

Our approach

Health for all

Our behaviour

Our people

Our planet

Governance and engagement

# Health for all

Driven by our steadfast focus on the patient, we are bringing health benefits to more people in Romania through our open, flexible and collaborative approach to innovation and access to healthcare.

Global Reporting Initiative Performance Indicators in this section:

Bring innovative products to patients in Romania  
Material Aspect: Local Communities  
Disclosure G4-SO1

Enhance access to healthcare in Romania  
Material Aspect: Local Communities  
Disclosure G4-SO1

Invest in local communities in Romania  
Material Aspect: Indirect Economic Impacts  
Disclosure G4-EC8

Work collaboratively to improve healthcare infrastructure and access to medicines in Romania  
Material Aspect: Local Communities  
Disclosure G4-SO1

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# Innovation

Around the world, GSK remains a leader in healthcare innovation.

To bring new vaccines and medicines to patients faster, GSK is accelerating innovation processes and opening up research findings and resources to others. GSK also brings together partners to explore new delivery models and flexible pricing strategies to increase access to its existing range of products. GSK has been at the forefront of the transformation in our industry's approach to global healthcare over the past decade, and continues to play a leading role in improving treatment options and life-saving vaccines and medicines. Globally, in 2013, GSK invested more than €4 billion in research and development for innovative medicines, vaccines and consumer products and we accounted for

19% of new drug approvals by the U.S. Food and Drug Administration (FDA).


GSK's global leadership in innovation benefits patients in Romania, as far as possible, although the constraints of local drug registrations and delays in updating the Romanian reimbursement list limit access to new medicines in Romania.

Our team in Romania works hard to bring new and innovative drugs and vaccines from GSK's global portfolio to meet the needs of local patients, and works with the industry frameworks to enable greater affordable access to new and existing medicines.



## Innovation and education to treat acne

In 2013, we launched a new gel acne treatment product in Romania, taking the opportunity to contribute to educating local dermatologists in ways to assist adolescents who suffer from acne. Acne is a disease which inflicts great emotional stress upon adolescents, influencing their ability to connect with others. In many cases, acne influences the mood, behaviour, relationships and performance of young people, causing anxiety, low self-esteem and self-inflicted isolation. We estimate that 80% of Romanian adolescents (between 14-18 years old) suffer from acne with different degrees of severity. Typical traditional treatment, using antibiotics, is now proving less effective as resistance to antibiotics for treatment of acne is growing.

 **New gel for acne**

Our new antibacterial gel (clindamycin 1% / benzoyl peroxide 3%) is recommended for once-a-day application, providing first line rapid treatment of mild and moderate acne.

Our new antibacterial gel was launched with our "Conference of new beginnings", attended by more than 250 dermatologists. At the conference, dermatologists learnt about the latest findings on the emotional impact of acne among adolescents and different approaches to providing relief from this condition, as well as ways of facilitating physician-patient discussion to provide the best patient outcomes.

## Access to healthcare

At the same time, we strive to ensure that doctors and patients are aware of the most advanced and most appropriate treatments available and understand better what serves patient needs best.

### Affordability

Around the world, GSK's innovative business models and flexible pricing help people get the vaccines and medicines they need, while building our business by increasing the overall volume of products we sell. The Romanian market characteristics make it a place where access to medication for patients remains a challenging undertaking. With no significant updates of the reimbursement list since 2008, unfortunately Romania lags behind Europe in terms of access to innovation. We work tirelessly in collaboration with industry associations to support initiatives to update the reimbursement list to include new and innovative medicines. For life-saving medicines, we sustain access to healthcare by covering a large part of the treatment costs.

For life-saving medicines, we sustain access to healthcare by covering a large part of the treatment costs. For example, we provide oncology medicines at highly discounted prices in order to provide relief to patients in Romania. We cover a large part of the cost of each treatment for patients with metastatic breast cancer, lupus and idiopathic thrombocytopenic purpura. We acquire viremia tests and other specific investigations necessary

We want to make our products accessible and affordable for the people who need them while generating the returns we need to invest in R&D and ensure the sustainability of our business.

for a correct assessment of the HIV patient, monitoring the evolution of the disease, as well as establishing a correct therapy model.

### Availability

Around the world, GSK is harnessing the combined capabilities of our Consumer Healthcare and Pharmaceutical divisions, increasing engagement in the markets we serve, and expanding its portfolios and product registrations in developing countries.

