

# *INVITRO*

**Press  
information**



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## General Information

INVITRO, the largest private medical company in Russia, was founded in 1995. The company has 8 laboratory facilities and Eastern Europe's largest network with over 1000 medical offices.

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The business under INVITRO brand is run in **Russia, Kyrgyzstan, Kazakhstan, Belarus, Armenia.**

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The company performs a wide range of medical tests for clinical and diagnostic purposes, including hematological and general tests, hemostasis tests, biochemical blood tests for infections using the enzyme immunoassay method, coagulation, hormone, genetic, immunologic, microbiological, histopathological, and oncocytological tests, parasitic infection tests, PCR-based diagnostics, testing for markers of inflammation and autoimmune diseases, and drug monitoring. In addition to laboratory testing, INVITRO medical offices and diagnostic centers offer instrumental, X-ray and computer-aided diagnostic examinations and, in a number of cases, professional medical advice.

# INVITRO

The company performs over 143,000 different tests daily. Every day INVITRO receives over 28,000 patients (on average in Quarter 1, 2017). As of May 1, 2017, the total number of medical offices in the INVITRO network was 938. Of them, 495 operate on a franchise basis and 443 are operated by the company. The company's two diagnostic centers operate in Moscow and Nalchik.

INVITRO also provides water and soil analysis services, pre-trip and post-trip medical checkups of vehicle drivers, clinical trials of medical equipment, and sanitary-epidemiologic inspections of indoor facilities.

INVITRO is a #1 Franchise brand in Russia and one of the longstanding leaders of the Golden Brand and BeBoss franchise rankings.

# INVITRO

## Group Structure

The business partnership network of INVITRO includes the medical offices of “Doktor Ryadom”, the healthcare centers of “Lechu”, the medical HR service “Unikum”, and the Higher School of Medicine.

INVITRO was the founder of the Russian biotechnology research laboratory 3D Bioprinting Solutions which created the first Russian-made bioprinter and printed an organ “construct” of a mouse thyroid in the spring of 2015.

INVITRO is a strategic partner of the independent professional medical television channel Med2Med. The web-based channel is targeted toward practicing physicians, medical students, and nurses and publishes lectures, reviews of new medical technologies and diagnostic techniques, innovative equipment and treatments, offers detailed analysis and demonstrations of surgeries, medical procedures and techniques.

# INVITRO

## International Presence

INVITRO has been in Belarus since 2013. Its technology facility is located in Minsk, and its medical offices operate in Minsk, Baranovichy, Solihorsk, Orsha, and Brest.

INVITRO has been in Kazakhstan since 2014. Its technology facilities are located in Almaty and Astana. The company's network of medical offices includes Aktau, Almaty, Astana, Atameken, Atyrau, Karaganda, Kyzylorda, Shymkent and other locations.

In 2017, the first INVITRO-branded medical office opened in Yerevan, the capital of Armenia.

INVITRO operates in a total of **437** cities

# INVITRO

## Financial Performance

INVITRO's consolidated financial statements for 2014: turnover – **8.6 billion rubles**, profit – **622 million rubles**. In 2015 INVITRO's revenue, including that of its franchising partners, totaled **11.6 billion rubles**.

INVITRO is audited by the top audit and consulting company EY, one of the Big Four global auditors.

## Company History

In the early 1990s healthcare in Russia was in a nearly catastrophic state. Its biggest problem was the people's seemingly irreversible loss of faith in medicine and doctors. It took a man with as much love for his profession and as much confidence in his country as Alexander Ostrovsky to aspire to build Russia's best private medical company in such a trying time. Together with several partners he addressed the most pressing challenge of the time – he supplied imported medical equipment and consumables to the country's clinics. OMB, the company created for this purpose, quickly built up a reputation and successfully operates to this day.

