



## INTRODUCTION

**Dr. Oldřich Šubrt**  
founder,  
Program Health Plus

## A NEW YEAR WITH NEW OPPORTUNITIES

The end of the year is always a suitable time for taking stock of the events of the months gone by. But this year, rather than focusing on the past, I would prefer to take a look at the future.

Since the time of the foundation of Program Health Plus, we have tried to make use of all the possibilities of digital technologies and offer our clients the advantages of eHealth, i.e. electronic healthcare, because digitisation helps significantly speed up and improve the quality of the medical care we provide. Now we have taken eHealth to a higher level and developed a special mobile app which serves as a "clinic in your pocket".

The application, named HealthPlus, opens up access to a world of digital healthcare and offers several functions which are useful for managing your health directly in your mobile telephone. In future it will be expanded further, providing access to "telemetry" and "telemedicine", which will enable clients to resolve certain health complaints by remote form, without having to visit the surgery in person. We are confident that for you too our app will become a useful health guide and aid that you can have constantly at your disposal.

The entire Program Health Plus team is working constantly on developing and improving our services, so that we can provide you with the best medical care.

We wish you a pleasant Christmas and a successful 2020, full of new and positive opportunities.

**Dr. Oldřich Šubrt**

## NEW MOBILE APP HEALTHPLUS, CLINIC IN YOUR POCKET

Just a couple of clicks and you can have secure access to your medical reports, an overview of used medications and appointments for examinations directly in your mobile telephone, as well as various other useful services in care for your health. All of this is provided by the new mobile app HealthPlus.



overview of all the important information relating to their whole family's health. They have a "clinic in their pocket".

### FOR FAST AND EASY ACCESS

Digital technologies provide healthcare with immense possibilities. And thanks to the HealthPlus app you can now have them at your disposal right in your own telephone, and make use of all the advantages available to the hypothetical Smith family. The app works on all new types of smartphones and can be downloaded for free in App Store and Google Play. It is designated exclusively for clients of Program Health Plus, for access you need a username and password for login to the clinic's client zone. If you do not have login data, you can collect them in person at the clinic's reception. For reasons of security of sensitive data, it is unfortunately not possible to provide this data by telephone or e-mail. More information about the HealthPlus application is available on the website <https://programh-plus.cz/mobilni-aplikace>. As yet only the Czech version is available, in future it will be published also in English version. Should you have any inquiries, you can contact the reception of Program Health Plus at any time. Thanks to our "clinic in your pocket" you can have fast and convenient access to a wide range of health information and services directly in your phone.

**Don't hesitate to try it out right now..**

Imagine the hypothetical Smith family, whose members are clients of the Program Health Plus clinic and have downloaded the HealthPlus app into their telephones. After logging in, they have at hand all the important information they need about their condition of health, thanks to which they can simply and conveniently manage their healthcare. The user-friendly app reminds them of their appointments for all ordered examinations and preventive check-ups, and with the aid of navigation they will always find the correct location to report to. In the app they will find medical reports and important results of examinations, as well as an overview of used medications with their package leaflets. Via the

app they can also communicate directly with the clinic's reception and the 24 hour call service, and send their requests or inquiries at any time to staff, who will arrange everything necessary. With the aid of the app they can also take and send photographs of acute symptoms. Their personal doctor will assess the image and propose a further course of action, order them for an examination or immediately compile an ePrescription. If members of the Smith family suffer from acute complaints, they can be sure that they will be addressed as quickly as possible, and not only after they have found time to visit the surgery. The HealthPlus app furthermore enables sharing and easy switching of accounts, and so the Smiths can have a constant

## NEWS



### AWARD FOR INNOVATIVE DESIGN 2019

At the end of November, the prize giving ceremony of the 1st annual Czech Digi Med Award took place at the Karolinum centre in Prague. One of the winning projects was the HealthPlus mobile app, developed for its clients by Program Health Plus. A panel of 10 renowned experts awarded the app a diploma for innovative design in 2019. "For us this is a prestigious acknowledgement and confirmation that Program Health Plus is developing in the right direction, as well as the fact that the professional public is becoming aware of the contribution of digital technologies for improving the quality of medical care for clients," stated Milan Tomeš, head of the clinic's IT department, who collected the award at the Karolinum centre.

### CZECH TOP 100

On 29 November Prague Castle hosted a gala evening in connection with the awards ceremony of the Czech Top 100, which every year recognises Czech companies, enterprises and firms from various branches of industry that have achieved exceptional results or made an outstanding contribution to society. Among those present was Dr. Oldřich Šubrt, founder of the Program Health Plus clinic, which was awarded in the category of "Information and Communication Technology" for its results in the field of digitisation of healthcare. The prize has been awarded by the pan-European Comenius Society within the framework of a competition poll in which approximately 25 thousand representatives of Czech firms cast their votes.





## THE CZECH REPUBLIC AS AN ALCOHOL SUPERPOWER

In the league table of states whose populations consume the most alcohol per capita, the Czech Republic regularly occupies the highest rankings. This year it has dropped from the position of world runner-up to its current 4th position. However, this dubious "honour" is also linked with a high incidence of alcohol-related diseases, in addition to alcoholism itself also with diseases of the liver, heart and digestive system or disorders and damage to the brain. How has domestic alcohol consumption developed over the course of the last three decades?

