

MEDICAL IMPACT

IMPACTING LIVES, PRESCRIBING HOPE

Annual Results Report
2021





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Introduction

Every crisis represents an opportunity; the current pandemic against COVID19 has been a watershed in the culture of prevention and in the public debate on its relevance to global health.

In the same year that global vaccination efforts for the disease began, many preventable diseases covered by the basic vaccination schedule have been forgotten, giving way to the resurgence of diseases already contained by previous tireless universal vaccination efforts.

This year proved to be an opportunity for Medical Impact to vaccinate hundreds of young people, children and older adults against preventable diseases of the basic scheme and against influenza, as well as the strengthening of public programs for HIV detection and counseling, and their optimal referral.

This year we dewormed thousands of people, carrying out the first deworming campaigns in the mountains of Guerrero and in the highlands of Oaxaca.

In addition to these efforts, community strengthening and organized civil society campaigns opened up dialogue between key actors directly and indirectly related to the fight against HIV and achieved greater impact on the UNAIDS goals and SDG 3.3.

Thousands of people received medicines, diagnostic studies and quality specialized care in the most remote places, and this would never have been possible without the motivation and the search for transcendence of the volunteers, the Medical Impact team, as well as its allies.

Thank you very much

Giorgio Alberto Franyuti Kelly
Executive Director

Presentation

Medical IMPACT is a non-profit, non-partisan, non-governmental organization that seeks to empower the ideas and actions of change agents through direct support in the field, promote teamwork in disaster and low-income situations, provide medical equipment and medications, conduct prevention campaigns, and offer the highest standards of medical care for those with the greatest needs. It aims to create a culture of prevention, as well as to educate and create awareness of volunteer personnel in the field of primary medical care, as well as acute, chronic and infectious diseases.

Mission

Our mission is to impact marginalized, forgotten and/or unprotected populations through humanitarian service oriented to wellness and integral health.

Vision

To be an international example through the innovation of integral health care in conditions of extreme marginalization on the measures that we have previously implemented.

Values

Medical IMPACT was developed with the primary objective of preserving human rights and guaranteeing universal access to health under the inescapable premise of achieving the maximum benefit without harming the integrity of the person. This is why the members of the organization deeply identify with the scale of values on which Medical IMPACT focuses its actions:

- ALTRUISM
- EMPATHY
- LOYALTY
- LEADERSHIP
- EQUALITY
- AUTHENTICITY
- PERSEVERANCE
- DISCIPLINE
- PROFESSIONALISM
- HONESTY
- HUMILITY



Objectives

Aligned with Sustainable Development Goal 3, Health and Well-being; provide quality humanitarian medical care to communities that lack it as a result of economic barriers, political instability, difficult access, natural disasters and situations of marginalization due to various origins, whether natural or human-caused, under the supervision of qualified medical personnel.

- Provide preventive measures aimed at neglected tropical diseases such as Tuberculosis, HIV/AIDS and Malaria.
- Support and follow up on neglected communities.
- Promote health and healthy lifestyles, as well as advanced medical education in the field.
- Provide high quality continuing medical education to health professionals.
- Encourage inclusive access to health services.
- Develop medical prevention campaigns for communities with specific epidemiological needs.
- Encourage good practices in the dispensing and distribution of medicines, contextualized to the field of social medicine.
- Strengthen local health systems through strategic alliances.



Strategic lines



1 Health care

2 Health systems strengthening: training, research, advocacy.



3 Prevention: education

Transverse

4 Partnerships and collaboration to achieve the objectives/ 5 Professionalism and quality of services

IMPACT



Activities



Prevention campaigns

Selective implementation of specific prevention campaigns focused mainly on neglected tropical diseases, reproductive and women's health, and non-communicable diseases.



Medical brigades in situations of extreme marginalization, difficult access, or natural disasters.

a) Provide primary and specialized medical care to communities of extreme marginalization, difficult access and vulnerable populations or in special situations.

b) Humanitarian medical care, distribution of medicines and supplies and execution of search and rescue brigades during natural disasters.

3

Education and research

Development of courses/workshops on prevention and continuing education for health professionals.

