Health care with public spirit and private efficiency.
How likely is a northeastern born in Remanso, in the “bounds” of the São Francisco River, 10th son of a cowboy, to graduate in medicine from the Federal University of Bahia, specialize in pulmonology at the Federal University of Rio de Janeiro (UFRJ) and become one of the brightest students of Sir John Crofton at Edinburgh University in Scotland, and of the renowned immunologist professor Jack Pepys, from the University of London? If you thought: very low, the assertion is the most plausible and likely! However, against all odds, Doctor Socrates, because of family pressure and the need to change the fate imposed on him, he decided to focus on his education, rolled up his sleeves and through education managed to rise socially with dignity in an unequal and unjust society.

The boy of Remanso, during the 45 years of his short and productive life, stood out with excellence in professional, academic and business activities, leaving wherever he went, to whoever he met, his example of zest for life and dedication to healthcare and education. He credited and taught that “education is the only alternative for a dignified survival, whatever the prevailing political and economic system.”

It was in this context of strong family influence and example of education and citizenship, that I, at age 39, 20 of which dedicated to caring for the health and lives of our people, as a student and then as a doctor, decided to found a Social Organization (OS) called Instituto Socrates Guanaes (ISG) - with the mission of promoting health care through education.

Early in my medical career I had the fortunate opportunity to work for the Obras Sociais Irmã Dulce (OSID) and later with Fundação José Silveira (FJS), and learn from the gratifying examples of coexistence from its founders, in the person of our sister Dulce and with the sharp Intelligence of professor Silveira, both determinants in my humanistic education. In this same time, I was living with the Federal Antonio Brito Member who at the time was coordinator of Social Actions, as I took over the medical coordination of FJS, both disciples of Dr. Norberto Odebrecht - Vice President of CONAD the FJS - that soaked in the Business Philosophy of Odebrecht organization, at the time I took my first steps in understanding management with responsible decentralization, sharing results and meritocracy.

This rich learning period indelibly marked my destiny, serving as a Doctorate Honoris Vitae in Social Responsibility and Sustainable Development.

On July 13, 2000, I founded ISG, a nonprofit institution, motivated to encourage many others Socrates, outside the margins of society, to challenge the likely paths of life and ascend socially. All this through education, helping to promote the health care of our people. I believe that health is the greatest asset of our lives and although a government obligation, whom should ensure this irrevocable human right, nonetheless, I organized a civil society, and took myself to address this essential public need.

Management efficiency and transparency are fundamental to a Social Organization seek third-party resources, whether in partnership with the public sector and / or private. Therefore, it is required to implement well and prove every penny received, to fulfill its noble mission. Well said Mother Hilda’s Jitolú to their children: “beware of other people’s money.”

In this context, we are austere and uncompromising provided mentors and founders of the Institute and with a hint of humor, I said, “if I was not to create a reputable and competent institution, I would never have give the name of my father, I would have chosen the name of somebody else’s father. ”

Please, join us in promoting health care through education.

**André Guanaes**
M.D., M.Sc., Ph.D.
Founder and Chairman
MISSION
Health care with public spirit and private efficiency.

VISION
To be an organization that supports community and is a reference in our country in healthcare training. We use education as a springboard, teaching and research as tools, and management as a means to promote health effectively and efficiently.

VALUES
• Healthcare is a priority: the government’s duty and an obligation to all countrymen. It should be universal and provided in the same way to every individual;
• Education and research are fundamental tools for the process efficiency;
• Humanization is the differential in the process to promote health, treat the disease and take care of the patient;
• Ethics as the only censorship: it is crucial to do good, to do no evil, with autonomy and justice;
• Efficient management is a social responsibility: to learn how to have quality healthcare at the lowest cost possible is a social obligation;
• Human capital is the greatest asset: to train people and discover “human gems”;
• Sustainable development: source and manage legal funds to accomplish our mission;
• Funding transparency: to audit and show where and how all received money is spent;
• Form partnerships to add expertise: to combine assets share results;
• Meritocracia para premiar o trabalho e resultados pactuados.
• Meritocracy to reward the achievements.

CONCEPT
Health care through education.

