



## Interview

# HOMECARE - A SMALL, CHALLENGING AND, AT THE SAME TIME, REWARDING SEGMENT

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**1.** Given the current global economic challenges, including inflation, the prospect of a synchronized recession, and geopolitical tensions, how is adapting Air Liquide VitalAire Romania to navigate these complexities?

By being permanently prepared, alert, proactive, and agile, Air Liquide VitalAire Romania managed to navigate these complexities. We succeeded to swiftly adapt to each past challenge, and our organization is well-prepared to face future challenges.

**2.** Air Liquide is a global leader in gases, technologies, and services. How does Air Liquide VitalAire Romania contribute locally to the company's overall mission and objectives?

We are aligned with the Group's objectives, we deliver sustainable growth on the local market, we are leaders in our segment according to published reimbursement figures, and we have ambitious growth objectives year by year.

**3.** Can you provide insights into the role of Air Liquide VitalAire Romania in the healthcare sector? How has the company evolved

over 15 years of experience providing respiratory equipment and medical devices in Romania?

The company has grown from a simple devices distributor that was 10+ years ago to a discussion partner with relevant authorities, together with similar players in the same business sector we activate in, trying actively to contribute to improving patients' care.

**4.** Air Liquide emphasizes being a leader in sustainability. How does Air Liquide VitalAire Romania align with this commitment, particularly in the context of healthcare services and medical equipment?

We totally follow the Group's commitment in this regard, the Group being very careful in choosing business partners that share the same values.

**5.** Could you share some details about the innovative products and personalized care programs that Air Liquide VitalAire Romania offers patients with respiratory illnesses?

The products, namely the medical devices, are the same for every player in this sector. What differentiates us are the services.

We have two main care programs currently: Oxygen Therapy at Home and Sleep Health. These programs aim to increase awareness of these therapies and to accompany patients along their therapy path.

**6. Air Liquide VitalAire Romania has a highly qualified staff providing services nationwide. How do you maintain the quality of services, especially in regions where healthcare infrastructure may vary?**

We constantly invest in resources for our colleagues to be able to provide the services at the proper level of quality and promptitude. We also invest in continuous training of our colleagues so they become better and better.

**7. What are the key challenges and opportunities you foresee in the healthcare industry in Romania, and how does your company navigate these dynamics?**

Frequent legislation change is the main challenge we face that forces us to stay alert and ready to adapt permanently – actually, this builds a strong point for us. Opportunities? Plenty! It is a very dynamic segment, challenging, and with proper determination and resources, we can make a difference for the chronic respiratory patients in Romania.

**8. The concept of “Creative Oxygen” is central to Air Liquide. How does this philosophy translate into the daily operations and services Air Liquide VitalAire Romania provides?**

At every level, we continuously aim to improve our processes to become more efficient and be able to provide more and more qualitative services to our patients, which is the ultimate goal of the company.

**9. Could you elaborate on how Air Liquide VitalAire Romania supports patients dealing with sleep apnea through specialized equipment and services for Sleep Laboratories?**

Briefly: qualitative devices, strong know-how, prompt sanitation and service of the devices between patients, call center support, online monitoring of the therapy so that any issue can be addressed rapidly, the active

calling of the patients for therapy support.

**10. In what ways has the company adapted to the evolving needs of patients, especially considering the challenges posed by the COVID-19 pandemic and the post-pandemic era?**

We became faster and more agile and moved towards online and/or telephonic support for fast troubleshooting. We learnt to respond quicker to doctors’ or patients’ needs. We learnt to adapt to rapidly increasing business.

**11. Air Liquide is known for its focus on innovation. Can you share some insights into the latest technological advancements or innovations that Air Liquide VitalAire Romania has embraced in its services?**

Breakthrough innovations – it is not the case. It is more a continuous improvement of the quality of our services while applying Group models to our provided care paths.

**12. What are the main drivers behind the growth of Air Liquide VitalAire Romania in recent years, and what expectations do you have for the company in the coming years?**

Main drivers? Our people. Each and every one of my colleagues has the passion and dedication necessary to respond to the natural market growth. The health sector in Romania is years behind modern systems in other European countries, so the rapid growth will for sure continue. It is only up to us to capture as much as we can of this.

**13. What is your main message to the clients, partners, and the broader community regarding the challenges and opportunities in the healthcare sector in Romania in the short and medium term?**

The health sector has very interesting perspectives. Looking at the very advanced healthcare systems of the Western European countries (integrated care, value-based healthcare), I feel there are so many things to be done in the near future. With all the actors in this segment aligned for the interest of the patient, we will get there.



*The most rewarding outcome of our business is the feeling that we can have a contribution to improving patients’ health.*