

“Team Approach in disease management”



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Company Profile

KARABINIS MEDICAL is a modern company specializing in standardization of pharmaceutical gauze, import, export, development and promotion of medical devices, medical consumables and food supplements. The company is headquartered in private owned facilities in Peania Attica, 19 km from Athens and 4 km away from the airport "Eleftherios Venizelos".

Founded in 1967, in a short time established itself as one of the largest companies in the health field. In 1998 the company was certified according to the standards ISO 9000:2008 and EN 13485:2003 and its products are certified as to national and international standards (CE 0653).

Powerful and flexible, **KARABINIS MEDICAL**, holds a leading share in the Greek health market. With more than 47 years of operation, it has developed a nationwide sales network and serves by direct selling approximately 4,000 pharmacies. Alongside it works perfectly structured with all Pharmaceutical Cooperation's, Whole sellers, Pharmaceutical Companies and Hospitals.

KARABINIS MEDICAL following a specialized commercial policy, has made strategic exclusive distribution agreements with prestigious, certified International Firms, promoting and distributing medical- technology products of high quality and absolute safety.

Furthermore, through its research and development department, **KARABINIS MEDICAL** develops new products and services, some of them under international patents. This section supported by internal and external distinguished scientists, develops new products such as disposable medical consumable products, diagnostic equipment, food supplements and innovative health services.

Through the above processes, the company has created services and innovative business plans value-added projects that enrich the life quality and provide powerful tools to its partners, pharmacists, doctors, etc. so they can offer easier and complete services to their customers, end users.

In connection with export activity, **KARABINIS MEDICAL** created an export department which promotes its products, and advanced health services in which the company specializes. The export activities have been crowned with success and keep rising.

KARABINIS MEDICAL evolves, constantly improving its services, enriching its range of high quality products, dedicated to the fundamental principle, the absolute specialization in its engagement areas and the total care of the end user's health.



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Philosophy and Vision

“With faith and respect to the value of our people and the long relationship of trust with our partners, we develop with consistency and expertise, products and services that enrich the life quality and reduce the health expenditure, emerging KARABINIS MEDICAL SA. to a leading company in the health field”



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Team Approach in disease management

In nowadays, due to the major health expenditure **primary health factor in Greece and in many countries**, is extremely weak and the necessary services towards its consumers-patients are simply some times not there when needed.

On the other hand, the patient is very difficult to pay out of own pocket to manage his chronic disease which is a major issue that leads to even more serious problems ,if it is not well treated.

Thus, the scientifically proven **team based approach** is essential and necessary, in order to provide general information and education on correct measurements, nutrition and exercise to the patient, since his life time involvement is necessary in order to be effectively treated and manage his chronic disease.



Patient

Beneficial Results:

- ✓ Blood pressure & blood glucose measurement adjustment
- ✓ Active participation to self-monitoring and lifestyle adjustment (exercise, nutrition, etc)
- ✓ Better metabolic control
- ✓ Better quality of life



Pharmacist

Team based care and approach in disease management has effective results.

According to the ESH and ESC Guidelines :

ESH and ESC Guidelines

2013 ESH/ESC Guidelines for the management of arterial hypertension

The Task Force for the management of arterial hypertension of the European Society of Hypertension (ESH) and of the European Society of Cardiology (ESC)

List of authors/Task Force Members: Giuseppe Mancia (Chairperson) (Italy), Robert Fagard (Chairperson) (Belgium), Krzysztof Narkiewicz (Section co-ordinator) (Poland), Josep Redón (Section co-ordinator) (Spain), Alberto Zanchetti (Section co-ordinator) (Italy), Michael Böhm (Germany), Thierry Christiaens (Belgium), Renata Cifkova (Czech Republic), Guy De Backer (Belgium), Anna Dominiczak (UK), Maurizio Gaddesi (Italy), Diederick E. Grobbee (Netherlands), Tiny Jaarsma (Sweden), Paulus Kirchhof (Germany/UK), Sverre E. Kjeldsen (Norway), Stéphane Laurent (France), Athanasios J. Manolis (Greece), Peter M. Nilsson (Sweden), Luis Miguel Ruilope (Spain), Roland E. Schmieder (Germany), Per Anton Simonsen (Norway), Peter Sleight (UK), Margus Vigiñmaa (Estonia), Bernard Waeber (Switzerland), and Faiez Zannad (France)

“Compared with standard care, team-based care has been found to be effective if it involves nurses and/or pharmacists either within a clinic or in the community”

10.1 Team approach in disease management

Wide variations exist in the organization of healthcare systems across Europe but, in most countries, hypertension is usually diagnosed and managed in primary care (i.e. by general practitioners). In some countries, practice-based specialists take care of more complex examinations (ultra-sounds etc.) and the more difficult-to-treat cases, while in other countries only hospital-based specialists and hypertension units are available for referral. In a few countries, specially educated and trained nurses assist physicians in the prescription, consultation, referral and even hospital admission of individuals with raised BP. In most countries, however, nurses have little or no role-sharing with physicians.

