



ΟΜΙΛΟΣ ΥΓΕΙΑ

06.04.2011

### Press Release

- **Athens Diabetes Center: Comprehensive treatment for meeting the needs of people with diabetes mellitus**
  - **New innovative program for the medical cover of patients**
  - **Part of the earnings to be used for the treatment of uninsured or unemployed diabetes patients**

As announced in a recent Press Conference, the opening of the HYGEIA Group Athens Diabetes Center and the launch of the innovative insurance program **CNP MARFIN DIABETES + HEALTH** signal a new era in the treatment of patients with diabetes mellitus. The new health insurance program has been adjusted to meet the needs of diabetics and for a small annual fee, covers the patients' medical, diagnostic, preventive and educational needs.

The Athens Diabetes Center, operating within the HYGEIA Group Athens Diagnostic Center (1 Ventiri Street & Vassilisis Sofias, Hilton area, Athens), is the first Center of Excellence in Greece for treating people with diabetes mellitus, catering for all their needs. It also provides continuous education and information on the latest developments regarding the disease. In association with the HYGEIA Group hospitals, the Athens Diabetes Center can support all diabetes-related specialties: Diabetes Specialists, Ophthalmologists, Cardiologists, Rheumatologists, Angiologists, Nephrologists, Neurologists and Podiatrists-Podologists.

The Scientific Director of the HYGEIA Group Athens Diabetes Center, Diabetes Specialist, Christos Zoupas, said, "The need to establish organized Centers that are equipped with all the latest technology, implement the most up-to-date treatments and provide all the medical specialties relating to the treatment of this chronic disease arose from the sharp increase in the frequency of diabetes mellitus cases. Nowadays, approximately one million Greeks are believed to suffer from diabetes mellitus, while another 35,000-40,000 Greeks are diagnosed with the disease every year."

The HYGEIA Group Commercial Director, Antonis Vouklaris, noted, "By establishing the first comprehensive Diabetes Center in Greece, we are responding to the needs of diabetes patients for comprehensive, reliable and quality treatment. The HYGEIA Group has the technical know-how, and the appropriate scientific and managerial staff to undertake such an effort. However, above all, due to its people-centered mentality, it fully understands the needs of all fellow humans and creates advanced products, with the primary focus on providing essential and useful services to everyone. In this context, with the unanimous agreement of Marfin Egnatia Bank and CNP Marfin Life and the assistance of various Diabetes associations, we have decided



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to support the weaker and financially-impooverished social groups, offering 5% of the total insurance policies to diabetics who are uninsured, unemployed and/or below the poverty rate FREE OF CHARGE.”

The CNP MARFIN DIABETES + HEALTH is a medical insurance program catering for people suffering from diabetes mellitus. It aims at providing specialized and comprehensive healthcare, as well as constant monitoring, which are both required to effectively regulate the disease. Along with the Athens Diabetes Center and the HYGEIA Group hospitals, it offers complimentary medical consultation for all the main specialties related to diabetes, complimentary full annual preventive testing and diagnostic tests at discount rates.

The Marfin Egnatia Bank Deputy Retail Bank General Director, Thanos Sofios, commented, “Following our successful MARFIN SAVINGS + HEALTH program, we are now aiming at satisfying the needs of a particularly weak social group, which, however, makes up a large part of our population. The average annual expenses of diabetics selecting the private sector to serve their fixed needs in diagnostic tests and medical consultation are approximately 1000 to 1500 euros. For less than 300 euros per year, the same patients secure medical, diagnostic, preventive and educational cover from a comprehensive and scientifically reliable Diabetes Center, through this insurance program. The program is offered exclusively through the Marfin Egnatia Bank branch network, by opening any savings account.”

Finally, the General Manager of CNP Marfin Life, Dimitris Spanos, highlighted, “Based on the usual practices of the insurance market to date, diabetes mellitus constituted a deterrent for providing insurance cover and especially health insurance cover. The DIABETES + HEALTH program’s innovation and uniqueness are due to the fact that this is the first time ever in Greece that a health insurance product fully adjusted to the needs of people with diabetes mellitus has been created and marketed.”

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