



Press release

Medica wins the top healthcare human resources management prize for its recruitment initiative with French job centres

Paris, 7th December 2010 – On 30th November 2010, Medica received the recruitment innovation prize at the 4th annual healthcare human resources management awards organised by the *Quotidien du Médecin* and *Décision Santé* industry publications at the French Senate.

The recruitment initiative that won the prize relates to Facility Directors. This role has undergone a radical change over the past few years and now requires expertise in a broad spectrum of areas, including team management, development of networks, control of regulatory aspects, hygiene and safety standards, quality, budget management. Given the broad range of technical knowledge required, the number of master's degree courses offered has grown, but there are still not enough. To help address this shortfall of qualified human resources, Medica conducted an in-depth examination of the possibilities for **professional retraining**.

For several years now, Medica has been open to applicants seeking to retrain as Facility Directors on a one-off basis where local needs arise. In the autumn of 2009, the decision was made to encourage this type of retraining by formally rolling out the programme on a larger scale in conjunction with the French job centres' special unit for executives at Issy-Les-Moulineaux (Hauts-de-Seine department), which proved to be a highly motivated and useful partner for the Group.

"The goal for Medica was to open up a new avenue of recruitment in conjunction with a recognised public-sector player in order to ease recruitment pressures" explains Isabelle Moinot, who launched the project and is now Head of SRI (Socially Responsible Investment).

"The idea was to generate new applications with the necessary skills, but without any knowledge or experience of our business, with a strategy of direct approaches to both potential applicants and sources of applicants", continued Sandrine Marguères, Head of Recruitment.

A **pre-selection** was carried out by the French job centre, which approached 20 or so jobseekers who had declared themselves open to retraining as a Facility Director, and by Medica's Recruitment Officer, who directly contacted jobseekers, whose profiles had been spotted via the APEC executive job centre service. All in all, eight potential applicants were chosen to participate in the fact-finding session held at the Villemomble long-term care facility (Seine-Saint Denis), itself chosen because the current Director had retrained to fill the position.

The **selection process** was structured in the form of a fact-finding morning session, with four key stages:

- A presentation of the Group and the job of Facility Director to the candidates;
- A talk by the Facility Director about his own experiences;
- A visit of the facility to give the candidates a concrete idea of the environment in which they would be working;
- One-to-one meetings with the Recruitment Officer.

At the end of the one-to-one meetings, **four candidates were selected to go onto the next stage**. Week-long on-the-job assessments gave these candidates an insight into the daily life of a Facility Director, including both its attractions and its problems, while enabling the Group to see the candidates in a real-life situation and assess the quality of their relationships with residents, families and teams.

At the end of these on-the-job assessments, **two candidates were hired**.

These recruitments were made in late 2009, and since then the new Facility Directors have successfully completed their trial period and adapted perfectly to their new working environment. This initiative demonstrated that a pertinent, well-crafted and coordinated partnership between a private-sector group and French job centres can help to overcome tough employment market conditions.

In parallel, a similar initiative to train jobseekers as medico-psychological assistants was conducted during the summer of 2009 with job centres east of Paris.

About MEDICA

Created in 1968, MEDICA is a leading provider of long and short-term dependency care in France. It operates in both the long-term care sector, with 127 nursing homes in France and Italy, and in the post-acute and psychiatric care sector, with 37 facilities in France. Together, these facilities offered a total of 12,300 beds at 30 June 2010.

MEDICA has been listed on the NYSE Euronext Paris stock exchange since February 2010 – Compartment B – Eligible for the Deferred Settlement Service.

MEDICA is included in the CAC Mid 100, SBF 250 and MSCI France Small Cap indices.

Symbol: MDCA – ISIN: FR0010372581 – Reuters: MDCA PA – Bloomberg: MDCA FP

Website: www.groupemedica.com

Contacts presse Groupe Medica :

Isabelle Moinot – Tel : +33 1 41 09 95 38 – isabelle.moinot@medicafrance.fr

Agnès Gilbert – Tel : +33 1 70 38 25 54 – a.gilbert@eudoxie-pr.com