ISG develops and maintains five main areas of activity and results centers (CRs):
• Healthcare Management and Consulting;
• Primary Health Care Program;
• Education and Professional Development;
• Healthcare Training and Simulation Laboratory;
• Applied Clinical Research.
ISG believes that education is the fundamental tool to develop quality health care, so all of its activities are focused in this strategy. Its work involves Education and Research, Healthcare Training and Simulation Laboratory as well as Applied Clinical Research.

Through the management of healthcare units, from the basic care to the highly complex units, ISG offers high quality services to low income people and creates internship opportunities to form capable and committed people in order to take care of the health of our people. ISG understands that Healthcare Management is the ability to manage healthcare units, promote primary healthcare and rehabilitate whenever possible. Always take care, with quality at the lowest possible cost, with emphasis on ethics and humanization.

The Istituto Socrates Guanaes (ISG) is a privately owned, nonprofit, social organization with the mission to promote healthcare through education. It has been recognized as of public interest by the municipal and state governements. It is a reference in medical and multidisciplinary training in the area of intensive care and a pioneer of humane treatment in hospitals. It was founded on July 13, 2000, and has its headquarters in Salvador, Bahia, Brazil.

Continuing its mission to promote health through education, in 2012, ISG started its expansion throughout the country, qualifying as a Social Organization in other states within Brazil, such as: Goiás, Rio de Janeiro, Paraiba and Santa Catarina, ISG got certified in these States as a Healthcare management and consulting firm provider. ISG currently has its Institutional headquarters in Salvador, Bahia; its operational headquarters in Rio de Janeiro and an office in Goiania, Goias.

ISG has 140 million dollars under contract per year, more than 800 hospital beds and 3400 employees under management and more than 3.5 million hospital procedures carried out. These figures demonstrate the high level of experience ISG has in healthcare management.
SUCCESS STORIES

In the primary mission of “promoting health through education and research” ISG has become one of Brazil’s major centers for the development of human resources in Critical Medicine (Emergency and ICU), participating in several educational and research projects of the healthcare sector in the country. This success was only possible due to several partnerships with renowned educational and research institutions and the excellence and commitment of our team of directors, faculty, employees and partners committed to our mission and our community.

Hospital da Cidade (HC)
Salvador, Bahia  2002-2008

The Hospital da Cidade was planned and implemented by Dr. André Guanaes, one of the hospital’s founding partners, and engineered to provide quality and humanized healthcare to a significant portion of the city of Salvador population. The hospital soon became a reference in healthcare and in the training of human resources in Critical Medicine (Emergency and ICU). The hospital opened on February 18, 2000, with 110 beds, 30 of which UCI beds, 20 of which emergency beds and 5 operating rooms and also functioned as a school hospital. The hospital has performed annually, on average, 3 thousands surgical procedures, 50 thousands emergency room visits, 30 thousands outpatient visits and 150 thousands diagnostic procedures.

Instituto do Coração da Bahia (INCOBA)
Salvador, Bahia  2006-2007

ISG participated and won the bidding process to enter in activities and perform healthcare services in the first High Complexity Cardiovascular Unit in Bahia, at the Ana Neri Hospital - SESAB / INCOBA. The Institute successfully took over the management of the unit and adding benefits to the people and to the government of the State of Bahia, implementing and performing quality healthcare services efficiently and humanly.

As part of Brazil’s national healthcare network (SUS), ISG fulfilled all the operational, financial and productivity goals defined it and conducted many teaching and research activities in cardiology and cardiovascular surgery. This work became the cornerstone to deploy the current system and assistance network for Cardiovascular Care Services in the State of Bahia.
Hospital Estadual da Criança (HEC) - Feira de Santana, Bahia 2010-2012

The ISG participated in the selection process for the deployment process, implementation, operation and management of the Children’s Hospital of the state of Bahia (Process # CG 040/2010). ISG won the selection process and implemented the hospital. On the first day of operation, on August 26, 2010, the was visited by then the candidate of president of Brazil Mrs. Dilma Rousseff.

The Children’s Hospital of the state of Bahia (HEC) was designed to be a national reference in pediatric care of medium and high complexity, and in the training of qualified professionals to provide quality and differentiated health care to the children of Bahia, fulfilling its function as a school Hospital.

