



Danone healthcare ambition for All Danoners

Webinar, 14/05/2013

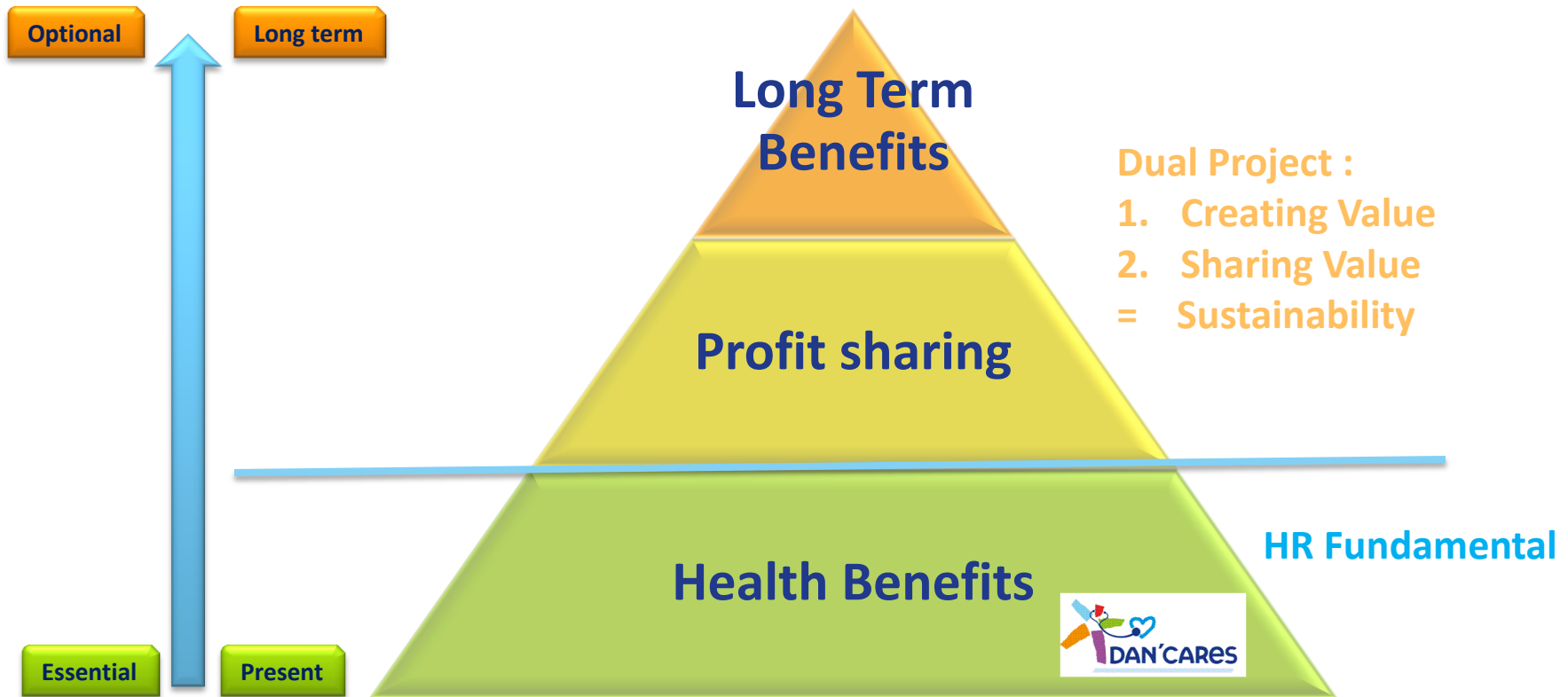
Pascal Desbourdes



✦ Why Dan'Cares ?



▮ We want to breakthrough the way we share value creation with all Danoners , starting with what is fundamental .



* Why Dan'Cares ?



Danone Mission

« Bring **health** through food to the largest number of **people** »

- Health and people are at the **heart of our mission**: an Health benefits ambition is 100% consistent
- Danone wants to provide an **access to health care** for **each** Danoner



Dan'Cares Ambition

« Ensure **ALL DANONERS** are provided with **high quality** coverage for **CORE RISKS** while taking into account **LOCAL** market practices »

* Why Dan'Cares ?