By the end of 1995 it became clear that laboratory diagnostics represented a huge and completely vacant niche in the healthcare market. A company named INVITRO was incorporated, initially specializing in performing tests for the hospitals of Moscow. After a careful study of the healthcare market, by 1998 the founder of INVITRO Alexander Ostrovsky arrived at an unexpected conclusion: there was immense potential in the mass demand for high-accuracy medical tests that could be done near one's home without having to wait in lines in clinics for a doctor's referral. So the decision was made to open retail medical offices to provide those services.

# INVITRO

## INVITRO Brand

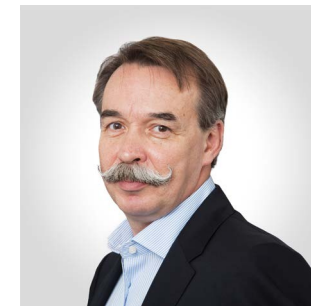
INVITRO is one of the best recognized and most respected medical and retail brands in the country and a two-time winner of the customer confidence award #1 Brand in Russia. The company puts emphasis on building a strong brand based on special, professional ethics, giving rise to a new model of healthcare – modern medicine that inspires trust and has a human face.

On **September 28, 2016** the company began a rejuvenation of its corporate style.

# INVITRO

## Company Founder

The founder of INVITRO, professional anesthesiologist **Alexander Ostrovsky**, was born to a medical family in 1957 in Moscow. In 1980 he graduated from the Department of General Medicine at the N. A. Semashko Moscow Medical Institute of Dentistry, and completed his residency training in Anesthesiology and Emergency Medicine.



In 1989 he defended his Candidate Degree thesis on Artificial Lung Ventilation in Patients with Severe Craniocerebral Trauma. He worked as an emergency physician at the N. N. Burdenko Institute of Neurosurgery for over 15 years. From 2002 till 2004 he studied for an Executive MBA at the Graduate School of Management at the State University – Higher School of Economics. He entered the healthcare business in 1991, when, together with his colleagues and other like-minded people he founded OMB, a distributor of medical equipment and consumables. Today Alexander Ostrovsky is actively involved in the strategic and ideological management of the company.

## Top Management

**Elena Kondrasheva**, Technology Department Manager. A member of the INVITRO team since 1997. She is Russia's leading laboratory diagnostics professional. Her responsibilities include strategic development of the technological dimension of the company.

**Vitalina Levashova**, Assistant General Manager. A member of the team since 2004. Her responsibilities include matters of organizational development and HR management.

**Natalya Baranova**, Financial Director. A member of the INVITRO team since 2003. In 2009 she took the position of Financial Director of the company. Her responsibilities include the operation of the economic and legal departments and the accounting office of the company.

**Anton Bulanov**, Director of Corporate Communications. A member of the INVITRO team since 2016. He is Russia's leading brand management professional. His responsibilities include marketing, communications, and brand management.

**Andrey Tarasov**, General Manager of INVITRO Ural. A member of the team since 2005. In 2007 he became the head of INVITRO Ural. His responsibilities include management of business operations, efficient collaboration of all structural divisions, and implementation of the current and strategic development plans of INVITRO in the region.

**Alexander Khamidulin**, General Manager of INVITRO Siberia. A member of the team since 2009. His responsibilities include business plan development, and formation and implementation of INVITRO's development strategy in the region.



**Elena Cherner**, General Manager of INVITRO North-West. A member of the INVITRO team since 2000. In 2008 she took the position of the General Manager of INVITRO in Saint Petersburg. Her responsibilities include development and promotion of the company in the region.

**Fuat Diveev**, General Manager of INVITRO Kazakhstan. A member of the INVITRO team since 2017. His responsibilities include development strategy formation and management of the company's business operations in Kazakhstan.

**Vitaly Shiyanov**, General Manager of INVITRO Belarus. A member of the team since 2012. His responsibilities include strategy formation, management of the company's business operations, and directing the management team of INVITRO in Belarus.