Currently, the HEC has 317 beds: 37 Emergency Care Units, 40 ICU beds Pediatric, 30 beds Neonatal ICU and 210 inpatient beds, and 10 operating rooms and an advanced Diagnostic and Therapeutic Support Service (SADT).

After two years under ISG’s management, the HEC become a reference in quality, efficiency and humanization of care, and in the training of human resources. In this context, the hospital received recognition of organized society, which is expressed in the reports and the illustrious visits from congressmen, academia, professional leaders as well as from important organizations representative from across the country.

National Celebrations - Salvador, Bahia - Since 2011.

Salvador’s Mardi Gras is the largest public celebration of the planet participation. Created and maintained by the people, attracts crowds of more than 2 million of participants from Bahia and tourists from all over the world.

The signing of the Management Agreement 058/2011 made the Health Service Delivery would meet the extraordinary increase in demand during the carnival and all popular festivals of Salvador. Offered services included technical and specialized health care services, preventive health guidances, wound care, and many others to ensure urgent and emergency care 24 hours.

Throughout the year, there are 41 festivals that attract tourists from all over Brazil and around the world.

During Carnival, we run 13 points of Emergency Care which involved more than 500 professionals. According to information from the Municipal Health Department, 6,838 patients were taken care, from simple bandages to high complexity surgeries such as those carried out by maxillofacial teams.
Tropical Diseases Hospital Dr. Anuar Auad (HDT/HAA) Goiânia, Goiás Since 2012

In 2012, after 12 years of success in the mission of promoting health care through education, ISG started its expansion throughout the country, participating and winning in Public Callings 002/2012 of the state of Goiás. This procedure sought to select a nonprofit institution to contract management services, aiming the management, operation and health care services of the Hospital for Tropical Diseases Dr. Anuar Auad - HDT, which has 112 beds and carries on average 48,000 calls per year.

ISG developed an short and medium term action plan for the implementation of a new management model aimed at rescuing the excellence at HDT / HAA. Despite all the difficulties after receiving a hospital with precarious infrastructure, with the work of ISG capable management HDT/HAA managed to meet the agreed targets and in addition increased the percentage customer satisfaction to 83% according to a survey of Dragonblight Institute and full adherence to the SUS values. In 2014, ISG won a national recognition for the excellent management in Hospital for Tropical Diseases.

with the victory of the National Competition named ‘Humane SUS “We are part of SUS that works,”’ conducted by Ministry of Health in which patients chose the 10 best humanization practices in the SUS National Health Care Network, the hospital under ISG management was awarded Honorable Mention at first place in the contest.

In 2014 ISG received the Certificate of Quality and Excellence awarded by the National Accreditation Organization (ONA) as a result of these two years of work of ISG management at the Hospital for Tropical Diseases. This was the first time a hospital of tropical diseases receive this qualification in the country.

Hospital Estadual Roberto Chabo (HERC) – Araruama, Rio de Janeiro Since 2013

In 2013, after ISG was qualified as a social organization in the area of general hospital in the State of Rio de Janeiro, it participated in the government selection process # 004/2013, and it got selected and was summoned by the State Department of Health to start the management contract and perform actions and health care services in HERC. HERC has 104 beds, an profile of medium and high complexity and demand emergency and hospitalization.

Although we started managing in a time of human resources crisis, the first months of management, in partnership with SES-RJ, already showed positive evidence of the newly implemented model. From the second month and on the hospital’s hospitalized patient level of satisfaction was always maintained above 90%.

Hospital Estadual Azevedo Lima (HEAL) – Niterói, Rio de Janeiro Since 2014

The Azevedo Lima State Hospital (HEAL) is located in Niterói, Rio de Janeiro. It is large hospital with emergency care, clinical and surgical specialties, Intensive Care Unit for adults, pediatric and neonatal, low and high risk obstetrics. It is structured for medium and high complexity profile.