In GSK Romania, we work to ensure our vaccines and medicines are available to the broadest population possible, in the quantities and at the time they are needed. Our Direct Delivery to Pharmacies initiative, for example, has resulted in significantly improved availability in pharmacies in Romania, improving service to many thousands of patients.

### Direct Delivery to Pharmacies

Last year, in the context of a global initiative to increase the availability of our medicines to the pharmacies where our patients need them, we initiated a direct delivery service. Using Europharm Distribution as our distribution specialist, we initiated, in 2013, a pilot programme with a small number of selected medicines, reorganising our entire logistics operations in order to accommodate new delivery schedules, routes and processes to more than 600 participating pharmacies. This pilot succeeded in achieving much higher availability of medicines at pharmacies, and we maintained this new service model during 2013.

Results from a survey we commissioned in 2013 show that the number of pharmacies reporting out of stock in June 2013 was 38%, a major improvement from over 70% out of stock levels recorded in August 2012, before the programme started. The number of unfulfilled prescription requests for the same period reduced by 47%. Pharmacies which reported zero out-of-stock situations reduced to 23% in June 2013 from 50% in August 2012.

The National Competition Council, as part of a broader analysis of direct distribution models in Romania, is reviewing our Direct to Pharmacy model to assess if such a programme presents any concerns from Competition Law perspective. We are fully cooperative with the Council and open to discuss all aspects of the Direct to Pharmacy Model.

### Awareness

We work hard in Romania to help healthcare professionals and patients improve their awareness and understanding of medicines and treatments that are available to meet their needs. Our objective is to ensure that physicians have the best information so that they can prescribe the most appropriate treatments. This often requires raising levels of awareness and supporting healthcare infrastructure systems with our expertise and resources.

### Raising awareness for HIV/AIDS

We continue to support growing number of patients suffering from HIV/AIDS in

Romania. There are currently around 12,000 Romanians affected by this disease, and around 9,000 of these currently receive treatment. Budgetary constraints and inadequate monitoring procedures continue to prevent HIV/AIDS patients receiving the best and most effective treatment.

Although historically, more than half of the number of HIV/AIDS patients in Romania was young people who were infected as children in the late 1980s through poor quality healthcare systems, today, we are seeing a new emerging class of HIV/AIDS patient – intravenous drug users. These patients face additional challenges as some of physicians sometimes view them as partially responsible for their own condition, unlike young people who were infected in hospitals through no fault of their own. This means that the new HIV/AIDS patient is less likely to gain access to treatment and that HIV/AIDS continues to affect more people, placing an increasing burden on the healthcare budget.



### Research to support HIV patients

GSK has nearly 30 years of experience in research and development of antiretroviral therapy, and the AZT molecule developed by GSK was the very first product in the world registered for the treatment of HIV in 1987. We continue to advance research to support HIV patients through our dedicated joint venture company with Pfizer, ViV Healthcare.

# Access to healthcare

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## International Day for HIV/AIDS patients

In 2013, GSK Romania engaged once again in supporting the International Day for HIV/AIDS patients in Romania to raise awareness for the needs and rights of patients. At the same time, we collaborated with the National Union of Organisations of Persons Affected by HIV/AIDS in Romania (UNOPA) to launch an innovative pilot peer education programme for HIV/AIDS patients under the name of Project Support+. In this pilot project, six HIV/AIDS patients are trained to assist fellow patients, helping to identify the problems they face and issues they have in adhering to treatment as well as providing practical and emotional support. The six HIV patient advocates were set to work in three regional HIV/AIDS centres for a trial period of six months, following a model that has worked successfully in other European countries.

### Collaboration with UNOPA

GSK Romania collaborates with UNOPA to support people affected by the HIV virus across many platforms including two websites intended to support HIV patients in their daily challenge of living with HIV. For more info, see: [www.iamademana.ro](http://www.iamademana.ro) and [www.viatacuhiv.ro](http://www.viatacuhiv.ro).

## Funding for HIV testing

At GSK Romania, we believe that it is important for doctors to be aware of the risks and take a proactive approach in preventing the spread of HIV by helping infected patients. However, the lack of continuity in medicine supply due to budget constraints and issues of poor monitoring

remain. Due to budget pressures, hospitals give preference to purchasing medicines, rather than essential tests for patients to evaluate progress and determine ongoing medication. Appropriate testing is critical to ensure effective treatment and GSK Romania has consistently donated funding to support HIV testing. In 2013, we provided around €100,000 for HIV tests for around 400 patients.

