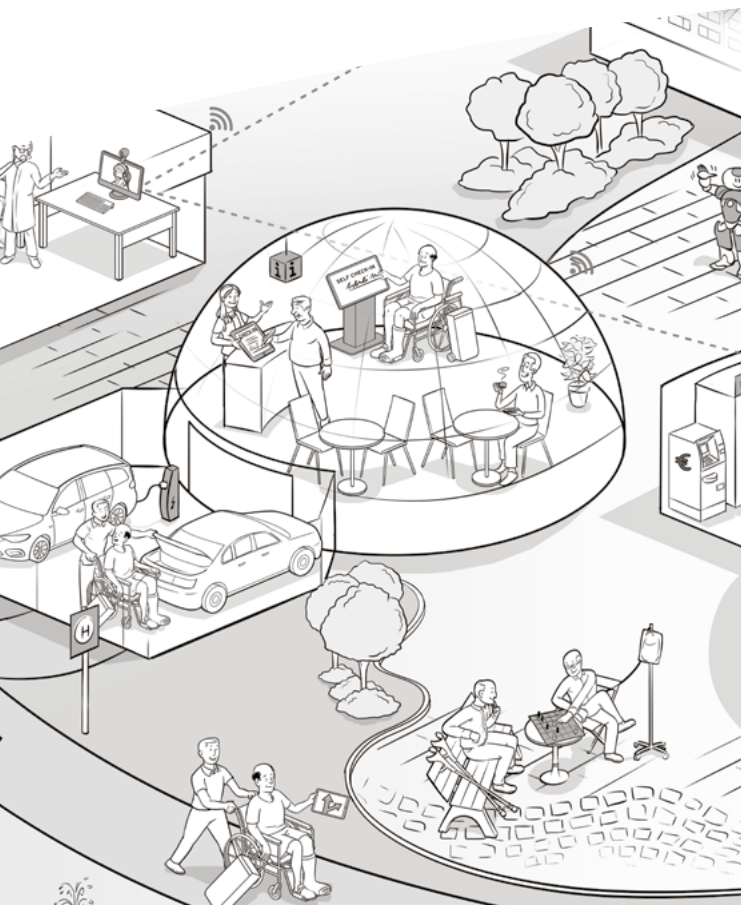




RHÖN-KLINIKUM
Campus Bad Neustadt
Medizinische Exzellenz aus Tradition



Dialog picture – RHÖN Campus Concept

Campus short explanation



RHÖN-KLINIKUM
AKTIENGESELLSCHAFT

Home and emergency

01

Home environment and prevention

Using telemedical devices, the patient can transfer medical data from home to healthcare service providers to monitor his state of health continuously and as the need arises.

02

Emergency service and emergency doctors

Data transfer from the ambulance and the emergency doctor to a hospital emergency ward enables individual and time-saving preparation for the patient's arrival.

03

Rescue helicopter

In an emergency, every second can count. In life-threatening situations it is often necessary to provide for fast transport with a rescue helicopter to a suitable specialised hospital.

04

Centralised emergency ward

An interdisciplinary team of experts, made up in particular of doctors and nurses, ensures fast medical emergency care based on needs.

40

After-care and health promotion

Coordinated after-care is available as a personal as well as telemedical home service and support (e.g. compliance with medication regimes). The objective is to promote the health of patients in the long term.

Basic offers

05

Arrival and orientation

In addition to the usual signage, a digital guidance system is also available to patients, relatives and guests, also as a mobile application on their own smartphones, thus ensuring optimum orientation.

06

Standby service of Panel Physicians Association

The standby service of the Panel Physicians Association is available to all citizens in Germany outside the regular consultation hours of community-based practitioners (Tel.: 116 117). Such a practice is located on the Campus.

07

Community-based doctors

Community-based GPs and specialists are very important when it comes to providing medical care to patients. Integration is continually being simplified and expanded thanks to the possibilities of digital communications and applications.

08

Parking and mobility

A car park and connections to the public transport network are of no small importance for a functioning and highly complex as well as centralised healthcare location. A regional mobility concept also includes electromobility.

Basic offers

09

Reception and information

The motto "medical care for everyone" is characterised by an open and inviting reception area. Information and values such as trust are so important when it comes to providing healthcare services successfully.

