



北控醫療健康產業集團有限公司

Beijing Enterprises Medical And Health Industry Group Limited

# About this report

## 報告說明

### ◎ Reporting period

This report covers the period between January 1, 2016 and December 31, 2016, with some referring to previous years.

### ◎ Reporting scope

This report covers Beijing Enterprises Medical and Health Industry Group Limited and its subsidiaries. For readability purposes, Beijing Enterprises Medical and Health Industry Group Limited is referred to as "BEMH", "the Group", or "we".

### ◎ Periodicity of release

This is an annual report, and is the first CSR report released by Beijing Enterprises Medical and Health Industry Group Limited.

### ◎ Information sources

Reviewed by the Group's relevant departments, all information and data in this report are derived from the Group's official documents, statistical reports and financial reports

### ◎ Compilation guidelines

HKEx: Environmental, Social and Governance Reporting Guide

Global Reporting Initiative (GRI) Sustainability Reporting Guidelines (G4)

International Organization for Standardization (ISO) Social Responsibility Guide (ISO 26000:2010)

### ◎ Access to this report

This report is published in both Chinese and English. Should there be any discrepancy between the two language versions, the Chinese version shall prevail. It is available to the public in printed and PDF versions. For the PDF version, please visit the official website of BEMH (<http://www.bemh.com.hk>).

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### ◎報告時間範圍

2016年1月1日-2016年12月31日，部分內容適當追溯到以往年份。

### ◎報告組織範圍

北控醫療健康產業集團有限公司及附屬子公司。為方便表述，北控醫療健康產業集團有限公司在報告中簡稱“北控醫療健康”、“集團”或“我們”。

### ◎報告發佈週期

本報告為年度報告，是北控醫療健康產業集團有限公司發佈的第一份環境、社會及管治報告。

### ◎報告數據說明

本報告引用的全部信息資料均來源於集團正式檔、統計報告與財務報告，並已通過集團相關部門審核。

### ◎報告編制依據

香港聯合交易所《環境、社會及管治報告指引》

全球報告倡議組織 (GRI)《可持續發展報告指南》(G4)

國際標準化組織 (ISO)《社會責任指南》(ISO26000:2010)》

### ◎報告版本與獲取

本報告有中文、英文兩個版本。若內容理解不一致，請以報告中文版本為準。本報告以紙質版、PDF電子文檔形式，向社會公共發佈。PDF電子文檔可在北控醫療健康產業集團有限公司官方網站 (<http://www.bemh.com.hk>) 下載閱讀。

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北控醫療健康產業集團有限公司  
Beijing Enterprises Medical And Health Industry Group Limited

# 2016

**Environmental, Social and Governance Report**

環境、社會及管治報告

**Build a Healthy China, Put Responsibility First**

健康中國，責任先行

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## Chairman's message

Responsibility is the core of BEMH's development philosophy.

Since our founding, BEMH has upheld the business cultural beliefs of its parent company Beijing Enterprises Group Company Limited—"commitment, devotion, sharing, and respect", and always employed social responsibility as the inner driving force for development. Through social-responsibility-guided development, systematic corporate governance, and excellent corporate culture, BEMH has cultivated strong core competitiveness and realized all-win sustainable development.

In an active response to the "Healthy China 2030" plan, the Group focuses on medical care, elderly care and other health-related sectors, integrates advantageous resources and implements the "industry + finance" two-wheel driving strategy to forge China's leading service systems and brands of medical care, elderly care and the health sector.

As of the end of 2016, the Group ran business in over ten cities, including Beijing, Shanghai, Fuzhou and Shijiazhuang. With respect to the elderly care, the Group has been serving 581,500 elderly members, running 367 community service centers, and providing 1,028 beds in our elderly care institutions. In relation to the medical care, the Group built 14 community healthcare centers and 182 stations with over 400 contracted family doctors and 87,000 contracted clients. The Group also made remarkable progress in the development of new industrial park for the health sector, with a notable increase in the market value. In the fourth quarter of 2016, the Group joined hands with Guangzhou Aerotropolis Investment and Construction Company and Guangzhong Lingxiu Investment Company, and established Aviation Industrial Fund Management Limited, providing a long-term, sustained and stable revenue stream and constant financial support for the Group. In the future, the Group will continue fulfilling social responsibilities, and press ahead with our development to create more value and benefit for society.

Chairman  
Zhu Shixing

## 主席致辭

責任是北控醫療健康發展理念的核心內容。

北控醫療健康自成立之初就秉持其母公司北京控股集團有限公司“用心、奉獻、共享、尊重”的經營文化理念，始終以社會責任作為企業發展的內在驅動力，通過踐行社會責任引領企業的發展，通過系統的企業管理和優秀的企業文化，塑造強有力的核心競爭優勢，實現多方共贏的可持續發展格局。

本集團始終積極響應“健康中國”建設號召，立足醫療、養老及健康相關領域構建產業佈局，整合優勢資源，運用“產業+金融”的雙輪驅動戰略，打造國內領先的醫療、養老及健康產業服務體系和品牌。

截至2016年底，本集團業務已成功拓展至北京、上海、福州、石家莊等十多個城市。在養老服務方面，本集團之服務老人會員數已達58.15萬人、社區服務網點達367個、養老機構床位達1028張；在醫療服務方面已籌建社區衛生中心14個、衛生服務站182個、簽約家庭醫生400多名、簽約服務居民8.7萬人；在新型健康產業園項目佈局方面取得重大進展，市場價值顯著提升；在金融業務領域，2016年第四季度與廣州空港投資建設有限公司及廣證頌秀投資有限公司共同出資成立廣州航空產業基金管理有限公司，為集團帶來長遠、持續及穩定的收入來源，並為集團主業提供持續的金融支撐。未來，本集團將繼續秉承責任理念，砥礪前行，北控醫療健康的成長將會為社會帶來更多的價值和福祉。

主席  
祝仕興



## About us

## 關於我們

### Beijing Enterprises Medical and Health Industry Group Limited

Beijing Enterprises Medical and Health Industry Group Limited was founded in 2001. It is a subsidiary of Beijing Enterprises Group Company Limited (hereinafter referred to as BG), listed on the Main Board of HKEx.

As BG's major platform company for investment and financing in elderly care, medical care, and health sectors, BEMH is committed to developing China's elderly care system and medical care system. While actively exploring possibilities in general health business, we are looking for high-quality partners and integrating social resources to exert synergistic effects.



### 北控醫療健康產業集團有限公司

北控醫療健康產業集團有限公司成立於2001年，是北京控股集團有限公司（下稱“北控集團”）旗下一間于香港聯合交易所主板上市之公司。

北控醫療健康作為北控集團主力從事養老、醫療及健康板塊之投融資平臺公司，致力於發展國內養老服務體系及醫療健康服務體系，在大健康領域積極探索，尋求優質合作夥伴、整合社會資源，發揮協同效應。

### Development philosophy

#### ● Corporate culture

Integrity, Innovation, Sharing, Respect

#### ● CSR mission

Made people's life healthier

- For Customers—Providing medical and elderly care services to create a healthy lifestyle
- For employees—Employing talented people, promoting mutual respect and love
- For partners—Sharing, win-win cooperation, co-development
- For society—Practicing social responsibilities to be a good corporate citizen

#### ● Development vision

Based on services for people's livelihood, driven by financial capital, BEMH is committed to becoming a the international first-class integrated industrial investment group that contributes to the "Healthy China 2030" blueprint.

### 發展理念

#### ● 企業文化

誠信、創新、共享、尊重

#### ● 責任使命

讓百姓生活更健康

- 對客戶——醫養生命，締造健康生活
- 對員工——舉賢任能，尊重互愛
- 對夥伴——共享、共贏、同發展
- 對社會——踐行社會責任，做優秀的企業公民

#### ● 發展願景

以民生服務為基礎，金融資本為驅動，致力於打造國際一流的綜合性產業投資集團，為“健康中國”貢獻力量。

## Corporate structure

## 公司架構



## Development strategy

The Group will continue making use of the external conditions favorable to elderly care, medical care, and health sectors in China. While exploring possibilities in general health business, we will look for high-quality partners, integrate social resources, expedite market expansion to major cities, and propel the development of city-based smart elderly care, the hierarchical medical system, the family-doctor system, the integrated social medical and elderly care service system, and other aspects of health-related business, so as to increase our market shares and set up a leading brand. Also, we will fully employ financial capital to accelerate business development, and attract and cultivate qualified people in relevant fields to make sustained and stable returns to our shareholders.

