

The paediatric department of the hospital in Knin received a valuable donation amounting to around HRK 450,000

The donation enabled the purchase of a modern incubator, a reanimation table and a monitor for vital nursing functions. PBZ Group has, so far, collected more than eleven million Croatian Kuna within the humanitarian project "Doing Good Every Day".

Knin, November 13, 2017 – Today, the representatives of the PBZ Group delivered to the General and Veteran Hospital "Hrvatski ponos" in Knin the grant amounting to HRK 441,962.50, enabling the purchase of a modern incubator, a reanimation table and a monitor for vital nursing functions for the needs of the paediatric department. This donation is a part of supporting the national project launched by the Ministry of Health entitled "Monitoring Children Exposed to Neurological Risks", through which PBZ Group helps in the form of providing grants to the hospitals across the country within the project "Doing Good Every Day" intended for the benefit of children and young people. PBZ Group has, so far, collected more than eleven million Croatian Kuna within the humanitarian project "Doing Good Every Day" and has participated in 31 donations, including 24 donations to the paediatric departments of the hospitals in the Republic of Croatia and seven donations to the social welfare institutions.

The project "Monitoring Children Exposed to Neurological Risks" was launched by the Ministry of Health of the Republic of Croatia in 2007. Children exposed to neurological risks are children whose mothers had various complications during pregnancy, childbirth or children who had complications immediately after birth, and this concerns app. 10% of the new-borns, out of which app. 3% of them are children exposed to high neurological risks. At the level of the Republic of Croatia, it means that potentially four thousand children exposed to neurological risks are born every year, that is, app. 1,000 children exposed to high neurological risks. In such children there is a risk of developing cerebral palsy, mental retardation, speech, motor, concentration and learning disorders and so on. The aim of the Project is to organize the Monitoring the Children Exposed to Neurological Risks across the Republic of Croatia, early diagnostic evaluation and early involvement of children in rehabilitation, since early detection of difficulties and involvement in rehabilitation can prevent the development of the diseases or at least achieve the greatest possible potential for the affected child. PBZ Group, within this project, provides help by donating the funds needed for the purchase of modern medical devices needed to diagnose, prevent and treat children exposed to neurological risks in Croatia.

"Donation of a modern incubator, a reanimation table and a monitor for vital nursing functions for the needs of the paediatric department is of great importance for modern and high quality care of endangered new-borns and shall contribute to reducing the number of children with developmental disorders in the area of Knin and its surroundings. Therefore, I sincerely thank PBZ Group for this valuable donation", said **Nada Kljajić, MD**, head of the **paediatric department within the hospital in Knin**. "About 200 children are born in our hospital annually, of which approximately 20%, or around 40 of them are exposed to the risk, including 5.8% of high-risk new-borns requiring diagnostic treatment and supervision and we hospitalise them at our paediatric department. The Department monitors – intensively and interdisciplinary – the development of the children exposed to neurological risks within the early intervention program and includes them in rehabilitation, which is extremely important for their later development. We have also noted a greater prevalence of the children born with heart failure, compared to other parts of Croatia. Every year, three to five new-borns are transported to clinical centres, primarily to the Intensive Care Units of the CHC Split and CHC Zagreb; therefore, donated devices are of multiple importance to us", concluded Nada Kljajić, MD.

"We are glad to be today in the General and Veteran Hospital "Hrvatski ponos" in order to donate modern medical devices that will enable better treatment of the youngest patients from the area of Knin and its

surroundings. Responsible corporate conduct is a fundamental principle of PBZ Group, which we have confirmed by our numerous donations and charity activities. One to be noted is the project "Doing Good Every Day" and American Express Heart Card that we have created in order to provide continuous help to the children and young people all over the Republic of Croatia, just as the name of the Project says. We are pleased to announce that we, through this project, have collected more than 11 million Croatian Kuna and donated the funds and devices to numerous hospitals and social welfare homes, thus helping the most vulnerable groups of our society, those who need it the most. We hope that the modern medical devices and equipment we have donated through our project "Doing Good Every Day" will improve the health and social care of children and young people and allow for the equalization of its quality in all parts of our country", said **Mario Jurišić**, Member of **PBZ Card's** Management Board.

The ceremony of presenting the donation was attended by numerous distinguished guests, including: *Tomislav Dulibić*, State Secretary at the Ministry of Health; *Nikola Blažević*, Deputy of the Šibenik-Knin County Prefect; *Marko Jelić*, Major of Knin and his deputies: *Kristina Perić*, *Marijo Ćačić* and *Željko Džepina*; *Ana Marić*, Chairman of the Administrative Council of the General and Veteran Hospital "Hrvatski ponos" in Knin; *Kristina Bitunjac*, MD, Hospital Manager; *Mario Smoje*, MD, Assistant Hospital Manager; *Nada Kljajić*, MD, head of the paediatric department; *Mario Jurišić*, Member of PBZ Card's Management Board; *John Knezović*, executive director of public relations and marketing of Privredna banka Zagreb; and many others.

ADDITIONAL INFORMATION:

Paediatric department within the General and Veteran Hospital "Hrvatski ponos" in Knin

The Paediatric department within the hospital in Knin annually provides about 400 examinations and 250 EEG tests. The department also conducts examinations for the detection of various neurological disorders of the central and peripheral nervous system, the screening of the children exposed to neurological risks, followed by evaluation of psychomotor development, diagnostic examinations in perinatal risk new-borns, infants and cerebral impaired children in the later period, examination of children with musculoskeletal and skeletal disorders and illnesses, children with inherited metabolic diseases, psychomedical disorders, educational and other cognitive disorders, epilepsy and epileptic childhood syndromes, and so on.

The Project "Do Good Deeds Every Day" and American Express Heart Card

The American Express Card with a Heart 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 Demography, Family, Youth and Social Policy 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 until October 31, 2017 collected **11,050,582.95 HRK** and has participated in **31 donations**, including **24 donations to the hospitals** in the Republic of Croatia for the purchase of the necessary medical equipment and **7 donations to the social welfare institutions** for the purchase of the equipment needed.

More details on: www.cinimdobro.hr; www.pbzcard.hr

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