

# DIALOGBILD®

SHOW WHAT YOU WANT TO SAY

## Medicine, Pharmas & Chemicals

We visualize Your Strategies, Processes and Visions



HELM AG

**FIT FOR  
FUTURE**

**CULTURAL  
CHANGE**

ROCHE

THE DIGITAL  
TRANSFORMATION PROCESS

**IT-STRATEGY**

HOSPITAL ASSOCIATION ANREGIOMED

**TREATMENT PATH  
CARDIAC INSUFFICIENCY**

CHIESI

**DECIDE.  
DO. WIN.**

SYMRISE

**OUR VISION  
BECOMES REALITY**

## SHOW WHAT YOU WANT TO SAY

The medical, pharmaceutical and chemical industries are facing enormous challenges - from the COVID-19 crisis with a shortage of healthcare professionals and high demand for vaccines to the Ukraine conflict and the associated gas crisis.

Political crises, escalating prices of electricity and gas, disruption in global supply chains, and the resulting high raw material prices are putting strain on the market and creating uncertainty. The industry is now focusing on advancing digitization, exploring new markets, and securing supply chains.

But how do you communicate this transformation to your employees and colleagues?

DIALOGBILD visualizes complex topics, aiding in their efficient and sustainable communication.

Presentations, strategies, process descriptions and even mission "state-

ments" are often text-heavy. This makes it challenging for employees and leaders to comprehend connections, understand the "dialog picture" and implement changes.

Join us on a journey of discovery through a visual communication world, promoting more dialog. Because "every strong image becomes reality".



EVERY  
*strong*  
**IMAGE**  
BECOMES  
REALITY.

Antoine de Saint-Exupéry



## VISUALIZATION

### OF PROCESSES, CHANGE AND VISIONS

Dialog picture media are expressive tools to depict contexts and to give orientation. Implementations are numerous: Discuss your company's vision with your employees through the use of a dialog picture and show why changes are necessary. Present the complex production- and sales process of your product to a new employee.

Communicate product updates through a dialog picture to your sales department or directly to your customer. Let your leaders be creative themselves - by having them develop pictures alongside us during live-visualizations. Or record topics through a graphic facilitation. After the event you'll receive the finalized dialog

picture, right into your palms, to further communicate the topics to your team. Make use of a dialog film as an intro for an e-learning activity, to introduce a topic: Whatever you may want to say, with our visual media you can easily show it.

## OUR SENSORY PERCEPTION:

11 % OF OUR INFORMATION IS TAKEN IN THROUGH OUR **EARS**,

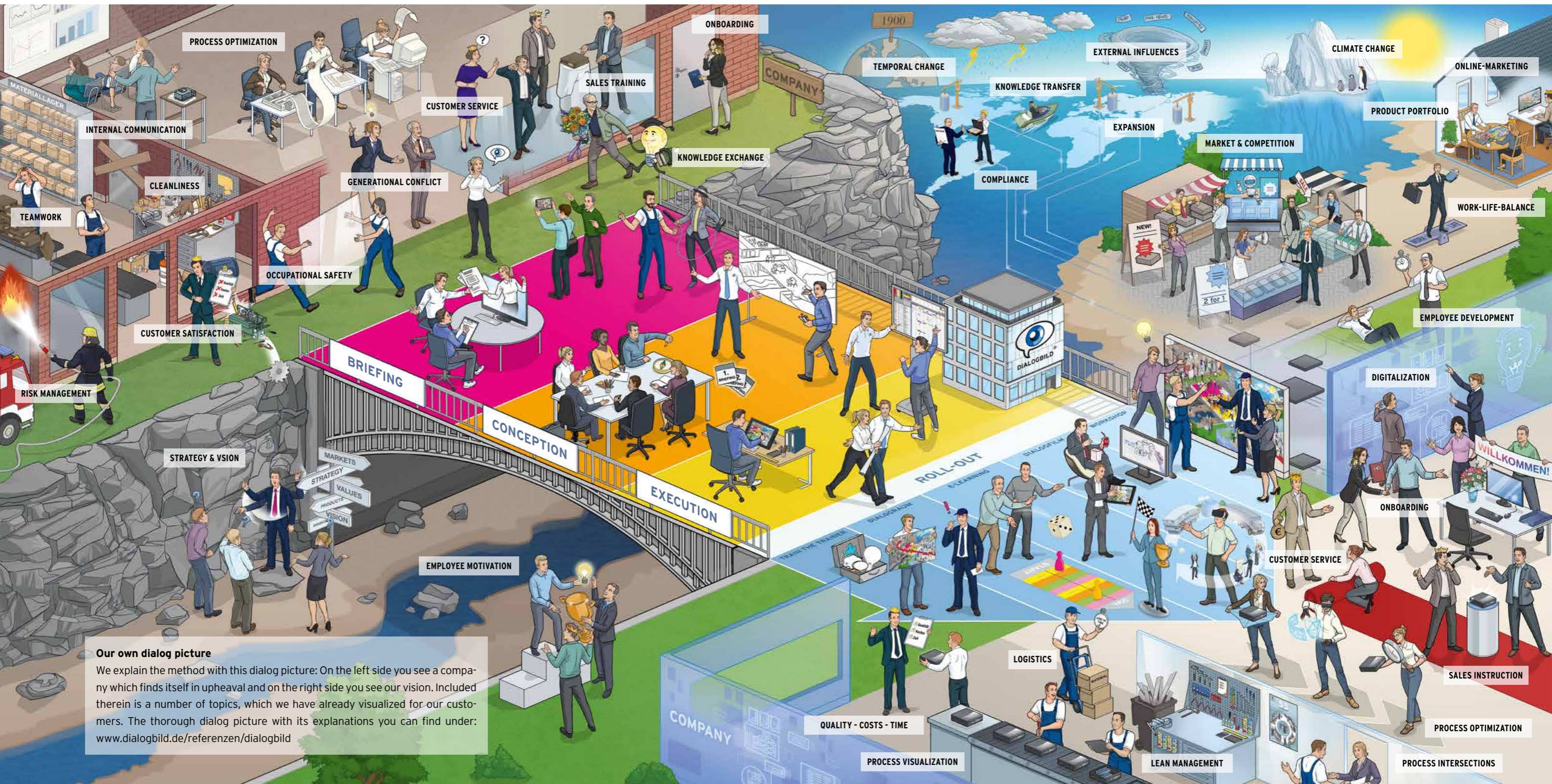
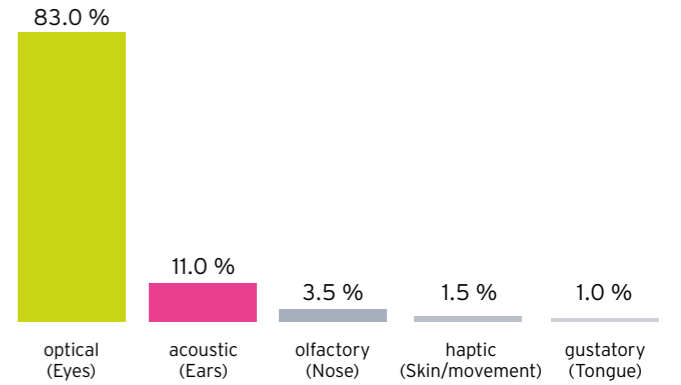
OF WHICH WE KEEP 20 %  
= **2.2 %**

83 % OF OUR INFORMATION IS TAKEN IN THROUGH OUR **EYES**,

OF WHICH WE KEEP 50 %  
= **41.5 %**

## DIVISION BY PERCENTAGE:

based on Braem 2004



#### Our own dialog picture

We explain the method with this dialog picture: On the left side you see a company which finds itself in upheaval and on the right side you see our vision. Included therein is a number of topics, which we have already visualized for our customers. The thorough dialog picture with its explanations you can find under: [www.dialogbild.de/referenzen/dialogbild](http://www.dialogbild.de/referenzen/dialogbild)



## ANNUAL REVIEW CYCLE 2023

Boehringer Ingelheim develops breakthrough therapies that change lives - today and for future generations. As a leading research-driven biopharmaceutical company, Boehringer Ingelheim creates value through innovation in areas of unmet medical need. Since its foundation in 1885, Boehringer In-

gelheim has been family-owned and pursues a long-term, sustainable perspective. More than 53,000 employees serve over 130 markets in the two divisions Human Pharma and Animal Health.

### The project:

Boehringer Ingelheim opted for a dialog picture in conjunction with a dialog film for this year's internal corporate strategy communication. The annual strategy review and adjustment takes place in the form of the Annual Review Cycle, in which the

company's medium and long-term plans are discussed and prioritized.

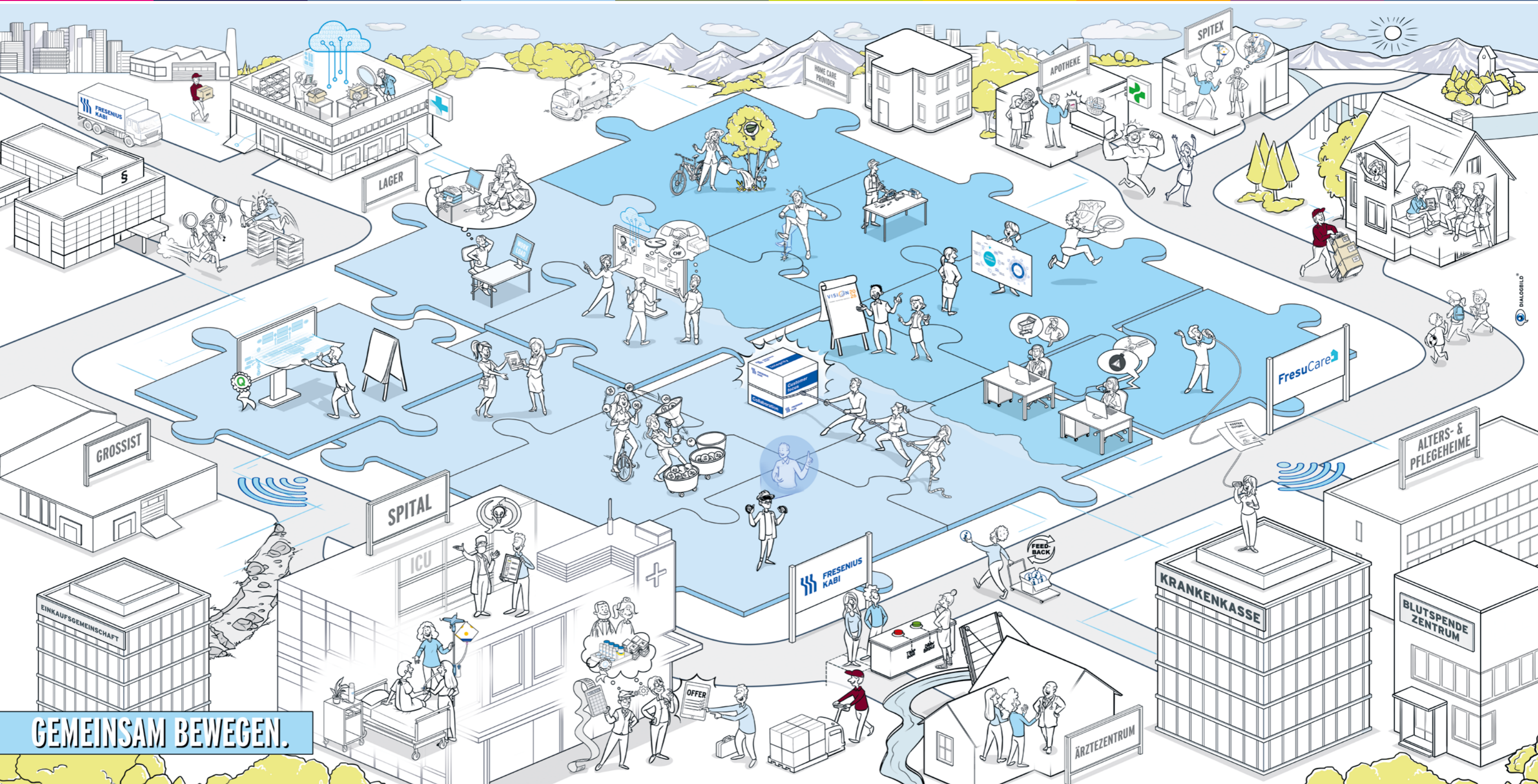
A dialog picture was to be used as a new form of communication to present the Annual Review Cycle in a holistic yet precise manner. The aim was to familiarize employees with the strategy and create a shared awareness of the objectives. The dialog film created at the same time serves to explain the

strategy process and complements the dialog picture, in which the results of the process are presented.



**Michael Kühnapfel**  
Group  
Communications

"We would like to thank DIALOGBILD for the extremely effective collaboration, the good team spirit and the consistently fast and competent delivery of results. With the dialog picture, we have found a very attractive and at the same time easily accessible format for our employees. The feedback from our employees has been very positive and the interactive version of the dialog picture is used intensively."



GEMEINSAM BEWEGEN.



