



## **PRESENTATION OF GOOD PRACTICE – THE STEREOTYPES ABOUT OLD AGE SHOULD BE BROKEN**

**Abstract:** The activity, which the establishment DOSOR d.o.o. Radenci is engaged in, sets by itself the main basics of social responsibilities and above all the ethical operations. We perform services meant for elderly members of community, primarily concentrated on the institutional care with great emphasis on rehabilitation, as well as high quality and socially incorporated spending of the higher age. The services, performed by the employees of DOSOR are based on individual needs of our residents. Our activities are practiced in a way, so as to respect the peoples' past and to keep in mind that the past works and activities can form the basis for our present performance. We do not judge, do not change our residents' habits, e.g. the habits of our customers, we do not try to shape them, but adapt our working process to our residents' needs and requirements.

The services of DOSOR thus originate in the premise that:

- People in their era of the third age cannot be considered as a homogenous group; they have the right to fulfil their individual needs.
- The stereotypes about old age should be broken.

Our first and last concern exposes human beings, the relationship and the respect towards them and their existence. We are focused on our co-workers and their families, our experts, our residents and their families (our customers), our suppliers, the elderly as well as other participants in our closer and wider radius and take over the responsibility for them. We tend to do activities that would leave less impact on our environment, as subconscious and unplanned activity in our field of work. We try to spread good practice and behaviors among our employees and other participants in the common process. Together with all other participants, we are the initiator of active, continuous, two-way, strategic, systematic and integrated cooperation. Further on we promote and carry on the cooperation and integration. We consider the merging of sources of participants extremely important (e.g. associating of knowledge, experience and means, etc....); all with the purpose to create better solutions, achieving goals and other perspectives. The dynamics and contents of our operations are adapted to goals and intensiveness in cooperation with the participant. The employees of DOSOR are well aware that their physical presence alone is not enough; processes, products and services they execute require their know-how, their ability to learn and their creativity. Social responsibility is for us of strategic importance and the field in which we are extremely active. Our management encourages social responsibility with our employees, by way of functions or functioning of the society. Further the management is taking active part in business policy, creating the mission, the vision and the whole process of company's activities and decision making. The certificate 'A family amiable company' received in 2011, international award »Women«, as the women-friendly company (2014), the bronze award for innovation (2014) are just one side of the medal proving that our management and the employees understand the concept of DOSOR and also act in its basic property. Our activity in the field of social responsibility tries to set standards of our handling to other subjects and the broader society. Yet to achieve an essential shift in thinking we (still) are too small and lack influence (mainly in the sense of breaking stereotypes of old age). Nevertheless the energy of those sharing the same opinion, be it through residents, their families, the employees, the volunteers, the visitors of events, the performers and even our suppliers is constantly accumulating, which means that the initially small stone is turning into a rolling, ever increasing snow ball.

**Keywords:** stereotypes, old age, individual needs, respect, social responsibility, DOSOR

# DOSOR

## Dom starejših občanov

### Radenci



- Ljudje v tretjem življenjskem obdobju niso homogena skupina in **imajo pravico do zadovoljevanja svojih individualnih potreb.**
- **Razbijati je potrebno stereotipe o starosti.**



# NAŠE POSLANSTVO

**Poslanstvo družbe**  
je olajšati in osmisliti  
življenje v starosti.



Moj svet.  
**DOSOR** 



Moj svet.  
**DOSOR** 

- Imamo radi ljudi.
- Kritiko nadgradimo.
- Visoka stopnja profesionalne empatije.
- Odličnost pri delu.





nagrajenec  
**2014** | slovenska nagrada  
za družbeno odgovornost  
[www.horus.si](http://www.horus.si)





<https://www.youtube.com/watch?v=f4rkO4iQhFQ&feature=youtu.be>

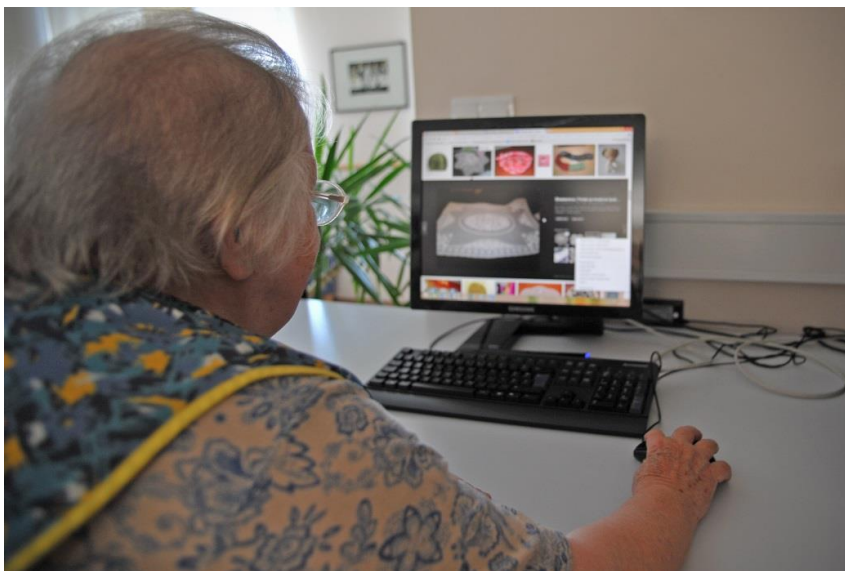


**Korporativno prostovoljstvo**  
**Zdravilišče Radenci**  
**(tečaj osnove računalništva)**



## **PROSTOVOLJSTVO**

**Rezultat tečaja računalništva: 80 let  
stara stanovalka samostojno  
uporablja računalnik**



***„Kar od srca pride,  
se srca prime.“***