- a) Promote continuing secondary education through workshops and talks in order to promote higher education and the study of the health sciences.
- b) Elaboration of scientific publications, focusing on basic sciences, clinical sciences and translational science.

4

Advocacy in health promotion

- a) To be a voice that represents vulnerable populations before the international community.
- b) To promote decision making oriented to the modification of public policies, through the stimulation of political will and parliamentary fronts in order to restore or improve access and reach to health.
- c) Establish synergies with other related organizations to promote the dissemination of vital information.
- d) Establish forums for interaction between industry, academia and public and/or private institutions.



Scope



México:

- Oaxaca
- Chiapas
- Veracruz
- Puebla
- Guerrero
- Quintana Roo
- Morelos
- CDMX
- Estado de México
- Yucatán

International:

- Cuba
- Colombia
- Guatemala
- Haiti
- Sierra Leona
- Kenia
- NY:ONU



Achievements

2021

1 Medical Attention: Multidisciplinary Health Brigades

Aware of the vulnerability of people living in hard-to-reach places, the **Medical IMPACT** team coordinates in alliance and cooperation with the state, the private sector, academic institutions and other civil society organizations multidisciplinary health brigades throughout the year in different states of Mexico and other countries, focused on providing free primary health care, prevention education, distribution of free medicine and specialized campaigns focused on specific health problems: vaccination, deworming, intentional search for diseases, to strengthen local health systems in communities of key groups in a simple, novel and striking way for the communities.

The multidisciplinary brigades of medical care and health are formed by 15-20 health workers in charge of the Integral Health Stations (ESI), these stations count in an articulated way with:

Health Education Station, with educational content, audiovisual tools and didactic exercises.

Medical Station, with free consultation and primary medical care for anyone who requires it.

Deworming Station: with delivery of dewormers for all families and attentive explanation of their importance and preventive care.

Pharmacy Station, delivery of prescribed drugs free of charge, subject to availability.

HIV or Tuberculosis testing station

Diagnostic services station: providing ultrasound, electrocardiogram and spirometry services to those who require them free of charge.

ESI works with a strong relationship with community leaders for the promotion of the brigades and health services, translation and interpretation in communities where Spanish is not the native language and follow-up of the brigades in the future.

OUTREACH

NATIONAL

January 17-30 **OAXACA**, Tlaxiaco

February 7-14 **PUEBLA**, Esperanza

March 7-20 **GUERRERO**, Costa Chica

April 11-25 **QUINTANA ROO**, Akumal

June 13-27 **VERACRUZ**, Mariano Escobedo

August 15-22 **GUERRERO**, Cochoapa el Grande ;
September 17-24 **GUERRERO**, Cochoapa el Grande
VACCINATE 101: Vaccination campaign ;
October 12-29 **GUERRERO**, Cochoapa el Grande

November 14-27 **OAXACA**, Tlaxiaco

December 9-13 **GUERRERO**, Cochoapa el Grande

3,943

Direct beneficiaries served

5,288

Indirect Beneficiaries



INTERNATIONAL

September 11-25 **Haiti**: Humanitarian medical attention and donation of medicines in alliance with Rescate Internacional Cancun: +300 beneficiaries earthquake victims

Kenya: Strengthening of Civil Society in Universal Health Coverage and the fight against Tuberculosis + 100 beneficiaries.

4,350

Total direct beneficiaries national and international



2 Health Care: Inauguration of the Health Clinic

The clinic located in Tecamachalco, is a medical center which aims to be a point of health consultations in various areas; a modality of “co-working” so that health professionals can go and offer their services through consultations. The clinic has two general modalities:

- Modality 1:
Patients with Covid-19 or suspected Covid-19.
- Modality 2:
Patients without Covid-19 or without suspicion of it (normal consultation).

The objective of the clinic is to create a space of opportunity for health professionals and to form a multidisciplinary team that provides quality care, under the values of the organization. In addition to providing a meeting place for training activities and organization of citizen participation.