## 發展戰略

本集團將繼續把握和充分利用中國養老、醫療和健康產業的良好外部環境，在大健康領域積極探索，尋求優質合作夥伴、整合社會資源，加快市場佈局，大力推進城市智慧養老、分級診療、家庭醫生、一體化社會醫養服務體系及其他健康產業，迅速佔領各大城市資源，不斷擴大市場份額，樹立領先品牌。充分發揮金融資本的力量，支撐和推動各項業務的快速發展。同時，積極吸引和培養相關領域優秀人才，不斷為股東創造長期穩定回報。



## Corporate governance

### Management team

The Group has an experienced management team, which always acts in line with the best international practices and well-established corporate governance standards. The team strictly abides by the general corporate governance code in Appendix 14 of the HKEx Main Board Listing Rules, and constantly improves the corporate governance structure and capability. BEMH has four special committees with distinctive functions and powers.

- In April 2002, the Audit Committee was set up to make official and transparent arrangements for implementing financial reports and internal monitoring principles, as well as for maintaining proper relationship with the Group's auditors.
- In April 2006, the Nomination Committee was set up to look for and nominate right candidates for director, review the structure, scale and composition of the Board, and formulate formal procedures. Should any adjustment be considered necessary, the Nomination Committee shall provide suggestions for the Board.
- In May 2006, the Remuneration Committee was set up to enable the Group to attract, retain, and activate talented employees that are essential to the success of the Group.
- In October 2014, the Investment and Risk Management Committee was set up to analyze economic situation, assess systemic risk and its impact on the Group, and suggest specific countermeasures.

## 公司治理

### 治理團隊

本集團的管理隊伍資歷豐富，始終按照國際行業最佳實踐及健全的企業治理標準運作，嚴格遵守上市規則附錄 14 所載之企業管理常規守則，不斷提升公司治理結構和治理水準。北控醫療健康下設四類專業委員會，根據職權範圍，履行職責。

- 2002年4月成立審核委員會，董事會就考慮財務報告及內部監控原則之應用，以及與本公司核數師維持適當關係方面，作出正式及具透明度之安排。
- 2006年4月成立提名委員會，就物色及提名合適人選出任董事，檢討董事會結構、規模及組成制定正式程序，並就其認為必要作出的任何調整，向董事會提供推薦意見。
- 2006年5月成立薪酬委員會，為確保本集團可吸引、挽留及激勵對本集團成功非常關鍵的具才幹隊伍。
- 2014年10月成立投資及風險管理委員會，主要為本集團分析經濟形勢，評估系統性風險及對公司的影響，制定應對風險的具體措施。



## Investor relations management

The Group emphasizes communication with investors and is strengthening our analysis of and research on the capital market. Through standardized information disclosures, performance announcements, roadshows, etc., the Group shares information with investors in an all-round way to enhance understanding and guarantee their awareness of and engagement in our information. The Group also strengthens communication with investors through meetings, telephone calls, Emails, etc. Information updates are posted on the "Investor Relations" column of the Group's website.

## Internal control

In 2016, the Group established the Internal Control Department to improve the Group's internal control procedures and measures, including the organization, division of work, process, approaches, standards, codes, regulations, etc. It also monitors the Group's financial situation, operation, compliance and risk management, undertakes regular assessment and improvement.

## Integrity and ethics

The Group is committed to ethical business practices and never allows any violation, such as corruption and commercial bribery, to happen. Right after being listed in April 2002, the Group set up the Audit Committee to ensure every movement of the Board of Directors is strictly and independently reviewed. At the same time, the Group has formulated a policy that guides employees to report potential improper conducts in a right way, and solves the problem.

## Diversification

The Group believes that the diversification on a Board-of-Directors level is the key to achieving the Group's strategic targets and sustainable development. The appointment as director follows the principle of meritocracy, and candidates are selected under appropriate conditions in which the benefit of diversification is considered. The diversification in candidate selection is reflected in many aspects, including but not limited to gender, age, cultural background and race, in addition to educational background, professional experience, skill, knowledge, length of service.

## 投資者關係管理

本集團重視與投資者的溝通，加強對資本市場的分析與研究，通過規範化的信息披露、業績發佈及路演介紹等方式與投資者進行全方位的信息溝通，增強投資者對公司的瞭解，確保投資者對公司信息的知情和參與。公司也通過會議、電話、郵件等不同渠道加強與投資者的聯繫，並通過公司網站“投資者關係”一欄及時更新消息。

## 內部控制

本集團 2016 年建立內控部，不斷完善公司內部組織、分工、程序、方法、標準、守則和規程等控制環節和控制措施，對公司財務、營運、合規、風險管理等方面的情況進行監控，並定期評估和改進。

## 誠信與道德

本集團堅持道德運營，堅決杜絕腐敗、商業賄賂等違反商業道德的行為。集團於 2002 年 4 月上市之初即成立審核委員會確保董事會的工作得到嚴格及獨立的審查。同時，集團制定了《雇員舉報不正當行為政策》，建立正確渠道以使雇員能夠就有可能發生的不正當行為提出關注，並解決此等關注。

## 多元化政策

本集團將董事會層面多元化作為支援公司到達戰略目標及實現可持續發展的關鍵元素，董事會所有委任均以用人唯才為原則，並在考慮人選時以適當的條件充分顧及董事會成員多元化的裨益。甄選人選將按一系列多元化範疇為基準，除教育背景、專業經驗、技能、知識及服務任期外，也包括但不限於性別、年齡、文化背景及種族。

## CSR management

Based on future development, BEMH takes as its own duty to practice CSR, push forward and lead CSR fulfillment. While furthering our social responsibility performance, we have gradually established a CSR management system that consists of CSR philosophy, organizational structure, CSR communication and CSR practices. The CSR philosophy is integrated step by step into the Group's business practices and everyday management, laying a solid foundation for our sustainable development.

### Integration of CSR

In line with industrial characteristics, our own advantages and social responsibility practices, the Group integrates CSR indicators into management and operation to pursue mutual development and harmonious win-win cooperation with stakeholders, and to maximize the function of our projects to promote economic growth, environmental protection and harmonious community relations.

### Organizational structure of CSR

The Group has a well-established organizational structure for CSR implementation and strives to normalize CSR governance. The Comprehensive Management Department led by the Board of Directors is responsible for CSR implementation. It appoints CSR coordinators to instruct and put into effect CSR issues with support from other departments and employees to jointly integrate CSR implementation into the Group's everyday management. In the meantime, the Group employs elderly care apartments, service centers and stations as windows for demonstration and communication with the public to enhance communication with stakeholders.

### Material issue identification

Based on the needs of stakeholders and the demand for our own development, the Group summarizes information from stakeholders, refers to domestic and overseas CSR guidelines and standards, dynamically identifies the Group's material issues related to sustainable development, optimizes the materiality matrix, and integrates key material issues into our management and operation for the Group's sustainable development.

## 社會責任管理

北控醫療健康立足未來發展，以成為企業社會責任的實踐者、推動者和引領者為己任，深入推進社會責任工作，在實踐中逐漸形成了一套以社會責任理念、組織體系、社會責任溝通、社會責任實踐為主要組成部分的社會責任管理體系，逐步將社會責任理念融入企業各項業務和日常運營的各個環節，為實現集團可持續發展打下堅實基礎。

### 社會責任融入

本集團結合行業特色、自身優勢和責任實踐，將社會責任指標融入企業管理和運營的各個環節，努力實現與各利益相關方共同發展、和諧共贏，保障項目最大限度地發揮促進經濟發展、環境保護和社區關係和諧的作用。

### 社會責任組織體系

本集團建立健全社會責任組織體系，落實社會責任工作的常態化治理。在公司董事會領導下的綜合管理部負責牽頭社會責任工作，設置社會責任工作專員，負責指導和落實各項社會責任事務，其他各部門和員工全力配合，共同推進社會責任融入企業日常管理。

### 實質性議題識別

本集團立足于利益相關方的需求和公司自身發展兩個維度，梳理來自利益相關方的信息，對標國內外社會責任指南、標準，動態識別集團可持續發展實質性議題，調整優化責任議題重要性矩陣，將實質性議題工作重點落到融入管理和運營中，為實現企業可持續發展提供依據。