### HIV patient education

We continue to support the education of patients to help them live with HIV. In 2013, we prepared booklets for HIV patients containing lifestyle and dietary recommendations, explained in clear, simple language for all to understand. We printed more than 2,000 brochures in 2013 for doctors to provide to their HIV patients, and we are constantly asked to provide more.

### A new HIV test database

One of the most significant opportunities to improve the welfare of HIV patients is in the area of monitoring. The current system requires doctors to send patient tests to nine HIV testing centres which route the tests to a central laboratory in Bucharest. We became aware of opportunities to improve the way tests are monitored throughout the process to deliver improved accuracy of testing processes, the time taken to complete tests and the provision of timely information back to physicians.

GSK Romania decided to help address these challenges, and, in collaboration with the central HIV testing laboratory, we initiated a

pilot online communication programme for HIV testing in the Constanta area where there is a high concentration of HIV patients. The programme invited around 30 local doctors to input patient data at the time they submitted HIV tests to the laboratories. The HIV test was then progressed, accompanied by electronic records, enabling the doctor to receive a real-time view of progress and receive the results online as soon as the test was completed. If the test went astray, the doctor raised an immediate alert in the online system.

We financed the development of this online HIV test communication programme and provided training and support for doctors using the programme.

So far, doctors in Constanta are extolling the benefits and we hope to support expansion of this system nationally in the coming years. Through this new system, we are able to contribute to better communication throughout the healthcare system for HIV patients, and therefore better tools for physicians to provide timely and appropriate treatment.

### Raising awareness for respiratory treatment

Treating asthma and COPD patients in Romania presents many challenges. There is an acute lack of awareness of the severity and potential complications of both diseases on the part of patients and physicians. Often patients do not adhere to treatment in a consistent way, tending to drop treatment when they are feeling better and revert to treatment only when symptoms flare up once again. We believe we can help

physicians as they work with patients for improved understanding, diagnosis, treatment and monitoring.

Access to treatment for asthma and COPD patients is hindered by lack of affordability, as even the few drugs that are on the reimbursement list require an outlay by patients who often cannot afford the most minimal expense, even after considerable subsidies which GSK Romania offers for certain treatments. Lack of access to adequate equipment for testing patients often leads to poor diagnosis and untreated conditions. With almost 2 million patients in Romania, and probably more that have not been diagnosed, the healthcare cost burden of inadequacies in treating respiratory diseases is significant. As always, we seek ways of contributing to improving awareness, prevention and early detection to help patients and to improve the efficiency of healthcare. In 2013, therefore, we partnered to improve awareness, attitudes and adequate responses to respiratory diseases.

### Launching patient journals

Working in collaboration with the Romanian Society of Pneumology (SRP) and the Romanian Society of Allergology and Clinical Immunology (SRAIC), we launched a tool to assist physicians and asthma patients: The Asthma Patient Journal.

The Asthma Patient Journal contains practical information about the disease, allergies, and prevalence, presented in simple language in a way that patients can easily understand. In addition to information, the journal contains

# Access to healthcare

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tools to help patients monitor their own condition and communicate with their physicians. The contents of the Journal were finalised and approved by experts at the Romanian Society of Pneumology. The Journal is designed to be accessible both to parents and to their children, with a special section offering greater appeal and accessibility for the under 20s. Also, the format of the Journal is expandable, so that we can add pages as we continue to develop new materials relevant to understanding asthma and patient needs.

The Asthma Patient Journal was launched at a press conference in mid-2013 and in the first phase, 5,000 journals were printed, of which 1,000 were specifically modified to appeal to younger asthma patients. The Journal was well received and feedback was positive. Physicians requested more copies to distribute to their patients and a further quantity of 13,000 Journals were printed and supplied to them.

Following the success of the Asthma Patient Journal, in early 2014, we supported the launch of a similarly informative booklet covering COPD and we have distributed 2,500 copies.

