

MRI RESCUE

Issue 1 • August 2007

Reassurance on the road

MRI ambulances and response cars are familiar and welcome sights on the road

AT HOLIDAY TIME especially, when traffic is at its peak, the brightly striped MRI vehicles are on roadside alert in Gaborone, Francistown, Maun and Palapye, ready to go to the immediate relief of accident victims and travellers in need.



A sticker for life

by road or air ambulance, to hospital.

Get your MRI membership, and your sticker for life, from:

MRI Botswana Limited
Cnr. Samedupe Road / Ramakukane Way
Boadhurst Industrial, Gaborone
Private Bag BR256 Broadhurst
Telephones:
Emergency 3901601 or 911 or 147
Administration 3903066
Fax: 3902117
Email: enquiries@mri.co.bw
www.mri.co.bw

MRI MEMBERS CARRY this sticker prominently on their vehicles. In the event of an accident it can mean the difference between death and life.

A call to the 24-hour MRI Emergency Call Centre – telephone 911 or 3901601 – triggers a rapid response process to get emergency medical attention on site as quickly as possible, followed by evacuation under intensive care conditions,

Thank you MRI

My mother, Mrs Tilla Roodt, had to be flown from Gaborone to Milpark Johannesburg on the evening of April 10.

I would like to thank Lennox, Koziba, Raymond and Pule for the professional and caring way they treated her and the whole situation. Thank you for putting me at ease – I just knew that my mother was in good hands.

It is not often that one gets the chance to thank people for the good they do. I want to emphasise how highly your attitude towards your work, and the patient, is appreciated. You were brilliant. Keep up the good work!

Johlande Pretorious
Gaborone

There are many stories to tell of happy outcomes of MRI rescue missions. If you would like to share yours, please get in touch with us



Airborne intensive care in MRI's fully-equipped air ambulance.

Home roots, world class

FROM PAGE 1

providing a wide range of first aid and related training courses to internationally recognised diploma standard.

- MRI Botswana benefits from its association with a global partner, InternationalSOS, the premier medical, security and call centre company. InternationalSOS has a presence in more than 70 countries, with more than 250 global medical operations, 27 alarm centres and 26 medical clinics. The regional offices are in South Africa (24-hour alarm centre, doctor standby and three air ambulances) and Namibia (two air ambulances).
- MRI Botswana has diversified into other associated speciality services, including outsourced call centre management, business process outsourcing, road and home and travel assistance programmes, and wellness programmes management.

WHEN SECONDS COUNT Rapid response, quality medical attention and prompt evacuation to hospital saves lives.



Home roots, world class

MRI Botswana is the pioneer and the leading private emergency medical care service provider in the country.

The company carries out the rescue and evacuation of patients needing emergency care, giving them vital life support while delivering them to hospital for treatment.

The medical skills and world class resources of the company have saved many lives and brought comfort to a great many people throughout the country since it began operations in March 1991. MRI Botswana Limited listed on the Botswana Stock Exchange in September 1998.

Several factors distinguish MRI and contribute to its market leadership:

- In its non-stop operations the company adheres strictly to international standards of service, training and monthly reporting.
- It is the only emergency medical services provider in the country employing a full-time EMS and aero-medical trained doctor around the clock, and with three Advanced Life Support paramedics. In all there are more than 30 medical personnel, made up of paramedics, doctors and nurses.
- It is the only EMS provider in Botswana with a dedicated air ambulance (Cessna King Air 200) fully configured and equipped to international standards. The ground fleet

is 12 ambulances and response cars.

- It provides the widest coverage, with response centres in Gaborone, Francistown, Maun and Palapye. A further nine locations are under development, to extend and speed response services countrywide.
- MRI Botswana carries out an average of 20 air evacuations and 200 ground evacuations a month.

- Specially trained operators at the modern MRI Call Centre in Gaborone receive an average of about 500 calls a month.
- Advanced equipment such as the baby transport incubator and ventilator, and the specialist services of telemedicine and telemonitoring are the only of their kind in the country.
- MRI is a BOTA-registered company

WHEN SECONDS COUNT MRI Botswana sustains life by investing in human skills and innovative technology – so that the life we preserve alleviates suffering and also contributes to the development of our country and the goals of Vision 2016.

TO PAGE 4

What price on a life?

IT IS MY PRIVILEGE and pleasure to introduce this the first issue of MRI Botswana's newsletter. A regular newsletter is a significant step for any organisation. It reflects a commitment to communicate and to inform, to engage with stakeholders and customers, to reach out to the wider public in a spirit of openness and sharing and learning.