## MOVE TOGETHER

### FRESENIUS KABI SCHWEIZ

Fresenius Kabi is a global health care company providing essential drugs and medical technology for infusion, transfusion and clinical nutrition. Its products and services are used in the treatment and care of critically and chronically ill patients.

In Switzerland, Fresenius Kabi has for many years been one of the leading companies for products that help to ensure the best possible therapy and high application safety in everyday medical care - they have a team of about 120 employees here and about 40,000 employees worldwide.

With the intention of presenting the business environment of Fresenius Kabi (Switzerland) AG and its subsidiary as simply and comprehensibly as possible, Fresenius Kabi came across DIALOGBILD and has come to appreciate it as a unique medium. Especially the company's innovations, such as

a subsidiary, could be communicated to the employees clearly and without language barriers.

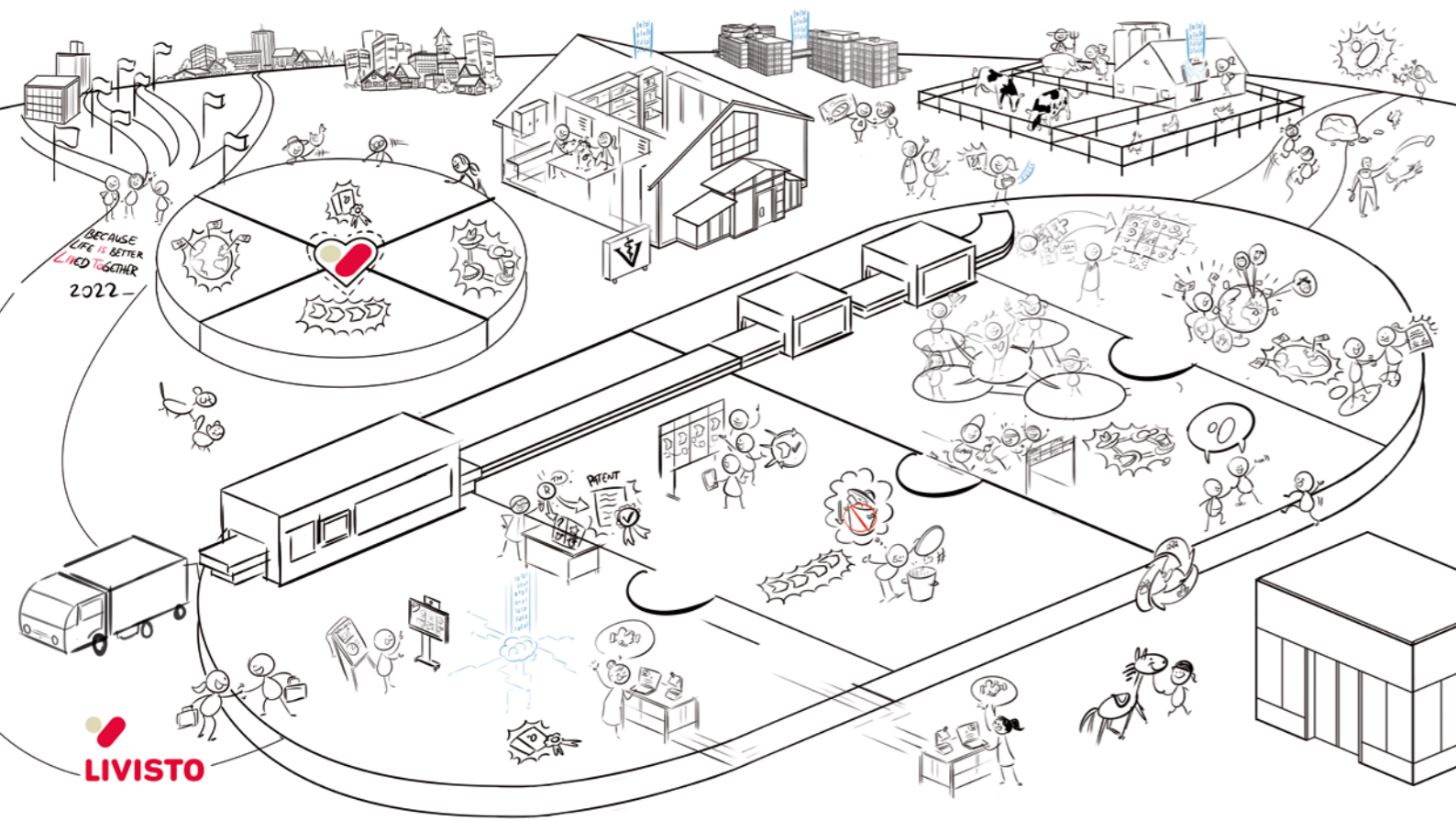
The aim was to create a visual basis that represents the business of Fresenius Kabi (Switzerland) AG and its subsidiary FresuCare AG as well as its environment. In this way, they are striving to bring the workforce even closer together and to further stan-

dardize perceptions about their activities, their approach, and their priorities. This is to be achieved both through selective involvement in the development of the pictorial representation and through regular presence and use of the representation in the work on strategic development, processes and improvements.

**Primary target group:** employees of Fresenius Kabi (Switzerland) AG and FresuCare AG

**Secondary target group:** customers, job candidates, business partners, political and economic stakeholders





**Fabian Ertel**  
CEO LIVISTO Group  
Head of Animal Health  
AGRAVIS Raiffeisen AG

## ALONG WITH YOU

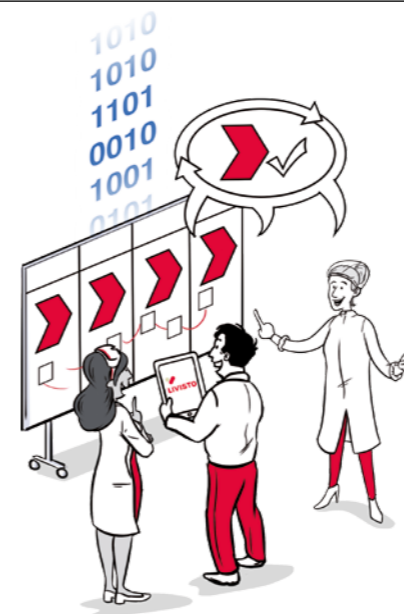
### VISION 2030

"We are pursuing ambitious goals as part of our new strategy. We have initiated a comprehensive transformation and are relying on the support of all employees.

In order to present the many complex topics of the strategy and to create orientation, the decision was made to develop a "Dialogbild 2030" with numerous LIVISTO teams worldwide. The process was accompanied by DIALOGBILD in an extremely professional and creative manner. I am particularly grateful for the high level of commitment and flexibility of our contacts.

The publication has shown us that the content can be explained very well through visualization, is memorable and we have thus created a great basis for the further dialog and implementation process. We have had the same experience at all our international locations."

## INDIVIDUAL SCENES AND THEIR MEANING



### Excellent, customer-oriented processes

Excellent, customer-oriented processes are imperative for us. We implement our processes in a lean, reliable, fast and customer-oriented manner. For the optimal implementation of processes, we attach great importance to the successful use of IT solutions. We ALL together constantly contribute to improving LIVISTO.



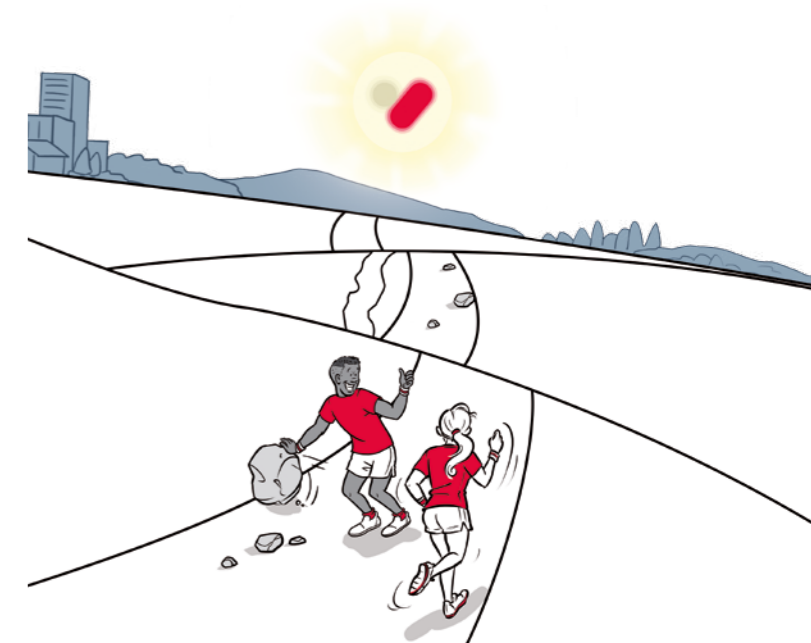
### International cooperation & leadership

We work in an international organizational structure that operates efficiently across borders. We live our international team spirit and value our colleagues. We strive for autonomy, self-responsibility and flexibility. Transparency, open and continuous communication and feedback are of particular importance to us. We believe that collaboration makes us stronger - we benefit from sharing our experience, know-how and networks.



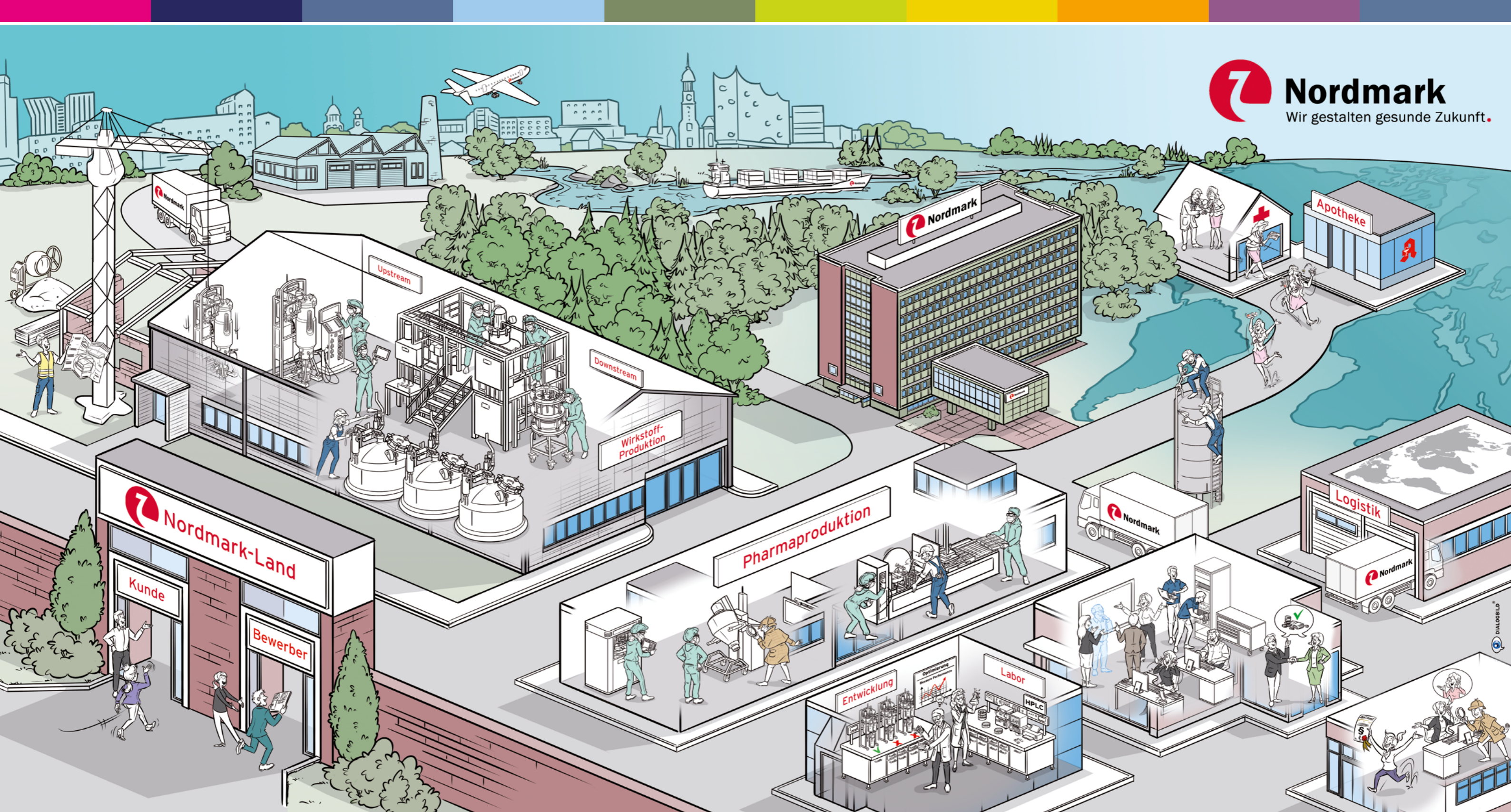
### Trustworthy partner with heart

We offer our customers generic products as well as innovative products and solutions. We produce and distribute safe, high-quality products. For our wide range of customers we are a flexible, trustworthy partner. Our customers recognize our daily endeavor under the following motto: Along with you - We are those with heart.