3 Health education

Aimed at the general public

Clinical trials and vaccination; a challenge for the world 2021

Because of the questions behind the COVID-19 vaccine, a forum was held on topics such as Clinical Trials; the answer against COVID-19 by Matro. Carlos Avellana, researcher at Miami Dade Research Institute, who shared a little about the process of creating a vaccine. How does the immune system respond to vaccines? This was another question that was discussed by Dr. Georgina Filio-Rodriguez, immunologist and scientific reviewer for McGraw-Hill LATAM and the importance of vaccination against influenza and recovery of vaccination schedules where the consequences of the pandemic in terms of basic vaccination schedules and how to combat this gap were discussed by Dr. Julissa Rodriguez Calderon, manager of scientific medical liaison for Sanofi Pasteur.

02/27/2021

Myths and Facts about COVID-19

A talk focused on combating misinformation around COVID-19 led by Dr. Michelle Gamboa, front line physician against this disease in SEDENA and Lic. Aranza Jardines, physiotherapist expert in pulmonary rehabilitation.

15/05/2021

Film therapy events “A star is born”, “500 days of summer” and “Gone girl”.

An event focused on mental health that consists of screening a movie and then under the coordination of Lic. Diana Becerril, psychologist, expert in group therapy, a discussion table about the position of the characters and the context as a way to talk about issues such as depression, anxiety, addictions, codependency, etc. from the individual experience but projected on a fictional character.

05/06/2021

01/10/2021

12/11/2021

IMPACT: 170 people between health professionals and general public.

Aimed at health professionals

Sutures workshop

A workshop aimed at health professionals to reinforce surgical skills by Dr. Jesús Macías, general surgeon graduated from the General Hospital of Mexico "Eduardo Liceaga".

20/03/2021

Marketing médico

A course aimed at health professionals focused on marketing strategies related to health services for graduates of various careers who are about to enter the workplace. The speakers were Dr. Giorgio Franyuti, CEO of Medical IMPACT and Alejandro Altamirano, CEO of CONVOY MKT.

04/04/2021

Sign language for health professionals

Course-workshop to strengthen communication skills with sign-speaking patients, a workshop to promote inclusion in health care.

10-11/04/2021

17-18/06/2021

25-26/09/2021

Pediatric neurorehabilitation

A workshop aimed at healthcare professionals working to prevent or treat sequelae of neurological diseases, a course developed by Matra. Claudia Perez expert in neurological physiotherapy in children.

17-18/07/2021

Abdominal ultrasound dedicated to trauma (FAST)

Workshop for health professionals working in emergency medical areas where USG is available for the diagnosis of trauma-related injuries, an important tool to prevent mortality in patients with blunt trauma led by Dr. Gerardo Barberá R4 of the imaging specialty of the Hospital Centro Médico Adolfo López Mateos.

21-22/08/2021

Ocular Trauma

As part of our program of specialized classes we have the ophthalmology program with a topic that represents a medical emergency, a class directed to first contact personnel. Directed by Dr. Manuel Rodríguez R2 of ophthalmology in Guatemala.

04/09/2021

Workshop on interpretation of blood gases

Dedicated to health professionals working in critical areas of hospitals led by Dr. Regina Arau resident physician of the specialty of anesthesiology at the National Institute of Nutrition "Manuel Zubirán".

26/09/2021

Ocular chemical burns

An ophthalmology specialty class led by Dr. Rodriguez focused on ocular first aid and first level care.

21/10/2021

Eyelid Pathology

This class reviewed pathologies such as stye, chalazion and blepharitis, common diseases in ophthalmology.

12/11/2021

Impacted: 400 attendees

4 **Community health education**

VACCINATE 101

A comprehensive program aimed at vaccination in indigenous communities of Cochoapa el Grande, the education part was based on bringing information through videos made in Virtual Reality in Mixteca with the intention of communicating the importance of vaccination in the Mixteca zone of Guerrero. The project was divided into two pillars, vaccination in Mixteca communities and health education.



August 2021 Implementation phase

Impact: 156 people were part of the education activities, this was the presentation brigade where audiovisual material in Mixteco was used.

September 2021 Follow-up phase

Impact: 228 people increased 32% of the acceptance of the vaccine, personal hygiene activities such as hand washing and the use of antibacterial gel were added to this phase.

October: Project closing phase

Impact: 230 people, a closing activity was carried out where children painted their hands on banners with vaccination information which were hung in strategic areas of their community. At that stage, vaccination was a topic without taboos in the communities where we worked during these months.