10

Digital theme park

Digitalisation is a subject of key importance at RHÖN-KLINIKUM AG. But how do we learn to use its advantages? In the digital theme park "Digitale Erlebniswelt" located in the "Atrium" building, patients and visitors will find varied and informative explanations on this subject. That includes e.g. the technology for self-registration at the hospital.

11

Gastronomy

Should you wish to linger a while, a varied gastronomic offering meeting different needs and set in a pleasant atmosphere awaits you.

12

Overview of medical offering

Numerous doctor's practices and medical service providers are available at the Centre of outpatient Medicine. Positive effects for comprehensive care result from close ties between all outpatient and inpatient experts on the Campus.

Basic offers

13

Doctor-patient consultation

The most important and fundamental treatment level is the personal and open 'eye-to-eye' contact that takes place between doctors and patients. The doctor-patient relationship is respected and promoted as an institution.

14

Coordination and networking

One aim of the Campus is to ensure an integrated and coordinated organisation through open communication and networking of the Campus with internal and external players.

15

Healthcare and services

Service offerings such as pharmacy, medical supplies retailer, hairdresser, kiosk, etc. round off a comprehensive, needs-oriented service culture and enhance the medical care of our patients.

Special offers

16

Patient navigation

To direct patients at the right time to the right place, a medical assessment is made at a very early stage. This is a fundamental part of the RHÖN Campus concept that prevents what is referred to as under-, over- or misallocated care. Difficult medical cases are to be handled in the Centre of clinical Medicine.

17

Coordination of patients and relatives

All plannable processes are handled through the Central Patients Admission Department and appointments management desk. Organisation of appointments for patients, to rehabilitation sessions, cost coverage and nursing questions are coordinated in a timely and objective manner based on needs.

18

Control centre

For optimum allocation of internal and external resources, clinical processes (e.g. occupancy management) are centrally coordinated and made available to employees transparently as required. Defined processes are continuously monitored and improved.

19

Robotics

Robotics and algorithms are increasingly providing assistance in day-to-day clinical work and reducing the workload on specialist personnel, e.g. through automated distribution of goods and food on the hospital wards.

Special offers

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Hygiene

To ensure the safety of patients as well as visitors and employees, an efficient and comprehensive hygiene management system has been implemented. Everyone can make their own contribution and protect themselves and others by taking simple precautions. Hygiene works best when everyone does their part!

21

Active patients

With the help of digital platforms and tools (e.g. digital patient history), patients are enabled to participate actively in the treatment process. For example, in the waiting room area patients are questioned about their state of health digitally, via a tablet PC.

22

Patient-oriented communication

As part of patient-focused communication, medical issues are explained clearly and comprehensively, thus supporting a joint decision-making process.

23

Modern nursing

On the Campus, nursing documentation is more mobile. A harmonised digital documentation makes for better internal and external communication. Furthermore, it helps reduce the need for manually written work. The aim is to make more time for patients.

24

New medical technology

The Campus Bad Neustadt invests in medical advances and thus also in state-of-the-art, specialised large equipment units for diagnosis / treatment. This modern medical technology is used for cutting-edge patient care.

Special offers

25

Individualised medicine

Individualised medicine opens up ways to develop therapy procedures tailored specifically to the needs of patients (e.g. genome medicine and 3D printing). One aim of individualised medicine is to minimise side effects with a view to reducing undesired or unnecessary processes.

26

Technical assistance systems

The combination of medical intelligence and technical precision enables highly professional cutting-edge medical care. Where a "passion for patients meets hightech", it is often possible to achieve very good results for patients. Complicated procedures thus become patient-friendlier and safer.

27

Research, development and innovation

The latest findings from research and development relating to examination and treatment procedures are integrated into innovative care models. In the right combination, the basic components of the RHÖN Campus concept bring about the optimum cross-sector effect in the specific care delivery region.

28

Healthcare delivery management

Already during a hospital stay, the care requirements of patients are recorded in a professional transition. In that way everything necessary is completely organised and made ready for the time after release (e.g. wheelchair).

Special offers

29

Discharge management

Professional, comprehensive discharge management at the hospital combines medical and nursing tasks with questions of social work and logistics. It enables the coordination of patient paths in the inpatient area and in the transition to post-inpatient care.