Several studies are available to show that team-based care can reduce BP by several mmHg more than standard care [724], with a greater SBP reduction of about 10 mmHg (median value) and an approximately 22% greater rate of BP control in a meta-analysis from 37 comparisons between team-based and standard-treatment groups [725]. Compared with standard care, team-based care has been found to be effective if it involves nurses and/or pharmacists either within a clinic or in the community [724]. The beneficial effect of the involvement of pharmacists and nurses in the management of hypertension has been obtained when their task involved patient education, behavioural and medical counselling, assessment of adherence to treatment, and, for pharmacists, interaction with physicians in the area of guideline-based therapy [724,726,727]. In a review of 33 RCTs published between 2005 and 2009, BP targets were more commonly achieved when interactions included a step-care treatment algorithm administered by nurses, as well as the involvement of nurses in patient monitoring by telephone [726,728,729]. Clearly, team-based strategies offer an important potential method for improvement of anti-hypertensive treatment compared with strategies involving physicians alone. Physicians, nurses and pharmacists should all be represented and general practitioners should interact, when needed, with specialists from various areas, such as internists, cardiologists, nephrologists, endocrinologists and dieticians. The contribution of nurses may be particularly important for implementation of lifestyle changes, for which long-term adherence is, notoriously, extremely low. Details on how team work



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Hypertension & Diabetes CORNER®



KARABINIS MEDICAL SA. through its R&D Department, supported by distinguished scientists and team of doctors-KOL, have developed the

“HYPERTENSION and DIABETES Corner”, a service provided through the pharmacies to their customers-patients, on the blood pressure and blood glucose measurement adjustment, targeting to people’s better quality of life!

www.hypertensiondiabetescorner.com



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- ✓ **“HYPERTENSION and DIABETES Corner”** is a point of care for people with hypertension and diabetes
- ✓ **“HYPERTENSION and DIABETES Corner”** is:
 - A valuable tool that effectively helps the pharmacists to inform and educate their patients on the correct way of measuring and automatic electronic recording the values of hypertension and diabetes
 - A valuable tool for the doctor, receiving reliable & editable results from his patients measurements, ensuring better metabolic control
- ✓ **“HYPERTENSION and DIABETES Corner”** provide:
 - informative material based on scientific bibliography, (eg. educational leaflets) and all necessary tooling/equipment, easily used by the pharmacist
- ✓ The project operates under the auspices of the **Hellenic Society of Cardiovascular Prevention**.
The role of Hellenic Society of Cardiovascular Prevention is to inform on the efficient and comprehensive treatment of hypertension, hyperlipidemia, diabetes and obesity .



Ελληνική Εταιρεία Καρδιαγγειακής Προστασίας
Hellenic Society of Cardiovascular Prevention

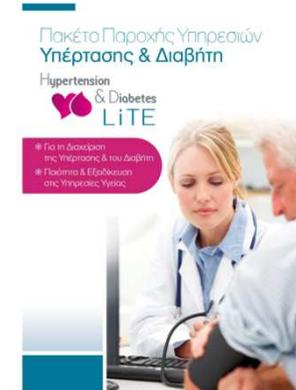
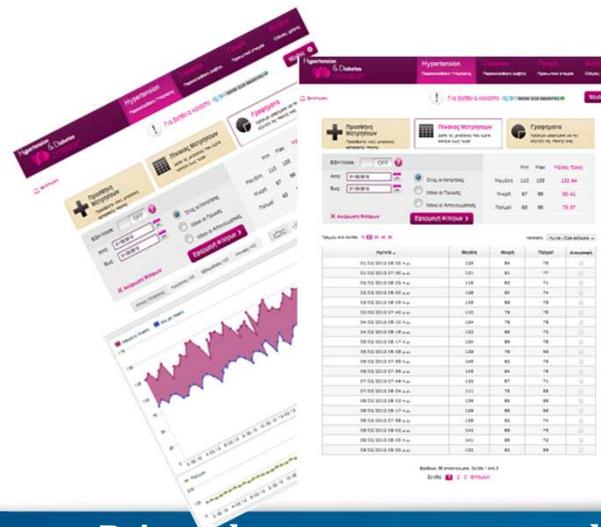


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Pharmacy "Hypertension and Diabetes Corner"



Education Leaflets



Pharmacist

The pharmacist provides:

- ✓ **Education on the correct way of measurement**
- ✓ **Education on the correct way of measurement data recording and extracting valuable results in a scientific way**
- ✓ **Education/ Training on lifestyle adjustment** (nutrition, exercise)

Beneficial Results:

- ✓ Strengthening the **relationship – loyalty** of the pharmacists and its customer, and at the same time **differentiate the pharmacy** against competitive retail points (cosmetics shops, super markets) promoting the unique and special status of the **"Pharmacist-Scientist"**



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Doctor

As a result to the team care approach (by the pharmacist and nurses), the doctor receives :