32% increase in vaccine acceptance

PLAN FOR THE CONTINUITY OF VACCINATION IN MEXICO

Plan focused on continuing vaccination efforts against Influenza, the first communities to participate in this plan were Tlaxiaco and Ocotepc, Oaxaca. The education activities focused on projecting videos on vaccination and influenza information, the creation of infographics that were colored in strategic places, hand washing workshops and dialogues with the community to make a diagnosis on access to information on this topic.

People directly impacted through health education: +1500 people.



Latin American proposal (Mexico, Colombia, Argentina, Brazil, Chile and Peru) for Health Information, Education and Communication (IEC) under the strategy of positive communication.



With the objective of strengthening the processes of integral health care, with a gender, differential and vulnerability approach, which makes it possible to enjoy not only physical health, but also mental health according to the highest possible standards, as stated in the International Covenant on Economic, Social and Cultural Rights of 1966, including the right of people living with or affected by HIV to access prevention and treatment of their illnesses, to make informed decisions about their own health and to be treated with respect and dignity, eliminating the stigma and discrimination that people living with HIV or AIDS face on a daily basis.

According to international reports, since the beginning of the HIV epidemic, more than 70 million people have been infected and more than 35 million have died from associated pathologies.

Similarly, of the estimated 37 million people currently living with the infection, approximately 19 million are unaware of their status and therefore do not have access to health services for treatment.



6 Crossroads



Actions to promote the SDGs

Network for linking, dissemination and participation of leaders and organizations throughout the Americas, in order to act and develop initiatives in synergy to achieve the Sustainable Development Goals (SDGs).

- 78 members
- 214 calls for proposals
- 4 international conversations



7 Health Advocacy

Sign On Letter to promote Tuberculosis bill in Paraguay

July

Coordination with 30 other organizations to support the approval of a bill focused on the protection of the human rights of patients with Tuberculosis to avoid discrimination.

Seeking a commitment to measure the situation of Tuberculosis in Paraguay and work together to put an end to it.



“National Workshop on Social Protection and Migratory Context of people affected by Tuberculosis”.

November

Participation in the workshop organized by PartnersIn Health in partnership with the **TB Coalition of the Americas**, part of the actions to “Promote and implement EN-GAGE TB through Civil Society to reduce barriers to access to TB services for key populations in countries in the LAC region” (in its short name: OBSERVA TB).



8 Health promotion events

“Sparkling in the grass”

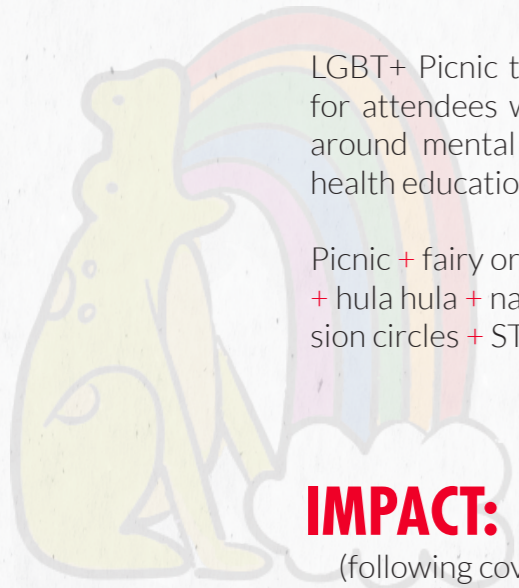
June

LGBT+ Picnic to celebrate diversity with free activities for attendees with focus on actions and conversations around mental and sexual health, STI prevention and health education.

Picnic + fairy oracle reading + vogue + yoga + meditation + hula hula + nails + face painting + networking + discussion circles + STI testing + counseling.

IMPACT: 100 attendees in 2 days

(following covid-19 prevention measures for events)



HIV Town Hall Meeting

December

Meeting of multi-sector representatives from organized civil society, academia, the public and private sector and the general public who are directly involved in the fight against HIV/AIDS. With the objective of collaborating and creating proposals for partnership participation.

IMPACT: 50 participants, representatives from all sectors and proposals for multi-sector cooperation.