## INVITRO Business Ethics

Ethical practices and principles in dealing with all stakeholder groups, the business community, and society in general are the fundamental business principles of INVITRO. The company's high standards of business ethics reflect the ethical stand of its shareholders, and are mandatory for all employees, from support staff to top management. The heart of INVITRO's relations with all of its partners is trust, which stems from the impeccable business reputation of the company and its management.

In its relations with its customers, INVITRO is guided by the principles of evidence-based medicine. The company's core principle is to never push unnecessary services onto its customers, such as clinically unimportant laboratory tests. INVITRO never abuses the trust of its patients or takes advantage of their concerns or lack of information.



In its relations with healthcare professionals, INVITRO follows the principles of professional and medical ethics, contributing to professional development and the dissemination of knowledge on a non-discriminatory basis without any form of unlawful incentives.

In its relations with its corporate customers, partners, franchisees and suppliers, INVITRO follows the principles of cooperative openness and unconditional fulfillment of its commitments.

## Quality Policy

INVITRO is committed to ensuring, maintaining, and perfecting its high quality and to expanding the range of its services in clinical laboratory diagnostics and other medical services it provides to its corporate and individual customers as well as expanding its geography in the laboratory diagnostics market by attracting consumers in Russia and abroad.

These commitments guarantee that the company:

- employs appropriate HR procedures that ensure the careful selection of highly qualified staff and their engagement in continuous professional development;
- implements, maintains, and periodically reviews its high standards in equipment and provision. All laboratory analyses are performed using modern automated analyzers that ensure high precision and quality of results;
- adopts standard operational procedures in accordance with the most recent recommendations of regulatory authorities in the area of clinical laboratory diagnostics that rely on the best approved methodologies;
- implements an efficient risk management policy.

The quality management system of INVITRO complies with the requirements of ISO 15189:2012 “Medical laboratories – Requirements for Quality and Competence”. Moreover, the company’s quality management system as applied to its medical (clinical diagnostic) laboratory services complies with the requirements of GOST ISO 9001-2011 (ISO 9001:2008).

INVITRO participates in several external quality assessment systems:

- **FSVOK – Federal Service of External Assessment for Quality of Laboratory Tests** (Russia);
- **RIQAS – Randox** (United Kingdom);
- **EQAS – BIO-Rad** (USA).

# INVITRO

## INVITRO's Outstanding Quality Achievement

In 2016, INVITRO became the first Russian medical and laboratory company to pass the Six Sigma verification by Westgard QC, a US-based company, famous in the professional community, which was founded by statistical mathematician James Westgard who pioneered statistical quality control in laboratory diagnostics.

INVITRO finished the verification with the best results among all the participants. The majority of factors received considerably more than the required six sigmas. Additionally, key employees of the INVITRO laboratory complex have completed a training course and passed an examination on the basic principles of QC and Six Sigma.

On September 26, 2016, the Director of Client Services and Technology for Westgard QC, Sten Westgard, awarded Alexander Ostrovsky with verification diploma to. This achievement demonstrates that the laboratory test quality assurance system at INVITRO is on par with top international laboratories, including those operating in America and in Europe, with a statistically admissible error rate of 3.4 per million.

# INVITRO

## Partners of INVITRO

INVITRO has the most extensive network of partner healthcare with over 260 facilities that offer INVITRO's laboratory diagnostics services to their patients. In order to become a partner of INVITRO, an entity must not only be able to provide the highest standard of service, but also to practice strong adherence to the same principles of medical and business ethics.

INVITRO values and cultivates its long-term partnerships with the leading domestic and international manufacturers of state-of-the-art medical and laboratory equipment, reagents, consumables, etc. The list of INVITRO's partners includes such leading companies as Abbott, Roche, Siemens, Sysmex, Vector-Best and others.