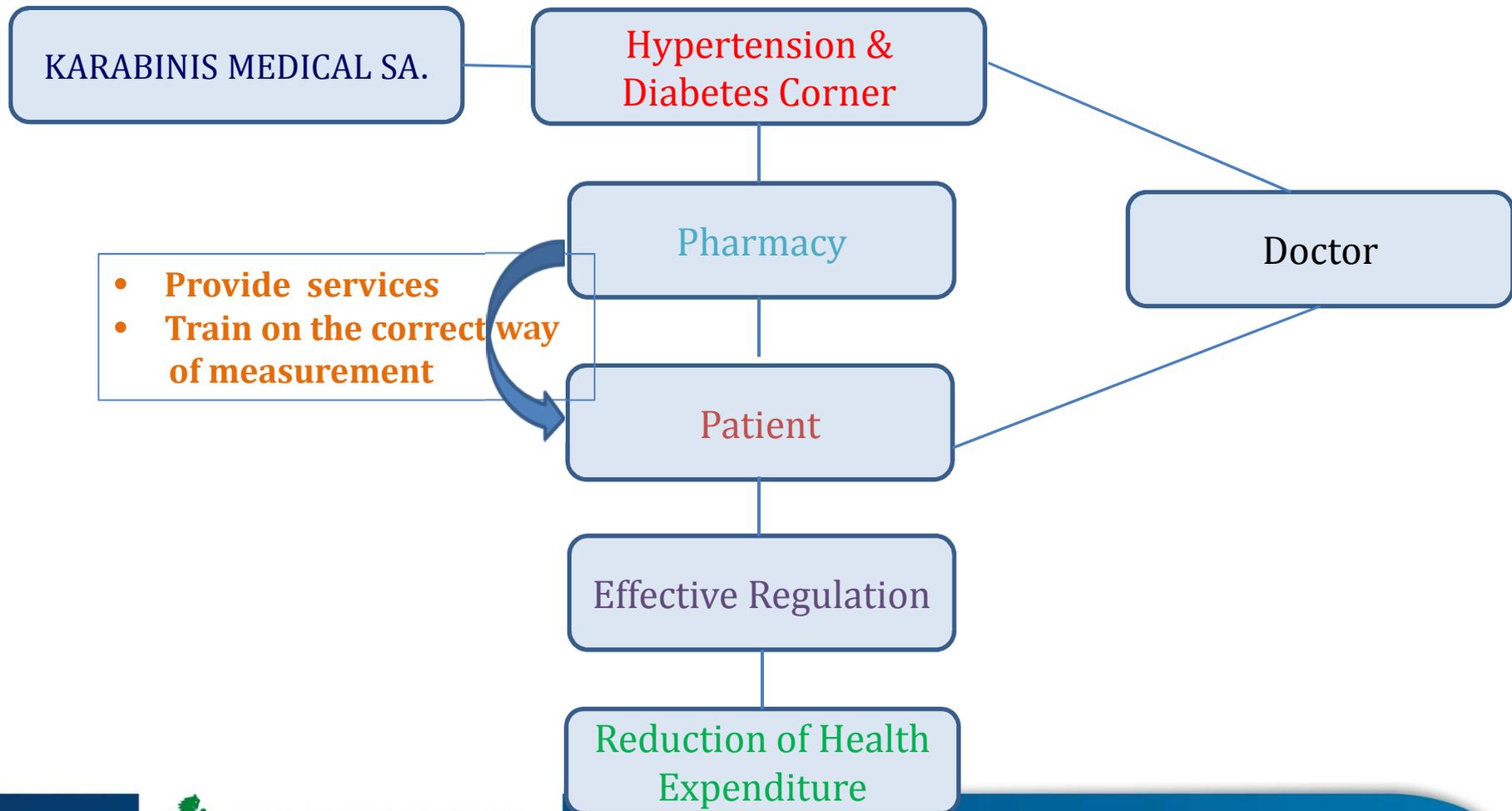
- ✓ **Correct**
- ✓ **Reliable**
- ✓ **Editable results and data from his patient's measurement**

Beneficial Results:

- ✓ Patient education on the basic principles of disease management, nutrition, exercise and life adjustment
- ✓ Patient provision on the suitable therapy/treatment for his health management
- ✓ Ensuring:
 - better metabolic control
 - better blood pressure and blood glucose levels adjustment



Summary function of the service



Benefits to the community:

- **Reduction of morbidity**

- from the prevention of cardiovascular events

- **Reduction of Health expenditure**

The reduction of health expenditure by the regulation of blood pressure is proven through certain cost effect study: “Controlling Blood Pressure: Benefits to the burden of Disease and Health insurance budget”

The study has been held from distinguished health economists, for KARABINIS MEDICAL SA.

According to the study, it is proven that if we manage to control the blood pressure of hypertensive patients, consequently the prevention of **cardiovascular events**, **we will result the total reduction of healthcare expenditure: 830.127,096 €** in period of 10years (approx. 83 million € annually)

Athanasakis et al. Quantifying the benefits of prevention in economic terms: the case of blood pressure control. Poster presented at the 9th PanHellenic Congress on Management, Economics and Health Policy



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..For better quality of life



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Thank you for your attention

APOSTOLOS KARABINIS
President and Managing Director
KARABINIS MEDICAL SA.



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