Our asthma and COPD journals are supported with a dedicated website [[www.jurnalulpacientului.ro](http://www.jurnalulpacientului.ro)] including mobile formats for access using smartphones and tablets. In its first month, the website was visited by more than 2,000 unique users. These online tools assist patients in maintaining electronic records of treatment and personal progress, including treatment



# Access to healthcare

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Asthma in Romania	COPD in Romania (Chronic Obstructive Pulmonary Disease)
<ul style="list-style-type: none"> <li>▪ <b>Approx. 800,000 patients.</b></li> <li>▪ <b>Onset in childhood.</b></li> <li>▪ <b>Low treatment compliance due to a low level of consciousness of the severity of the disease.</b></li> <li>▪ <b>75% of asthma cases are diagnosed.</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Approx. 1 million patients.</b></li> <li>▪ <b>Onset usually after age 40.</b></li> <li>▪ <b>Smoking is the main risk factor.</b></li> <li>▪ <b>Most often diagnosed in late stages of the disease, due to patients ignoring or underestimating severity of symptoms. Only 50% of cases of COPD are diagnosed.</b></li> <li>▪ <b>Low rate of adherence to therapy.</b></li> <li>▪ <b>Frequent contributor to cause of death.</b></li> </ul>
<p><b>Only one third of patients are treated</b></p>	

reminders directly to email. In addition, we launched a Facebook page to provide a networking platform for patients to interact with each other and share experiences.

**Making connections to enhance awareness**

One of the advantages we bring as a healthcare company with a broad portfolio is the opportunity to reach more patients and consumers by making connections between our products in innovative ways. In Romania, we have been establishing a new focus of activity at the interface between pharmaceutical products and consumer healthcare products, to increase awareness of patients of the different ways they can benefit, as well as ensuring we make best use of all internal resources and expertise.

In 2012, we started this programme to unify and harness strengths and expertise from

Pharma and Consumer Healthcare teams and identified more than 50 potential opportunities to make connections between different pharma and consumer products. During the past 12 months, we have advanced patient and consumer education for varicella vaccines, using our mass market consumer healthcare channels, and we have promoted our full prescription-based dermatology portfolio in targeted pharmacies alongside our consumer healthcare product range. In total, we advanced 8 pharma-consumer healthcare collaborative efforts, using the full range of expertise and skill of our 140 representatives in more than 123,000 market calls to pharmacies and other consumer outlets.

The GSK dermatology portfolio is a good example of collaboration which can increase



# Access to healthcare

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*“We tried to find a way to contribute to supporting doctors in their goal to improve their communication with their patients. Together with the Romanian Pneumology Association, we found that patients needed more general information in simpler and more straightforward language. A need for greater monitoring was also identified, to help patients take monitoring more seriously. Providing a booklet which contains all relevant information for patients and helps them take a more active role in managing their own progress has been a valuable contribution to helping asthma and COPD patients in Romania feel better, do more and live longer.”*

**Andrei Toma**  
Respiratory Customer Activation Manager,  
GSK Pharma

awareness and accessibility for products in national chain pharmacies as well as local independent pharmacies. We have promoted our prescription dermatology products on pharmacy shelves with non-prescription skin care solutions. This has increased awareness of options for patients and assisted pharmacists in managing product categories more effectively.

The Pharma-Consumer Healthcare collaboration has created exciting new opportunities for pharmacists and patients, increased our presence in the market, helped build a stronger, more successful business in Romania and expanded our product reach for patients and consumers helping them to do more, feel better and live longer.

**Raising awareness for prevention**

Around the world, GSK works with partners to research new vaccines and treatments for a range of diseases and aims to make existing vaccines available and affordable. More than 2,600 people work globally in the area of vaccine research and development. We have 30 vaccine markets around the world and more than 15 new vaccines in development.

In Romania, we can support vaccination schedules for all identified diseases and continue to invest efforts in raising awareness of the importance of prevention through immunisation.



**Improve Awareness**

In order to improve awareness and education, we developed a guide in 2013 for mothers, explaining the issues related to different diseases that can affect children, specifically using local health profiles and health statistics in Romania. Following our engagement with physicians and feedback from mothers, we adapted the guide and republished it in 2014.

Our aim is to ensure that parents have all the answers they need in order to be able to make informed decisions about their children's vaccinations.

In the past two years, we have distributed more than 73,000 vaccination guides to doctors and parents.

# Healthcare infrastructure

GSK works globally with partners to explore new healthcare delivery models and supports initiatives to strengthen healthcare infrastructure in many countries.

In Romania, we support strengthening in the healthcare system in many different ways, to provide better health for all. One such initiative is a critical intervention which we supported in the context of our leadership of the Healthcare Taskforce of the Foreign Investors' Council (FIC), one of the most reputable business associations in Romania, to help encourage Romanian doctors to stay in Romania.