### CONSUMPTION OF ALCOHOLIC BEVERAGES PER CAPITA IN THE CZECH REPUBLIC SINCE 1989 (IN LITRES)

	total alcoholic beverages	spirits 40%	wine	beer
2017	170.6	6.9	19.4	144.3
2016	173.5	7.0	19.6	146.9
2015	172.4	6.9	18.9	146.6
2014	173.3	6.7	19.5	147.0
2013	172.3	6.5	18.8	147.0
2012	175.2	6.7	19.8	148.6
2011	168.8	6.9	19.4	142.5
2010	170.9	7.0	19.4	144.4
2009	177.6	8.2	18.7	150.7
2008	183.2	8.1	18.5	156.6
2007	185.8	8.2	18.5	159.1
2006	184.3	8.0	17.2	159.1
2005	188.1	7.8	16.8	163.5
2004	184.6	7.6	16.5	160.5
2003	186.4	8.4	16.3	161.7
2002	184.4	8.3	16.2	159.9
2001	181.3	8.2	16.2	156.9
2000	184.3	8.3	16.1	159.9
1999	184.2	8.3	16.1	159.8
1998	185.3	8.2	16.0	161.1
1997	185.6	8.3	15.9	161.4
1996	181.1	8.0	15.8	157.3
1995	180.2	7.9	15.4	156.9
1994	180.0	7.9	15.4	156.7
1993	176.7	7.8	15.3	153.6
1992	186.3	8.0	15.0	163.3
1991	169.9	8.2	14.8	146.9
1990	177.2	7.2	14.8	155.2
1989	170.8	6.3	13.5	151.0

Source: Czech Statistical Office, 2017

## NEW SURGERIES FOR COMPANIES

At the beginning of January 2020, two new surgeries will open their doors in the BB Centre in Prague 4. These are a branch of Program Health Plus, offering complex health services for companies.



Many employers are aware that ensuring medical care for their employees has a very positive influence on their condition of health, satisfaction, motivation and work productivity, and thus also on the company results. "Recently the BB Centre in Prague has become the seat of several successful companies. Program Health Plus is now providing healthcare for one large firm, and further employers are also showing an interest in our services. For this reason we have decided to open a branch in Prague 4, where we can provide our company clients with medical services for their employees, close to their place of work," states Dr. Michaela Löblová, sales manager of Program Health Plus.

### PREVENTION, DIAGNOSIS AND TREATMENT

The state-of-the-art medical surgeries are located directly in building D of the BB Centre, and offer a comfortable environment which corresponds to all the requirements for the provision of first class healthcare. "Our goal is to provide not only company medical services, but also comprehensive healthcare including prevention, diagnosis, treatment and professional consultancy," describes Dr. Löblová. Care of employees' health will be provided by a personal doctor, a twice-attested specialist in internal medicine. Company clients will also have access to all the specialised disciplines within the framework of the Program Health Plus clinic, and to the services of a broad medical team, numbering more than 50 experienced specialists. "We offer companies the possibility of configuring medical care precisely according to their requirements, including deluxe services such as providing care for families of employees. They can also take advantage of electronic healthcare and the mobile app HealthPlus," adds Dr. Löblová. Should you be interested in further information, please contact the reception of Program Health Plus.

### PREVENTIVE CONSULTANCY

## PREVENTION AGAINST HANGOVER



The annual Christmas and New Year celebrations are traditionally associated with increased alcohol consumption. This is linked also with the frequent appearance of the condition commonly known as a "hangover". Dr. Pavel Šnajdr from the Program Health Plus clinic explains how the proverbial hangover occurs, and how to alleviate its effects.

**For many people Christmas parties mean drinking a large quantity of alcoholic beverages. What effect does an increased consumption of alcohol have on the human organism?**

Small doses of alcohol have a stimulating effect on our organism, while higher doses by contrast have a depressant effect. Intoxication is accompanied by symptoms of impaired co-ordination and balance, such as poorly targeted movements, slurred speech and so on. Severe drunkenness may lead even to loss of consciousness, and there is a risk of halted breathing. Occasional and appropriate alcohol consumption during Christmas and New Year need not be a problem. But acute intoxication, regular immoderate consumption of alcohol, excessive "binge drinking" and dependency on alcohol are four of the most common forms of dangerous alcohol consumption.

**After excessive drinking, many people suffer from a hangover. What exactly does this mean from a medical perspective? Are there any measures we can take to help overcome a hangover? And are there any "old school" remedies?**

The condition known as a hangover is contributed to by the first metabolite of alcohol oxidation, namely acetaldehyde, which is further broken down into

acetate. Acetaldehyde is carcinogenic and cytotoxic, and therefore causes damages to cells, not only in the liver. Its breakdown worsens dehydration of the organism, and glucose is consumed. The basic rule for how to avoid a hangover is to consume only a commensurate amount of alcohol in the evening. Don't drink on an empty stomach. Don't smoke, or if you must then at least cut down on smoking while drinking. Drink non-alcoholic beverages, and mainly water in order to "dilute" the alcohol. Drink at least two large glasses before going to bed. If you still have a hangover in the morning, drink sufficient fluids in order to balance the dehydration. It's beneficial to drink sweet drinks such as fruit juice, sweet tea or cola, because your level of sugars has been reduced. For a headache you can take 1 to 2 paracetamol. And try to eat something. A popular "old school" remedy is garlic soup, which can help with rehydration. It's possible also that garlic might have a further beneficial effect, but I don't know of any study that proves it. Baking soda can then reduce feelings of acidity and heartburn (pyrosis) upon reflux, which is usually worsened by alcohol and triggers very unpleasant symptoms.

Full interview available on the website [www.programhplus.cz](http://www.programhplus.cz).