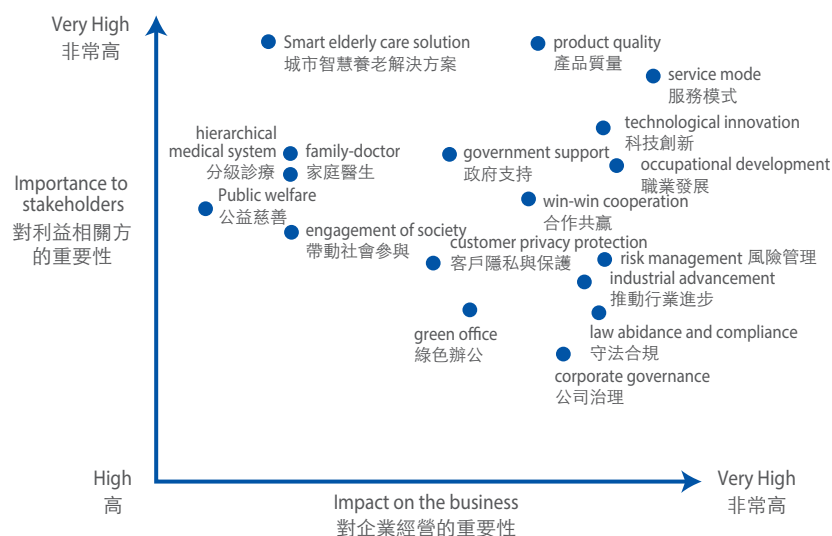
## CSR issue identification

## 社會責任議題識別



Through the above process, the Group identified 17 material issues, which were prioritized by analyzing their “importance to stakeholders” and “impact on the business”.

通過上述方式，梳理出本集團 17 項社會責任實質性議題，對比分析“對利益相關方的重要性”和“對企業經營的重要性”，制定出可持續發展的議題序列。



## Communication with stakeholders

The Group attaches great importance to communication with stakeholders. We draw on experience from leading corporations and continuously expand communication channels to make known the Group's CSR philosophy, practices and achievements. To enhance our communication with stakeholders, we listen to all parties' demands and give active responses.

Stakeholders	Expectations and demands	Communication and responses
<b>Shareholders and investors</b>	<ul style="list-style-type: none"> <li>Return of profits</li> <li>Satisfactory market value</li> <li>Protection of rights and interests</li> <li>Knowledge of the Group's business</li> </ul>	<ul style="list-style-type: none"> <li>Improving profitability</li> <li>Disclosing information timely</li> <li>Enhancing compliance and the internal control system</li> </ul>
<b>the State</b>	<ul style="list-style-type: none"> <li>Law abidance</li> <li>Tax contribution according to law</li> <li>Employment promotion</li> <li>Boosting local economic and society development</li> </ul>	<ul style="list-style-type: none"> <li>Accepting instruction and supervision</li> <li>Holding communication activities</li> <li>Lawful and compliant management</li> <li>Proactively contributing tax</li> <li>Providing jobs</li> </ul>
<b>Customers</b>	<ul style="list-style-type: none"> <li>Honoring agreements with integrity</li> <li>Information transparency</li> <li>High-quality products</li> <li>High-quality services</li> </ul>	<ul style="list-style-type: none"> <li>Honoring agreements</li> <li>Study market needs</li> <li>Building an all-round service network</li> <li>Protecting customer privacy</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>Mutual development</li> <li>Win-win cooperation</li> <li>Resource sharing</li> <li>Openness and fairness</li> <li>Responsible procurement</li> <li>Keeping commitments</li> <li>Payment according to agreements</li> </ul>	<ul style="list-style-type: none"> <li>Honoring agreements</li> <li>High-level visits</li> <li>Regular meetings</li> <li>Multi-channel cooperation and communication</li> <li>Suggestion and support</li> <li>Disclosing procurement information</li> <li>Negotiation and communication</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>Mutual growth</li> <li>Salary and welfare</li> <li>Health and safety</li> <li>Humanistic care</li> </ul>	<ul style="list-style-type: none"> <li>Protecting rights and interests</li> <li>Democratic communication</li> <li>Education and training</li> <li>Setting up labor union</li> <li>Balancing life and work</li> </ul>
<b>The environment</b>	<ul style="list-style-type: none"> <li>Energy saving and emission reduction</li> <li>Resource saving</li> <li>Clean energy</li> <li>Ecological protection and restoration</li> </ul>	<ul style="list-style-type: none"> <li>Publicizing environmental protection</li> <li>Green construction</li> <li>Developing new energy industries</li> <li>Green office</li> </ul>
<b>The industry</b>	<ul style="list-style-type: none"> <li>Promoting industrial development</li> <li>Mutual benefit</li> </ul>	<ul style="list-style-type: none"> <li>Strategic partnership</li> <li>Participating in standard formulation</li> <li>Holding and attending industrial exhibitions</li> </ul>
<b>Communities and the public</b>	<ul style="list-style-type: none"> <li>Contribution to public welfare</li> <li>Community engagement</li> <li>Promoting community development</li> </ul>	<ul style="list-style-type: none"> <li>Localized operation</li> <li>Improving social livelihood</li> <li>Public services</li> </ul>

## 利益相關方溝通

本集團重視利益相關方溝通，學習領先企業先進經驗，不斷拓展溝通渠道，傳播集團的社會責任理念、實踐和成效，加強集團與各利益相關方溝通交流，深入瞭解各方訴求，並積極回應。

主要利益相關方	期望與要求	溝通與回應
股東與投資者	<ul style="list-style-type: none"> <li>● 收益回報</li> <li>● 滿意市值</li> <li>● 權益保護</li> <li>● 瞭解公司經營情況</li> </ul>	<ul style="list-style-type: none"> <li>● 持續提高盈利能力</li> <li>● 及時披露信息</li> <li>● 強化合規和內控體系</li> </ul>
國家	<ul style="list-style-type: none"> <li>● 遵紀守法</li> <li>● 依法納稅</li> <li>● 帶動當地就業</li> <li>● 促進運營所在地經濟社會發展</li> </ul>	<ul style="list-style-type: none"> <li>● 接受指導和監督</li> <li>● 開展溝通活動</li> <li>● 依法合規管理</li> <li>● 積極主動納稅</li> <li>● 提供就業機會</li> </ul>
客戶	<ul style="list-style-type: none"> <li>● 誠信履約</li> <li>● 信息透明</li> <li>● 高質量產品</li> <li>● 高品質服務</li> </ul>	<ul style="list-style-type: none"> <li>● 合同執行</li> <li>● 需求調查</li> <li>● 建立全方位服務網絡</li> <li>● 保護客戶隱私</li> </ul>
合作夥伴	<ul style="list-style-type: none"> <li>● 共同發展</li> <li>● 合作共贏</li> <li>● 資源共享</li> <li>● 公開公正</li> <li>● 責任採購</li> <li>● 信守承諾</li> <li>● 按約付款</li> </ul>	<ul style="list-style-type: none"> <li>● 協議合同執行</li> <li>● 高層互訪</li> <li>● 定期會議</li> <li>● 多渠道合作與溝通</li> <li>● 建議與支持</li> <li>● 公開採購信息</li> <li>● 談判與交流</li> </ul>
員工	<ul style="list-style-type: none"> <li>● 共同成長</li> <li>● 工資與福利保障</li> <li>● 健康與安全</li> <li>● 人文關懷</li> </ul>	<ul style="list-style-type: none"> <li>● 權益保護</li> <li>● 民主溝通</li> <li>● 教育培訓</li> <li>● 建立工會</li> <li>● 工作生活平衡</li> </ul>
環境	<ul style="list-style-type: none"> <li>● 節能減排</li> <li>● 節約資源</li> <li>● 清潔能源</li> <li>● 生態保護和修復</li> </ul>	<ul style="list-style-type: none"> <li>● 環保宣傳</li> <li>● 綠色施工</li> <li>● 發展新能源產業</li> <li>● 綠色辦公</li> </ul>
行業	<ul style="list-style-type: none"> <li>● 推動行業發展</li> <li>● 實現互利共贏</li> </ul>	<ul style="list-style-type: none"> <li>● 開展戰略合作</li> <li>● 參與標準制定</li> <li>● 舉辦、參加行業展會</li> </ul>
社區與公眾	<ul style="list-style-type: none"> <li>● 推動公益慈善</li> <li>● 社區參與</li> <li>● 推動社區發展</li> </ul>	<ul style="list-style-type: none"> <li>● 屬地化運營</li> <li>● 改善社會民生</li> <li>● 開展公益行動</li> </ul>



# Social Contribution

## 社會貢獻

In 2016, "Promote national health through collaboration and sharing" became the strategic theme for building a beautiful China, which gave the health industry an opportunity to take a leap forward in development. Thus, the Group adapts to the development of times, guides the development of the health industry, and provides customers with well-established city-based smart health solutions.

