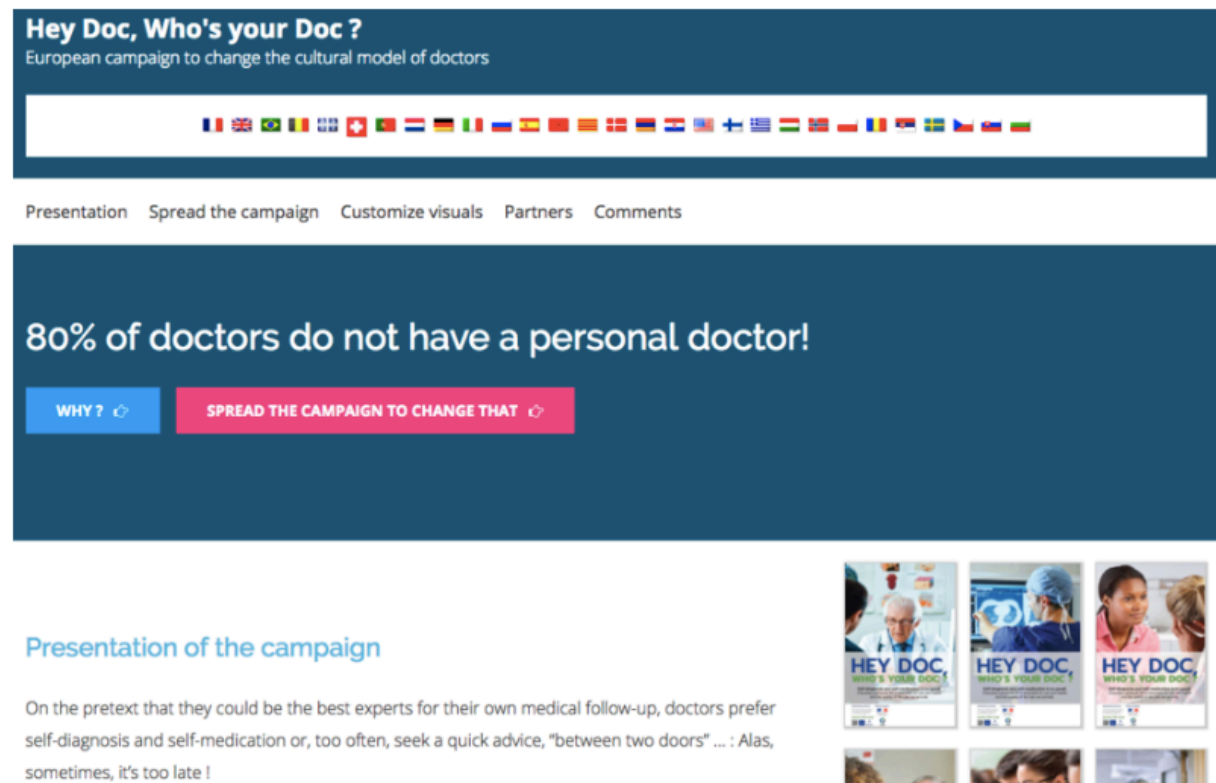


The campaign "Hey doc,who's your doc?" becomes officially international

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On September 22nd, at the French Society of Anesthesia and Reanimation-Intensive Care (SFAR) conference, the French College of Anesthetists-Reanimators (CFAR), and more specifically Dr. Max-André Doppia, President of the Commission anesthesiologists-intensive care doctors at work (SMART), announces the translation in 23 languages of the campaign "Hey doc, who's your doc?".

This campaign aims to change the physicians' cultural model on their own health, reduce self-diagnosis and self-medication. It includes **12 visuals** made available to all <http://cfar.org/didoc/> and can be customized with the logos of each national organization. Now it is up to professionals and institutions to support it. In France, the project was supported by 35 institutional partners and is part of the Ministry of Health's national strategy for quality of life at work since March 2017. It therefore changes today from register to open to the international. It has also received support from the World Federation of Anesthesiology Societies, which includes 135 member companies worldwide, informs Max-André Doppia in a press release. He "estimates the time necessary for such a cultural evolution in the medical profession to be fifteen years. The contribution of the younger generation is certainly a testament to its understanding and the desired success of this sustainable campaign. "



Hey Doc, Who's your Doc ?
European campaign to change the cultural model of doctors

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Presentation Spread the campaign Customize visuals Partners Comments

80% of doctors do not have a personal doctor!

WHY?

SPREAD THE CAMPAIGN TO CHANGE THAT

Presentation of the campaign

On the pretext that they could be the best experts for their own medical follow-up, doctors prefer self-diagnosis and self-medication or, too often, seek a quick advice, "between two doors" ... : Alas, sometimes, it's too late !

In this screenshot of the Website of the CFAR, one visualizes the availability of the campaign in 23 languages by the flags of the different countries.

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