Offers comprehensive emergency and trauma services, orthopedics, neurosurgery, adult and neonatal intensive care, maternity, pediatrics, internal medicine and general surgery. In addition, it provides support to surgical and clinical specialties.
Telemedicine and Telehealth

ISG also has expertise in the use of digital technology, to promote distance health care and education, which brings the following benefits:

- Reduction of the transportation needs for people who live far away from the hospitals;
- Reduction of the number of doctors visits;
- Reduction of the demand for large hospitals;
- Reduction of hospitalizations;
- Distance knowledge transfer;
- Ease in obtaining second opinion for complicated cases;
- Redução de deslocamentos da população do interior;
- Expansion and improvement in the quality of health care.

Telemedicine and telehealthcare is the technology that allows practicing medicine at a distance. It covers situations in which it would be better (or required) to assist the doctor’s professional act to the patient, without any physical movement from the patient, this however is restricts the patient to medical care and to the activities from doctors.

PRIMARY HEALTH CARE PROGRAM

Social projects are an exercise of citizenship and involve people to go beyond their field experience and allow the crossing of barriers and prejudices in favor of the other. They are a means for greater awareness of the individual, on the role it plays in society, and evoke the feeling of solidarity.

To fulfill its mission, ISG aims to raise awareness about the importance of health care and life. Therefore it prioritizes its actions in primary health care and promotes educational activities in the communities in which it operates. The interaction between ISG and the community is through educational activities, with lectures, courses and symposia, aimed at prevention and basic health care. In this context, the actions taken and proposed to communities and municipalities are:

- Primary Care Program;
- Family Health Care Program.
- Health care programs in specific segments: women’s health care, elderly health care, child health care, oral health care, vision health care, obesity, hypertension, diabetes, dementia (Alzheimer) and cardiovascular disease;
- Itinerant community health care program;

Public access to defibrillation

Basic Life Support and Automatic External Defibrillation Course

This option aims the teaching in the community, especially to potential rescuers, the techniques of basic life support and on how to use an Automatic External Defibrillation.
To meet the mission of promoting health care through education, it is necessary to train qualified people to take care of the health of our people, with efficiency and humanization. In this context, ISG focuses its activities in two training areas, both before and after trainees graduate, to ensure the development of professionals working in the health sector:

- **Technician Level**: this course is designed for students who have completed second grade, so that we channel skills needed to practice a trade that meets the health care field demands.

- **Postgraduate – Sensu Lato**: facing the training of specialists in the healthcare industry. Adds practice to graduate knowledge and prepares the professional to the sectors of greatest needs and of the health care field demands.

Currently, ISG is one of the largest training centers for professionals in the critical care area (Emergency and Critical Care Medicine) in the country, the only so far to have all programs accredited by the country’s Ministry of Health with multidisciplinary coverage.

ISG is prepared and determined to replicate this successful experience in professional development elsewhere as well as to assist people in learning a craft, through courses on technical and graduate level.

As a result, at the end of the course, graduates will be in optimum conditions for employment and fully capable to care for the health of our people with ethics, effectiveness and efficiency.
• Develop human resources prepared to care, teach and applied research through the new medical simulation technology;

• Develop technological innovation, through the process of Teaching based on scientific evidence.

• Training for uncommon diseases in difficult patients;

• You can make mistakes

• Do not expose the patient to risks or complications;

• Possibility of repetition;

• Enables the most efficient learning method.

The new learning needs and research with the simulation methodology

Through the practice of simulation and healthcare worker’s skills development, ISG helps the development of professional and the care for seriously ill patient.
ISG understands research as an imperative necessity to critically analyze information for the generation of knowledge. In this context, it is committed to technological innovation, through the process of teaching based on scientific evidence. A relevant and differential factor in this innovation process is the extensive experience of the faculty, employees, and the scientific advice in the sector, which includes the presence of 3 free lecturers, 1 postdoc, 25 Doctors, 12 M.S. degree and dozens of experts with extensive experience in Critical Medicine. These professionals are present in the vast majority of ICU and Emergency in states we operate, allowing access to significant samples from patients required for randomized clinical trials – which require representative samples.

ISG establishes innovation in processes and services in the following lines of research.