### Agile, goal-oriented teamwork

(Unexpected) obstacles and challenges will appear along the way. We find a way to overcome these obstacles through teamwork and agile ways of working. Our goal orientation helps us deal with our fast-paced environment and stay focused. We combine discipline with motivation.



## NORDMARK-LAND

WE SHAPE A HEALTHY FUTURE.

Nordmark is a pharmaceutical company headquartered in Uetersen. Around 600 people are currently involved in the production of active ingredients and pharmaceuticals of biological and

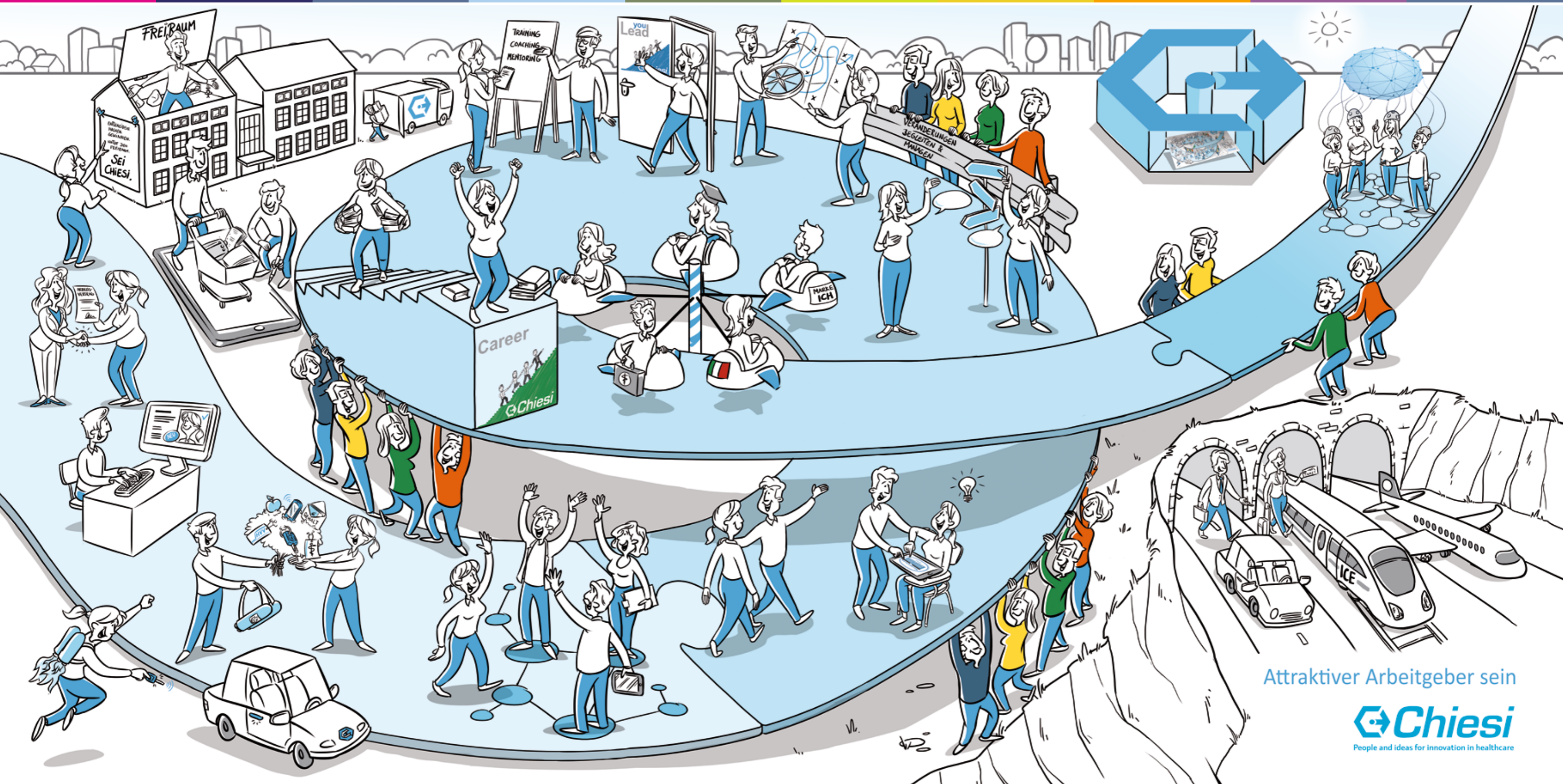
biotechnological origin, which are the company's core competencies. With the right technology and the necessary know-how in its workforce, Nordmark has successfully positioned

itself internationally in this niche. To show the diversity and competence, as well as the cohesion and commitment of each individual in a common picture, Nordmark turned to DIALOG-

BILD. The picture shows the Nordmark country with the different buildings of the business units. In the upper left corner, the supply chain starts at the logistics center, which is the first supply point for active ingredient production. After testing and processing of

the active ingredients by the employees, the pharmaceutical production begins. Here, after further processing, the finished product is created, which is then packaged and labeled with the Nordmark logo. Other work processes

such as research and development, customer consulting and price negotiations, but also inspection and approval are shown in the lower right corner. All these processes together lead to Nordmark being able to ship the manufactured products.



Attraktiver Arbeitgeber sein



**DECIDE. DO. WIN.**

**USE THE FREEDOM. BE CHIESI.**

Chiesi is dedicated to the research, development and distribution of innovative prescription therapeutic products in the fields of respiratory, neonatology, transplantation and rare diseases. Founded in 1935, the company currently employs more than 4,800 people in 26 subsidiaries

worldwide and sells its products in more than 70 countries. More than 300 of their Hamburg employees work in internal and external sales. The project "Chiesi - being an attractive employer" covers a multitude of topics in the area of human resources. An internal employee survey has

shown that the offers of the HR management were not recognizable for everyone. The department has grown immensely over the past two years and has become more complex. Therefore, it's a good time to make HR's offer easy to understand for everyone.

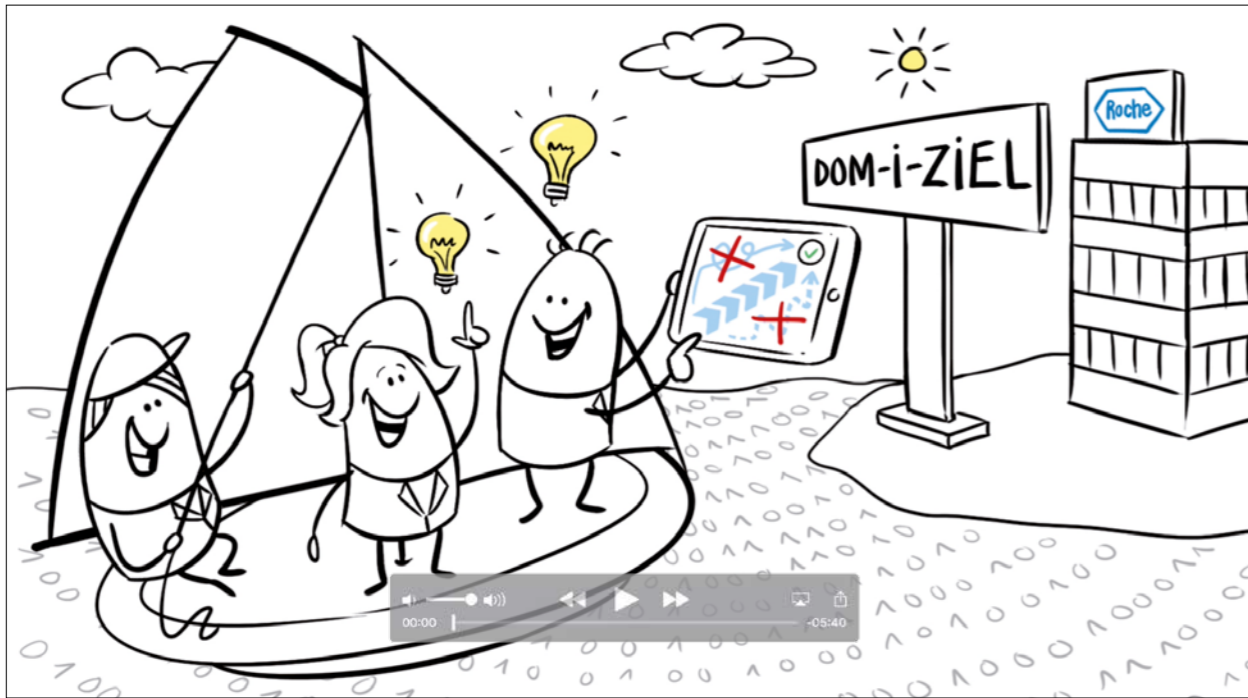


**Oliver Grafender**  
Director Human  
Resources Chiesi

"The cooperation with DIALOGBILD was highly professional and at the same time informal - it was a lot of fun. The employees of DIALOGBILD have led us excellently in the process of developing our picture.

The most impressive thing for me personally was the additional clarity that has arisen in our team through dialog and visualization. Suddenly it was easy for all team members to communicate our story in a memorable and clear way. Likewise, the perception of the areas of activity of the departments - especially in the department itself - has risen, which has a positive effect on the self-confidence of the employees. For me this is the best form of presentation. We had the picture printed on

acrylic glass and hung it in the hallway. Thus, it is present to all employees. After completion of the picture we used the presentation training. Here as well DIALOGBILD came up with an innovative and appealing proposal. The journey from the individual scenes to the "dialog picture" was exciting to see / experience - with a conclusive "eye opening experience". DIALOGBILD receives our unconditional recommendation. We will use more of their instruments over the course of the year!"



## IT-STRATEGIE

### THE DIGITAL TRANSFORMATION PROCESS

Roche Diagnostics, the world leader in in-vitro diagnostics, has commissioned DIALOGBILD to develop a dialog film as part of the introduction of a new IT strategy. The dialog film serves for process optimization in the DOM area. The aim of the new strategy is to streamline measures and achieve goals more effectively. Diagnostics Operations Mannheim, or

"DOM" for short, ensures worldwide care for patients, laboratories and hospitals with diagnostic reagents and test strips.

To this end, DOM, the largest division with 1,800 employees within Global Diagnostics Operations at its two German sites in Mannheim and Penzberg, produces a wide variety of products for

in-vitro diagnostics.

The purpose of the film is to bring the added value of the new IT strategy to employees at DOM and increase their willingness to work according to this strategy. The storyboard was developed jointly by DOM and DIALOGBILD within a one-day workshop.



**Meliha Berber**  
Manager  
Communications  
& Events

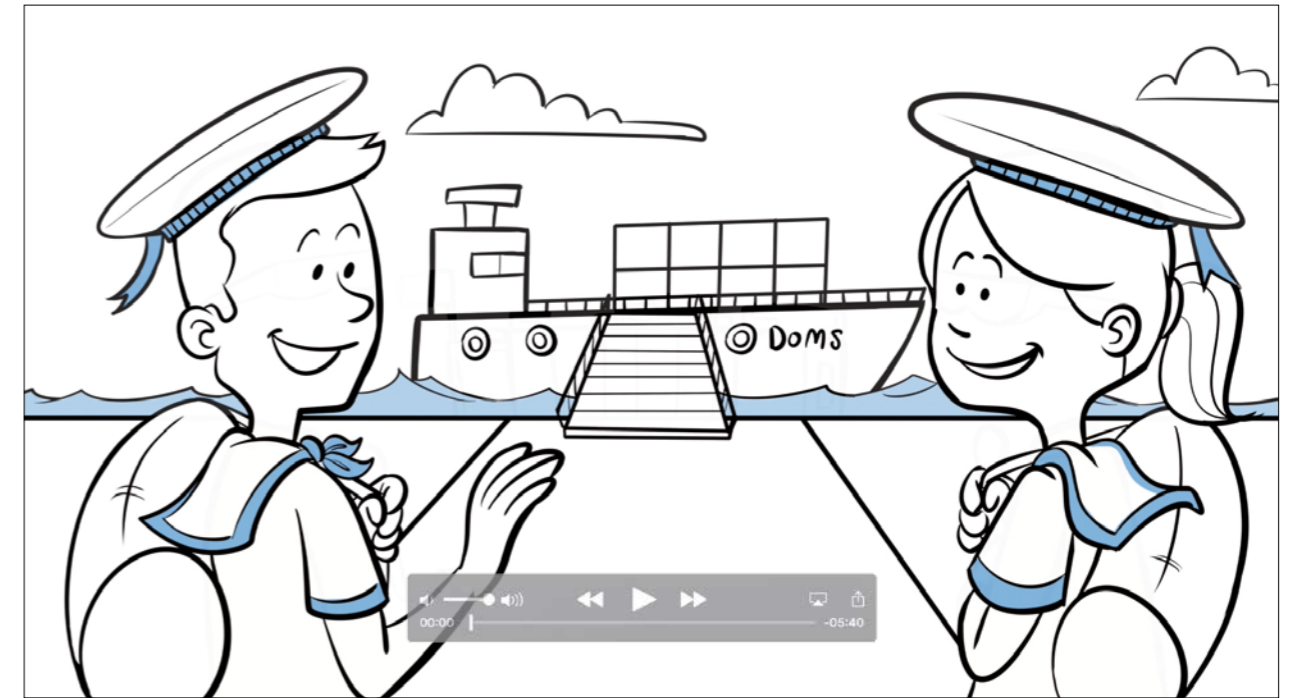
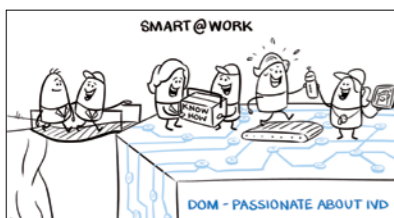
"Digitalization, big data, paperless production, digital transformation - these and many other buzzwords not only

occupy us, but the whole world. With the scribble video developed for Roche Diagnostics Operations (DOM) for our Diagnostics Operations IT strategy, we have succeeded in describing the vision of the future for the Mannheim and Penzberg locations. It essentially serves as an orientation and support for the long-term digital transformation process. With Dialogbild we quickly developed a great concept and implemented

it. We look forward to further visualizations and good cooperation. Many thanks to the whole team."



