

Press release

## Diaverum's holiday dialysis approach awarded

**London / Munich, 20 April 2015 – Diaverum, one of the leading renal care providers worldwide, has been awarded a High Commendation for Best Marketing Initiative at the 2015 Medical Travel Awards hosted by the International Medical Travel Journal (IMTJ). The prize acknowledges the Diaverum approach to building a broad network for enabling holiday dialysis and empowering renal patients to take an active role in their health and well-being.**

“We are honoured to receive this award for our Diaverum Holiday programme. Dialysis patients are facing a strict schedule of three treatments per week, which often stops them from living a normal life. Our aim is to empower patients to enjoy their life and travel to their favourite destinations despite their illness. The Diaverum concept is built on trust and quality and ensures continuity of best care even when traveling abroad”, commented André Freitas, Head of Diaverum Holiday upon accepting the award in London this week.

In 2014, around 5.000 patients have gone on vacation as part of the Diaverum Holiday programme. Diaverum Holiday is based on a network of excellence driven by in-center coordinators and supported by many external partners such as patient associations and travel agencies for the benefit of the patients. The patient-centred approach includes a newly launched website with a specific Diaverum Holiday section, a clinic finder, easy-to-fill-in applications and specific advice on how to travel. In addition to that Diaverum is hosting a holiday dialysis annual meeting, uniting strong partners that share a patient-focused agenda.

“Enabling patients to travel is a true team effort. A strong network matters to reach as many Diaverum and non-Diaverum patients as possible to tell them about this opportunity to improve their quality of life. We are proud that our effort to develop a global holiday dialysis approach has been recognized and awarded by IMTJ”, explained Christine Buchberger, Director Marketing at Diaverum.

The Medical Travel Awards are owned, organised and produced by the International Medical Travel Journal (IMTJ). Since 2007 IMTJ provides insight into the medical travel and medical tourism sector and embraces themes that challenge healthcare providers around the world. The internationalisation of healthcare is key for IMTJ. The aim is to create a central focus for information, resources and opinion on medical travel.

Find out more about Diaverum Holiday [www.diaverum.com/holiday](http://www.diaverum.com/holiday)

### Press Contact

Ulrike Beringer  
Corporate Communications Diaverum  
E-mail: [Ulrike.Beringer@diaverum.com](mailto:Ulrike.Beringer@diaverum.com)  
Phone: +49 89 45 2444 124

### About Diaverum

Diaverum is a global renal care provider with a clear patient focus. As one of the world's leading renal care providers we stand for excellent medical quality, renal care services and a patient-centred research. Being product-independent also gives us the flexibility to offer individual treatments for the individual needs of our patients and by coordinating our patients' healthcare needs, we are improving their quality of life. At the same time we are creating value in the healthcare system by optimising the use of healthcare budgets — for the benefit of the patient and the society. Our experience in renal care dates back more than 20 years, when the first dialysis clinic was established, under the former name Gambro Healthcare, defining our Swedish roots. Today 8,500 employees care for around 26,000 patients in 20 countries in Europe, Latin America, Middle East/Asia and Australia/New Zealand. The corporate office is located in Munich, Germany. [www.diaverum.com](http://www.diaverum.com)