## My profession - doctor in Romania

### Best European Campaign

In 2013, we were delighted when the "My Profession: doctor in Romania" campaign was named the "Best European Campaign Initiated by an Association" at the European Excellence Awards 2014, the leading Awards in PR and communications across Europe. The award recognises the most exceptional examples of communication in Europe and the efficient and effective reach of campaign messages.

Launched in 2013, our "My profession: doctor in Romania" campaign aimed to build widespread recognition for the role of doctors in Romania and practical support through new legislation, encouraging doctors to stay in the country for the benefit of Romanian patients. The migration of doctors in recent years has reached alarming proportions. Latest statistics (Eurostat 2011) show that Romania has 2.4 doctors per 1,000 citizens, one of the lowest rates in Europe and well below the average of 3.6 doctors. Romania has lost one third of its doctors since 2011 – from 21,400 doctors to 14,400. This is unsustainable for the Romanian healthcare system and a severe loss for Romanian patients.

Doctors leave Romania in search of more favourable working conditions, higher wages and greater respect for their profession. Our campaign with FIC supports the objective of the Romanian Ministry of Health to increase the number of doctors from 2.4 to 2.6 per 1000 inhabitants in Romania through the widest outreach possible.

The "My profession: doctor in Romania" campaign created positive examples of doctors that decide to stay or return to Romania. In 2013, the campaign spread quickly through the media via TV, print, social media and other online communications and conferences, reaching more than 25 million members of the public. The campaign gave people the opportunity to show their appreciation for doctors through the campaign website or Facebook page application, recommending doctors for "medals of honour", recognising their contribution. Through the campaign, 600 doctors were awarded with medals, giving them a sense of pride in their profession in their country.

We will continue our campaign in collaboration with FIC and other organisations in order to continue to build on these initial successes and encourage more Romanian doctors to stay in Romania.

### Dental students helping consumers

We continue with our in-store educational strategy that we started 3 years ago with the positioning of dental students in modern trade retailers, such as Auchan, to help consumers make the best choices.



## My Profession: doctor in Romania – campaign reach in 2013

- 21 million people via TV reports.
- 2 million people via online press and social media.
- 1 million people via print media.
- 11,000 doctors and medical staff received brochures about the campaign.
- 22,000 medical staff reached through direct contact or partnerships.
- 60,000 page views on [www.deprofiesiemedic.ro](http://www.deprofiesiemedic.ro)
- 1,100 hours spent by users on [www.deprofiesiemedic.ro](http://www.deprofiesiemedic.ro)
- 21 bloggers wrote articles and engaged in discussion with readers.
- 6,566 Facebook fans.
- 4,600 Facebook app users.
- 600 medals were awarded to doctors.
- 260 medals were awarded to doctors recommended by people on Facebook.



# Healthcare infrastructure

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*“GSK is the only consumer healthcare company employing dental students for this purpose. Not only does this provide a way to help consumers understand the complexity of products on the market and make the best choices to meet their needs, we see this as an investment in developing great dentists who listen to their patients and truly engage with them.”*

**Andi Dumitrescu**  
Mass Market Business Unit Manager,  
GSK Consumer Healthcare

Students at main dental colleges, our dentists of the future, interact with consumers to understand their needs and respond to their questions. In 2013, we expanded this programme and employed 50 students every month, doubling that number in promotional months throughout the year. Throughout our Smiling Romania campaign, for example, we engaged 120 students to help consumers in stores.

The dental students are provided with training and are rewarded for their time and efforts, unrelated to our sales or promotion of GSK products. We guide students to recommend products using their own knowledge and judgement, irrespective of the product manufacturer. Both dental students and their college professors confirm that this is a highly valuable experience for students and contributes to improving the quality of their training.

*“This experience improved my ability to interact with different types of people as well as to work in teams toward a common goal. The “Smiling Romania” campaign helped us better communicate with people in-store because it was not only about promoting products, but about offering important information for maintaining oral health as well.”*

**Andra Chițu**  
dental student



# Health and well-being in our local communities

We support local programmes where we can leverage our core capabilities and make a significant contribution to the health and well-being of communities.

Our support includes product and financial donations as well as employee volunteering. In 2013, we donated €783,636 for local communities in Romania, to help them do more, feel better and live longer. In addition, our employees donated €33,526 to support causes important to them and also volunteered more than 4,200 hours of activity in the community.

