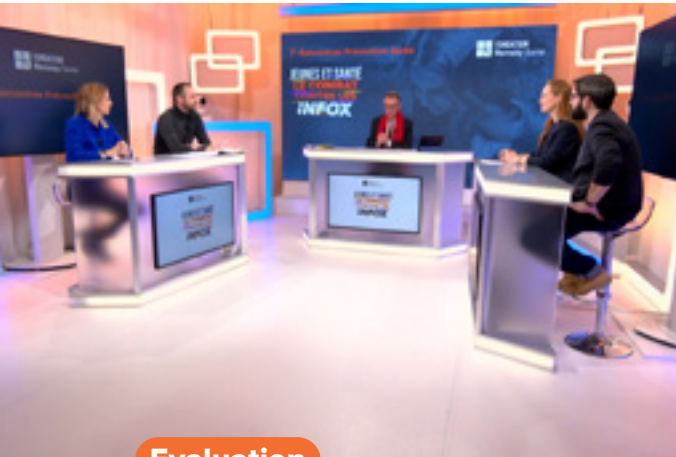


# Promote prevention health

**with professionals, young people,  
stakeholders**



# The 7<sup>th</sup> Health Prevention Meetings: Young people and fake news in health



## Evaluation

- **Sponsorship of the Ministry of Health** and Prevention for year 7<sup>th</sup>
- **527 webinar registrants**
- **194 people connected** live
- **448 views in total** (replay, Youtube)

Once again sponsored by the French Ministry of Health, the 2024 event tackled the sensitive issue of young people and fake news in health. The Fondation sought to find out where young people look for information about their health, to assess their propensity to check sources, and to determine their level of education in critical thinking. The aim is to come up with innovative responses, from the national education system and associations, to develop effective prevention.

This theme, which straddles the border between health and information, was less popular than last year. This disappointment can be explained by the choice of this more emerging topic, whose impact is undoubtedly less immediate than that of sexual health prevention, which was addressed last year.

It should be noted that the replays, which can be accessed via the Foundation's website, continue to live on regardless of the news of the moment.

## Publication of a white paper, from the Health Prevention Meetings

The white paper resulting from the conference was published in June 2024. It contains the main points raised during the webinar that preceded it. It is addressed to the stakeholders identified by the Fondation. Unlike in previous years, and due to the political crisis in France, this document is being given to institutionals at meetings with Ramsay Santé without being distributed by post as in previous years. The white papers can be downloaded from the Fondation's website.



## Evaluation

- **E-mail sent to the Fondation's 3,000 active contacts** and to those registered for Meeting 2024



# 5<sup>th</sup> solidarity challenge #lwalkgive, an undeniable success

The #lwalkgive international solidarity challenge was launched five years ago. It has a threefold objective: to support an association working in the field of health prevention, to unite and involve employees and practitioners from the Group's five countries in a programme run by the Foundation, and to encourage employees to walk and thus take action to improve their health.

This 5<sup>th</sup> edition brought together 5,365 employees and doctors (compared with 5,249 the previous year) who walked for 15 days in aid of the same charity. The 50,000 euros raised went to the NGO Handicap International. The Foundation wanted to use the donation to help those affected by the powerful earthquake that hit Morocco in September 2023.



## Evaluation

- **5,365 registrants**
- **1,182 teams**
- **649,443,953 steps** in total
- 9,598 steps/day on average
- 454,611 km travelled
- **50,000 in donations**

## Eight new associations chosen for the next three years

As part of its new multi-year plan, the Foundation will provide financial and extra-financial support over three years to eight new associations dedicated to health prevention education in France, Sweden, Denmark, and Norway.

In France, employees and doctors participated in selecting the associations, which were initially



shortlisted by the Scientific Committee. A total of 869 employees and doctors voted to choose six associations working in the field of health prevention education. This internal vote, a first for the Foundation, reflects a shared commitment to promoting health prevention education projects.

Sweden, Norway, and Denmark each selected two associations focused on promoting health prevention. The support program began in July 2024.

**Associations supported in France:** Agir pour la santé des femmes, Avec Nos Proches, Banlieue Climat, Centres Relier, Fondation Santé des Étudiants de France, Nightline.

