



Social Impact Assessment

The Company has conducted a Social Impact Assessment based on key stakeholders' concerns, addressing current and future negative impacts. It has identified social outcome measurement and applied the Social Return on Investment (SROI) methodology to develop sustainability strategies, action plans, and key performance indicators to mitigate negative impacts. This initiative aims to contribute to improving the quality of life within society. In 2024, the Company implemented Creating Shared Value (CSV) initiatives, carrying out 2 projects as follows:

1. **HAPPY KIDNEY: Healthy Kidneys, Happy Life** (Activity: "New Kidney, New Life")

Praram 9 Hospital is a leader in providing medical services with a focus on holistic and sustainable healthcare. It is also the private hospital with the most expertise in kidney transplant surgeries in Thailand. The Hospital's Kidney and Kidney Transplant Institute has performed over 1,367 cases, which have been highly successful. Patients who undergo the surgery are able to return to a normal life and experience an improved quality of life. With expertise in kidney disease treatment, the hospital has developed the "New Kidney, New Life" program, which is part of the Creating Shared Value (CSV) concept. The program aims to create a positive social impact through quality medical services that focus on promoting health and improving the quality of life for kidney disease patients. This includes providing education and understanding about kidney disease, kidney transplantation, pre- and post-transplant patient care, and appropriate treatment methods for medical professionals and the general public. The Hospital has partnered with the "Kao Than Roke Foundation" and hospital network partners to expand access to medical services and help improve the quality of life for kidney disease patients.

Objectives

Business Objectives::

- Increase the number of patients who can access quality kidney disease treatment.
- Enhance the Hospital's credibility and image as a leader in kidney disease treatment.
- Increase revenue from providing comprehensive kidney disease treatment services.

Social Objectives:

- Provide education about kidney disease and preventive measures to the public.
- Reduce the incidence of complications in chronic kidney disease patients.
- Support access to standardized treatment for all kidney patients.

Strategies and Implementation Plan

- **Development of Accessible Medical Services** - Expand the kidney disease screening program in communities.
- **Building Collaborative Networks** - Collaborate with a network of partner hospitals to provide knowledge support.

Action Plan

Activities	Duration of Implementation
Organize educational activities about kidney disease	Every quarter
Conduct training for healthcare professionals on kidney disease	Every six months

Key Performance Indicators - KPIs

- **Business Indicators:**
 - Number of patients receiving treatment.
 - Revenue from kidney disease treatment services.
- **Social Indicators:**
 - Organize educational activities about kidney disease
 - Satisfaction of participants in the program



Operations

In 2024, the Program has carried out various activities, including organizing seminars to provide kidney-related knowledge to healthcare professionals, conducting seminars for kidney disease patients and the general public, visiting patients in the field, and expanding collaborative networks. In total, 8 sessions were held as follows:

- 1) Seminar project on kidney disease and kidney transplantation for professional nurses in Trang Province on 23 February 2024.
- 2) Seminar project on New Kidney, New Life in collaboration with Thonburi Thungsong Hospital to educate the public on 3 March 2024.
- 3) World Kidney Day activity to educate the public at Praram 9 Hospital on 13 March 2024.
- 4) Site-visit for the specialized nursing course in dialysis replacement therapy at Rangsit University on 30 April 2024.
- 5) Site-visit from Sirivej Hospital Chanthaburi on 20 June 2024.
- 6) Educational Seminar for Professional Nurses Caring for Kidney Disease Patients at Ubonrak Thonburi Hospital on 19 September 2024.
- 7) Site-visit for the specialized nursing course in dialysis replacement therapy at Rangsit University on 25 October 2024.
- 8) Seminar on holistic care for chronic kidney disease patients at the Samut Prakan Provincial Health Office on 13 December 2024.

Social Impact Assessment - SIA

Key Stakeholders

- **Kidney disease patients and their families** - have received the opportunity for treatment, gained knowledge and understanding about kidney disease, self-care, and treatment approaches, as well as easy access to medical services.
- **Healthcare professionals** - have the opportunity to develop expertise and service delivery efficiency, gaining knowledge and understanding about kidney disease, treatment, and kidney

transplantation, as well as enhancing their expertise in caring for kidney disease patients.

- **Partner hospitals and the public sector** - help reduce the public health burden and improve the quality of life for the population.
- **Praram 9 Hospital**: is a center for kidney disease treatment and kidney transplantation that fosters collaboration with networks to develop the quality of medical services, promote social business practices, build the organization's image, and ensure sustainability for the organization.

Occured Social Impact

Positive impact:

- Patients receive accurate knowledge about kidney disease to make informed treatment decisions
- Promote effective prevention and treatment
- Reduce the incidence of complications
- Improved quality of life after treatment
- Reduce the long-term care burden on families

Negative impact:

- The cost burden of treatment
- Concerns about decision-making
- Limitations in hospital personnel and resources

Potential Future Impacts

- The increased demand for treatment may place a burden on the public health system
- Resource management, such as budgeting and personnel, must be appropriately planned

Measuring Social Outcomes and Evaluating Social Return on Investment - SROI

Calculating SROI will consider the income generated from treatment and kidney transplantation as well as the social impact that has occurred.

