Good health and well-being

Ensuring healthy living and promoting the well-being of all people of all ages. This includes accessible healthcare, quitting smoking and reducing deaths caused by road accidents.

Better health through prevention

50 helped organisations set up a professional health policy.

148,000 customers started working on their health through Zilveren Kruis.

Zilveren Kruis placed dispensers with free sunscreen lotion at 120 locations in the Netherlands.

Customers are reimbursed for a quit-smoking programme from the basic healthcare insurance and are also offered a variety of additional services for healthy living.

Increase road safety

Users of the Automodus and PhoNo app drove **4.5 million** miles with the mobile phone off, earning **€22,779** for charities.

More than **1.4 million** views for online campaign raising awareness among young people about the danger of phone use in traffic.

Accessible healthcare

5.3 million insured basic health insurance.

98% of premium paid goes to care.

17.7 billion paid out in healthcare claims.

Zilveren Kruis' healthcare finder has been used **829,000** times. As a result, **1,1 million** days less waiting time for treatment or surgery for our clients.