In Romania, we maintain long-term relationships with non-profit organisations and associations to support their work over time, building collaborative and trusting relationships and identifying opportunities to share resources and expertise for the benefit of local communities in need. Our main long-term partners in Romania are:

- Save the Children Romania
- OvidiuRo
- HOSPICE Casa Sperantei
- United Way Romania
- Platform for Better Oral Health in Europe (Smiling Romania)

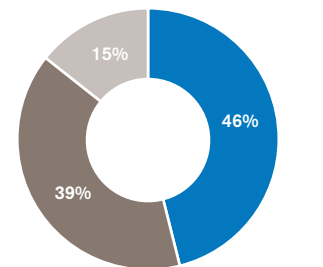
We support projects in healthcare and education in underprivileged communities. In addition, annually, we participate in GSK's global Orange Day initiative and engage our employees in local community activities all around Romania.

We partner with Save the Children Romania to address one of the most critical health issues in the country: the Romanian infant mortality rate, which is the highest among

EU countries and double the European average. Our programme is part of an international project which aims to save the lives of 500,000 children annually by 2015. Together with the Save the Children Romania, we run health education campaigns among pregnant women and mothers with children up to 5 years old. At the same time, we help train medical staff to provide support. To date, more than 4,000 people have received assistance including children and new and future mothers.

In 2013, GSK launched 'Orange United' at a global level to engage all employees across GSK to help achieve the global goal of helping to save one million lives with Save the Children. In the first year, GSK employees raised £700,000 through inventive and creative fundraising activities. Global fundraising efforts were matched by the company. Our efforts in Romania contributed to GSK's global achievement.

Community investment by type in 2013



- Healthcare
- Training for healthcare professionals
- Supporting social causes

## Continuing to smile in Romania

In 2013/2014, we continued to make breakthroughs in raising awareness for oral healthcare with our Smiling Romania campaign, now in its third year. Developed as part of our commitment to the Platform for Better Oral Health in Europe, we have reached more than 250,000 children since 2012, helping them understand the importance of brushing teeth and adopting new oral hygiene habits. Since 2012, we have donated more than 35,000 toothbrush kits, visited multiple cities in Romania with our New-For-Old Toothbrush Caravan, launched school contests, supported hundreds of free dental

### Oral healthcare practices in Romania

- 80% of Romanians suffer from oral health problems.
- 71% of Romanians have cavities.
- On average, Romanians change their tooth brush once every 1.5 years (instead of the recommended every 3 months).
- Only half of Romanians visit the dentist, and only 29% had a dental check-up in the last year.
- 9% of Romanians have never visited the dentist.



# Health and well-being in our local communities

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consultations, engaged with tens of thousands of kids in social media campaigns, executed a flash-mob Aquafresh dance in Bucharest central train station and even awarded a trip to Disneyland for the best tooth brushing video.

Our third annual campaign, in early 2014 (timed to coincide with the revised date of World Oral Health Day on 20th March) included new and creative elements to attract and engage even more children than ever before. We launched the campaign in March 2014 with a media event attended by 45 journalists and the most popular TV and radio news stations in order to ensure the broadest possible reach all around the country.

### Online app for better brushing

Our 2014 campaign included a fun new application for download to smartphones and mobile devices, in both android and IOS formats. The app, "Brushing with Nurdle" helps children brush their teeth to a catchy song and create a correct, daily oral hygiene routine. Our app became one of the top three free apps in the Health and Fitness category in iTunes by mid-2014, and reached number one in the same category in Google Play for Android. The app was downloaded more than 50,000 times and rated highly by almost 2,000 users.

Adapting our campaigns to reach adults and children wherever they are, using the media channels accessible to them, is an important part of expanding our reach and ensuring that our message on prevention in health gets through.



