

PORTFOLIO HRCPP

ENGLISH VERSION



WWW.HRCPP.ORG.BR

THE HISTORY

The Hospital Regional do Câncer da Santa Casa de Misericórdia de Presidente Prudente is fruit of the Antonio's Sergio Querubim dream, who suffered with the cancer and carried through tiring trips until São Paulo (SP) to make treatment. In search to brighten up the tiring routine of other patients who also passed for the same situation, he promised that, along with his wife, Bernadete Querubim, to inaugurate a campaign for the construction of the entity.



Start of the Works of the Hospital do Câncer

In 1997, a commission was created entitled "Commission for the Construction of Hospital Regional do Câncer da Santa Casa de Misericórdia de Presidente Prudente", composed of those citizens of the city who were already involved in social actions.

The purpose of this Commission was to raise funds for the construction of a cancer hospital that would improve, expand and develop the services in the region, providing comfort to the population and reducing the suppressed demand due to the scarcity of treatment centers in the area.

The initial design of the Hospital Regional do Câncer de Presidente Prudente included 20 hospital beds on a site donated by Santa Casa de Misericórdia de Presidente Prudente, serving as an annex to it.

To raise funds, the Commission participants decided to meet for the sale of T-shirts and to collect donations that would be reverted to the beginning of the work.

The Commission's Board of Directors was composed of: Antonio Sergio Querubim (Chairman); Ana Lúcia Constantino Bongiovani (vice-chair); Tereza Cristina S. Corral (1st secretary); Lúcia Josina Rodrigues Martinho (Second Secretary); Mario Roberto Guarizi (1st treasurer) and Maraluce Constatino Carvalho (2nd treasurer). In addition to the Board, the group was also composed of an event committee.



All of these volunteers acted strongly to consolidate the Associação de Apoio ao Portador de Câncer (Cancer Support Support Association -AAPC) in 2002, which continued to work to raise funds through bingos, raffles and beneficent barbecues. In 2003, in the presence of the State Governor, the "Fundamental Stone" of the institution was launched. Through the work of the AAPC and the land donated by Santa Casa, the project was started. All expenses for the consolidation of the hospital were paid for by the AAPC.

In 2009, a Foundation was set up to administer the Hospital Regional do Câncer de Presidente Prudente. and receive a grant, destined for the State Public Ministry, Federal Public Ministry and Attorney General's Office, which sought to allow the work to be completed. In addition, public bodies could only allocate money if the hospital were an independent institution and not an annex, as previously planned.

The Board of Directors of the Foundation sought from the Santa Casa ointment the donation of another area. In this way, the project review was started, endowing it with Surgical Center, Intensive Care Unit (ICU), Bone Marrow Transplant, kitchen, coffee shop and other dependencies not included in the original project.

Due to all the transparency and ethics that led to the bidding processes, the community united again in favor of the building of the hospital. Agribusiness members coordinated "Mega Auctions" to raise funds. The signing of the SP CAP capitalization contract was also extremely important since, to date, it directs part of the profitability to the HRCPP. In addition, funding was also provided through various donors of the "Energy of Good" campaign and by isolated donors.

Throughout this process, volunteers continued to take action to raise funds to finalize the work. It was then that, on October 6, 2015, the Radiation Therapy ward was inaugurated, initiating radiotherapy care.



Inauguration of Radiotherapy in October 2015

Currently, 350 consultations are performed daily, distributed in the sectors of Radiotherapy, Chemotherapy, Ambulatory and Ambulatory Diagnosis of Prostate Cancer. The Surgical Center and the ICU, as well as the rooms, are already equipped, and the first surgeries and hospitalizations are expected to take place in the second half of 2018.

The other facilities-Diagnostic Center, iodine therapy, Bone Marrow Transplant and Canteen - are in the stage of equipment. The forecast is that, with the collaboration of the community and the accreditation of an agreement with the State, the SUS, which means the Unified Health System. these sectors will also be inaugurate.

Difficulties and solidarity went hand in hand in achieving this dream and today the HRCPP is ready to serve even more cancer patients, reducing the waiting list in the region and becoming a research center guaranteeing the humanized treatment to all those who face it difficult battle against cancer.



ORGANIZATIONAL IDENTITY

MISSION

To welcome and assure the patient, a dignified, humanized and quality treatment, strengthening the hope of healing.

VISION

Ser referência regional em pesquisa, prevenção, diagnóstico e tratamento do câncer.