MRI RESCUE will be an important communications vehicle for our company. We have much to share with you.

A world-class medical rescue capacity is vital for a developing country – and MRI are proud to be foremost in this field in Botswana. Being in that



Dr Khumoetsile Mapiitse
Medical Director
MRI Botswana Limited

position of leadership is both a heavy responsibility and an exciting challenge. We bear the responsibility with the strength and resources of the company, and we embrace the challenge with confidence and resolve.

What price can be put on a life? What is more important than saving a life? What value can be placed on the assurance of knowing that the ability to save a life is just a phone call away? That is what a professional and compassionate medical rescue service is all about.

Medical rescue – sustaining life, the most precious commodity of all – is the business of MRI Botswana. We do it very well, with skilled hands and trained eyes and dedicated people as our team, and with modern technology as our tools.

And, in so doing, we are humbled to be serving not only individuals and families and communities – but the nation itself. That is our contribution, every rescue mission day and night, to the wellbeing of our people and our country.

MRI MEDICAL RESCUE

Meet the new MD – page 2

Meet the new MD Rockie Mmutle



THE INCOMING MANAGING DIRECTOR of MRI Botswana Limited, Rockie Mmutle, who takes up his position on 1 October, relishes the challenge of change and the strategic creativity of business.

Born in Sefhare, he is a graduate of the University of Botswana (Bachelor of Commerce, Management) and Brunel University UK (Master of Business Administration, Henley Management College), and also holds the Diploma of the Chartered Institute of Marketing.

Rockie started his career as an assistant lecturer at the Botswana Institute of Administration and Commerce, and part-time lecturer at the University of Botswana.

He moved into the private sector in 1996, joining Security Express & Automated Security and rising to the position of Managing Director. He is currently Group Managing Director of G4S Botswana.

He is a former Board member of the Bank of Botswana.

Rockie is married to Freda and has four daughters. He is a 'football fanatic', plays a bit of golf and reads motivational literature, but his true love is farming.

Out in the burning sun



E YA RE GO TLOGELWA tsatsing, se ikise moruting' (When out in the burning sun, a creature will find the shade).

The Setswana proverb is nowhere more applicable than on the Makgadikgadi Pans, the vast salt flats of northern Botswana.

But on the annual winter fundraising walks across the shimmering pans, organised by Y Care Charitable Trust, just about the only shade in sight is the small dome tent of MRI Botswana, which provides medical support for the walkers.

MRI medics trail the walkers as the company's contribution to this very worthwhile fundraising and team building exercise, which attracts individual and corporate participants from many walks of life.

"We are happy to be there. It is our way of helping," says MRI paramedic Raymond Molefe – whose attentive ministrations to waves of weary walkers have made him affectionately and gratefully known as 'Dr Ray'.



Blistered feet, aching muscles and fatigue are treated by MRI paramedic Raymond ('Dr Ray') Molefe, who quad-bikes with his tent and medical kit in support of participants on the Y Care fundraising walks on the Makgadikgadi Pans.



BOCCIM FAIR

Showing and sharing

MRI BOTSWANA WAS PROMINENT at the annual BOCCIM Fair in Francistown, where the company's informative exhibition stand won first prize in the Business Services category.

The judges were impressed with the lively presentation of the MRI message, which focused on 'Innovative Entrepreneurship for Sustainable Economic Diversification' in three ways:

Because emergency strikes when you least expect it

Will you be prepared and know how to save a loved one if they started choking, had a heart attack or suffered a stroke? Get first-aid training at MRI and equip yourself with lifesaving skills – you never know when you may need them.

Health care on call

Telemedicine and telemonitoring services from MRI will enable you to take your blood pressure and monitor your heart activity (ECG) in the comfort of your home, by simply attaching test equipment to the telephone. Medically trained personnel at the MRI Call Centre will be able to diagnose and manage your condition and give advice that could save your life. This service is unique in Botswana.



With the judges at the prizewinning MRI stand at the BOCCIM Fair: Sales and marketing manager Tebogo Setlalekgosi (right), business development executive Tessa Roberts and Francistown paramedic Enock Nyambe.

Modelled on a mother's womb

Moving and managing very sick babies demands special care and skill. The Baby Transport Incubator and Ventilator, which is operated in MRI Botswana's fully equipped air and road ambulances, keeps the

infant in a stable condition at intensive care levels while it is being evacuated to hospital. This highly advanced unit is the only one of its kind in the country.

Botswana's need for blood is urgent

THE COUNTRY'S BLOOD