*"In last 12 months we saw that there was improvement of toothbrush use and replacement in rural areas in Romania, going from once every 20 years to once every 10 years. This is a great improvement but there is still a long way to go to reach the European average of replacement every 3 months. Smiling Romania is both a fun and a very, very important campaign. Our aim is to help Romanians take care of their teeth and oral health, preventing dental and gum problems now and in the future. Children are most vulnerable and we aim to help them create good oral care habits early on. The generations growing up now can change the statistics of oral health in Romania for years to come."*

**Helen Tomlinson**  
General Manager, GSK Consumer Healthcare, Romania and Adriatics

### National Brushing Championship

The campaign flagship event was our National Brushing Championship, promoted in schools, dental clinics, pharmacies and drug stores all over the country, reaching thousands of outlets. Children and schools were encouraged to upload videos of tooth brushing activities to Facebook and compete for the prize of a trip to Disneyland and funding for schools. The campaign engaged more than 200,000 kids and we received more than 700 videos (638 from individuals and 79 from schools). Our jury selected a youngster from Iasi to receive a Smiling Romania diploma and take the exciting trip to Disneyland. Ten schools received cash prizes of €500 each and a further 100 applicants received toothbrush kits and an Aquafresh calendar. The campaign was supported by a range of campaign materials including store displays, email blasts, posters, flyers and newsletters, and was widely reported in all forms of media. In



2014, Smiling Romania created a real brushing buzz in Romania, which delivered our message on correct oral hygiene habits.



### Our winning Smiling Romania campaign

We were honoured to receive an award for our Smiling Romania campaign in 2013. In Romania, we were awarded the Golden Award for Excellence for a "Social Responsibility and Dialogue Campaign" in the 11th edition of the Romania PR Awards. We were also nominated for Best Campaign in the health category by the European Excellence Awards, 2013, the leading Award in PR and communications across Europe.

# Health and well-being in our local communities

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### Sharing time with children

In 2013, our Europharm Distribution team found time, among the busy schedule of thousands of daily deliveries to pharmacies and hospitals all around the country, to undertake a six-month volunteering programme to engage with disadvantaged children in

*“Thanks to Europharm Distribution volunteers, we offered attractive, high quality educational programmes for children from poor families. Their involvement in after-school activities created special, joyful moments, inspiring the children to go to school and learn well.”*

**Gabriela Alexandrescu**  
Executive President, Save the Children Romania



after-school activities. 140 Europharm employees volunteered in 20 sessions throughout the period, touching the lives of 410 children in 11 educational centres run by Save the Children Romania. Our volunteers provided homework assistance, visited museums with the children, took part in cooking workshops and even decorated Christmas trees and prepared greeting cards during the festive season.

### HOSPICE Casa Sperantei

We have maintained a partnership with HOSPICE Casa Sperantei for over 12 years to provide palliative support for terminally ill patients in Romania. Palliative care refers to

raising the quality of life of patients in terminal stages of their disease. We have been supporting HOSPICE Casa Sperantei in extending access to palliative care at a national level, given that, currently, only 5% of the Romanian patients diagnosed with terminal cancer benefit from such services. Donations made by GSK Romania have now reached over €1 million, raising the quality of life for patients during terminal stages of their diseases through pain relief treatment and psychological support for them and their families.

### GSK Orange Day 2013

Annual GSK Orange Day was introduced globally by GSK in 2009 to enable GSK

employees throughout the world to volunteer to support social and environmental causes in local communities. Orange Day gives employees the chance to take one fully paid work-day to volunteer in a community project, organisation or cause which is aligned with GSK values and which captures their abilities, expertise and energy.

In Romania, we organise GSK Orange Day at a national level over a two week period every year. During this time, employees engage in a range of activities throughout Romania. In the 2013 Orange Day, 278 employees from Pharma and Consumer Healthcare volunteered in 20 projects in 14

cities, making a difference in the lives of more than 7,700 people from disadvantaged communities. We engaged 17 social and community organisations in our Orange Day efforts, including our regular partners such as Save the Children, United Way and HOSPICE Casa Sperantei as well as new, local partners.

For the second year, our approach to Orange Day was to ask for suggestions from our employees about their volunteering preferences and ensure a wide range of relevant events from which employees could select.

Again this year, Orange Day participants gave positive feedback and 93% felt they had made a valuable contribution to the community. Not only this, participants confirmed that the opportunity to volunteer in the community also delivered additional personal benefits.