VALUES

- Ethic
- Safety
- Team work
- Respect
- Transparency
- Continuous improvement



CERTIFICATION

The Brazilian Ministry of Health granted the Certificate of Beneficial Entities of Social Assistance in the Health Area (Certificado das Entidades Benéficas de Assistência Social na Área da Saúde - CEBAS) to the Hospital Regional do Câncer de Presidente Prudente recognizing the philanthropic work performed by the institution.



With the certificate, the hospital contemplates a range of opportunities in the search for public resources, in the search for agreements, and especially in the tax relief on payroll, which reflects positively for the institution to put into full operation all sectors and increase the number of patients seen daily.

MEANING OF BRAND

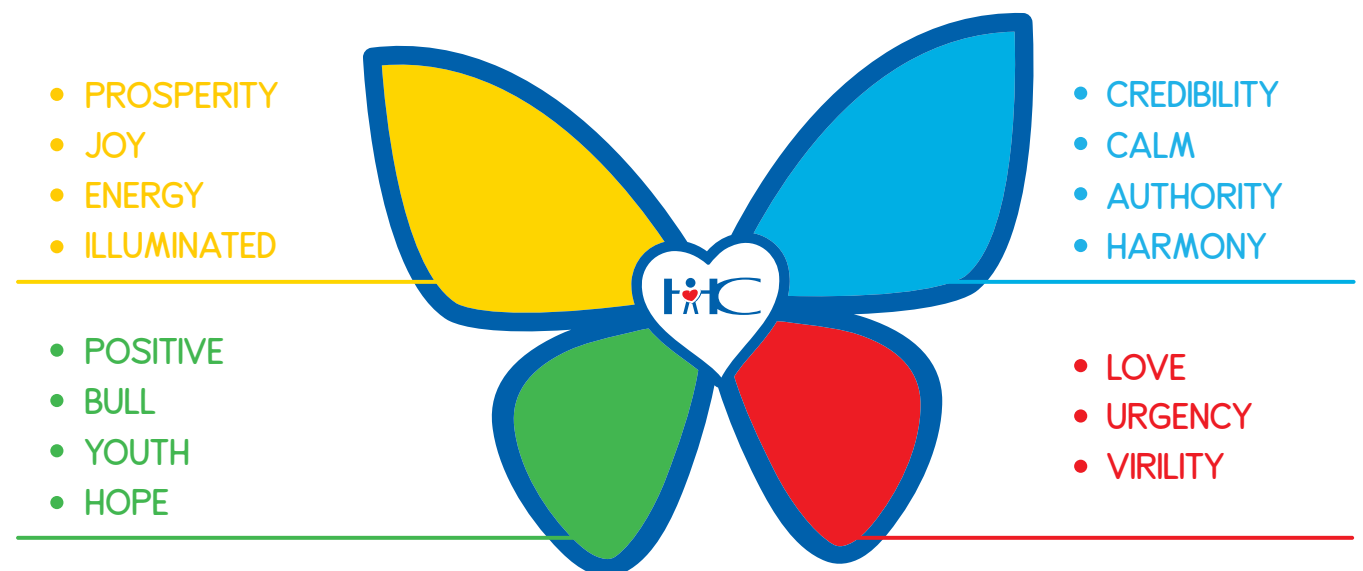
The starting point for the creation of the HRCPP brand was to unify a visual identity of the Regional Cancer Hospital Foundation with the new graphic symbol that represents the essence of the institution. To learn more about the Foundation logo.

The result was inserted in the brand of the Foundation inside the heart, which represents the body of a butterfly that composes the symbol of the new brand.

The use of the butterfly is justified because it is a symbol of transformation, hope and renewal. Moreover, its beauty is particular and draws attention to a delicacy of its forms.

Already the heart of the brand and was used to gain more representation next to the imprint of the Foundation. In this way, this combination of elements with contemporary style marks the transition that occurs in the institution's development process and in visual identity.

COLORS MEANING



THE FOUNDATION

In 2009, an environmental compensation agreement was signed between the State Public Ministry, Federal Public Ministry and Attorney General's Office with the State Power Company of São Paulo (CESP), due to the impact caused to the municipalities neighboring the hydroelectric power plant.

Even though Presidente Prudente (SP) has not suffered from filling the lake caused by the hydroelectric plant, promoters and prosecutors have decided to direct part of the compensation to the city, provided that it would benefit the region.