Try it now!  
Simply scan  
the QR code.



## ZUKUNFT@DOMS

### DIALOG FILM FOR THE CURRENT STATE AND COMING CHALLENGES

ROCHE Diagnostics, with its approximately 17,200 employees, looks after patients' wellbeing in Germany. They are the second largest country representative within the worldwide ROCHE group. The two business areas, pharmaceuticals and diagnostics, are represented across the entire value chain in Germany: from research and development, over production, logistics to marketing and distribution of innovative products. Next to the focus on the German market, all four locations include global functions. ROCHE Diagnostics has strong roots and always looks towards the future. Because of this, they constantly invest - in their German locations, in technologies and new solutions, in research and cooperation, in the environment and society and in their employees. The main department DOMS (Dia-

gnostics Operations Mannheim) is a part of ROCHE's value chain, which ensures the worldwide supply of patients, laboratories and hospitals with diagnostic reagents.

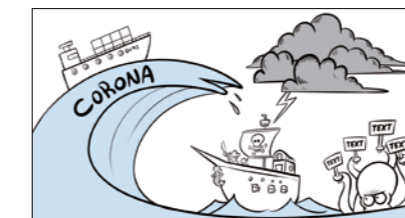
Like many organizations nowadays, DOMS faces many challenges, not the least of which through the continuing COVID-19 pandemic. In order to prepare for these challenges alongside their employees, the main department DOMS planned a call to action through a dialog film. This film reports on the current situation and the coming challenges. The film gives the courage to seize new chances and to look to a successful future together. A metaphor serves as a visual anchor: „We all sit in the same boat with course set towards the future.“ The two main characters Sonja and Anton

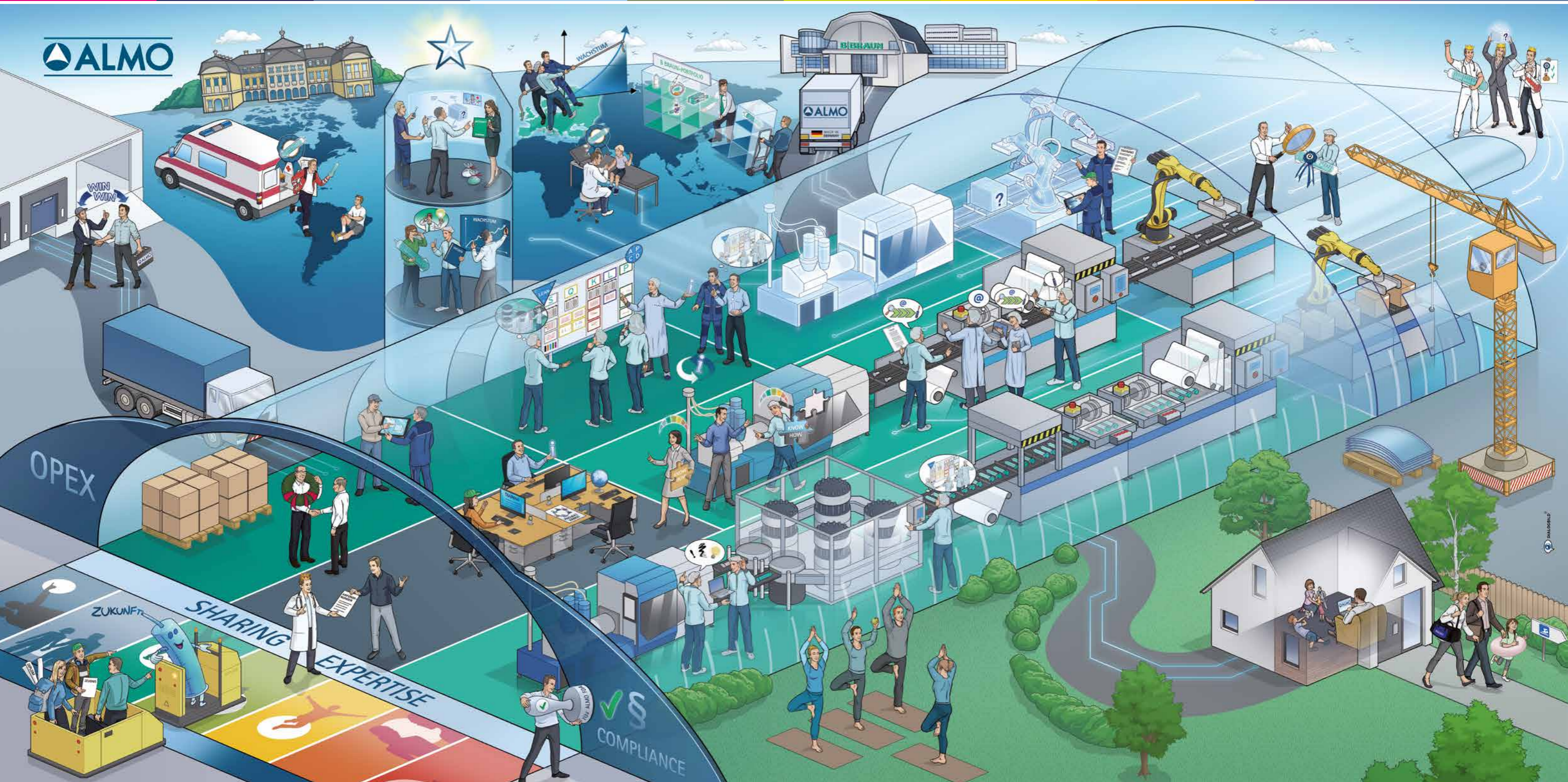
board the ship and exchange their experiences during the lockdown.

The dialog film was presented to the employees during a digital information event and the exchange of ideas was encouraged.



Try it now!  
Simply scan  
the QR code.





## THE TARGET PICTURE

Creating transparency about the target system, making it understandable and easy to communicate to all employees, providing the opportunity for personal identification and describing the way into the future to ultimately provide a higher-level orientation for the entire company - these were the reasons why ALMO decided to create a dialog picture.

Together with DIALOGBILD and Goldpark as professional partners, a dialog picture was developed and implemented for ALMO. During the first step, the already existing target system was supplemented by a "north star" and derived core statements. This creative process was moderated and supported by Goldpark.

The target picture was developed on the basis of the "north star", key messages and ALMO's strategy and corporate mission statement. It was important for the company to integrate employees and executives into the development process. Therefore, executives and employees of all departments as well as members of the works council participated in three workshops.

The Dialog Room





ANregiomed is an association of the clinics Ansbach, Dinkelsbühl, Rothenburg and the Praxisklinik Feuchtwangen. A total of 813 beds are available for the treatment of acute-care patients. In the major departments and the specialist departments, approximately 2,500 employees work to provide for 40,000 acute-care patients each year. In addition, there are several thousand outpatient surgeries. Following the motto "competence with service and charm", the association ensures health care in the city and county Ansbach.

**Objective:** Within the ANregiomed clinics, cardiac insufficiency is one of the main diagnoses. Therefore, heart and vessels of the cardiac insufficiency treatment process, in which the patient is the focus, should be visualized within the clinic-cross-competency network. While the workflow is a matter of course for the clinic staff, it is often difficult for the patients to understand what is behind the many specialist courses and the individual measures.

**Target groups:** For the first time, the dialog picture was presented on the 10th cardiology anniversary. In addition to the many professional groups in the clinic, including specialists, nursing staff, nutritional counselors and more, relatives, volunteer helpers and house doctors should also recognize themselves in the picture. People that are not familiar with the topic should be sensitized to the related issues. It reflects the different roles and fields of activity of the employees as well as the detailed visualization of the workwear, workstations and medical devices.

### INDIVIDUAL SCENES AND THEIR MEANING



#### House doctor

The patient has swollen legs and is short of breath, so he visits a family doctor. ANregiomed maintains close contact with the house doctors, as these provide an important interface to the patients. The physician is informed about the symptoms of heart failure and gives a preliminary finding for the doctors of ANregiomed.



#### ECG

In the context of diagnostics, the patient is examined by means of an ECG. The electrodes are connected via cable to the ECG device, which records the cardiac activity. The classic ECG is performed on a supine, relaxed patient and is therefore referred to as Resting ECG.



#### OP

In severe cardiac insufficiency, which is not or not sufficiently responding to a drug treatment, various surgical procedures may be necessary. Such as, for example, pacemaker implantation. In addition to the surgeon, a member of nursing staff takes care of the patient during the operation and the anesthetist monitors the anesthesia and ventilation.

#### About the company:

The medical centre Braunschweig provides maximum care for the area Braunschweig and is one of the biggest hospitals in Germany with its 1,428 total beds. By having 19 medical centres, 10 independent clinical departments and 6 institutions, the medical centre Braunschweig covers almost the whole range of subjects the medical science holds. Each year more than 58,000 patients will receive inpatient treatment and 150,000 outpatient treatment.

#### Contents:

The present dialog picture was developed for every employee at the medical centre Braunschweig, who is involved with the topic project management. It should provide support for all project participants and forms the basis for a common understanding in terms of planning, implementation and documentation of projects at the medical centre Braunschweig. Klinikum Braunschweig.



#### Challenge

Due to a continuous change in the healthcare landscape the medical centre Braunschweig is facing challenges and complex tasks. The bottom line is to identify these challenges together and deal with them. No matter if nursing staff, medical fraternity, technical service, administration or other departments.



#### Control of project idea

The author sends the filled form „project idea“ to the central project management (ZPM) in a digital format. The ZPM checks the project idea in terms of importance and effectiveness and might complete it by discussing the idea with the author.



#### Merger of work packages

After all work packages/sub projects have been implemented they will be merged. The project management will coordinate this process. In order to accomplish the project aim all work packages/sub projects have to match like a puzzle.



#### Department corporate development and central project management

(left to right) Cornelia Erlemann, Bianca Müller, David Skiba, Saskia Siegmund

“The process visualisation, specially created for the medical centre Braunschweig, is used for a reorientation and implementation of our processes regarding the central project management. It is an ideal format to get all employees enthusiastic about the new process.

All relevant workflows and processes are illustrated in demonstrative scenes for all project participants. After the formalisation of all documents about project management we discussed all steps included in the process flow with an interdisciplinary team in workshops and developed ide-

as of illustrations which have been visualised by the team of DIALOGBILD.

We created a workflow regarding central project management as a means of support for every project participant to show all relevant information clearly and concisely. The visual implementation was made by DIALOGBILD. It was exciting to see how the images were made out of our written documents. All created documents and images can be found in our information brochure about central project management. It was first introduced to the public and then allocated to the other medical centres.”