2016 年“共建共享、全民健康”，成為建設健康中國的戰略主題，健康產業迎來跨越式發展的契機。本集團順應時代發展，引領健康產業發展方向，為客戶提供完整的城市智慧型健康解決方案。









## “Nursing home without walls”

The Group applies the idea and technology of “Internet +” to smart elderly care services, and provides systematic elderly care solutions and comprehensive elderly care services. The Group’s “Golden Sun” brand is one of China’s first institutions that employ information technologies to provide elderly care services. Featuring “protection, company, assistance”, Golden Sun’s “nursing home without walls” mode is honored as an example of innovation in the home-based elderly care in China. The “city-based smart elderly care” service system, which covers an integrated information platform, home-based care, community-based care, and institution-based medical and elderly care, makes the Golden Sun home-based elderly care mode sustainable and replicable.

The Group’s elderly care business has expanded to over ten cities, including Beijing, Fuzhou, Shanghai, Longyan, Nanping, Shijiazhuang, Wuhu, Wuxi, Suining, etc. As of December 31, 2016, the number of our elderly members reached 581,500, up by 158% on a year-on-year basis; the number of community service centers reached 367, up by 35%; the number of beds provided by institutions, 1,028, up by 98%.

## “沒有圍牆的養老院”

本集團把“互聯網+”概念和技術應用於智慧養老服務，提供系統性養老解決方案及綜合性養老服務。集團旗下“金太陽”品牌為國內最早的採用信息技術提供養老服務的機構之一，以“保障、陪伴、扶助”為特色的金太陽“沒有圍牆的養老院”模式被譽為中國居家養老服務模式的創新典範。已建起集成信息平臺、居家關懷、社區照護、機構醫養全生態鏈的“城市智慧養老”服務系統，讓金太陽居家養老模式可持續、可複製。

集團養老板塊業務已發展至北京、福州、上海、龍岩、南平、石家莊、蕪湖、無錫、遂寧等城市。截至2016年12月31日，服務老人會員人數達58.15萬人，同比增長158%；社區站點達367個，同比增長35%；養老機構床位達1028張，同比增長98%。

### Performance of the BEMH elderly care business

### 北控醫療健康產業集團有限公司養老產業運營狀況

2016			
Regions 地區	Number of elderly members 服務老人會員人數（人）	Number of community service centers 社區養老服務站點（個）	Number of beds provided by institutions 養老機構床位數（張）
Beijing 北京	131,098	51	53
Fujian 福建	450,321	316	555
Wuxi 無錫	—	—	285
Others 其他區域	—	—	135
Total 合計	581,419	367	1028
Growth rate 增長率	158%	35%	98%

## Elderly care service circle

Based on our information system and voluntary services, we have established a community home-based elderly care service complex. It has six fundamental functions for elderly care, including daytime care, on-call service, catering service, health instruction, entertainment, and mental consolation. And we are able to provide life care service, medical care service, entertainment service, educational training service, and psychological and legal counselling service. All these services constitute an elderly care service circle.

## Inter-connected information system

By using advanced IT information management technology, we have established a community-based information network platform (call center, data center, service terminal). Residents can interact with our engineering platform, their children and service providers through telephone, APP, website, WeChat and one-touch calling device. Place an order online, and service will arrive at your home.

Open service ports with the idea of "Internet +" to unite more social forces to provide seniors with diverse services.

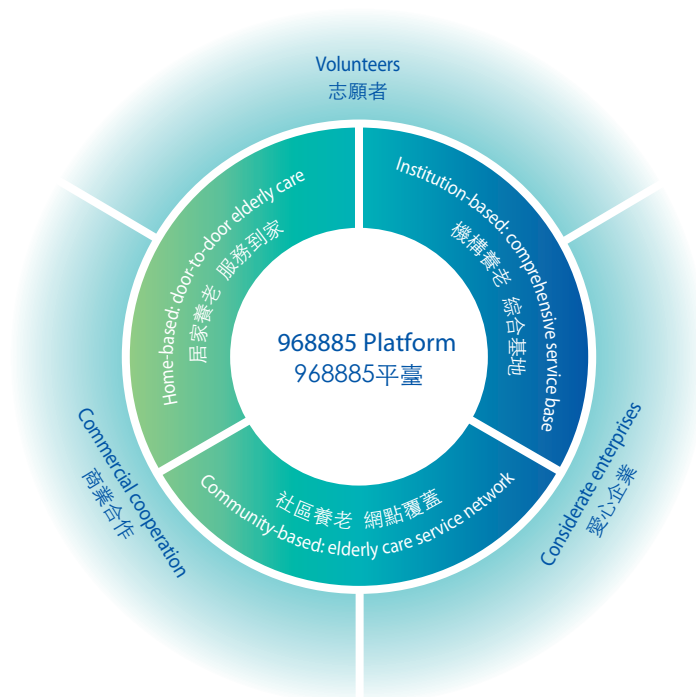
## 養老生活服務圈

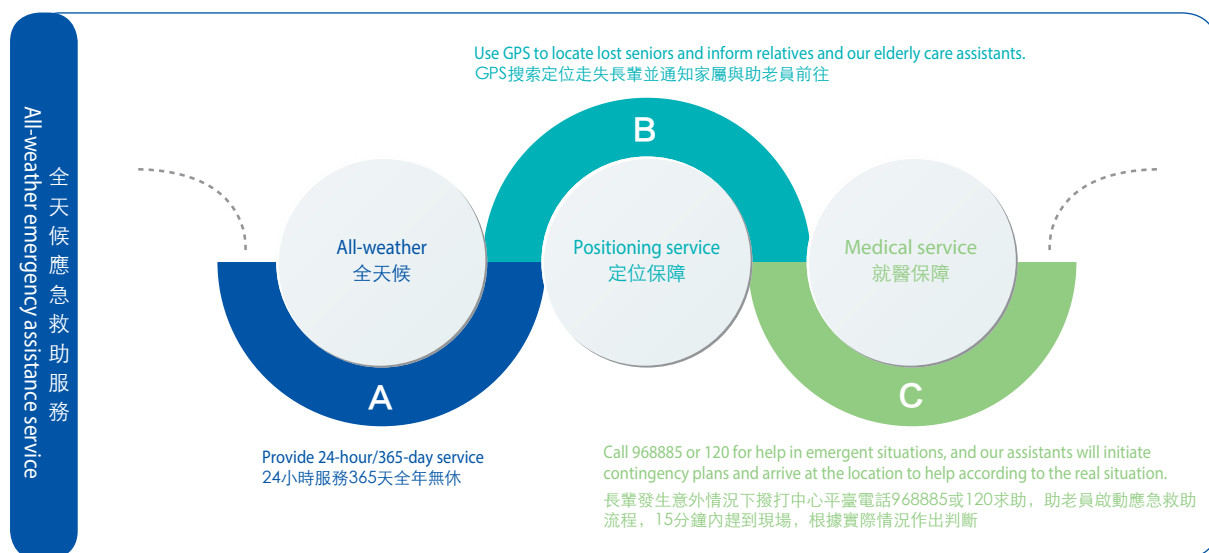
我們依託信息系統平臺，並結合志願者服務，打造社區居家養老綜合服務體。滿足日間照料、呼叫服務、助餐服務、健康指導、文化娛樂、心理慰藉等六大基本養老職能要求，實現生活照料服務、醫療保健服務、文化娛樂服務、學習培訓服務、心理法律諮詢服務，建立養老生活服務圈。

## 互聯互通的信息系統

我們使用先進的 IT 信息管理技術，搭建社區信息網絡平臺（呼叫中心、數據中心、服務應用終端），居民通過電話、APP、網站、微信、一鍵呼叫器等服務終端，實現與工程平臺、子女、服務商的多方互動，在线下單，服務上門。

以“互聯網+”思維開放服務端口，讓更多社會力量圍繞，為長者提供多元化的服務內容。





Door-to-door service within 15 minutes — “community care center”: We hire elderly care assistants in the neighborhood and set up a service network. Through the all-covering “community service centers”, we are able to quickly to dispatch the assistants. When senior residents need some help at home, the assistants will be there within 15 minutes to provide elderly care service or assistance.