**Associations supported in Sweden, Norway, and Denmark:** Generation Pep in Sweden, Team Rynkeby in Denmark and Norway.

# Information and digital communication



# The corporate website takes its place in the health prevention landscape

The Foundation's website provides information about the Foundation, its objectives and current events.

## Evaluation

Period from 1<sup>st</sup> July 2023 to 30 June 2024

- **65,278 visits** (compared with 25,021 last year)
- **65,149 visitors** (compared with 8,287 last year)
- **102,432 page views** (compared with 83,571 page views last year)
- Average length of visit: 24 sec (vs 1 min 21 s)
- **5,927 views on Youtube**

These differences can be explained by a sponsorship campaign strategy that focuses on increasing the volume of visits to the site in order to raise its profile.

# The Mes Questions Prévention Santé website focuses on environmental health

Due to go online in October 2021, the My Health Prevention Questions website will provide answers (validated by the Foundation's Scientific Advisory Board) to questions asked by Internet users about health prevention.

At the beginning of 2024, a new theme, environmental health, was added to the eight existing themes. Taking on this subject, which is still not widely addressed, seemed appropriate for a Foundation that works on preventive health education. But the results are still modest.

This year, the Foundation has chosen to update the content, some of which was created more than four years ago.

Lastly, sponsorship campaigns were concentrated on Google.



## Evaluation

Period from 1<sup>st</sup> January 2024 to 30 June 2024

- **5,088,633 impressions** (compared with 1,629,228 impressions last year)
- **164,606 unique clicks** (vs 38,006 clicks last year)

These very good figures, despite the fact that the sponsorship period was halved, are in line with the Foundation's objective of raising the profile of its website.



## LinkedIn Foundation Page: strong growth in one year

Created in September 2022, the Foundation's LinkedIn page shares its actions and commitments with its stakeholders: institutions, start-ups, associations, public health, etc.

### Evaluation

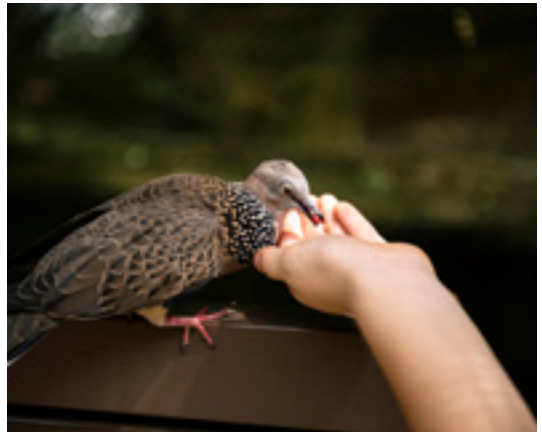
- **101,277 impressions** and **6,889 video views** from posts
- **High engagement rate of 6.5%** (compared with 6.4 last year), which was maintained despite a sponsorship period reduced to 6 months

## Launch skills sponsorship tests

While skills sponsorship is of interest to the establishments that have agreed to test the dispositive, it is difficult to put in place because of internal difficulties in finding the time to devote to the subject. At the end of the financial year, the Clinique de l'Atlantique was able to test the system by allowing a member of staff from the sterilisation department to spend a week last June on a project with the League for the Protection of Birds.

The Médipôle hospital in Lyon will test the project in 2024/2025. Four motivated care workers have already been identified by the hospital to take part in the Innov'Avenir/Découvre mon métier project, supported by Les entreprises pour la Cité. The aim is to present their jobs to secondary school students in Villeurbanne during the school year, between December and May.

The full evaluation initially scheduled for the end of this financial year has therefore been postponed until the end of the 2024-2025 financial year.



# Outlook for 2024-2025

› **Rolling out the programmes of the eight associations we support** under agreements signed in France, Sweden, Norway and Denmark, involving local teams

› **Launch a health prevention awareness training course** with the Red Cross, on a target group of carers and staff working with young people

› **Relaunch the Stress Observatory with Opinion Way** and present the results at the next Prevention and Health Meetings

› **Reposition the Prevention and Health Meetings** by simplifying the organisation of the debates - a single a mix of experts and initiatives

› **Deploying the steering and assessment tool** for associations to the associations we support and promoting it to the association community

› **Extend the skills-based sponsorship program and refocus it** towards support staff or employees nearing retirement, who are more readily available than healthcare personnel





[fondation-ramsaysante.com](http://fondation-ramsaysante.com)  
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