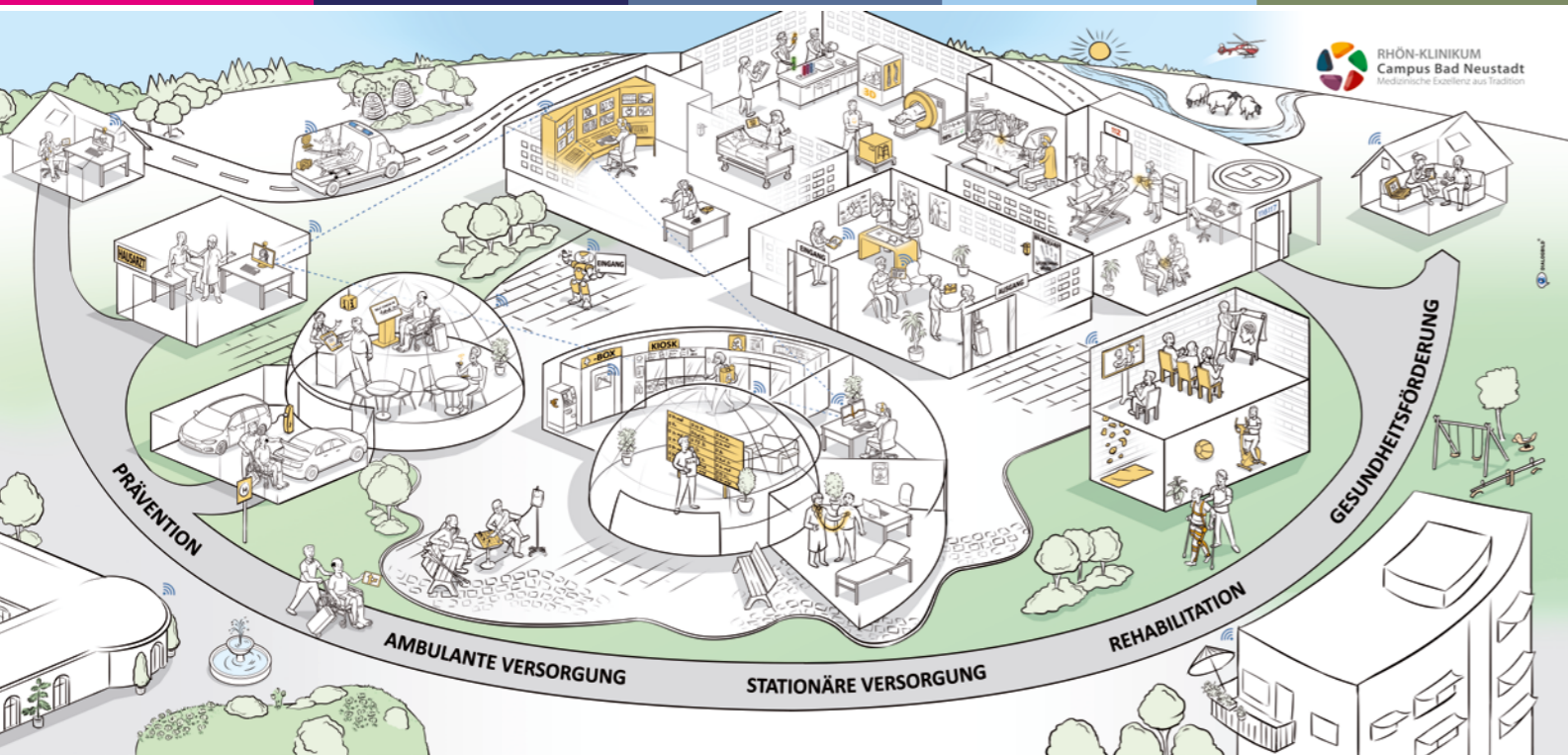
**Priv.-Doz. Dr. med. C. Wacker**  
Total cardiology

“The hospital association ANregiomed is based in the region of Mittelfranken, Bavaria. We ensure regional health care through the hospital sites Ansbach, Dinkelsbühl and Rothenburg. A particular focus is on cardiac patient care. A common treatment pathway for the disease pattern of cardiac insufficiency was coordinated between the three sites. However, what often seems

to be very useful for the physician at first sight, is often incomprehensible to the patient. The terms and expressions are not to be found in the everyday vocabulary, and the patient, at best, may only know a cardiac ultrasound from television. It is important for the treating physician to address the patients' questions and to take their worries and fears seriously. The patient should understand what it means to be suffering from chronic heart failure and what they should look out for. The treatment guidelines and pathways used by the doctors should be presented as simple as possible. It was important that ANregiomed is viewed as a whole and

does not separate into the individual sites. It is precisely the employees dealing with the patient in the care, or in the medical activity, who should recognize themselves in the picture. The clear message should also be the involvement of the house or specialist physician. The patient enters the clinic through the prescriber, and finally they are taken back to the clinician. The cooperation with DIALOGBILD worked very well. We were always informed about the current state and were able to implement large and detailed changes according to our expectations. The new area of hospital care was also presented professionally.”





## PATIENT & EMPLOYEE COMMUNICATION

### VISUALIZED RHÖN CAMPUS CONCEPT AT BAD NEUSTADT A.D. SAALE



#### The company

RHÖN-KLINIKUM AG is a listed hospital company. The management of the company is performed by the management board. Three members share the responsibility of the management. The Chairman of the Management Board is Stephan Holzinger, the Chief Operating Officer is Dr. Ing. Gunther K. Weiß and Medical Director is Prof. Dr. med. Bernd Griewing. In total, RHÖN-KLINIKUM AG has five clinic locations in Bad Neustadt a. d. Saale (Bavaria), in Giessen and in Marburg (Hesse), in Bad Berka (Thuringia) as well as in Frankfurt (Oder) (Brandenburg). For this purpose, about half a dozen medical care center companies are managed, which are settled at the various hospital sites.

The RHÖN-KLINIKUM has about 16,700 employees. In order to ensure medical care for everyone, the company pursues a strategy of group-wide direct exchange of knowledge and experience among its employees with the goal of

building a close link between medicine and management. The pursuit of the continuous improvement process causes RHÖN to constantly develop and establish new and innovative projects.

#### Objective RKA: Campus concept and digitization

The renewal and expansion of the RHÖN-KLINIKUM Campus Bad Neustadt formed the idea to clarify the complex structures and processes of the three care centers (outpatient, clinical, rehabilitative). The role of the patient, prevention and health promotion are additionally considered in order to create a dialog picture, with the aim of serving as a visualized campus tour.

With the help of the dialog picture these important connections are presented vividly. It serves as orientation and enables understandable and sustainable communication. Participants can find themselves in the picture. In the form of this interactive and creative knowledge transfer, an overall understanding of the RHÖN Campus concept can be developed. It also has an identity-building effect and strengthened the

mutual recognition. The purpose of the dialog picture is to create a new type of patient and employee communication. Additional offers such as prevention and health promotion can be easily explained here. These are already implemented in reality or conceivable as a vision of the future. A written guide also provides background information beyond the scenes.

#### External target group: patients, interested parties or visitors.

The dialog picture serves as an analogue guide. In addition to the overall picture, the scenes with descriptions and background information are shown on the campus area on monitors or tablets. But also on the website (for example by glossary, slideshow of individual scenes with description, ...), the picture and its individual scenes can be viewed.

#### Internal target group: Employees

Only when employees are well informed they can identify with the RHÖN Campus concept as a whole. So only when an internal identification is achieved, a positive external effect can take effect.

#### The development

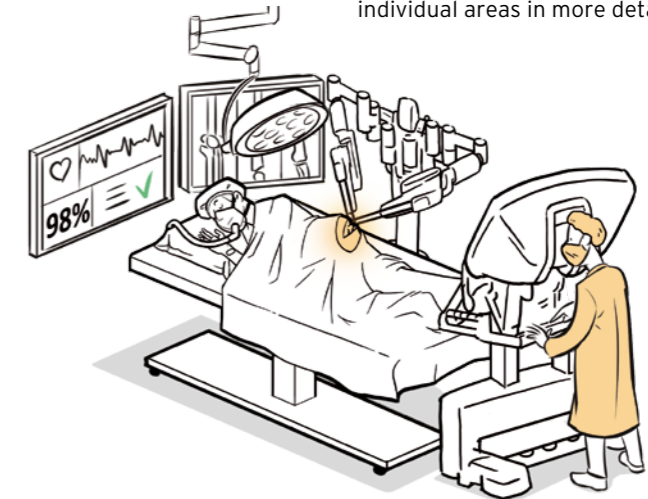
The dialog picture for RHÖN-KLINIKUM Campus Bad Neustadt summarizes the new and existing processes of the Campus Bad Neustadt. The goal was to create a visualized campus tour.

The core development was carried out through cooperation between the Group units Process Management as well as Innovation Management and Network Medicine. For this purpose constructive meetings and round tables took place in which the different scenes and their contents were determined. The cooperation with the company DIALOGBILD was consistently pleasant and effective. Through professional support, the enablement of the wishes and ideas of the RHÖN

#### The use case

development team as well as the continuous communication and coordination, the goal of creating a visualized campus tour was realized in a timely adequate framework of a few months by DIALOGBILD.

The RHÖN-KLINIKUM uses the dialog picture in different forms. It serves both employees and patients as an overview and visualized tour. An interactive version of the dialog picture was also created to describe individual areas in more detail.



**Prof. Dr. med. Bernd Griewing**  
Project Initiator -  
Board of Management  
Medicine  
RHÖN-KLINIKUM AG

"The healthcare system is currently facing several major challenges. Medical care must deal in particular with demographic change, technical progress, digitization and a shortage of skilled workers. In order to maintain efficient

healthcare, it is in our interest to reorganize patient care.

The dialog picture, which depicts the concept of our new RHÖN Campus Bad Neustadt with its processes, serves the viewer as a visualized tour and lets them recognize which approaches we are pursuing with regard to the challenges. In addition, the different scenes allow the employees to recognize themselves. But also the patient was integrated as an active partner in medical care, to illustrate his important

role. The care is geared to the needs of the patients!

Our strategy of linking the areas of „Prevention, Outpatient Care, Inpatient Care, Rehabilitation and Health Promotion“ in a sustainable concept is illustrated by a connecting road. This understanding is also supported by the dialog picture, which is why dialog picture integration, from the board's point of view, can become an important communicative approach in our Group."



**Dominik Walter M.A.**  
Project Leader -  
Head of Medical  
Process Management

"The creation of the dialog picture was a challenge which the entire project team worked on together with ambition and fun. The concept of a picture based on a campus, which was still in the construction phase and the elabo-

ration of the various key scenes that make the Campus Bad Neustadt recognizable as a sustainable provider, was an impressive success for the project team. The integration of future care approaches was particularly important to us. But also the mapping of the various players and sectors in connection with the patients and their cross-cutting digital interconnection with the RHÖN-KLINIKUM Campus, with regard to the future cross-sectoral care, was successfully implemented with our partner DIALOGBILD.

Therefore the dialog picture provides a meaningful statement for our future supply strategy at RHÖN Campus Bad Neustadt. It is displayed as a large exhibition wall as well as in digital form showing the individual scenes. It is also supplemented by the explanations of the different scenes, which are available to the viewer. The professional collaboration with DIALOGBILD contributed to this positive result."

SOMETIMES, THE IMPOSSIBLE IS TRUE.

CHILD PHYSICAL ABUSE IN ENGLAND AND WALES:

117,627 OFFENCES recorded by police in the year ending March 2019

THE ABUSE WAS MOST COMMONLY PERPETRATED

BY THE CHILD'S PARENT(S) around 4 in 10 were abused by their father, around 3 in 10 were abused by their mother.

93 CHILD HOMICIDES in the year ending March 2018

Physical abuse is the only type of child abuse where there is no difference in prevalence between men and women.

Illustration of a child with various injuries and a list of signs of abuse.

**Call 999 if the child is at immediate risk.**  
If it's not an emergency, you can report the crime online or call 101.  
Calls to 999 or 101 are free.

**Evidence for abuse:**

1. Absence of a plausible and conclusive explanation.
2. Does the development level of motor skills match the given explanation? For example, a one year old child is not able to climb onto a cooker and turn it on without help.
3. Changing stories about the history of the injury.
4. Conspicuous behaviour of the child during the examination: Fear, complete passivity, attempts to overly please, extreme deference, aggression, destructive behaviour, inappropriate lack of distance to the examiner.
5. Many different injuries at various places around the body point towards abuse.
6. Any delay in seeking medical help with severe injuries is highly suspicious.

**CHARITÉ Deutscher Kinderverein**

NIEMAND DARF DIR WEHTUN.

Illustration of a child being hit by an adult, with a list of steps to take if a child is being abused.

**1. WENN DIR JEMAND WEHGETAN HAT, ERZÄHLE ES DEM JUGENDAMT!**  
Im Gesetz steht: Jedes Kind hat das Recht auf gewaltfreie Erziehung. Körperliche Bestrafungen, seelische Verletzungen und andere entwürdigende Maßnahmen sind unzulässig. (§ 1631 BGB)

**2. HOLE DIR HILFE UND BERATUNG BEI DEM, DEM DU VERTRAUST!**  
Im Gesetz steht: Jedes Kind hat das Recht auf Information und Beteiligung (§ 8 Abs. 1 SGB VIII) und das Recht auf vertrauliche Beratung in Notsituationen. (§ 8 Abs. 3 SGB VIII)

**3. HAST DU ANGST VOR DEINEN ELTERN?**  
Im Gesetz steht: Jedes Kind hat das Recht auf Inobhutnahme ohne Angaben von Gründen. (§ 42 SGB VIII)

**Deutscher Kinderverein**

**DEUTSCHER KINDERVEREIN**  
GEGEN JEDE GEWALT

**CHARITÉ**  
Gewalterschutzbambulanz

The "Deutscher Kinderverein e.V." shows the differences in injuries

People who have professional contact with children inevitably see traces of injuries again and again. Really slipped and fell while playing in the playground? Or could the angry hand of an adult have been involved? Which pediatrician, youth welfare officer, teacher, educator or policeman has not already asked themselves this question. "We have long been calling for people in these professions to be sensitized to the consequences of maltreatment during their training," says Rainer Rettinger, Managing Director of the "Deutscher Kinderverein e.V."