\*15分鐘到家——“社區照護中心”：我們就近招聘助老員，搭建助老員就近服務網，全覆蓋的“社區養老服務站點”實現了服務快速派遣。當老年居民在家發生特殊情況時，助老員15分鐘內登門，提供助老及救助服務。

### Assisted 107 people in 2016



### 2016 年社會救助 107 例



▲ December 19, 2014  
2014年12月19日救助現場



Evening of August 1, 2016 ▲  
2016年8月1日救助現場



▲ March 21, 2016  
2016年3月21日救助現場



## Smart medical care solutions

The Chinese government has formulated policies like the Guidelines on Propelling the Building of a Hierarchical Diagnosis and Treatment System and the Guidelines on Propelling the Family Doctors Contracted Service, which clearly required to use information technologies to underpin the services, and to use the mobile internet and wearable devices to increase the service efficiency. The Group follows the reform of China's medical care sector and focuses on reducing the difficulty and high cost of receiving medical treatment. We provide city-based hierarchical diagnosis and treatment service and managed to set up the smart family-doctor platform, which provides services, such as smart online contracting, remote medical treatment and health management.

### Smart medical care family-doctor platform

The smart medical care family-doctor platform utilizes the G-D-C mode, which refers to serving family doctors and local customers with the help of governments, to tackle key issues in the medical care sector, especially family-doctor service.

As of December 31, 2016, the platform covered all 14 community health centers, 182 health stations, and some Grade 3 municipal hospitals in Yiwu City, establishing a three-level linkage mechanism. The number of contracted family doctors exceeded 400 and the number of contracted residents reached 87,000.

## 智慧醫療解決方案

中國政府先後出臺《關於推薦分級診療制度建設的指導意見》《關於推薦家庭醫生簽約服務的指導意見》等政策，明確要發揮信息化支撐作用，積極利用移動互聯網、可穿戴設備等提升服務效率。本集團把握中國醫療事業改革方向，著力解決看病難、看病貴的問題，重點開展城市分級診療和家庭醫生平臺建設等業務，成功搭建智慧醫療家庭醫生平臺，實現移動智慧簽約、遠程醫療、健康管理等服務。

### 智慧醫療家庭醫生平臺

智慧醫療家庭醫生平臺通過 G—D—C 的模式，以政府（government）作為切入點，服務家庭醫生（doctor）和當地居民（customer），解決醫療行業特別是家庭醫生服務存在的痛點。

截至 2016 年 12 月 31 日，該平臺已覆蓋義烏市全部 14 個社區衛生中心、182 個衛生服務站、部分市級三級醫院，形成三級聯動機制，簽約家庭醫生達 400 多名，簽約服務居民達 8.7 萬人。

### The G-D-C mode of smart medical care family-doctor platform



### 智慧醫療家庭醫生平臺 G—D—C 模式

## Creating new green health industrial parks

New health industrial park is a major business of the Group. We actively address the real needs for government land and industrial transformation, and create new health industrial parks. "Safe", "healthy", "environment-friendly" and "energy-saving and emission-reducing" are implemented as the major ideas for construction. Also, we popularize green buildings to make city a better place.

## 打造新型綠色健康產業園

新型健康產業園作為集團主要業務之一，積極順應政府土地和產業轉型的實際需求，打造新型業態的健康產業園區。在具體建設方面，始終堅持將“安全”“健康”“環保”“節能減排”作為建設施工的重要理念，大力推廣綠色建築，為美化城市環境添磚加瓦。



### Case

### 案例

#### Shanghai Health Industrial Park

In line with the Shanghai Technical Specification for Green Roof released by Shanghai Afforestation Administration, this project applies a green roof design, which contributes to improving the ecological environment, beautifying the city, and reducing the greenhouse effect.

#### 上海健康產業園區

該項目積極響應並按照上海市綠化管理局關於《上海市屋頂綠化技術規範（試行）》的規定，採用屋頂綠化設計，為改善城市生態環境，美化城市屋面，降低溫室效應做出貢獻。



## Growing financial business

Through developing financial funds and investment platforms, the Group implements the “industry + finance” two-wheel driving strategy, integrates good resources, optimizes the business structure, and introduces social capital into urban infrastructure projects to promote the long-term development of medical care, elderly care and health sectors.

## 培育金融產業

本集團通過發展金融基金和投資平臺業務，實施“產業 + 金融”的雙輪驅動戰略，整合優質資源，優化產業佈局，引導社會資本進入城市基礎設施項目，推動醫療、養老及健康產業的長遠發展。





## Setting up a charitable foundation

The Fuling Golden Sun Elderly Care Foundation, established by the Group, is committed to elderly-care-related public services. It gathers love from society and promotes the traditional Chinese filial piety culture. It maintains heart-oriented, care for lives and contributes to society. In 2016, the foundation devoted and collected 3.66 million yuan, providing public services for more seniors.

## 組建公益慈善基金

本集團建立了福齡金太陽養老基金會，致力於養老公益事業，凝聚社會愛心，弘揚中華孝文化，以心為本，關愛生命，服務社會。2016 年共投入和募集慈善資金 366 萬，給更多的老人提供公益幫助。



Love Makes Filial Piety Workwide  
孝行天下，為愛出發

Fujian Fuling Golden Sun Elderly Care Foundation  
——福建省福齡金太陽養老基金會

## Improving service quality

The Group provides upstream and downstream customers with professional, high-quality, efficient services in many ways. We actively create value for customers and focus on, discover and respond to their demands to make our services beyond their expectations.

### Product quality management and control

In line with domestic laws and regulations, as well as international quality management requirements, we have formulated our own management regulations. We implement process control and carries out third-party-product quality management to ensure product and service quality.

#### Product quality management



### Customer satisfaction improvement

We attach importance to customer experience, and regularize satisfaction surveys, return visits, etc. to improve customer satisfaction. The satisfaction over the Group's market management reached 95%.

### Customer privacy protection

We formulated the "customer data management system—data management codes" and the "customer information protection system", both stipulate the client confidentiality of our data managers and users, to protect customers' safety and privacy.

## 提升服務品質

本集團通過多種方式為上下游顧客提供專業、優質、高效服務，積極為客戶創造價值，關注、挖掘和回應客戶需求，努力為客戶提供超越預期的服務。

### 產品質量管控

我們根據國家法律法規、國際質量管理要求制定管理規定，實施嚴格的過程化管控，開展對第三方服務商的產品質量管理，保障產品服務質量。

#### 產品質量管理

### 提升客戶滿意度

我們重視客戶體驗，定期開展滿意度調查、客戶回訪等方式，持續提升客戶滿意度，公司市場管理的滿意度達到 95%。

### 客戶隱私保護

我們制定《客戶數據管理制度 - 數據管理規範》和《客戶信息保密制度》，規定管理和使用數據人員對顧客保密的職責，保障用戶安全和隱私。

## Mutual development with partners

The Group actively cooperates with stakeholders. We participate in industrial exchanges, and explore long-term cooperative mechanisms and innovative cooperative modes. The Group joins hands with partners and integrates social resources to promote the healthy and sustainable development of the industry.

### Collaboration

We look widely for partners, and collaborate with them to enhance the capability of providing services and achieve fast sustainable development.

## 與夥伴共同發展

本集團積極開展與利益相關方的合作，參與行業交流，探索長效合作機制，創新合作模式，攜手合作夥伴，整合社會資源，推動行業健康可持續發展。

### 協同合作

我們廣泛尋求合作夥伴，聯合各合作方，增強服務項目供給能力，實現可持續快速發展。

#### BEMH external partnership

#### 北控醫療健康外部合作

##### With governments 政企合作

- Set up and improve the demonstration effect of the implementation of the "linkage among communities, social organizations and social workers". Participate in the special social service procurement by functional organizations, such as the party building department, labor union, the women's federation, and the disabled person's federation.  
建立與完善“三社聯動”的落地示範效果，積極參與黨建、工會、婦聯、殘聯等職能部門的專項社會服務購買服務
- Enhance cooperation with local governments and promote the "family-doctor contracting service platform and hierarchical medical service platform".  
加大與地方政府合作力度，推廣“家庭醫生簽約服務平臺及分級診療平臺”

- Launched the "Social Public Welfare Elderly Care for 10,000 Families Demonstration Project" jointly with national social organizations, such as China Social Welfare Foundation and China Volunteers Association.  
與中國社會福利基金會、中華志願者協會等全國性社會組織共同發起“萬家公益養老示範工程”項目

##### With industrial organizations 行業組織合作

##### With enterprises 企企合作

- When customers buy products and services provided by third-party service providers, the Golden Sun will charge management fees or share the turnover.  
第三方服務商提供產品與服務，金太陽收取管理費用或流水分成

- Established a long-term partnership with several banks and financial institutions. Signed a comprehensive strategic agreement on bank-enterprise cooperation with Bank of Beijing Co., Ltd. in 2016.  
與多家銀行、金融機構建立了長期合作夥伴關係，2016年，與北京銀行股份有限公司簽訂一項銀行企業全面戰略合作協議

##### With banks 銀企合作

## Industrial codes

In November 2015, the Group participated in the compilation of a provincial standard of Fujian, the Norm of City Community Help-Service of Aged Caring (DB35/T1518-2015), which was implemented on February 9, 2016. Our participation promoted the healthy and sustainable development of China's home-based elderly care industry and the improvement of our competitiveness.