MEDICAL IMPACT
TE INVITA

PARTICIPACIÓN CIUDADANA CON INICIATIVA EN VIH
COMUNIDAD LGTBTTIQ+

ESTACIÓN SAN MIGUEL
Work + Wellness

Viernes 26 de noviembre de 2021
• 06:00 a 09:00 p. m.

Gob. José Guadalupe Covarrubias 78
San Miguel Chapultepec, CDMX 11850
México.

TEL: 5513045671

Con el apoyo de:

Organiza:

Funding

Medical IMPACT works hand in hand with private institutions, public institutions, and other Non-Governmental Organizations that have the same objective, to support vulnerable communities and obtain resources through the implementation of:

1. Courses and workshops
2. Specialized implementations requested by the industry and/or the public institution
3. Financing with cause
4. Cause marketing
5. Corporative volunteering

Principles and Best Practices of Humanitarian Donation

In accordance with the Principles and Good Humanitarian Donorship Practices adopted internationally pursuant to the June 2018 United Nations High Level Meeting, **Medical IMPACT** is committed to providing humanitarian care focused on saving and protecting human life with neutrality, impartiality, independence and autonomy and in accordance with the **Sustainable Development Goals**.



Donations

The donations that the organization receives are classified in three modalities:

1 In kind

Medicines or medical supplies that are not expired, in good quality and sealed. In case of obtaining medicines or medical supplies that are out of date or with violated seals, these are separated and delivered to SINGREM A.C. for their proper destruction and reporting.

2 Volunteering

any health professional who has the availability, aptitude and approval by the organization to participate in the brigades or other activities within the organization will be welcome, however, the possibility of calling other professionals to participate is not closed.

3 Financial

Donations will be deposited to the Banorte account of **IMPACT OUTREACH A. C.** only.



STORE WITH A CAUSE

Sale of products to finance field operations

Doll launch: **María Isabel**

María Isabel was created with the purpose of helping artisans in the communities we visit and support the financing of field brigades, with the sale of these dolls we buy: gauze, bandages, medicines or supplies needed for the multidisciplinary health brigades.

The dolls have a story behind them, the story tells the life of a doctor who left one of these poor and vulnerable communities to become a health professional to help her community because she knew that for her community the lack of quality and specialized medical care was something they did not have.

That is why we fight to make the sale of these dolls grow, along with her story, because by supporting us with the purchase of this doll they are learning a story of empowerment for women and bringing quality health services to the most remote communities in Mexico.



Corporate volunteering

Shark Tank Simulator with Adidas and Mexico Volunteers



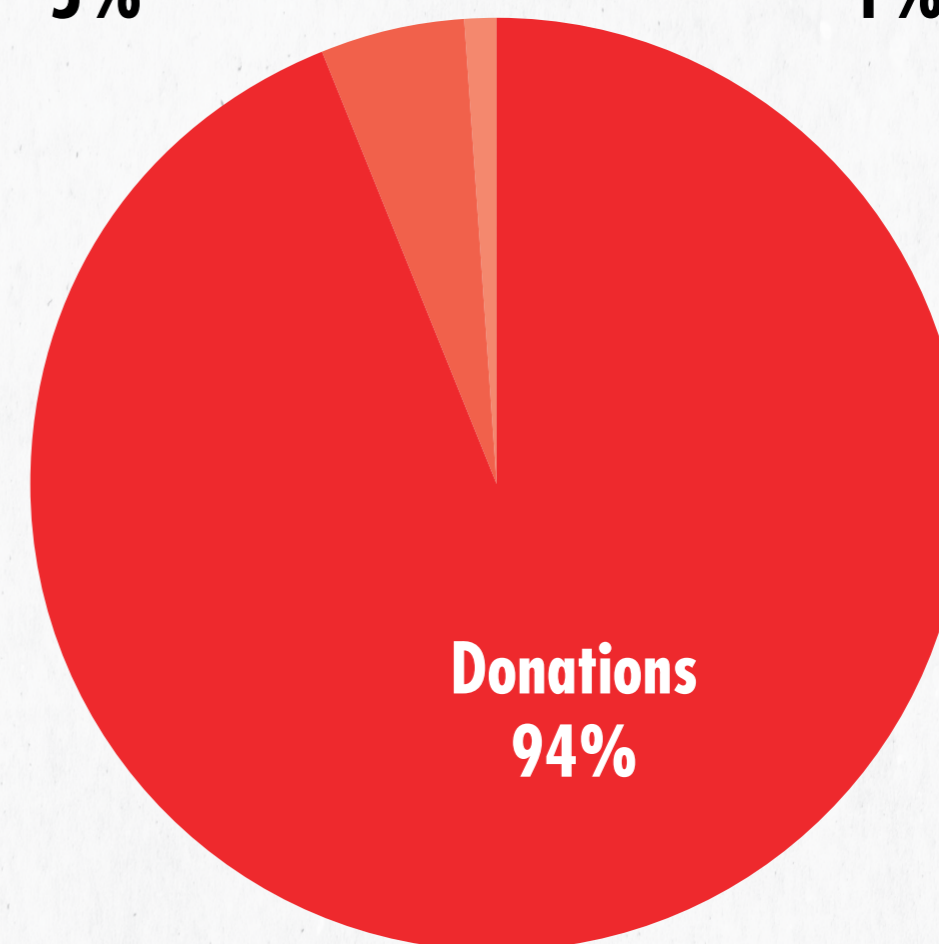
Online corporate volunteering project where after several members of **Medical IMPACT** launched a pitch about the organization, Adidas corporate employees in Mexico gave feedback on how to improve this sales strategy.