They contacted the board of the Association of Support to the Cancer Carrier and consulted it to know how much would be necessary for the end of the work. Based on the information obtained, they proposed within the agreement the contribution of 20 million that would be paid in installments. However, one question arose: who should allocate the appeal, since neither the Santa Casa nor the AAPC could be prosecuted by the Public Prosecutor's Office? Here is the need to create a Foundation. Thus, through the donation of the land by Santa Casa, in 2009 was born the Hospital Regional do Câncer da Santa Casa de Presidente Prudente, a private, nonprofit entity.



Authorities of the MPE and MPF endorse the creation of the Foundation

However, there were demands from the Public Prosecutor's Office, as well as from the Sanitary Surveillance, that the hospital complex could not function as an annex and should be an independent hospital.

The Board of Directors of the Foundation sought from the Santa Casa Provedoria the donation of another area and began the restructuring of the project, providing it with a Surgical Center, Intensive Care Unit (ICU), Bone Marrow Transplant, refectory and other dependencies not included in the original design.

At the end of 2011, in a bidding process, HRCPP resumed work. Following the norms of the Budget Guidelines Law (LDO) and confirmation by the Caixa Econômica Federal (CEF) and the Federal Public Ministry (MPF) of the proposed projects, the HRCPP was conducted with responsibility, ethics and transparency, which ensured credibility with society.

Currently, the HRCPP is completed and in the process of equipping, and it already serves around 350 patients daily, distributed in the sectors of Radiotherapy, Chemotherapy, Outpatient and Ambulatory Diagnosis of Prostate Cancer.

MEANING OF BRAND

The logo of the Regional Cancer Hospital Foundation has an objective concept, with few visual elements. The typography presents straight lines, allowing better readability of the content. The acronym "HC" strengthens the institutional value of the Regional Cancer Hospital and gains a more human feeling, as it refers to a person with open arms, representing amparo and receptivity. The heart, in the center of the letter H, is in evidence, representing the gestures of love and solidarity of the entity.

The color blue predominates in the visual because of its characteristics, because it is considered a color that conveys serenity and produces a relaxing and reassuring effect. At the same time, the red in the heart design gains contrast, symbolizing life, energy and love.



FUNDAÇÃO HOSPITAL
REGIONAL DO CÂNCER

SANTA CASA DE MISERICÓRDIA DE PRES. PRUDENTE-SP

STRUCTURE

Our hospital has a large infrastructure composed of ultramodern equipment and a specialized team to provide free and humanized care to all patients.



TEACHING AND RESEARCH

Our hospital has as one of its premises Teaching and Research, seeking to drive meaningful change in the processes and dissemination of knowledge that involve prevention and treatment against cancer. In this way, the entity installed the first Hospital Ethics Committee in the region, an interdisciplinary and independent group of professionals.

This Committee was created to defend the interests of the people in their integrity and also to contribute to the development of the research. It must exist in institutions that carry out research involving human beings in Brazil.

Like the CEP, the National Commission for Research Ethics also has a multidisciplinary participation of researchers, bioethics researchers, health and social scientist, human and accurate, as well as representatives of users. It acts as a scoping organ for the ethical aspects of research involving human beings in Brazil, sent by the Research Ethics Committees.



Auditorium with capacity for 79 people seated, structured to transmit video surgeries in real time.



ADULT AND CHILD CHEMOTHERAPY

SERVICES IN OPERATION

Opened in the second half of 2017, the chemotherapy center has 39 armchairs, nine of which are pediatric, divided into four rooms. It also has a satellite pharmacy and an oncology training room with biological security cabin (laminar flow hood).

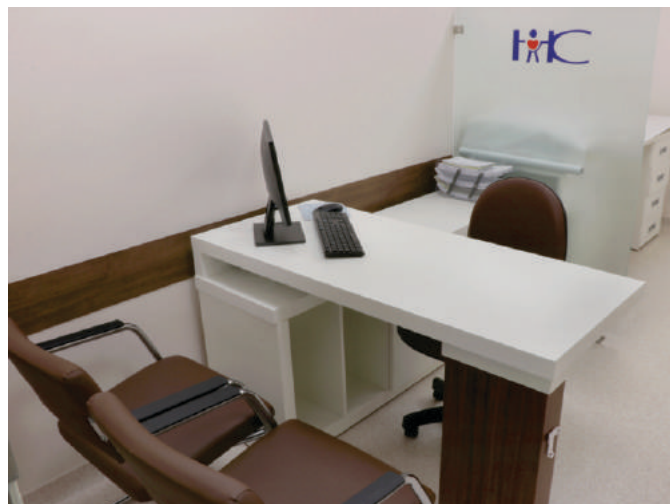




OUTPATIENT

SERVICES IN OPERATION

There are 19 Multiprofessional Offices covering the following specialties: Onco Pediatrics, Clinical Oncology, Surgical Oncology, Oncology Prevention, Physiotherapy, Nutrition, Dentistry, Pharmacy, Social Assistance, Occupational Therapy, Humanization and Oncology Nursing.