In 2016, the Group was invited by the government to attend the 2016 Sino-Japanese-Korean Health and Nursing Industry Summit Forum, and we shared our experience in building an elderly care service system.

## 行業規範

本集團於 2015 年 11 月參與編制了福建省地方標準 (DB35/T1518-2015)《城市社區居家养老服务規範》，並於 2016 年 2 月 9 日正式實施。對促進我國居家養老行業健康可持續發展及品牌競爭力方面都起到了積極的推動作用。

本集團 2016 年獲得政府邀請，參與 2016 中日韓健康養老產業高峰論壇，並闡述了養老服務體系建設的體會和經驗。



- ▲ BEMH attended the Sino-Japanese-Korean Health and Caring Industry Summit Forum, and had high-level dialogues with experts and guests.

參加中日韓健康養老產業高峰論壇並與各專家及來賓進行高端對話



# 2



## Employees' Rights and Interests 員工權益

To put people first, the Group has built up a harmonious working environment and learning atmosphere, created material and mental conditions for employees' all-round development, and fully motivated their enthusiasm and creativity, striving to realize mutual development of the Group and employees.

本集團堅持以人為本的理念，營造和諧的工作環境及學習氛圍，為員工的全面和諧發展創造物質和精神條件，充分調動員工的積極性和創造性，努力實現員工與企業共同成長。







## Safeguarding employees' rights and interests

The Group observes all laws and regulations such as the Labor Law and the Labor Contract Law. The Group signs labor contracts with employees based on the principle of voluntariness, equality and unanimity through consultation, pays social insurance for every employee according to laws. We have observed the principle of labor equality, formulated strict employment procedure, and persisted in the principle of fair, transparent and open employment. We have offered equal employment opportunities to every candidate and forbidden differentiated treatment to employees due to gender, age, nationality and cultural background. We have spared no effort to provide a pleasant occupational environment for employees to realize self-development. There is no occurrence of child labor, forced labor and related violations in working sites governed by the Group.

As of the end of 2016, the Group had 879 employees; both labor contracts and social insurance covered 100% employees.

### Remuneration and welfare

We implement targeted performance assessment. Remuneration is related to position value and employee performance; the Group's strategic and business targets are assigned to every position. In these ways, a performance target system is established to comprehensively assess employees' working performance. Moreover, we promote performance-orientated management in a unified and regulatory way, and have built a multi-level improved welfare system.

### BEMHIG employee welfare system

#### Basic remuneration and welfare 基本薪酬福利

- Competitive remuneration  
有競爭力的薪資待遇
- Endowment insurance/ medical insurance/ work injury insurance/ unemployment insurance  
養老、醫療、工傷、生育、失業保險
- Housing accumulation funds  
住房公積金
- Legal holidays  
法定節假日
- Paid annual leave  
員工帶薪年假
- Employee training  
員工培訓

## 保障員工權益

本集團堅持遵守《勞動法》《勞動合同法》等各項法律法規，與員工在自願平等、協商一致的基礎上簽訂勞動合同，並依法為員工繳納社會保險。我們秉持平等用工原則，制定嚴格的招聘流程，堅持公平、透明、公開的用人原則。給予每一位員工平等的僱傭機會，不因性別、年齡、民族、文化背景不同而對員工差別化對待，全力為員工的發展提供良好的職業環境，公司所轄的工作場所並無僱傭童工、強迫勞工的情形及相關違規事件。

截至 2016 年底，公司員工總數達 879 名，員工勞動合同簽訂率 100%。

### 薪酬福利

我們實行目標績效考核，使薪酬與崗位價值、職業業績結合，集團戰略和經營目標分解到各崗位，形成績效目標體系，並全面客觀地評價員工的工作業績，統一並規範地推行績效管理工作，構建多層次、較全面的福利體系。

### 北控醫療健康員工福利體系

#### Special welfare program 特色福利

- Housing subsidy  
住房補貼
- Traffic allowance  
交通補貼
- Complement medical insurance  
補充醫療保險
- Employee birthday party  
員工生日會
- Pension  
慰問金
- Recreation and sports activities  
文體活動
- Reading room  
圖書閱讀室
- Staff check  
員工體檢

## Occupational health

The daily work and working sites propose relatively fewer occupational health and safety risks to our staff, but we also continue improving the system and routine management of employee health and safety in order to create a safe, health and comfortable working environment for all employees.

## 職業健康

我們所有員工從事的日常業務及工作場所中涉及到職業健康及安全風險相對較低，我們亦不斷完善員工健康及安全方面的制度與日常管理，為所有員工營造安全、健康、舒適的工作環境。

BEMHIG employees' occupational health data

北控醫療健康員工職業健康資料

Indicators 指標	In 2016 2016 年
Work-related deaths (person) 因工作關係死亡人數 / 人	0
Work-related death rate (%) 因工作關係死亡率 / %	0
Weekdays lost by work injuries (days) 因工傷損失工作日數 / 個工作日	0

## Employee engagement

We protect employees' interests and guarantee employees' right to know and the right to participate. We maintain unblocked communication channels, and motivate employees' enthusiasm and creativity. These efforts exert a positive impact on the Group's healthy and harmonious development. We formulated the Policy of Employee Reporting Inappropriate Behavior to elaborate on specific rules. Besides, we set up a labor union according to the government's requirements to ensure employees' participation for the Group's healthy development.

## 員工參與

我們切實維護員工利益，充分保障員工的知情權和參與權，保持暢通的溝通渠道，調動和發揮員工的積極性和創造性，對企業健康、和諧發展起到積極的促進作用。我們制定了《僱員舉報不正當行為政策》，對僱員舉報不正當行為進行詳細規定，按照政府要求建立工會組織，確保員工參與並促進企業健康發展。

## Employee life

We hold a series of colorful activities for employees' spare time. The purpose of these activities is to help employees balance work and life, enable them to address challenges in a positive and optimistic attitude and make them enjoy "happy life and work".

## 員工生活

我們舉辦一系列豐富多彩的業餘活動，幫助員工平衡工作和生活，使他們能夠以積極、樂觀的狀態應對各種挑戰，讓員工能夠“快樂工作，幸福生活”。





Team-building activity, Long-distance race  
團建，長跑活動

We actively help employees out of difficulties and enrich their life. We conduct a series of employee caring activities, such as employee birthday parties and assistance program for disadvantaged employees, to make them feel at home in the Group.

我們積極為員工辦實事解難事，開展一系列員工關愛活動，為員工舉辦生日會、幫扶困難員工，讓員工在公司感受家一般的溫暖。



Basketball game, "Fly your dream" activity for BEMHIG interns in Gansu  
籃球比賽，甘肅實習生“放飛夢想”活動



Employee birthday party  
員工生日會

## Building the growth stage

The Group pays much attention to the construction of employees' occupational development channels. We have built clear occupational development channels, from which our employees can choose the appropriate development channel according to their own occupational development plans and the Group's position vacancies. Thus, the vitality of our employees is guaranteed. Besides, we continue enhancing investment in talent cultivation, kept satisfying employees' needs to grow, and improving their capabilities of profession and management, so as to realize mutual development of the Group and employees.

## 搭建成長舞臺

本集團注重員工職業通道建設，建立了暢通的職業發展通道，員工可根據自身職業發展規劃並結合公司崗位設置需求，選擇相應的發展通道，確保員工保持向上的活力。此外，我們不斷加大對人才培養的投入力度，不斷滿足員工成長需求，提升員工業務技能、管理能力，努力實現企業和員工的共同進步。



### Case

### 案例

#### BEMHIG held the training seminar for strategic planning of elderly care business

On July 13, 2016, the Group held a training seminar for strategic planning of elderly care business, and invited external experts as our special guests to explain and discuss the issue. Through the training seminar, personnel at all levels of the Group gained a better understanding of the development of elderly care business.