- **Total Value of Outcomes**
= Revenue from kidney transplant surgery + revenue from treatment of other diseases + revenue from ongoing treatment



- **Total Cost of Investment** = Total budget used in the project (The budget allocated 430,100 Baht / Actual budget used: 341,093.68 Baht)

Social Outcomes Measurement

- **Quantitative Outcomes:**
 - The number of participants in the activity was 308 people, out of the goal of 420 people (representing 73.33%).
- **Revenue Outcomes: (Economic return)**
 - Number of patients receiving treatment in total 21 patients
 - Number of patients deciding to undergo a kidney transplant 3 patients
 - Number of patients receiving treatment for other diseases 9 patients
 - Number of patients receiving ongoing treatment 9 patients
 - Total revenue from patients receiving treatment: 12,700,000 Baht
- **Qualitative Outcomes:**
 - Level of satisfaction among participants
 - Changes in kidney health care behavior

Social return on investment evaluation $SROI = (\text{social benefits} / \text{project costs})$ From the calculation of SROI for the project, the results are summarized as follows:

- **Social return on investment rate (SROI) = 37.23 Baht** ($12,700,000 / 341,093.68 \approx 37.23$)
 - This means that for every 1 Baht invested in the project, a social return of 37.23 Baht can be generated.
 - This demonstrates that the project has a very high return on investment.

Note This does not include the estimated social return value, such as the value of improved quality of life / savings on long-term treatment costs / increased work efficiency.

- **Operational Efficiency:**
 - Spent less than the allocated budget (79.32% of the allocated budget)
 - The number of participants was 73.33% of the goal (308 people out of the goal of 420)

- **Financial Results:**
 - Total revenue 12,700,000 Baht
 - Average revenue per patient = 604,761.90 Baht per patient

Monitoring and Evaluation

- Monitoring quantitative outcomes such as the number of participants, the number of patients treated
- Impact analysis using data from patients and healthcare professionals
- Future project development plans such as organizing continuous CSV activities on kidney disease
 1. Providing knowledge on kidney health care: Organize seminars and workshops for the "Healthy Kidney for All" project: Educate the public and companies about kidney health care and kidney disease prevention
 2. Community support: Organize activities with the community to promote health care and kidney disease prevention, such as mobile clinics for basic health checkups and kidney health consultations by specialist doctors
 3. Project development with partners : Expand collaboration networks with both public and private sectors to support knowledge and kidney health care treatment approaches
 4. Building a patient network: Establish patient and family support groups to exchange experiences and provide mutual encouragement

HAPPY KIDNEY Project: Healthy Kidney, Happy Life (Activity: "New Kidney, New Life") is an application of the CSV concept to create shared value between business and society in various aspects, including health, economy, and fostering cooperation for sustainability. Praram 9 Hospital has been able to make a difference through providing high-standard kidney disease treatment services while promoting good health for the public, thereby increasing opportunities for kidney disease treatment. The project is expected to grow alongside future success with a high SROI that demonstrates the investment's value and tangible social benefits. In the future, the project should be expanded nationally to ensure that patients can access high-quality, sustainable treatment across the country.



2. HAPPY MONK: Monks' Well-Being

Project "HAPPY MONK: Monks' Well-Being" is a creating shared value (CSV) project by Praram 9 Hospital, aimed at promoting the health of monks in the community, particularly in managing non-communicable diseases (NCDs), which are diseases not caused by infections and cannot be transmitted from person to person, such as obesity, diabetes, high blood cholesterol, hypertension, heart disease, and chronic kidney disease. The main causes are lifestyle habits and improper dietary behaviors.

According to a survey of monks' health, it was found that most monks suffer from diseases not caused by infections. It was found that chronic non-communicable diseases (NCDs) 4 diseases threaten the health of monks and novices, with the most common being diabetes, hypertension, high blood cholesterol, and ischemic heart disease. The main cause is improper dietary habits, as they often consume overly spicy, sweet, and salty foods, as well as sugary drinks. This is a limitation as they cannot choose their meals and must accept the food given during alms rounds, in addition to restrictions on exercise.



Praram 9 Hospital has organized the project "HAPPY MONK: Monks' Well-Being" to conduct health checkups for monks in the community at Wat Rama 9 Kanchanaphisek. A team of specialist doctors, nurses, nutritionists, and relevant staff organized health checkup activities for the monks free of charge and provided nutritional education to ensure that monks consume food correctly.

The objectives of the project HAPPY MONK: Monks' Well-Being

- To promote the good health of monks by conducting health checkups for monks in the community at Wat Rama 9 Kanchanaphisek
- To build good relationships between the Company, the temple, monks, and the community
- To support the health care of monks by providing knowledge and advice on nutrition and the prevention of NCDs (Non-Communicable Diseases) and
- to provide basic health care by offering essential medicines to the temple.