- ▼ Danone **cares** about **all** the Danoners
- ▼ Danone wants to create a differentiation that will **reinforce Danoners' credibility** as Health ambassadors
- ▼ Dan'Cares' impacts are social **and** economic

Improve Engagement

Improve Motivation



Reduce turnover

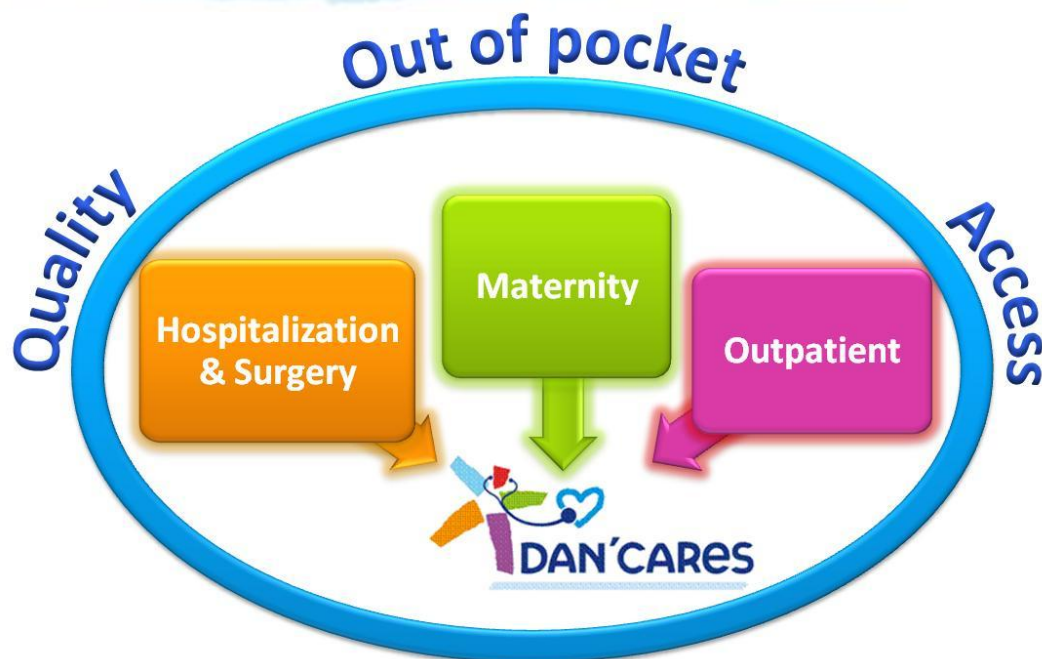
Reduce absenteeism

Accelerate Cross CBU mobility

Boost Employer Branding and Attractiveness



* What is Dan'Cares Ambition ?



**For ALL
Danoners**

3 CORE RISKS

Hospitalization

Maternity (pregnancy, childbirth..)

Outpatient (doctor's visit , drugs, tests,..)

3 CRITERIA

Quality

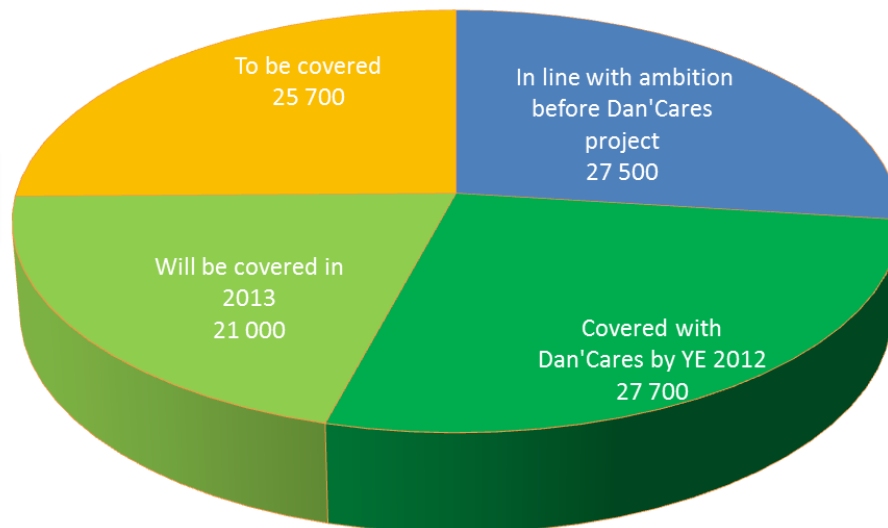
Access (distance and time)

Out of pocket (remaining to pay for the Danoner)



What has already been done ?

Among the 101 900 Danoners :



13 countries