REVENUE 2021

\$3,475,757

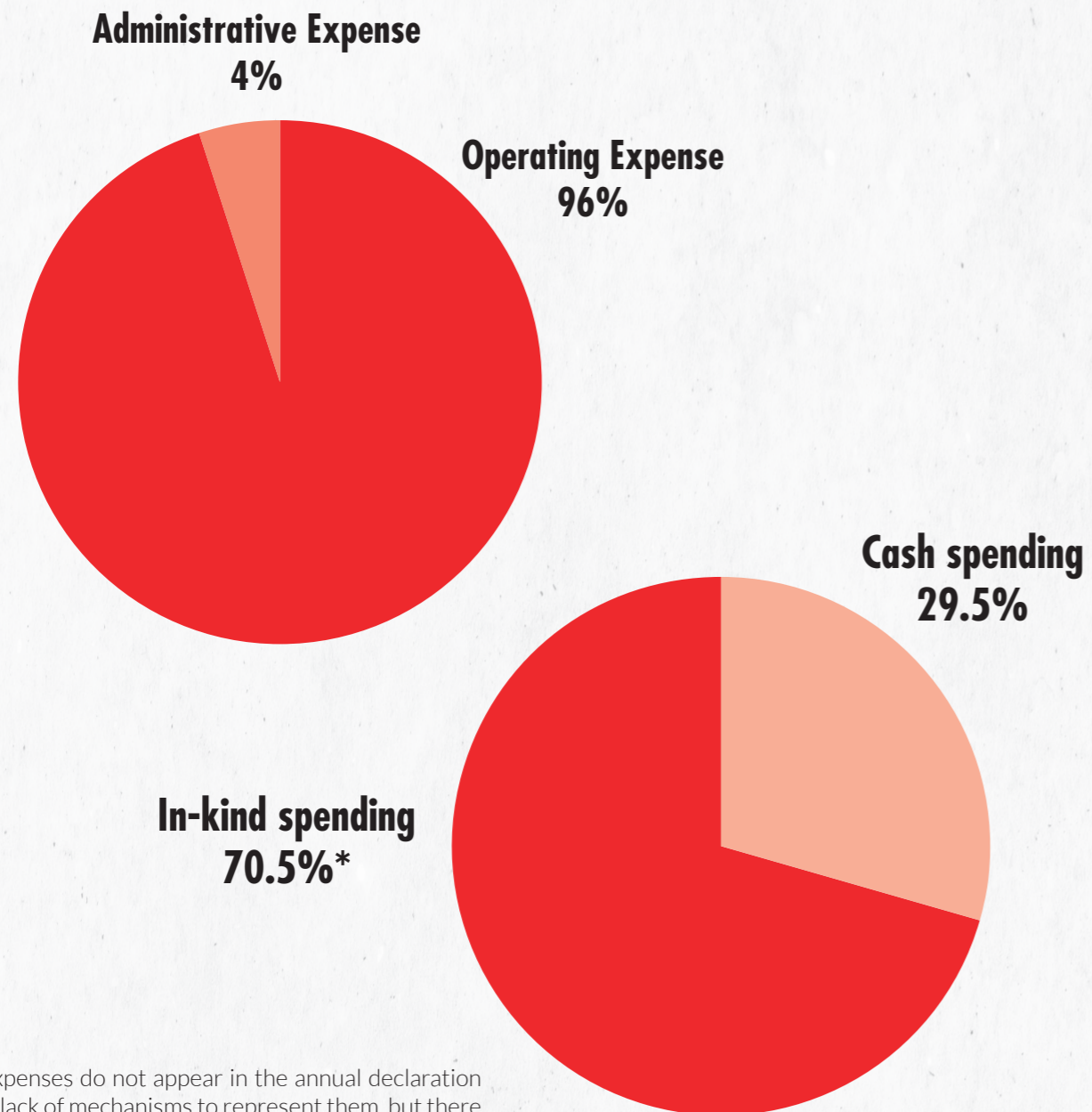
Recovery fees
5%

Product marketing
1%



EXPENDITURE 2021

\$2,466,789.90

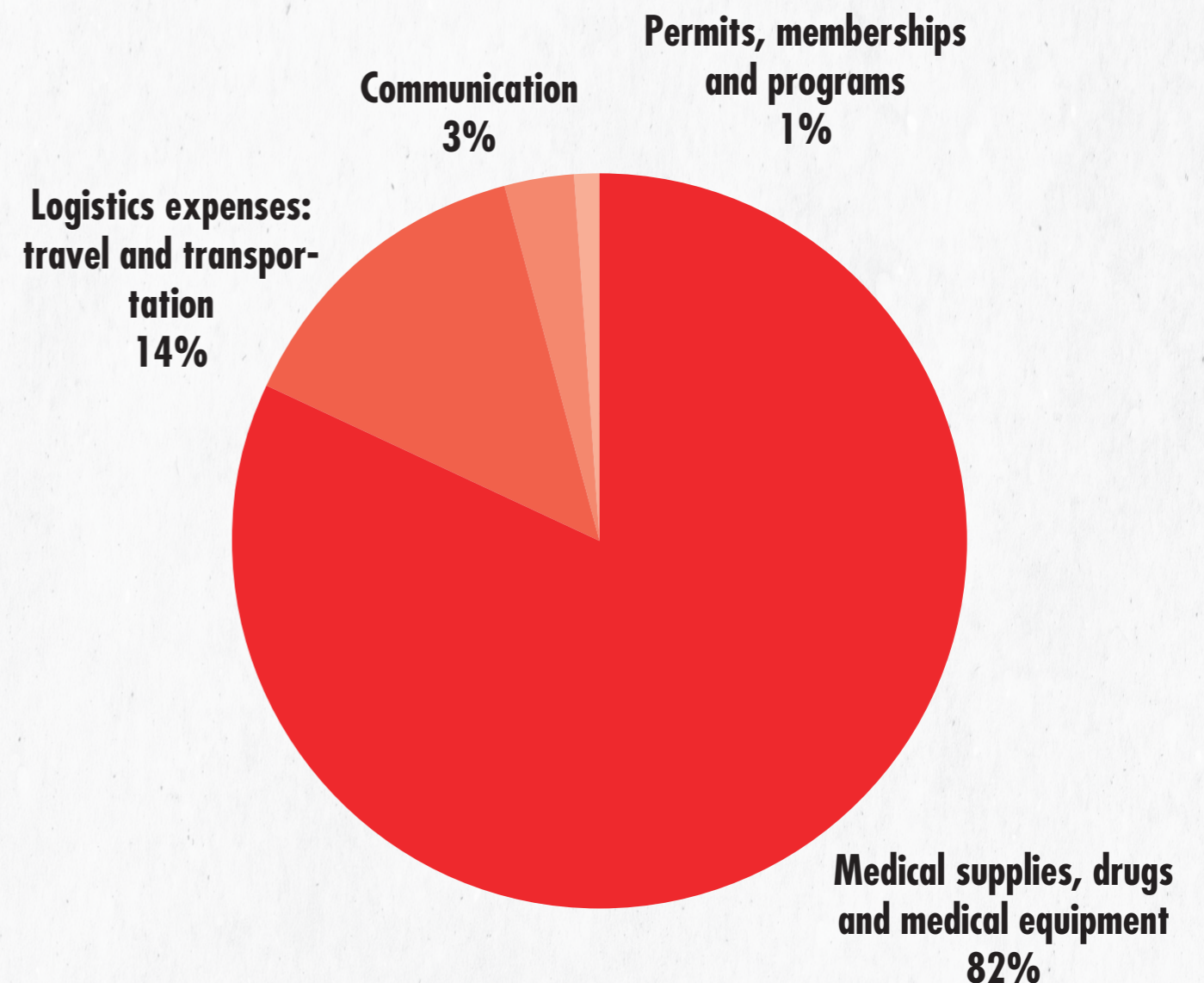


*In-kind expenses do not appear in the annual declaration due to the lack of mechanisms to represent them, but there is evidence of their delivery.

Distribution of operating expense

Operating cost 2021

\$2,368,118.30



Partnerships

2021 was a year of great scope and growth for **Medical IMPACT**, achieving institutional strengthening that has helped us implement better transparency and continuous improvement practices to continue supporting more people. All this would not be possible without the collaboration with all institutions from all sectors, allies, benefactors, social service providers, cooperation networks, with whom we share the desire to work for a more equal world for all people.

Networks

Red de investigadores sobre Tuberculosis



AMERICAS **TB** COALITION



Frente Parlamentario contra la TB



Crossroads (78 members)



National Network of Business Associations and Foundations (3,062 members)