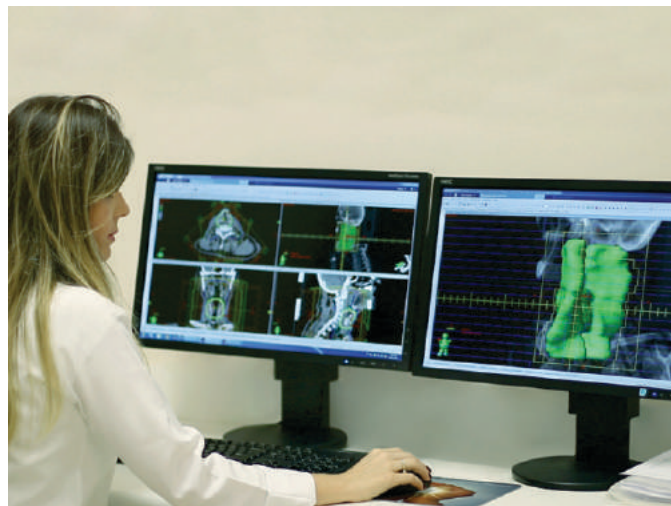




RADIOTHERAPY

SERVICES IN OPERATION

Inaugurated in the second half of 2015, the Radiotherapy sector has a linear accelerator, a tomograph, a planning room, two consulting rooms, a dressing room and equipment for dosimetry. In the second half of 2017, the technology of Radiotherapy of Modulated Intensity was acquired. We are the only public hospital in the west of São Paulo and one of the few in the country to offer this advanced technology through the Unified Health System, allowing better patient care.





STORE

SERVICES IN OPERATION

Inaugurated in July 2017, the Store offers several new products from the community, as well as products of the HRCPP line, such as key chains, mugs, t-shirts, BBQ kits and slippers.





The hospital kitchen is ready and fully equipped to serve patients and staff. They are state-of-the-art equipment such as: combined oven, organic waste reducer, refrigeration chambers, ultraprocessors, and all the necessary utensils. It is designed to serve 140 beds, in addition to patients undergoing chemotherapy and radiation therapy. It has certain areas optimizing the operation, avoiding crossings and ensuring the patient's food safety.





SMALL SURGERY ROOM

SERVICES IN OPERATION

Our hospital It has two Surgical Rooms with high technology equipment, five Post-Anesthetic Recovery beds and two Hospital-Day beds. Inauguration forecast in the second half of 2018.





The building will offer, in full operation, a total of 140 beds - 18 pediatric ones. All rooms are furnished with electric beds and ruler for medical gases. To provide a safe environment, the bathroom doors have a unique fitting solution (palmilla hinge) to be easily removed from outside, if necessary.





SURGERY CENTER

EXPECTED SERVICES

It has six surgical rooms equipped with state-of-the-art technology, central air conditioning system with laminar flush, as well as seven beds of Post-anesthetic Recovery and distribution system and collection of instruments by elevators. Its physical plant was designed to provide a humanized environment, both for the patient and for the professionals. Prediction of the start of activities for the second half of 2018.





INTENSIVE CARE UNIT

EXPECTED SERVICES

The Intensive Care Unit is composed of ten units of individual hospitalization, with the possibility of full-time family follow-up. The sector also has high technology equipment. It's structure was designed to provide a humanized environment, both for the patient and for the professionals. Prediction of the start of activities for the second half of 2018.





BONE MARROW TRANSPLANT

EXPECTED SERVICES

Idealized in our physical structure to serve four beds. Service still in planning.



IODINE THERAPY

EXPECTED SERVICES

An idealized sector with specific insulation, offering two beds. Still in planning.





DIAGNOSTIC CENTER

EXPECTED SERVICES

The Diagnostic Center will include the following equipment: Magnetic Resonance, Tomograph, Digital X-ray, Mammography, Ultrasound, Endoscopy, Colonoscopy, Bronchoscopy and Laryngoscopy. Prediction of the beginning of activities for the first half of 2019.



PALLIATIVE CARE

EXPECTED SERVICES

Service in the planning stage.

Follow our progress on website:
www.hrcpp.org.br