

COMMUNITY MATTERS

For the good of our community



JAPAN AIRLINES:

IN THE SKIES SUPPORTING LOCAL HEALTH CARE IN RICHMOND

Omotenashi is a Japanese concept of hospitality, providing unparalleled service to clients. For Japan Airlines, it's a philosophy and approach that frames how they treat all people. And beyond business, it's also a guiding principle that extends to the community they serve.

"One of our goals at Japan Airlines is to contribute to the betterment of society," says Serena Lee, General Manager, Passenger Sales Canada at Japan Airlines. "That's why we choose to support Richmond Hospital. It serves the entire community."

Japan Airlines is the first Asian carrier to fly into Vancouver and has been serving the community since 1968. Named the World's most punctual major international airline for three consecutive years, Japan Airlines offer daily flights with the Boeing 787 Dreamliner from Vancouver to Tokyo with connections onto 18 cities beyond including Delhi and Sydney. Japan Airlines is also a generous sponsor of Richmond Hospital Foundation's Starlight Gala.

Born in Montreal, a speaker of Cantonese and studied in Calgary, Serena is a well travelled global citizen ever mindful of the importance of the local community and its needs. "You can look around and see Richmond is growing. The population is rapidly expanding. We all want Richmond Hospital to keep up with the growth of the population."

Richmond Hospital provides services to more than 200,000 Richmond residents as well as many residents of neighbouring communities and the nearly 20 million annual travellers through YVR.

"It's critical to have emergency care nearby," says Serena. "On one of our flights there was a passenger with a serious medical emergency. We radioed ahead. We called the ambulance upon arrival. Our staff even escorted the passenger to Richmond Hospital. She would have lost her eyesight if she didn't receive prompt medical attention. Richmond Hospital is the closest hospital to the airport and that's something we appreciate."

"Even on a personal level, there was one time where

my family member was injured and required care at the Emergency Department at Richmond Hospital. I was grateful to the doctor and how caring he and the team were."

Circling back to the concept of Omotenashi, Serena draws parallels between the airline and the hospital. "I can see the similarity between the Japan Airlines service and what the hospital can provide to patients," says Serena. "We provide a heartfelt service to every single person we come across, which is the same as Richmond Hospital and its doctors and nurses. It's about going above and beyond and providing more."

"It's important to help improve the facilities and services at Richmond Hospital, not only for our passengers but for the entire community. I enjoy being able to do something where I can give back to society like sponsoring Richmond Hospital Foundation," she says. "I'm very fortunate to do something that I'm so passionate about."

Help support the health of Richmond residents and make a donation to help those in need of care.

If you would like more information about making a donation, please visit richmondhospitalfoundation.com or call us at 604.244.5252

Q How can you and your company get involved in improving health care in Richmond?

A To take an active leadership role to support Richmond Hospital, please contact Richmond Hospital Foundation to learn more about sponsorship or opportunities to donate to help purchase new medical equipment, improve patient care services and help save lives right here at home.



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