Operations

1. Monks' Health Checkup
 - Basic health checkups, such as measuring blood pressure, blood sugar levels, blood cholesterol, etc.
2. Providing Knowledge on Nutrition and NCDs Prevention
 - Providing nutritional advice on appropriate foods for monks, such as reducing sweetness, fats, and salt
 - Recommending adjustments to eating behaviors based on food received during alms rounds
3. Offering Alms Food and Essential Medicines
 - The medical team, nurses, and staff collectively offer alms food to the monks
 - Offering essential medicines to the monks

4. Community Engagement Activities

- Inviting the monks to chant Buddhist prayers at Praram 9 Hospital on New Year's Day

Budget

- Allocated Budget: 50,000 Baht
- Actual Expenditure: 16,514.70 Baht

Social Impact Assessment

Key Stakeholders

Beneficiary Groups

- Monks: Received health check-ups and nutritional guidance, helping to reduce the risk of NCDs
- Caregivers and Relatives: Increased confidence in Praram 9 Hospital and strengthened relationships with the Company
- Community: The community has greater trust and acceptance of the Company's role in social care

Positive Impacts

- Health Aspect: Monks received health check-ups and accurate nutritional guidance, preventing NCDs, improving their health, and enhancing their knowledge of self-care
- Social Aspect: Strengthened relationships between the community and Praram 9 Hospital, leading to greater acceptance and support for the Company's activities and the opportunity to expand the service user base.
- Economic Aspect: With a budget of only 16,514.70 Baht, the initiative was able to generate widespread positive impacts.

Negative Impacts (if any)

- Some monks may not have been able to participate due to time or travel constraints.
- Continuity: Lack of follow-up and continuous guidance after participation in the project.
- Behavioral Impact: Changing dietary habits may be challenging for monks.



Social Return on Investment (SROI)

Calculation: $SROI = \frac{(\text{Social Outcome Value} - \text{Investment Cost Value})}{\text{Investment Cost Value}}$

- **Social Benefits Received:**

Health Aspect:

- 18 monks received health check-ups and nutritional guidance
- Reduced long-term risk of NCDs (further follow-up required).

Social Aspect:

- Strong relationships between the Company, the community, and Wat Rama 9
- Increased confidence of caregivers and relatives in Praram 9 Hospital.

Economic Aspect: Efficient budget utilization

- **Social Outcomes:**

- Value of Health Check-ups: 18,000 Baht : Estimated cost per general health check-up per person at 1,000 Baht
- Value of Reduced Risk of NCDs: 18 monks \times 5,000 Baht = 90,000 Baht It is estimated that reducing the risk of NCDs in the long term will help lower future medical expenses, with an estimated average reduction of 5,000 Baht per person.
- Improved Relationships: Estimated value of improved relationships between the Hospital, the community, and the temple.
- Total Social Outcome Value: 18,000 Baht + 90,000 Baht = 108,000 Baht

- **Investment Budget : 16,514.70 Baht**

$SROI = \frac{(\text{Social Outcome Value})}{(\text{Actual Expenditure})} = \frac{18,000 + (18 \times 5,000)}{16,514.70} = 6.54$
This means: For every 1 Baht invested in this project, it generates a social benefit of 6.54 Baht. (This SROI calculation is a preliminary estimate, as the value of certain social outcomes is an approximation. Further study and data collection are required to obtain more accurate figures.)

Monitoring and Evaluation

- Efficient Budget Management: Lower expenditure than the allocated budget

Sustainability Strategy Plan

Objectives:

- Promote sustainable health for monks in the community.
- Foster strong relationships between the Company, the community, and the temple.
- Improve the quality of life for monks and the community.

Strategies:

- Encourage Participation: Invite monks and the community to participate in planning and implementing activities.
- Ensure Continuity: Organize follow-up activities and provide continuous guidance.
- Expansion: Extend the project to other temples in the community.
- Network Building: Collaborate with temples and the community to expand the project.

Sustainability Strategy Indicators:

- Number of monks receiving health check-ups and nutritional guidance.
- Satisfaction level of the monks and the community
- Changes in dietary behavior
- Reduction in medical expenses

Creating Shared Value (CSV) Activities

- Establish a monastic health network Establish a network between temples, hospitals, and the community to promote monks' health
- Monastic Nutrition Project: Nutritionists provide guidance and education on healthy diets for monks
- Support Physical Activity: Recommend appropriate exercise activities for monks



The HAPPY MONK "Monks' Well-Being" project is valuable and beneficial to both monks and the community. The assessment of social impact and sustainability investments helps us understand the outcomes and plan future operations effectively.



Community Engagement Performance

Participation in enhancing the quality of life in society

Goals: Community and social activities
Increase by 20% by 2025, compared to the base year 2020



Community and social activities
Increased by
258.8%

Goals: Creating Shared Value (CSV) activities
(Creating Shared Value : CSV)
At least 2 initiatives per year



CSV Activities:
2 initiatives