#### 開展養老產業戰略規劃培訓研討會

2016年7月13日，本集團召開養老產業戰略規劃培訓研討會，特別邀請外部專家給予講解和研討。通過此次培訓研討會，本集團各級人員對養老產業的發展方向和發展路徑有了更加清晰的認識。



◀ The training seminar for strategic planning of elderly care business  
養老產業戰略規劃培訓研討會

# 3



## Scientific and Technological Innovation 科技創新

Following the trend of "Internet+", the Group promote scientific and technological innovation and application. We have adopted smart technical equipment, and introduced advanced technologies at home and abroad. All these efforts aim to boost efficiency and quality and improve professionalization and industrialization.

本集團順應“互聯網+”時代潮流，通過科技創新及應用，採用智能化技術設備，引入國內外先進技術，提高效率和質量，實現專業化、產業化水準的提升。







## Smart hierarchical medical and family-doctor service system

In 2015, Top-Doctors under the Group designated Yiwu City, Zhejiang Province as the pilot area to launch “the house-doctor signing contract with resident service platform and hierarchical medical platform”, setting up the first domestic payment platform docking with the government’s medical insurance. It serves as an innovative “Internet + Medicare” product in China.

## 智能化分級診療和家庭醫生醫療服務體系

集團旗下良醫聯盟于2015年以浙江省義烏市為試點，開發了“家庭醫生簽約居民服務平臺及分級診療平臺”，實現了國內第一家與政府醫療保險對接的收費支付合作平臺，成為全國創新型“互聯網+醫療”的產品。









# 4



## Environmental Protection 環境保護

The Group regards environmental protection as an important part of a promising future. We advocate green products, energy conservation, emission reduction and green office to maximally reduce pollution, and abate the impact of business operations on the environment. Through our own environmental practices, we disseminate environmental concepts to the public.

本集團將環境保護作為構建美好未來的重要內容，倡導綠色產品、節能減排與綠色辦公，最大限度地減少污染，降低經營活動對環境的影響，投身環保實踐，以自身行動傳遞環保理念。









## Green products

The Group is committed to production and promotion of green products. We have persisted in the concept of “green development”, made continuous efforts to explore and accumulate, and gradually developed and improved the green product portfolio. Moreover, we have obtained the accreditation of Environmental Management System (EMS) and endeavored to build a green product brand.



## 綠色產品

本集團致力於綠色產品的生產及推廣，堅持“綠色開發”理念，不斷摸索、不斷積累，逐步開發完善綠色產品體系，並取得環境管理體系認證，努力打造綠色產品品牌。



## Introduction of high-tech medical and elderly care home solutions

The Group takes the initiative to cooperate with Krueger International (KI) on medical and elderly care furniture, which is the sixth largest contract furniture company in the world. Through cooperation with KI, the Group has integrated “Internet+” into the traditional furniture industry and built KI Beijing Flagship Demonstration Center and South China Operation Center to display imported elderly care furniture. KI's Affina recliners for transfusion and its Pallas textiles for medical or elderly care use have adopted advanced technologies and design concepts, which lead the domestic medical and elderly care furniture industry.



## 引入高科技醫養家居產品

本集團積極引入與全球第六大合同傢俱製造商——美國 KI (Krueger International, 克魯格國際) 醫養傢俱的合作，將“互聯網+”思維融入到傳統傢俱行業中，打造美國 KI 北京旗艦展示體驗中心和華南運營中心，展示進口的養老傢俱產品。KI 傢俱的艾菲娜輪液椅和醫療養老專用布料 Pallas 具有先進的技術和設計理念，引領國內醫養傢俱行業的發展。





## Energy conservation and emission reduction

The Group practices green development and comprehensively implements the new Environmental Protection Law in China. We integrates environmental protection into routine management, enhances energy management and advocates energy conservation and emission reduction, striving to build a green enterprise. Through "Internet + Medical", we can upload and share patient cases. Online sharing of patient cases avoids unnecessary repeated examinations, reduces medical waste, improves medical efficiency, and saves energy resources such as water and electricity.

## Green office

The Group has actively integrated environmental responsibility into corporate day-to-day operation and introduced the concepts of environmental protection, resource conservation into routine work. From saving one kWh, one piece of paper, one drop of water, and one drop of oil, we have practiced low-carbon environmental protection, promoted green transport and implemented paperless office. We have adopted the OA intelligent office system in order to build a green working environment.

## 節能減排

本集團堅持踐行綠色發展理念，全面貫徹落實國家新《環境保護法》，將環境保護納入日常管理之中，加強能源管理，倡導節能減排意識，努力打造綠色企業。我們通過“互聯網+醫療”實現病例的上傳與共享，避免了不必要的重複檢查，減少醫療垃圾，提高醫療效率，節約水、電等能源使用。

## 綠色辦公

本集團積極將環境責任融入到企業日常經營行為中，將保護環境、節約資源的理念引入到日常工作方式及辦公細節中。從節約一度電、一張紙、一滴水、一滴油出發，踐行低碳環保、推廣綠色出行、開展無紙化辦公，全面採用OA智能化辦公系統，打造綠色辦公環境。



