

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Investment Aid, Aid Line II: Investment projects to expand the capacity of two existing physiotherapist clinics.

PROCESA Sociedad de Desarrollo de Ceuta, S.A

**Programa Operativo
de la Ciudad de Ceuta**

Año 2020

Fondo Europeo de Desarrollo Regional

Good Practice for Investment Aid, Aid Line II: Investment projects to expand the capacity of two existing physiotherapist clinics, managed by PROCESA Sociedad de Desarrollo de Ceuta, S.A.

PROCESA Sociedad de Desarrollo de Ceuta, S.A. has launched a line of aid aimed at making investments to expand existing establishments. The specific objective is promoting the growth and consolidation of businesses in the Autonomous City of Ceuta. Improving its financing, technologies and advanced support services the city aims to improve the competitiveness of companies, freelancers and professionals.

The **Fisiomega Clinic** has been offering its services since 2014 in the City. Since then it has been working in the search for non-invasive treatments that improve the ailments of its patients. Thanks to the help of the ERDF, through the investment aid line, the Fisiomega Clinic has acquired shock wave machinery. This machinery will improve the treatment of certain pathologies.

For its part, the **Fisiolotus Clinic**, which has been developing its activity in Ceuta since 2011, works to offer its patients alternative therapies. Thanks to the ERDF and through the aforementioned aid line, it has made a consistent investment in the purchase and commissioning of radio frequency machinery. This machinery will increase the number of patients treated as well as will enhance the treatments carried out so far.

In this health sector, these two companies have been subsidized with a total expenditure of 5,086 euros and an ERDF aid of 4,069 euros.

In terms of impact, these aids have led to a private investment of almost 26,000 euros, and have also allowed the maintenance of 2 jobs.

The investments made by the Fisiomega and Fisiolotus Clinics are considered a Good Practice for:

High dissemination among beneficiaries and the general public

PROCESA Sociedad de Desarrollo de Ceuta, SA, has introduced a post on social networks, providing information related to different moments of the call (opening of application deadlines, resolution). In addition, the local press has collected related information and conferences to report on investment aid for companies in Ceuta.



In addition, information on the aid line has been provided on the website of PROCESA Sociedad de Desarrollo de Ceuta, S.A



Regarding the two beneficiary companies, these have fulfilled the objective of disseminating the European Regional Development Fund among citizens. Thus, they have included in their social networks images that prove the help received from the ERDF.

Facebook posts



Likewise, both clinics have placed a poster in their facilities in a sufficiently visible place in order to publicize the help received.

Advertising in the facilities of the beneficiaries



Also noteworthy is the dissemination of the aid through radio interviews with the beneficiaries and news in the local press.



Integration of innovative elements

The investment made by the **Fsiomega Clinic** incorporates innovative elements. It makes possible to treat calcifications in a non-invasive way, which avoids having to go through the operating room, a postoperative period, gets sick leave and the discomfort and risks that an intervention may cause. With this treatment, calcifications are substantially reduced in four sessions of approximately 15 minutes.

The innovation carried out by the **Fisiolotus Clinic** allows treatments that increase and improve circulation, reduce certain diseases, improve joint mobility, relax the muscles, and in conclusion, area able to accelerate the healing process.

Adequacy of the results obtained to the established objectives

Thanks to the investment made, both the **Fsiomega Clinic** and the **Fisiolotus Clinic** can provide clinical services and new techniques in Ceuta that were previously non-existent. Previously those treatments required the use of professionals from the Peninsula. It has made it possible to increase the number of patients and, this has led to an increase in the type of services provided improving the quality of their services.



Contribution to the improvement of regional and local weaknesses or drawbacks

Both Clinics, **Fsiomega** and **Fsiolutus** have made an important commitment to access technologies that promote innovation in their field of action. That commitment provides the Ceuta population with treatments and services that were not provided until now, thus promoting services that allow improvement the quality of life of citizens.

The investments made by **Fsiomega** and **Fsiolutus** contribute to the reorientation of research and innovation towards the needs of the production system. The investments focus on new treatments and other pathologies, which allow to attend the needs of patients who did not have access.



High degree of coverage and enlargement of the target population

In the Autonomous City of Ceuta, in general, many sports activities are practiced. Particularly, there are a series of segments of the population that, due to the casuistry of their work activity (State Security Forces and Bodies), require the use of health services of this type. Therefore, the investments made by **Fsiomega** and **Fsiolutus** in fixed assets and machinery improvement, allow a more complete and varied service. It means that citizens who demand these services have a better-quality service.



Consideration of the horizontal criteria of equal opportunities and environmental sustainability

In the call itself, the importance of sustainable development is highlighted by giving more marks to those beneficiaries who have certification through standardized environmental management

systems (UNE-EN, ISO 14001, EMAS, etc.). Likewise, those who acquire a commitment of environmental responsibility are also positively considered.

Thus, **Fsiomega** and **Fisiolutus**, develop an activity that is respectful with the environment. An example is that those clinics deal with laser treatments which means that disposable items, waste or even water are reduced.

The principle of equal opportunities between men and women and non-discrimination underlies the call. Those companies that have an Equality Plan are granted extra points on the evaluation.

Synergies with other policies or instruments of public intervention

The aid from which **Fsiomega** and **Fisiolutus** have benefited are complementary to others, both from the ERDF Operational Program and the Ceuta 2014-2020 ESF. Examples are the aid lines for the creation of new establishments, aid for the diversification production, aid for transformation in the production process or the aid for permanent hiring and transformation of temporary contracts and generation of self-employment.

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