6 Latin American organizations

Institutions



TEAM

Giorgio Alberto Franyuti Kelly | Executive Director

Areli Yazmin Pérez Olmos | Directorate of Health Education

José Alberto Cernicchiaro Guadarrama | Directorate of Strategic Linkage and Development

Santiago Moyocoyami Sosa-Salazar Ibarra | Operations, Volunteering and Crossroads Directorate

Rebeca del Carmen Rosales Rodríguez | Directorate of Communications, Social Media and Virtual Reality

Sandra Lizbeth Hernández Diego | Commercial Management

Roberto Carlos Daniel Rodríguez | Commercial Coordination

Juan Alberto García Ortiz | Government Relations Directorate

José Raymundo Esquivel Rico | VR Artist

Irma Ku | Maya Translator

Laura Pacheco Pacheco | Mixteco Translator

Arturo Rodríguez Villa | Querernos+ Leader

Diana Isis Becerril | Film therapy

Yessenia Fuentes | Field Operations and Vaccination Assistance

Miguel Ángel Araiza Victoria | Social Networks

Yecaterina Magnolia Álvarez Khovliaguina | Graphic Design

Karyme Elizabeth Ortega Camacho | Manuals and Operational Processes

Santiago Rivera Harari | Manuals and Operative Processes

Dariana Beatriz Gordillo Sariñana | Social Responsibility

Víctor Manuel Fernández González | Legal Processes and Manuals

Jimena Cal y Mayor Galindo | Marketing

Christian Emmanuel Alvarado Limas | Fundraising Events

Alejandra Fernández Guede | International Cooperation

Daniel Guerrero León | International Cooperation

Carlos Uriel Cruz Ton | International Cooperation

Frida Caro Torres | Crossroads

Daniela Primo Romano | Health Education

Brenda Elizabeth Rosas Ramírez | Institutional Events

Vanessa Bustamante | Institutional Events

Daniela Lorena Menéndez Zapata | Institutional Events

Alberto Hernández Gómez | Manuals and Operative Processes

Julio Cesar Giles Cardoso | Commercial

Karen Arlet Barrios Cuevas | New Projects

Mariana García Prieto | New Projects

Andrés Olivares González | Social Networks

Estefanía Martínez Tello | Social Networks

Juan Pablo Ibarra López | Commercial

Sahara Ivanna Oviedo Alpizar | Human Resources Assistant



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