30

Digital therapy offerings

The aims of promoting the health skills of patients as well as making them aware of and attentive to their own health are supported by concepts of the Centre of rehabilitative Medicine. Digitally available information and therapy offerings (e.g. hospital channel) are continuously being improved and expanded.

31

Health training courses and self-help

Offerings to strengthen competence in health matters are the subject of regular lectures. Through presentations, self-help groups and digital patient information provided on our website pages or also in the RHÖN health blog, current expert medical knowledge is conveyed in a way that patients can understand so that patients are better informed about diseases, health and prevention.

32

Rehabilitation and fitness

At the Campus, a variety of offerings for convalescence and fitness are available to the various groups in the areas of prevention, rehabilitation and health promotion.

33

Advanced therapeutic concepts

On the Campus, recognised or evidence-based modern treatment and therapy concepts are used. Depending on the aims, very special and complex procedures are also used in this context (e.g. exoskeleton).

Health atmosphere

34

Recovery and leisure value

The architecture as well as the room and colour concepts of the Campus are all geared to creating an atmosphere promoting a feeling of well-being. The outside grounds are designed to create a space for encounters and gatherings in a health-promoting and relaxing atmosphere.

35

Employee initiatives

Creative joint projects of the employees not only serve to provide therapy assistance for patients but are also useful in the context of company health promotion when it comes to actively arranging leisure time and work breaks.

36

Living and working on the Campus

The Campus supports concepts for harmonising career and family (e.g. child care). Flexible working time models and varied activities (e.g. job rotation) are made possible. The status "teaching hospital" underscores the important personnel development approaches.

Health atmosphere

37

Nature, environment and sustainability

The Rhön Biosphere Reserve, as a health-promoting environment, traditionally supports a winding-down, for healing and maintaining good health (e.g. Rhön Sheep). Promoting sustainability through sparing use of energy and resources (e.g. self-generation of electricity) is something to which tremendous importance is attached on the Campus.

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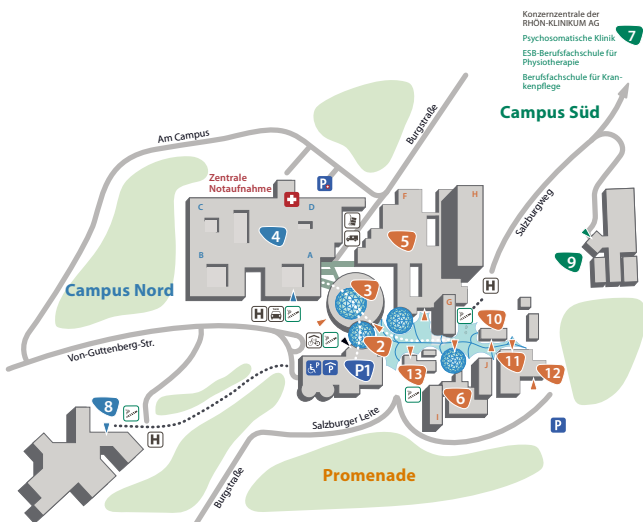
Patient hotel and age-appropriate living concepts

The Campus is also a central point of contact for supraregional patients / relatives travelling from further away. Guest residences and patient hotels offering the possibility of overnight stay are tremendously important. In the long term, the offering will be rounded off by adapted living concepts for every age and every need.

39

Spa tradition and health culture

The "Bäderland Bayerische Rhön" health region with the spa Heilbad Bad Neustadt and the central lobby offer a variety of recreational, wellness and sporting offerings also for tourists. Bäderland looks back on a vibrant health culture.



Konzernzentrale der
RHÖN-KLINIKUM AG
Psychosomatische Klinik
ESB-Berufsfachschule für
Physiotherapie
Berufsfachschule für Kran-
kenpflege

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|----------|-----------------------------|----------------------|--------------------------------|--------------------|
| Standort | Parkbereich | Zentrale Notaufnahme | Warenanlieferung | Fahrradstellplätze |
| Haus | Kurzzeit Parken Notaufnahme | Taxi | Baustelle | Raucherbereich |
| Bereich | Barrierefreies Parken | Bus | Fahrdienste / Krankentransport | |

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