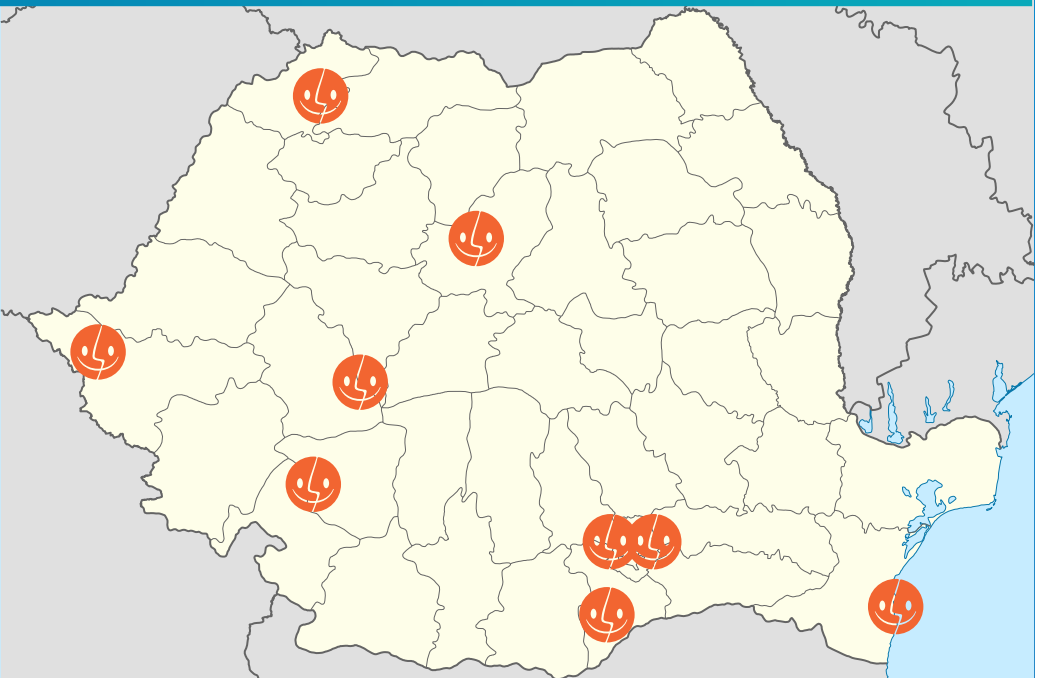
Volunteering in Orange Day contributed to my sense of:	Agree
Self-confidence	83%
Well-being and happiness (outside of work)	93%
Empathy and attention to the needs of different people	97%
A broader understanding of social and community needs	97%

# Health and well-being in our local communities

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All around Romania on Orange Day 2013 – selected projects



- **Chitila:** Teams of GSK volunteers renovated the living units of 37 boys resident in “The Door” orphanage and organised a series of outdoor games and sport events to have fun with the young boys for a full day.
- **Tarsa:** GSK volunteers returned to “St. Archbishop Nicolae” orphanage where we also volunteered in 2012. We replaced the old fence and gate together with the children of the orphanage.
- **Targu Jiu:** Ten GSK volunteers renovated the outpatient waiting room of the Emergency County Hospital, helping to build a ramp access for persons with disabilities, replacing damaged windows and doors and painting the waiting room.
- **Constanta:** Volunteers engaged in an

event to share information about the ‘three H diseases’ (HIV, Hepatitis B, Hepatitis C) for patients, delivering lectures to 55 people about the diseases, symptoms, transmission routes and methods of diagnosis.

- **Timisoara:** 15 GSK volunteers helped renovate areas of the Parent and Children Society (SCOP) centre, cleaning up the courtyard and installing tables and benches. We also made a presentation about oral hygiene and handed out toothpaste and toothbrushes to children attending the centre.
- **Targu Mures:** A group of GSK volunteers organised and accompanied 12 children from a local children’s home on a day trip visiting salt mines and a resort with attractions and outdoor events.

- **Bucharest:** We coordinated a full day visit to the Botanical Gardens for a group of children supported by the Joyo Foundation, which provides support for children and families in need.
- **Giurgiu:** A group of 18 volunteers helped to build a children’s playground in Adunatii Copaceni for Hospice Casa Sperantei summer camp, which hosts children with incurable diseases and involves them in entertaining activities.
- **Bucharest:** GSK volunteers designed and constructed playrooms in the Lady Balasa Center for Children with Disabilities, where over 100 deaf and mute children are accommodated. We assembled tables and seats, provided toys, a kitchenette area, a medical kit and an indoor basketball hoop, games, puzzles and other toys.
- **Baia Mare:** 6 GSK volunteers held an event with the Hope and Home for Children Foundation of Romania, getting involved in landscaping and renovations for group homes supported by the foundation, painting walls, refreshing gardens, repairing fences and other parts of the houses and yards as needed.