The club is now publishing an illustration that shows which injuries are typical for falls or bumping and which are not. Contusions on the forehead, nose

MALTREATED OR FALLEN DOWN UNHAPPILY?

and chin as well as abrasions on the palms of the hands, knees and shins can be easily reconciled with the usual accidents when playing and frolicking. With injuries on the back of the hand and forearms or on the outside of the thighs, this is already more difficult. The illustration also shows the visible consequences of blows to the body or face, as well as injuries caused by burning cigarettes and extensive burns and scalding. In the case of bite wounds, the distance between the canine teeth can be used to determine whether they are from a child or an adult, and strangulation marks should be examined immediately by a doctor.

In addition to the picture of the injury, the poster of the "Kinderverein" also shows further indications of maltreatment: the lack of a comprehensible explanation for the wounds, behavi-

oural problems or the accumulation of many different injuries. Delayed seeking medical assistance for serious injuries is considered highly suspicious.

Dr. Saskia Etzold, senior physician/deputy medical director of the violence protection outpatient clinic of the Charité - Universitätsmedizin Berlin, was in charge of compiling the contents of the illustration. The theme was visually implemented by the Hamburg agency DIALOGBILD. The police statistics show how urgently such information is needed in Germany today: in 2018, 136 children were killed by maltreatment, more than 4,000 cases of maltreatment were counted - a high number of unreported cases is assumed.

A volunteer project by DIALOGBILD

**DEUTSCHER KINDERVEREIN**  
GEGEN JEDE GEWALT

Children have rights - but in many cases they don't know them. The German Children's Association (Deutscher Kinderverein e.V.) draws attention to this and insists on more education: "Children are still not informed enough about their rights," notes Rainer Rettinger, managing director of the association. "Even educational professionals in schools, daycare centers and youth welfare offices are sometimes hardly informed about it."

The child protectors, together with the Dialogbild agency, have now developed an illustration that provides clear and concise information and explains basic rights in an understandable way. Although the articles of the UN Convention on the Rights of the Child cannot be enforced in court, the prohibition of corporal punishment and mental injury is laid down (§ 1631 of

NO ONE SHOULD HURT YOU. ENFORCEABLE CHILDREN'S RIGHTS

the German Civil Code), and children are also guaranteed the right to information and participation (§ 8 Para. 1 of Social Code Book VIII) and to confidential advice in emergency situations (§ 8 Para. 3 of Social Code Book VIII). In addition, every child has the right to be taken into care without giving reasons (§42 SGB VIII).

"It must be understood as part of the educational mission not to make violence and sexual abuse taboo but to openly mark it as wrong and punishable and to talk about it with children," says Rainer Rettinger. This is exactly where the dialogue picture comes in with its clear visual language.

The Children's Association believes that youth welfare offices in particular have a duty to inform children and adolescents about their rights. Prac-

tice shows that they are not informed of their rights to confidential counseling, to be taken into care, and to file complaints during risk assessment procedures and help plan discussions. Even on the homepages of many youth welfare offices one looks for this information in vain.

The German Children's Association (Deutscher Kinderverein e.V.) also demands that the legal right of all children who receive help with their upbringing to be informed about their rights of initiative and to have regular personal discussions in an environment suitable for children be safeguarded. Here, questions, wishes and dangers should be discussed with the specialist from the youth welfare office in child-friendly language and, as a rule, without parents.

A volunteer project by DIALOGBILD



**Leukoplast®**

## FOR THE SAKE OF THE ENVIRONMENT

### LEUKOPLAST ECO

Essity works with more than 48,000 employees to adapt its own brands to the demands and developments of the

zeitgeist while maintaining its own high quality standards. The variety of the product range in the Health and

Medical Solutions segment extends across five brands, which are based on the common focus on pleasant applications and successful therapies for patients and users.

One of these brands is Leukoplast, which has stood for wound dressings of the highest quality for over 120 years. The Leukoplast brand range offers products for acute wound care, including wound dressings, roll plasters and surgical dressing material.

Whether parents, caring relatives or even medical staff, the portfolio of Leukoplast offers the right solution in every area: cleaning, liquid absorption, a stable and secure hold, but also the care of wounds for very sensitive skin.

## COMMITMENT TO PROTECTING THE ENVIRONMENT THROUGH SUSTAINABLE PRODUCT DESIGN

The new Leukoplast eco is a disposable plaster made of at least 90% renewable raw materials such as bamboo fiber, while meeting the usual quality and functional standards. The illustrations for the plasters for "Leukoplast eco kids" were designed by DIALOGBILD with the aim of translating the theme of sustainability into an overall visual composition that embodies the principles of the new product line in terms of both color and motif: Sustainability meets proven quality. The "Leukoplast eco kids" design variant is intended to appeal in particular to the younger target group and, despite sustainable production, does not forego a lively design.

With the topic of sustainability, the Leukoplast brand is doing its own pioneering work, which means dealing with new contexts and successfully communicating these very topics within the company.

In order to have an experienced and professional partner on board to support the communication of new and very complex topics and messages and to offer the own team the possibility to learn the current elements and contexts in a playful and self-didactic way at their own pace, Essity once again turned to DIALOGBILD.



**Brigitte Misch**  
Global Product  
Manager Pharmacy

"The start of a new project is always characterized by the enthusiasm and simultaneous challenge brought about by previously unknown subject areas. This is exactly what we encountered when we launched our first project with sustainable materials and sustainable product design "Leukoplast eco". We were faced with a complex entity that we not only wanted to understand together, but also to design. To do this, it was necessary to reach the internal marketing and sales channels of all country subsidiaries with a suitable medium. Before we decided to work with DIALOGBILD, we gathered ideas and requirements that the medium should fulfill. First of all, it should be

able to trigger enthusiasm for the new topic. It is important to us to work through the topic in a playful way, so that everyone can first develop a feeling as well as an intrinsic interest for the "Leukoplast eco" line. It should also express an invitation to deal with the new project structure at one's own pace, so that each individual has the opportunity to integrate into the new project structure in the best possible way.

Taking into account our wishes, we initiated the creation process with DIALOGBILD, which proved to be extremely professional, structured and creative. The collaboration was always characterized by an inspiring exchange, and at the same time the timeline discussed in advance was reliably adhered to. The final product not only impressed us graphically, but was also very well received by all ranks due to its simple handling and refreshing approach. approach were very well received. With our dialog image, we succeeded

in directing the internal launch of "Leukoplast eco" in a new and equally accessible-participative way for everyone, which is why we can recommend DIALOGBILD without reservation."

## INDIVIDUAL SCENES AND THEIR MEANING



Our customers are interested in sustainable and responsible living, which is reflected in their daily choices.



Close cooperation with our customers and market research evaluations drive our developments and quality.

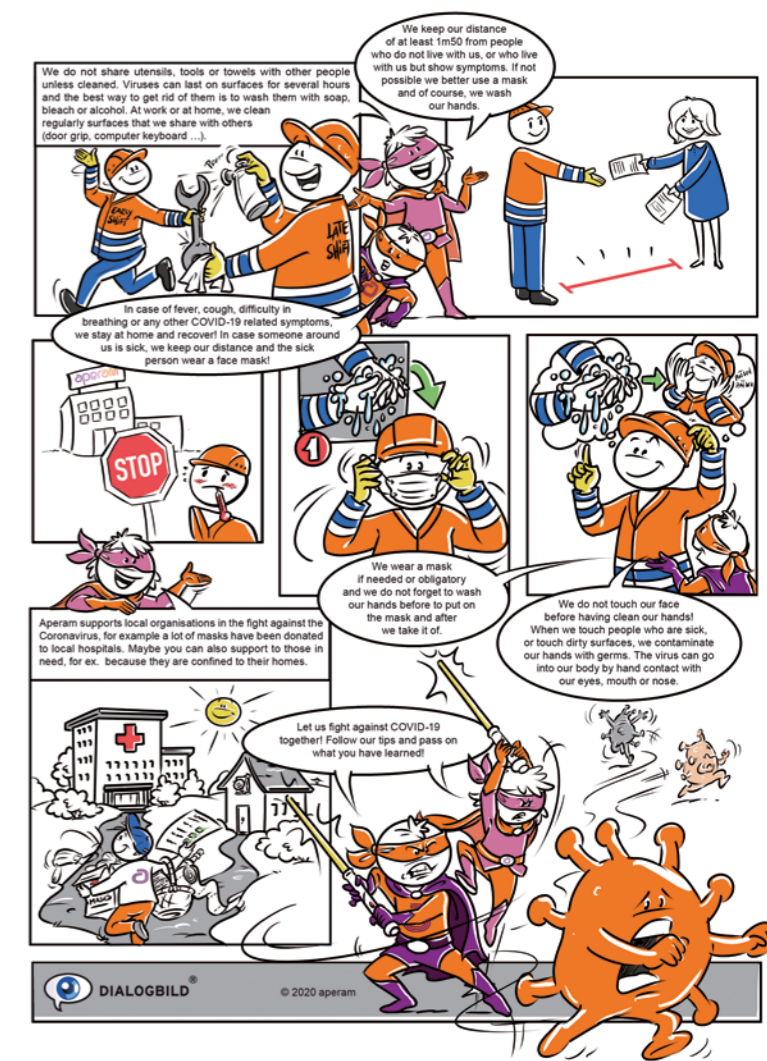
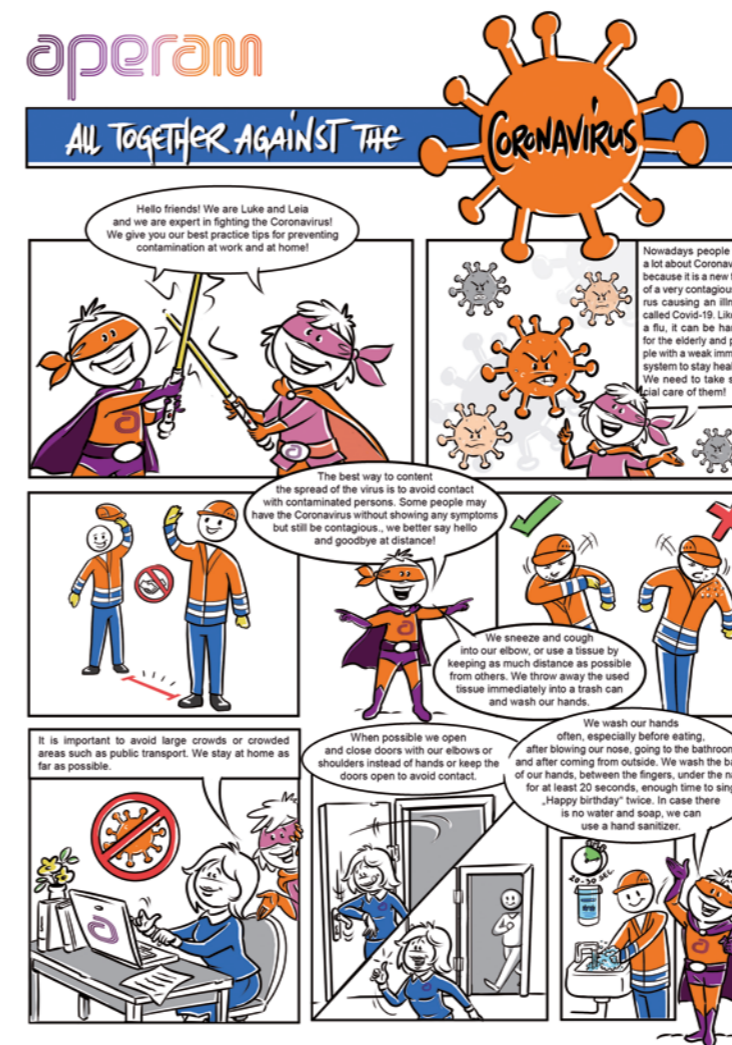
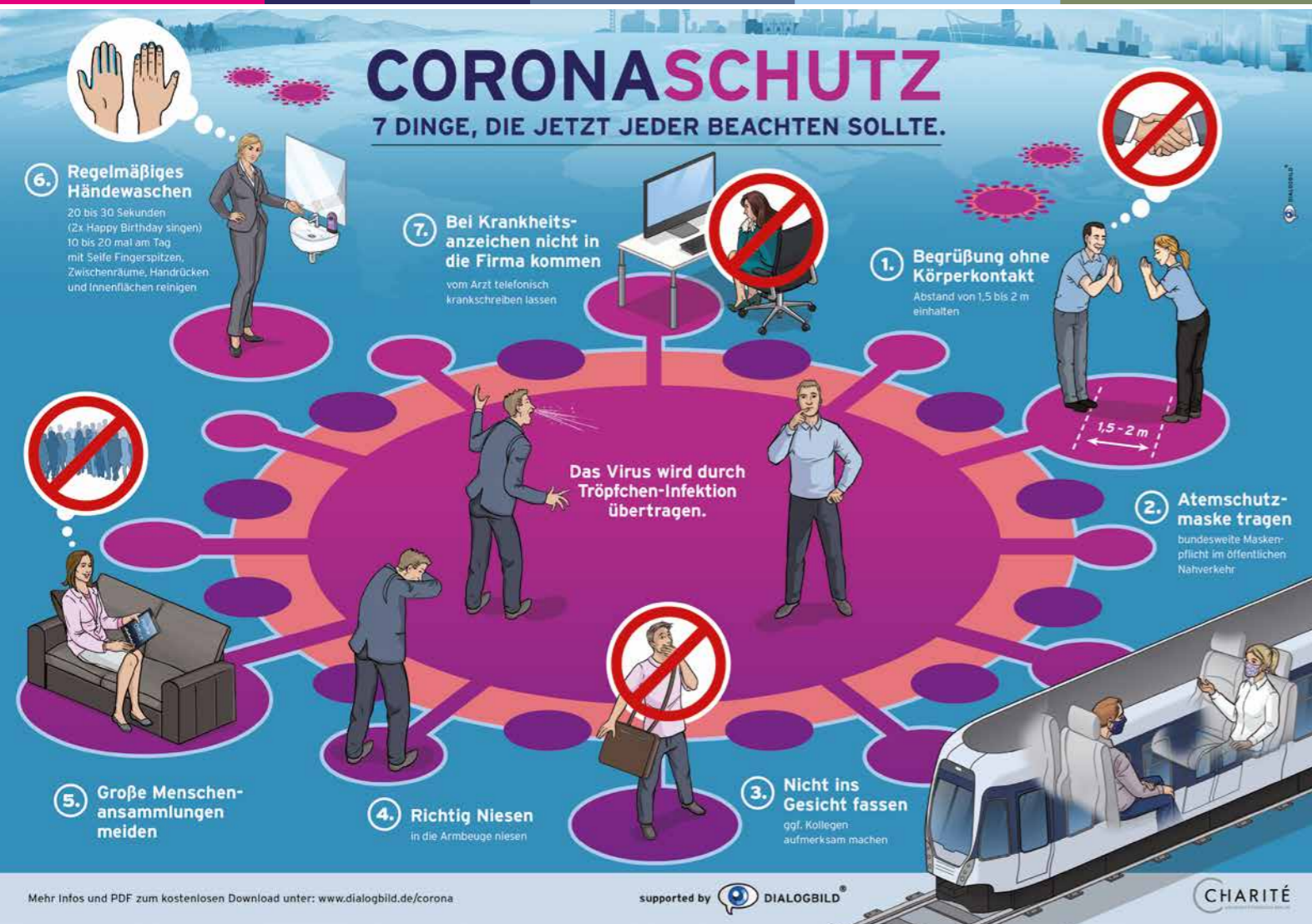