## HR Policy

As a major employer in the healthcare market with a total number of over 9,000 employees in the five countries of its operation, INVITRO follows a policy of responsibility with regard to its current and former employees. An employer's responsibility extends beyond strict compliance with all the statutes of employment legislation and includes the continuous improvement of working conditions, the provision of fair wages, the professional development of employees, and the creation of a positive, friendly environment based on the values and principles established by the founder Alexander Ostrovsky.

INVITRO has traditionally been one of the most attractive employers in the countries of its operation. The company is a two-time winner of the high-profile HR-Brand of the Year Award, and a winner of the Crystal Pyramid Award in the HR Manager of the Year category.



## Corporate Social Responsibility of INVITRO

INVITRO practices the principles of socially responsible business and is always open to participation in projects that address socially important issues. INVITRO's key contribution to the development of healthcare in the countries of its operation is its precise and professional performance in the provision of high-quality retail medical services. INVITRO contributes immensely to the professional development of healthcare providers.

Over a period of nearly 20 years, hundreds of students and young researchers from Moscow and the many corners of Russia have received awards and grants extended by INVITRO and raised financial support for their research. INVITRO traditionally sponsors scientific events in Russia: it is the general sponsor of the Pirogov Scientific Conference for Students, an annual event of the Student Scientific Society of the Russian State Medical University, and a partner of the Student Society of the Sechenov Moscow Medical Academy.



## Innovation Policy

Innovation is one of the core goals for INVITRO. The company's professionals follow a great number of international scientific publications for information on the emergence, establishment, and maturity of new technologies in medicine and healthcare, molecular biology, digital and personalized medicine, and cellular technology, among others. In September 2013, research in these areas resulted in the creation in Moscow of Russia's first private laboratory for biotechnology research, 3D Bioprinting Solutions, whose anchor investor is INVITRO. Today, the 3D Bioprinting Solutions Laboratory is one of the global leaders in 3D bioprinting, and the first laboratory to have printed a mouse thyroid.



## INVITRO Franchise

The INVITRO franchise is one of the most popular franchises in Russia, as evidenced by the national rankings of Golden Brand and BeBoss. It has received multiple Golden Brand Awards in the following categories: Golden Franchise (2009, 2012, 2013), Socially Important Brand (2006), and Franchiser of the Year (2010, 2011).

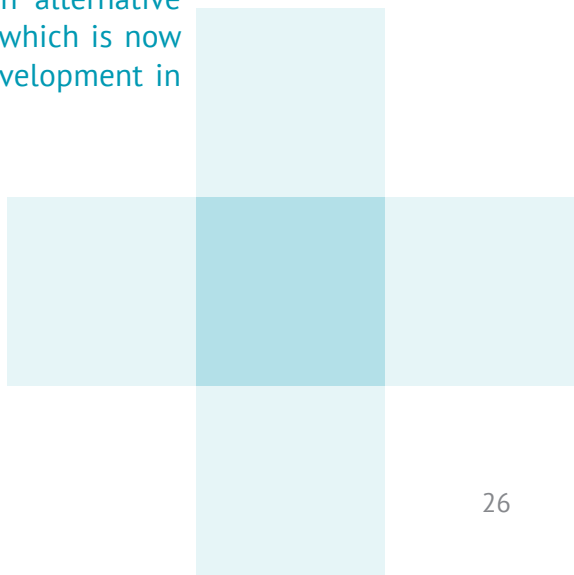
In February 2005, INVITRO became the first Russian medical company in the franchising market. The franchise has quickly built up a reputation and become popular, and today INVITRO's partnership network and its relations with current and future franchisees are among the core and the most unique assets of the company.

In order to become an INVITRO franchisee, one does not need to have a degree in medicine. The company provides recommendations on business algorithms, places medical staff in training programs, and runs PR and advertising campaigns for network development. INVITRO supplies its medical offices with all medical consumables and provides transportation of biomaterial samples to technology facilities.