- Cardiopulmonary Resuscitation Brain;
- Automatic External Defibrillation;
- Prehospital Care;
- Clinical Emergency;
- Trauma Care;
- Disasters Assistance;
- Stroke Care;
- Hard Airways;
- Cardiac Emergencies;
- Simulation Sciences, the related to:
  - Teaching methodology research;
  - Teaching curriculum research;
  - Education implementation research;
  - Research on the impact of education;
  - Research on the impact of the regulatory system;
  - Research on impact of education on mobility and survival.
ISG vastly benefited from Dr Andre Guanaes’ experience, and introduced several theoretical and hands on courses with international and national recognition. Consequently it has gained substantial knowledge and experience in the training of professionals mainly directed to the area of high complexity, including first aid, emergency care, intensive care, humanization, and management.

ISG offers courses, symposia, seminars, meetings and conferences, with all the necessary resources. This includes teaching methodology and any special equipments:

- training mannequins and simulators;
- medical and hospital materials;
- Audiovisual aid;
- pre and post course test;
- continuous and individualized evaluation;
- Partnerships with national and international training centers;
- Installation of activities in a certain place;
- Certificate of attendance and performance;
- internationally established and recognized protocols;
- instructors, doctors, teachers and specialists.
- Certificado de participação e aproveitamento;

For the training of professionals in the health care area, ISG has experts with technical skills to identify the needs of the applicant, and thus be able to develop specific and customized training. Today there are over 5,000 professionals trained by ISG in several areas of health care. In addition to off the shelf courses, ISG performs in loco diagnosis meet the specific needs of each institution and community, setting the course according to what needs and budget.
RESUSCITATE - BLS + AED
Basic Life Support and Automatic External Defibrillation.

Course Objective:
To promote awareness of the Cardiopulmonary Resuscitation (CPR) approach to a victim through Basic Life Support and Automatic External Defibrillation.

Basic Fundamentals of Intensive Nursing

Course Objective:
Offer immersion intensive training for professionals who work or have aptitude to work in intensive nursing, addressing themes seen more frequently in the intensive care units, supported by practice stations and can therefore associate theory and practice.

HUMANIZATION

Objective:
Promote the learning of concepts related to the humanization of health care as well as stressful aspects and possibilities of intervention to the environment and with the team. Stimulate reflection on the critical care patient and family members, seeking improvement in the quality of care and in the workplace.

FCCS
Fundamental Critical Care Support

Course objective:
To demonstrate and train care taking skills in more frequent situations in Intensive Care Medicine for adults, through theoretical presentations and simulation of practical situations.

ACLS
Advanced Cardiologic Life Support

Objective:
To demonstrate and train care taking skills in major cardiovascular emergencies, especially: Cardiopulmonary Resuscitation, stroke, acute coronary syndrome and severe arrhythmias.

PHTLS
Pre Hospital Trauma Life Support

Objective:
To address the PHTLS and relevant aspects of prevention and biomechanics of the trauma in addition to the anatomy, physiology and pathophysiology of the various organs and systems involved in the injuries and benefit those who provide pre-hospital trauma care, whether doctors, nurses, assistants, nursing technicians, firefighters and sports professionals such as physical education teachers and people linked to extreme sports.

FBVM
Fundamentals of Mecanical Ventilation

Objective:
To enable students to do the initial programing and ventilator setting adjustments on the main basic ventilation modes, the main syndromes of respiratory failure, obstructive lung diseases, including basic management of noninvasive ventilation and notions of simple weaning. Convey the basic and consensual foundations of the most important topics of mechanical ventilation to those who are non specialists in the subject or want to upgrade their knowledge.
- Third-party asset under our management: $530 million-dollar;

- Human resources under our management: 7,400 employees;

- Beds under our management: over 1,200;

- Over 185,000 hospitalizations;

- More than 46,000 surgical procedures performed;

- More than 4.5 million diagnostic procedures performed;

- More than 269,000 emergency room visits;

- Teaching Activities:

  - More than 700 graduates from medical, nursing, physical therapists, nutritionists;

  - Post graduates: 437 experts from multidisciplinary health care sector

  - Over 3,900 hands on training conducted:
INSTITUTO
SÓCRATES
GUANAES

Healthcare with public spirit and private efficiency.

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