We work together in a cross-functional team that combines strengths from all areas.



With the help of our global supplier network, we can select the best possible raw materials that meet our quality standards of sustainability and naturalness.





## THE CORONA PROTECTION-POSTER

The most effective protective measures are now known, but are you really thinking about implementing them

consistently? The dialog picture „Corona Protection“ presents an overview of the 7 most

important measures that should be taken to prevent infection.

## FEEDBACK

### Reinhard Mühe

Head of Online Media Symrise AG

“As a responsible and sustainable company, we have a great responsibility to our employees and their families. We quickly realized what a rapid and dangerous development the corona virus would have on our daily life and also on our enterprises. For this reason, we quickly set up a crisis team to take appropriate measures in relation to the pandemic. Among other things, we regularly inform our

employees about current status and upcoming measures. The poster is a very nice visual instrument and at the same time a call to adhere to certain rules. It is very supportive in our efforts to slow down the rate of infection. The target group of the dialog picture are: employees, female employees and family members. The cooperation with Dialogbild was goal-oriented, fast and uncomplicated.”

### Juliane Pilster

Team Software, TRUMPF

“Thanks to the team from DIALOGBILD for providing the infographics on the #coronavirus available in English and German FOR FREE! I printed it out and distributed it within the office of the #Software#Development department at TRUMPF.”



## CORONA-COMIC

### ALL TOGETHER AGAINST THE CORONAVIRUS

Aperam is a global stainless steel, electrical steel and special steel company with customers in over 40 countries. In addition to its industrial network, which is spread across six production sites in Brazil, Belgium and France, Aperam has a highly integrated distribution, processing and service network, as well as the unique ability to produce stainless steels and special steels from low-cost biomass. Aperam employs around 9,600 people worldwide and is headquartered in Luxembourg.

Aperam takes the fight against the corona virus very seriously. In all Aperam offices around the world, numerous measures have been taken to protect all the people who work at the various locations. Despite these measures, there is always a risk of contamination outside the plants. That is why it is important that every employee applies the basic hygiene rules for coronavirus prevention outside of work, in his or her private life.

Sometimes it is difficult to make children understand and aware of the

precautions. In order to support Aperam employees in this task, Aperam has prepared a range of tools specifically for families, with the aim of making the basic concepts of disease prevention easier to understand through simple and playful presentation. Part of it is this comic, which has been developed in two versions: one colored and one black-and-white, with the aim of giving children the opportunity to combine learning these rules with the joy of colouring the comic. The story was translated into 10 languages and distributed worldwide.



### Marie-Claire Schumann

Global Health & Safety Training & Culture Coordinator

“The collaboration with the DIALOGBILD team went wonderfully. The ideas were discussed over the phone and shortly there after these drawings were created, which corresponded exactly to our ideas! Everything went

smoothly and quickly. The characters in the comic are very sympathetic. I always have a smile on my lips when I see this little guy who likes to touch his face with his washed hands.”



## OUR VISION IS REALITY



Symrise AG is a global supplier of fragrances and flavors, basic and active ingredients, functional ingredients and product solutions for improved sensor technology and nutrition. With a share of approximately 12 percent, Symrise ranks third in the global market for fragrances and aromas and employs more than 10 thousand employees worldwide.

Symrise is a reliable business partner and guarantees a high product quality. In the supply chain, quality consciousness, know-how and creativity perfectly interlock.

In order for these messages to be perceived consistently by employees, customers and partners, we developed a dialog picture according to the motto „see and understand“. The following three core areas and their vision were taken into account:

- „We want to know all producers who supply us with raw materials.“
- „We are developing innovative products with unique properties.“
- „We live responsibly, rely on the highest quality and sustainable processes to help provide consumers with products that meet their needs.“



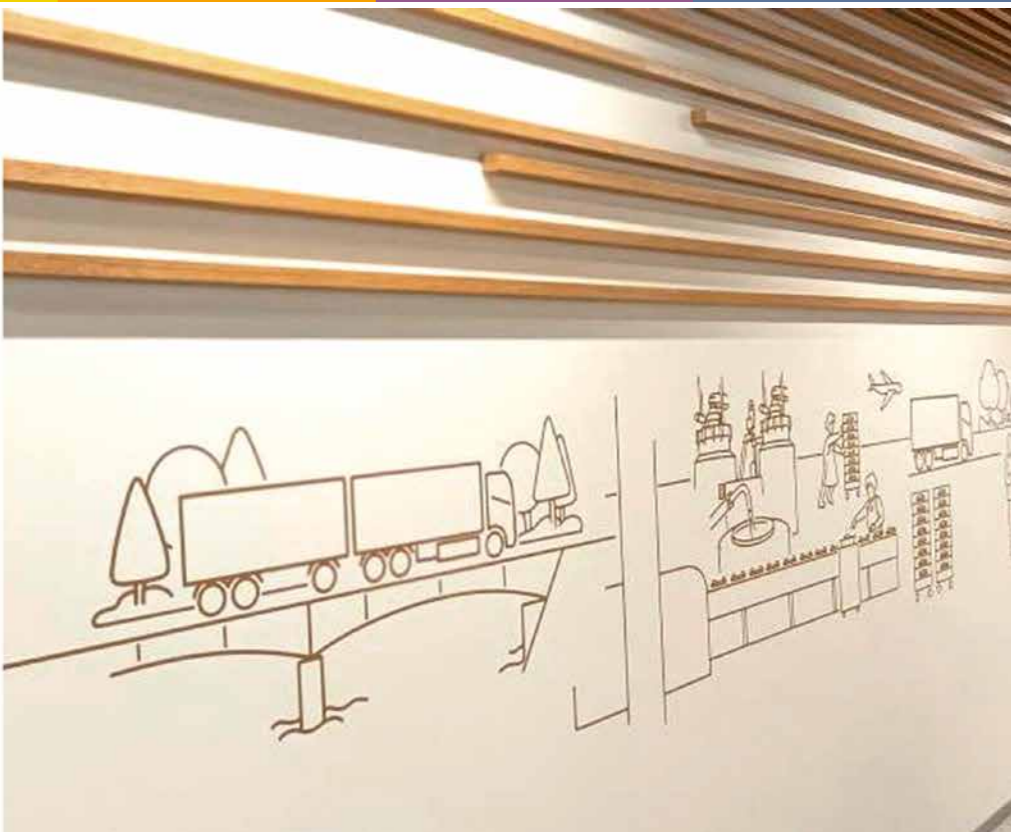
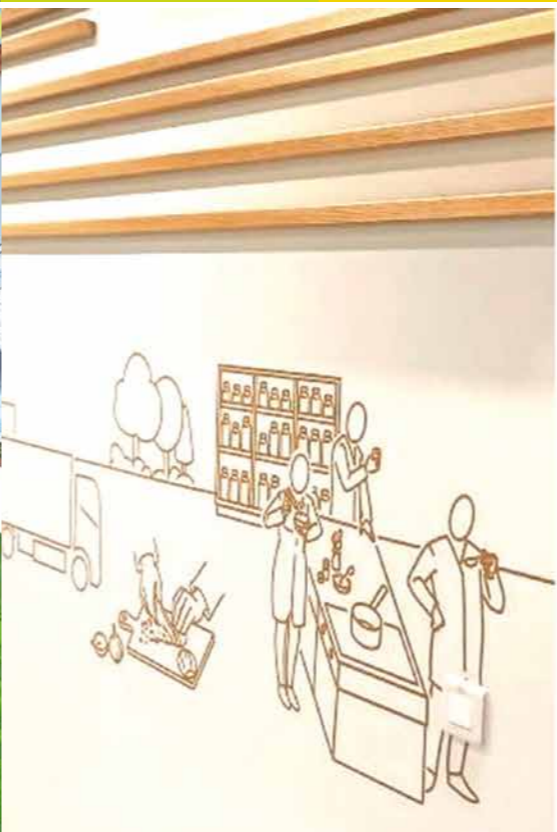
**Reinhard Mühe**  
Head of Online Media  
Symrise AG

„As a global supplier of fragrances and flavors as well as cosmetics and active ingredients, our business is very complex and diverse. In this context, responsibility and credibility play a central role in the core business of our company. It is not always easy to exp-

lain to an outsider in a few words what our value chain is like. Dialog pictures are excellent for illustrating such processes. The easier the picture, the better. The picture, in combination with the spoken word and a text to read together, intensifies the understanding of the viewer. At first we had only developed the dialog picture. We wanted to quickly and simply show the viewer how a supply chain by us looks. In a second step, we then developed a slideshow from the picture. Here the individual stages are additionally explained with one or two sentences. We use the

dialog picture as well as the slideshow in presentations, on diagrams and on information terminals. This makes it easy to describe the stations in our supply chain.“

Try it now!  
Simply scan  
the QR code.