## INVITRO and the Professional Medical Community

Cooperation with representatives of medical science and practice will forever remain a priority in INVITRO's strategy, as the company itself was created and is being developed by individuals with backgrounds in healthcare. INVITRO's partnership with the medical community is comprehensive and multifaceted. Its key directions are systemic educational activities for physicians, joint research and clinical studies, and social projects for healthcare professionals. Through its active efforts in all of these directions,

INVITRO has managed to create an alternative system of education for physicians, which is now a significant factor in healthcare development in Russia.



Particular importance is attached to cooperation with medical training institutions in Russia and the CIS, such as the Dmitry Rogachev Federal Research Center of Pediatric Hematology, Oncology, and Immunology, the I.M. Sechenov First Moscow State Medical University, the N. I. Pirogov Russian National Research Medical University, the I. I. Mechnikov North-Western State Medical University, the S. D. Asfendiyarov Kazakh National Medical University, and many others.

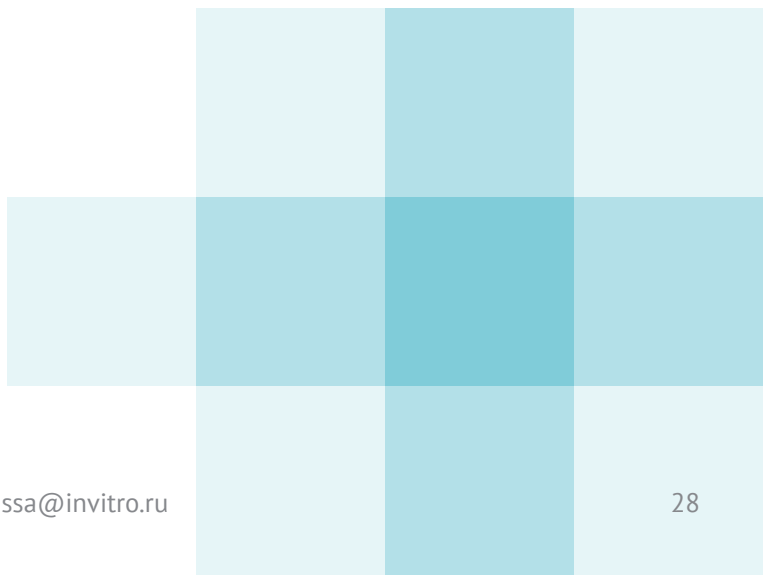
The company's events engage outstanding medical researchers and practitioners and instigators in the areas of medicine.

Between 2010 and 2016, the company held over 550 educational events in over 100 cities of Russia, Belarus and Kazakhstan.

Since its founding, INVITRO has supported applicants for Candidate and Doctoral Degrees in medicine. INVITRO's unique depersonalized statistics database has been analyzed on numerous occasions in a variety of medical contexts.

## Information Technology and Data Privacy Policy

Information is the key product obtained by the INVITRO customers who purchase laboratory and other medical diagnostics services. That is why INVITRO attaches particular importance to developing and implementing modern information technology policies. INVITRO is a leader in medical automation.



The company employs state-of-the-art IT solutions that have demonstrated their efficiency in international practice:

- The analyzers used in the laboratories are linked to the exclusive laboratory information system SafirLIS, which was customized for INVITRO by the Swedish PROFDOC LAB AB. SafirLIS ensures secure registration, storage and quick search of test results.
- The processes of the INVITRO diagnostic centers are automated through one of the leading radiology information systems IMPAX Agility from the Belgian Agfa HealthCare N.V., which supports the work of radiology equipment and offers irreplaceable tools for the reading and description of radiographs.
- INVITRO's current operations are supported by modern systems for document management, CRM, data storage and protection, etc.

INVITRO pays particular attention to protection of the personal data of its customers. We value the trust of our customers and take every step to ensure the strong security of their personal data. INVITRO professionals have developed and implemented software and hardware security mechanisms, and the company utilizes the latest regulations and protocols for personal data management.

**We will gladly  
provide additional  
information  
about INVITRO**

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