The Osijek Clinical Hospital Centre received a donation worth more than HRK 400,000

The donation of PBZ Group enabled the purchase of a modern central monitoring of vital functions and the device for therapeutic hypothermia of the new-borns for the Paediatric Clinic, which will enable better treatment of small patients in Osijek and Osijek-Baranja County

Osijek, February 21, 2018 - Today, the representatives of PBZ Group handed over a donation of HRK 403,425.00 to the Clinical Hospital Centre Osijek, thus enabling the purchase of central monitoring for the monitoring of vital functions of the new-borns for 8 monitors, 4 LCD monitors for vital functions and device for the therapeutic hypothermia of the new-borns for the Paediatric Clinic of the Clinical Hospital Centre Osijek, within which the Institute for Neonatology and Neonatal Intensive Medicine works. The donation is a part of providing aid to the national project of the Ministry of Health called "Monitoring Children Exposed to Neurological Risks", within which PBZ Group provides aid by donating hospitals around the country the funds needed for the purchase of modern medical devices to improve the quality of the care of the children exposed to neurological risks children throughout the country. PBZ Group has raised the funds for this donation through its project "Doing Good Every Day", intended for the benefit of children and young people. For the project "Doing Good Every Day" PBZ Group has so far raised more than 11.5 million HRK and granted 33 donations, including 25 donations to paediatric hospital departments throughout Croatia and eight donations to social welfare homes.

At the beginning of the donation ceremony, doc.dr.sc. Željko Zubčić, MD, Director of the Clinical Hospital Centre Osijek thanked PBZ Group for a valuable donation and human gesture, after which Mirna Sipl, MD, Head of the Neonatology and Neonatal Intensive Medicine Institute of the Paediatric Clinic of the Clinical Hospital Centre Osijek, explained that this donation and purchased equipment are very important for the treatment of small patients in Osijek and Osijek-Baranja County.

"The Institute for Neonatology and Neonatal Intensive Medicine of the Paediatric Clinic within the Clinical Hospital Centre Osijek is operating as a regional, tertiary centre for the treatment of preterm and the endangered new-borns. This means that the Institute receives all the children from these groups who were born at the Osijek Maternity Hospital and in Vinkovci, Vukovar, Našice, Slavonski Brod, Požega and Virovitica maternity hospitals. Preterm new-borns make up about 10% of total new-borns and represent a population with a high neurodevelopmental risk. A particularly high neurological risk among our patients is to be assigned to new-borns with severe birth defects who, for the purpose of neuroprotection, require the application of therapeutic hypothermia. It is estimated that 3-5 such children per 1000 births are born annually. Up to now, such new-borns had to be transported to the Clinical Hospital Centre Rebro due to the lack of hypothermia devices, with the note that the stabilization of the clinical condition of the endangered new-born, the preparation of transport and the transport itself had to be done within a time limit of 4-6 hours after delivery when therapeutic hypothermia must begin according to the protocol. The use of therapeutic hypothermia significantly reduces the incidence of possible neurodevelopmental damage, and today it is a therapeutic standard for neonates with severe birth defects and hypoxic ischemic encephalopathy. The procurement of the device for this treatment has significantly improved the level of care of such new-borns, which have had so far, endangered and very often clinically unstable, to bear the stress of transport. The presence of the device in our Institute enables us to begin the therapy hypothermia very soon after delivery, given the fact that the time interval from the delivery to the onset of therapeutic hypothermia also plays an important role in a favourable neurodevelopmental prognosis.

All patients of the Institute require intensive monitoring of vital functions and the receipt of the monitor with the central unit of control of all patients in one place is extremely important in everyday work", concluded Mirna Sipl, MD.

"I am glad that today we are in Osijek, at the Paediatric Clinic where the small patients of Osijek and Osijek-Baranja County are treated, and that, thanks to our project "Doing Good Every Day", we have provided the funds needed for the purchase of modern medical devices that will enable better treatment of its smallest patients. The project "Doing Good Every Day" is just one of the socially responsible PBZ Group's activities, and we are always proud to say that it is a continuous, systematic and long-term aid to the most vulnerable group of our society – children and youth throughout Croatia. And this latest, 33rd donation, which we have made with the funds raised within the Project "Doing Good Every Day", shall hopefully contribute to the improvement and equalization of the quality of care of children and youth in all parts of our country, "said Mislav Blažić, Chairman of the Management Board of PBZ Card.

The ceremony of presenting the donation was attended by numerous distinguished guests, including: Tomislav Dulibić, State Secretary in the Ministry of Health; Petar Lagator, deputy of Osijek-Baranja County Prefect; Boris Piližota, Deputy of the Major of Osijek; doc.dr.sc. Željko Zubčić, MD, Director of the Clinical Hospital centre Osijek, Vlatko Kopić, MD dent., Assistant Director; Jasminka Milas Ahić, PhD, MD, Assistant Head of the Quality Assurance Department; Nevenka Begić, mag.med.techn.; Sanja Domer, MD, Acting Head of Paediatric Clinic; Mirna Sipl, MD, Head of the
Neonatology and Neonatal Intensive Medicine Institute; Mislav Blažić, Chairman of the Management Board of PBZ Card; John Knezović, executive director of public relations and marketing of Privredna banka Zagreb; and many others.

ADDITIONAL INFORMATION:

The Project "Doing Good Every Day" and American Express Heart Card
The American Express Heart Card was introduced to the market in mid-2008. The card is designed to assist projects of great importance for the further growth and development of the community. For each purchase with this card, PBZ and PBZ Card together donate 1 HRK in favour of its humanitarian Project "Doing Good Every Day", without additional cost to the card holders. Through the Project "Doing Good Every Day", PBZ and PBZ Card provide their support to two significant projects for the benefit of children and young people: the Project of the Ministry of Health called "Monitoring Children Exposed to Neurological Risks" and the Project of the Ministry of Social Policy and Youth called "For a Better Life of Children in Social Care Homes", by donating funds in 50:50 ratio. Through this Project, the PBZ Group has collected 11.5 million HRK and has participated in 33 donations, including 25 donations to the hospitals in the Republic of Croatia for the purchase of the necessary medical equipment and 8 donations to the social welfare institutions for the purchase of the equipment needed.

To find out more details please visit: www.cinimdobro.hr; www.pbzcard.hr

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