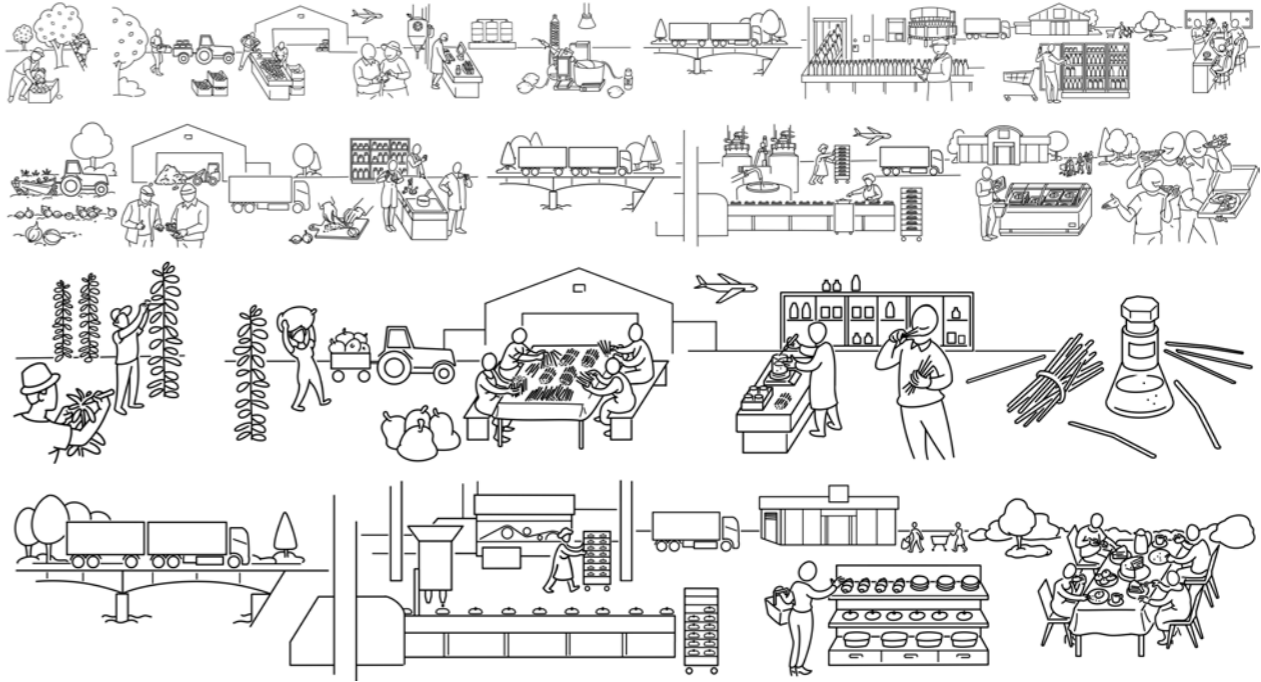
## OUR SUPPLY CHAINS

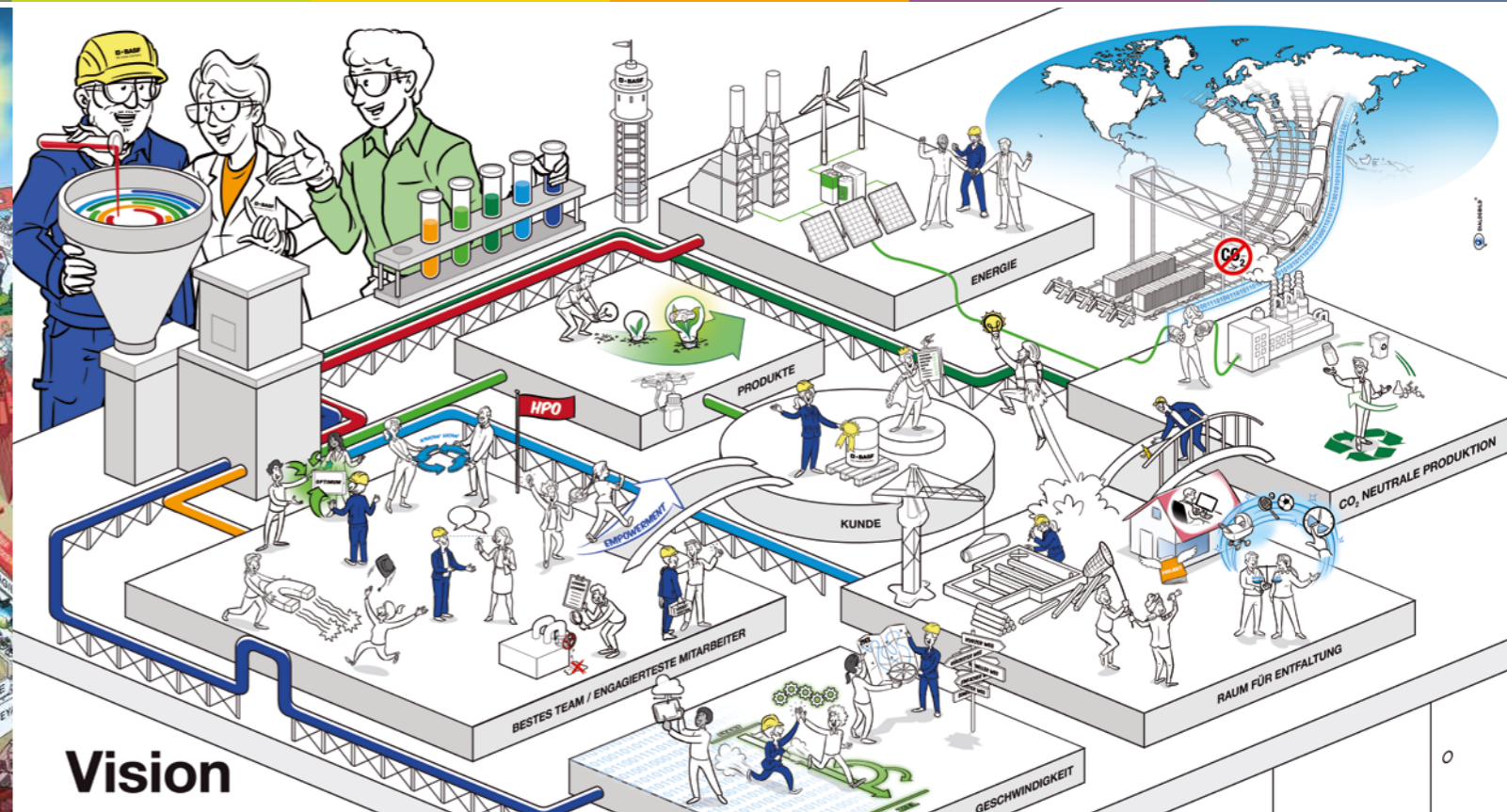
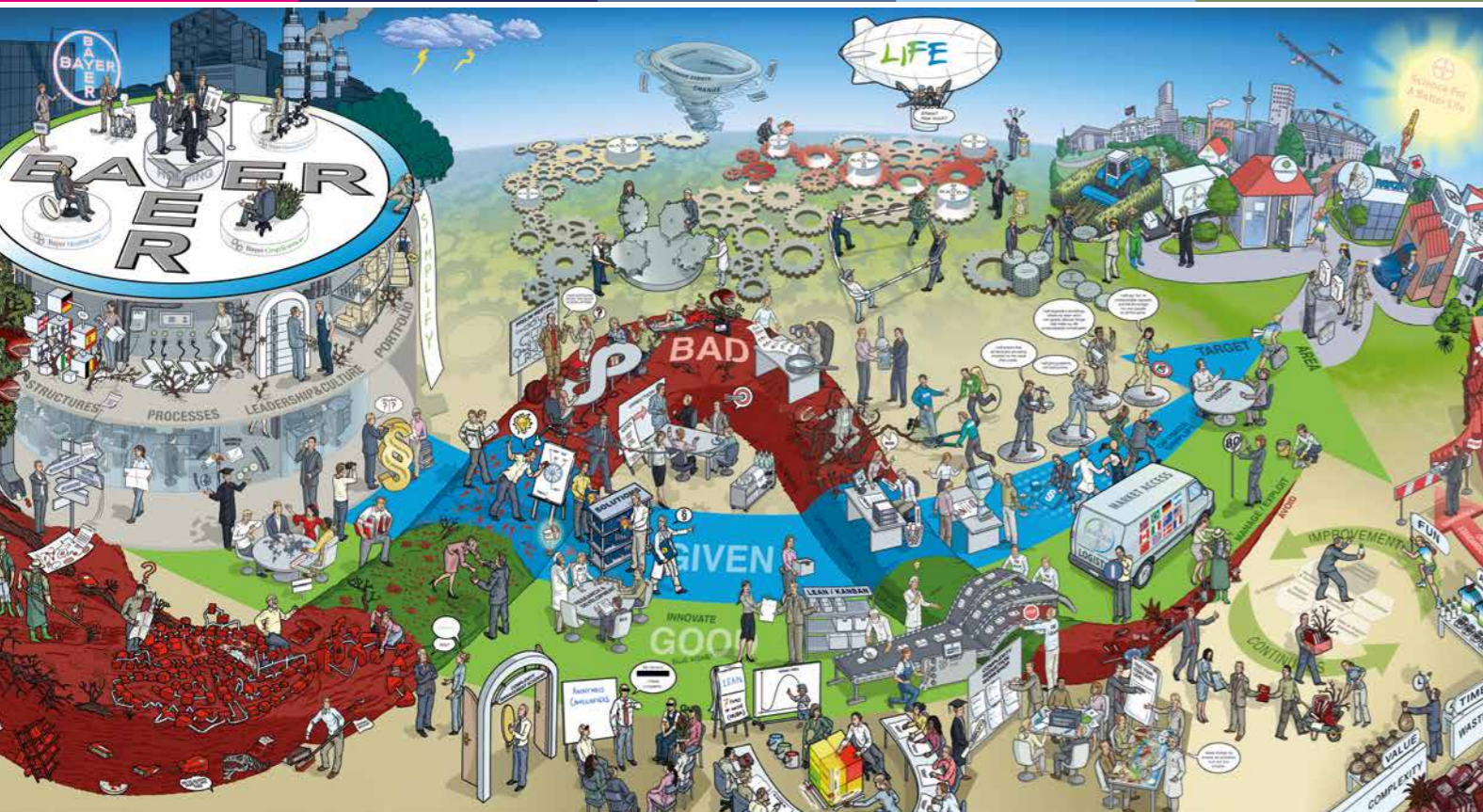


“For our new corridor areas at our new location in Moscow, we were looking for graphics that on the one hand depicted our daily business, but at the same time were informative and entertaining. We came up with the

idea of depicting the supply chain of three of our most important raw materials: Vanilla, Lemon, Onion. Each of the three hallway graphics stretches along a wall 10 meters wide and tells the story of the journey of the respective raw material, from the field to the finished product. This supply chain is intended to show

every employee how many stations our successful products pass through and to sensitize them to the fact that we act with the utmost attention at all interfaces. This is the only way we can ensure that the end result is a high-quality product. It also gives our customers a nice and informative insight into our supply chains.“





## SIMPLIFY

**"MAKE THINGS AS SIMPLE AS POSSIBLE,  
BUT NOT ANY SIMPLER."**

Simplify - that's the goal of the complexity reduction program within Bayer AG. Working life should be made simpler, clearer and without unnecessary hurdles. Each employee can contribute to his or her area of responsibility. The dialog picture is used to talk about complexity and to identify it. It illustrates how complexity can arise, how it

complicates daily work, why it harms the company. And there are tips and impulses, which can be against complexity. The dialog picture is a starting medium in complexity reduction workshops, serves as a general basis for discussion and is also offered on the intranet on PCs and iPad to deepen the topic.



**Sachin Kumar**  
Deputy Head of Asia Pacific  
at Regional Coordination  
(Complexity Reduction Program)

"Complexity is a tricky subject everybody in the modern world has to deal with. In order to be as successful as possible, we want to reduce unnecessary complexity. The dialogue picture provides the support we need: It helps us understand the dif-

ferent kinds of complexity; the good, the given and the bad. It shows why complexity must be managed on the appropriate level and how this boosts the happiness and productivity of the employees."



BASF Schwarzheide GmbH is an industrial beacon in Lusatia and has been part of the BASF Group since 1990. More than 2,000 employees produce chemical specialties at the production site in southern Brandenburg. The product range includes polyurethane base products and systems, crop protection agents, water-based coatings, engineering plastics, foams, dispersions, laromers and, starting 2022, battery materials. The site is growing and has set itself the goal of CO<sub>2</sub>-neutral production in the future and piloting the

## BASF SCHWARZHEIDE GMBH VISION

integration of renewable energies. The new vision for the future of BASF Schwarzheide GmbH is based on four principles. They summarize what the company is striving for:

- We produce in a CO<sub>2</sub>-neutral manner.
- We inspire our customers, with future-proof products and services.
- We form the best team, with the most committed employees.
- We use our energy, speed and space for development.

These ambitious goals can only be achieved together, with all our employees. A dialog picture is used as a central instrument to initiate and accompany the change process. Based on this, the organization is aware of what makes the Schwarzheide site unique and is working on fully exploiting its potential and continuously developing further.



### Products for future markets

We produce innovative products for future markets that are at the beginning of their product life cycle and build new value chains and networks at the site. In doing so, we focus on future-proof specialties and products that are ideally suited to our location.



### CO<sub>2</sub> neutral production

We contribute to achieving the climate targets of the BASF Group and continuously reduce the CO<sub>2</sub> footprint of our production site up to CO<sub>2</sub> neutrality.



### Flexibility and adaptability

We think and act agilely. We react quickly and flexibly to changing conditions and requirements - whether from inside or outside.



## FIT FOR FUTURE

Helm is a globally active family-owned company headquartered in Hamburg, Germany. The fields of activity are the business units Chemicals, Fertilizer, Coop Protection and Pharma, which our

company with its 1,500 employees takes care of. In the course of the transformation process, we decided to use a dialog picture in order to communicate the different

aspects and areas to our employees in an understandable and easy-to-remember way. For this purpose, each employee also received their own picture after the company meeting.



**Sophie Oldenburg**  
Director Corporate Communications

"As part of our "Fit for Future" program, it was important to us to present as simply as possible how we are making HELM fit for the future. The dialog picture unites all the sub-areas that we are tackling within this framework

and also symbolizes the vision of the program. In this way, the dialog image helps to internalize the overall picture and increases the motivation of colleagues to make their contribution."

## REQUEST FURTHER INFORMATION

You too want to convince your colleagues of the implementation of the dialog picture method? Then order our free info package with various example posters. Due to the larger format you will get a perfect idea about what your work your very own dialog picture may look like. The posters are even usable to test the acceptance of visual media in your company: Just display

the posters in the office or in the corridors and test the reactions and excitement for dialogs of your colleagues. We will happily provide you with digital material for the internal presentation, too.

The info package and further documents are easily found in the section "contact" under [www.dialogbild.com](http://www.dialogbild.com) or to order by phone under: +49 (0) 40 30 70 261-0



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DIALOGBILD GmbH  
An der Alster 47  
20099 Hamburg  
[www.dialogbild.com](http://www.dialogbild.com)