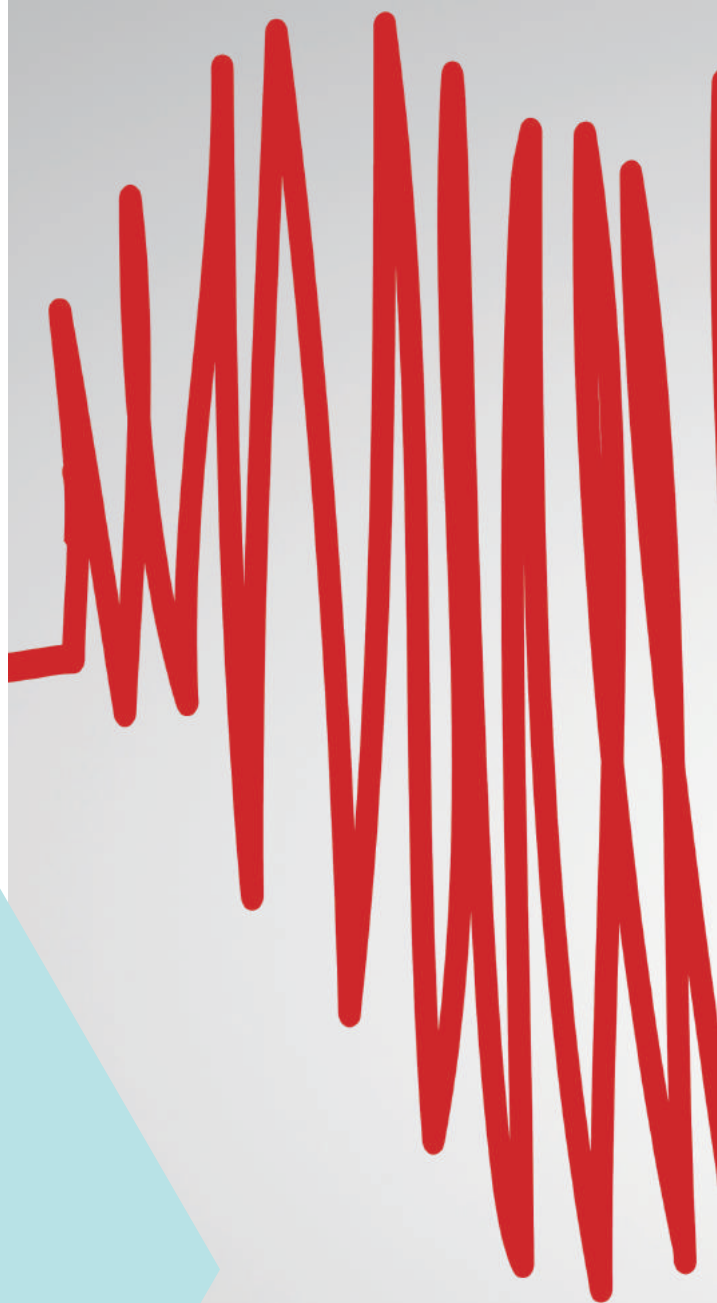
# 5



## Public Welfare 社會公益

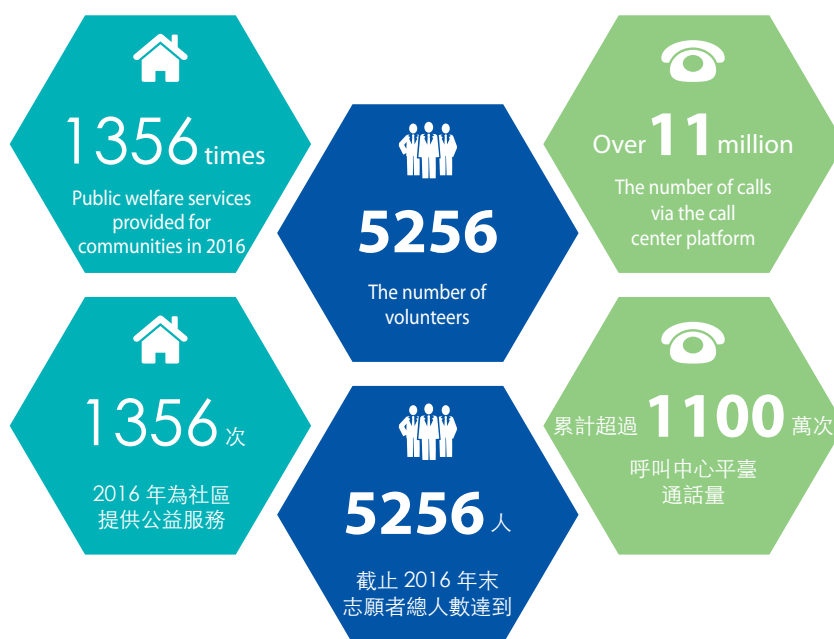
The Group actively shoulders corporate social responsibilities, engages in public welfare cause, and conducts a series of public welfare activities such as legal assistance, social assistance, emergency rescue, and poverty alleviation. Meanwhile, we actively cooperate with local administrative institutions and related departments and took a series of measures to set up a special voluntary service system, making contributions to the building of a harmonious society. We provide professional trainings for volunteers and improve their quality and professional level to better conduct voluntary services for the elderly in communities.

本集團積極承擔社會責任，熱心社會公益事業，在法律援助、社會救助、應急救援、扶貧助困等諸多方面開展一系列公益活動，同時積極與各地行政單位及相關部門合作，通過一系列措施逐步建立特色志願服務體系，為構建和諧社會貢獻力量。我們為志願者提供專業培訓，提高志願者素質及專業水準，更好地為社區老人做好志願服務。









Dragon Boat Festival Gala themed “enjoying the festival and inherit the civilization”  
“濃情拗九，孝福感恩”活動



▲ The Ao-jiu Festival filial activity  
“品味端午，傳承文明”大型聯歡活動



▲ The “health carnival” series activities  
“健康嘉年華”系列活動





▲ The charitable donation activity themed “warm autumn”  
“温情中秋” 爱心捐赠活动



▲ The “happy carnival” series activities  
“欢乐嘉年华” 系列活动



▲ The “home-based care” series activities  
“居家生活” 系列活动



▲ Providing voluntary medical service for residents  
為居民提供義診服務



## Social Appraisal

## 社會評價

### Honors and awards

China 4A Social Organization evaluated by Ministry of Civil Affairs  
Social Organization Demonstration Project supported by Ministry of Finance  
National Elderly Care Organization Model  
National Elderly Care Demonstration Organization  
National Demonstration Project for Community Building Experience Sharing.

### 責任榮譽

國家民政部 4A 級社會組織；  
中央財政支持社會組織示範項目；  
全國敬老文明號；  
全國敬老模範單位；  
全國社區建設經驗交流會示範項目。

### Leader solicitude

### 領導關懷



On November 11, 2014, President Xi Jinping came to Junmen Community in Gulou District, Fujian to visit the elderly in Golden-Sun Project and inspect the "one-touch response" home care service.

2014 年 11 月 1 日，中共中央總書記、國家主席、中央軍委主席習近平來到福州鼓樓區軍門社區看望金太陽會員長輩，瞭解長輩居家“一鍵響應”服務。

On June 8, 2015, Secretary of the Secretariat of CPC Central Committee Liu Yunshan inspected a Golden Sun home-based elderly care Service center in Qingcheng Community in Gulou District, Fujian and the elderly's life and care in the community.

2015年6月8日，中共中央政治局常委、中央書記處書記劉雲山在福州鼓樓區慶城社區金太陽居家養老服務站調研視察，瞭解長輩在社區的生活照護情況。



On March 10, 2016, a delegation led by Hu Dingxu came to inspect the Geriatric Care Service Center in Shichahai Golden Sun Community in Xicheng District, Beijing (Hu Dingxu is the standing member of the National Committee of CPPCC, the member of Expert Advisory Committee on health care reform of the State Council, the member of Public Policy Expert Advisory Committee of National Health and Family Planning Commission of China, and the chief consultant for international cooperation of State Administration of Traditional Chinese Medicine of China).

2016年3月10日，全國政協常委、國務院醫改小組專家諮詢委員會委員、中國國家衛生和計劃生育委員會公共政策專家諮詢委員會委員、國家中醫藥管理局國際合作首席顧問胡定旭等一行到北京西城區什刹海金太陽社區養老服務中心考察調研。

On December 1, 2016, Minister Huang Shuxian of Ministry of Civil Affairs inspected the elderly care service of the Golden Sun elderly care home, which is located in Dongcheng Street in Gaocheng District in Shijiazhuang City.

2016年12月1日，國家民政部黃樹賢部長蒞臨石家莊藁城區東城街金太陽長者照護中心視察養老服務工作。





# Outlook

# 未來展望

The Group will continuously continue following national policies on health sectors and persisting in the strategy of “Industry + Finance” integration. We will seize market opportunities and accelerate market expansion to realize the continuous and rapid development of the Group’s business, enrich the value of corporate social responsibility, and join hands with stakeholders to build a “healthy China”.

- We will continuously improve operation management, corporate social responsibility system, and social responsibility strategies.
- We will promote the hierarchical medical system, family doctors and the integrated social elderly care service system and other health sectors, set up a leading brand, maximize the value of public welfare activities, and promote the development of public welfare cause.
- We will continuously improve internal risk management and control system.
- We will set up the environment management system, gradually develop green product portfolio, and obtain more authentications of environment management system. We will persist in improving energy utilization rate and reducing carbon emissions, actively participate in environmental activities and conduct public welfare activities of environmental protection.
- We will further improve the employee incentive mechanism to offer employees more space for development and create a win-win situation for the Group and employees.

本集團將繼續跟隨國家關於健康產業的方針政策，堅持「產業 + 金融」的雙輪驅動戰略，把握市場機遇，加快市場佈局，實現集團業務持續快速發展，深挖社會責任價值，與各利益相關方攜手共建“健康中國”。

- 不斷提升經營管理水準，完善企業社會責任體系，改進社會責任戰略。
- 大力推進分級診療、家庭醫生、一體化社會養老服務體系及其他健康產業，樹立領先品牌，達成社會公益的價值最大化，推動公益事業發展。
- 繼續完善內控風險管理體系。
- 建立環境管理體系，逐步開發綠色產品體系，取得更多的環境管理體系認證；堅持提高能源使用率，減低碳排放量；積極參加環保活動，踐行環保公益。
- 進一步完善員工激勵機制，使員工獲得更多的發展空間，實現企業與員工雙贏。





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# Feedback Form

# 意見反饋表

Dear readers,

Thank you for taking your time in reading the report. The Group has kept on pursuing excellence and sincerely hoped to receive your opinions or suggestions for further improvement. We hope that you can offer your feedback in following aspects.

1. Are you satisfied with the report?

☐ Yes ☐ No ☐ Fairly

2. Are your concerns reflected in the report?

☐ Yes ☐ No ☐ Fairly

3. Do you think the report authentically reflects BEMH's CSR fulfillment and impacts on stakeholders?

☐ Yes ☐ No ☐ Fairly

4. Can you find your focus in the report easily?

☐ Yes ☐ No ☐ Fairly

5. Are you satisfied with page layout design of the report?

☐ Yes ☐ No ☐ Fairly

6. What suggestions do you have for our future CSR work and the ESG report?

尊敬的讀者：

您好！非常感謝您閱讀本報告。本集團在不斷追求卓越的同时，真誠地期待您的寶貴意見，以便我們持續改進！我們希望您在以下方面給予反饋與建議。

1. 您對本報告整體是否滿意？

☐是 ☐否 ☐一般

2. 您所關注的信息在報告中是否都有所體現？

☐是 ☐否 ☐一般

3. 您認為報告是否如實反映了北控醫療健康產業集團的社會責任工作內容和對利益相關方的影響？

☐是 ☐否 ☐一般

4. 您在報告中能否方便地找到您所關注的信息？

☐是 ☐否 ☐一般

5. 您對報告的排版設計是否滿意？

☐是 ☐否 ☐一般

6. 您對我們今後社會責任工作及 ESG 報告有何意見？



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