



ACTION ... REACTION !



Last April, **Préventex** began the reorganization of its functioning. Problems identified by a preliminary diagnosis brought the management and the personnel to clarify the strategic planning of the association on the basis of precise orientations. Their conclusion : fast actions should be taken within the framework of a the following principles:

- *to set up the necessary actions to insure the perpetuity of the organization and the development of the service offer;*
- *to implement a plan of communication valuing Préventex's methods of intervention, its products and its services, for the sector's establishments as well as for other clientele;*
- *to establish a procedure to update our broadcasting methods, our domains of expertise and our tools, based on the adaptability of our interventions in the contingencies of our clientele and on the quality control of these interventions;*
- *to adapt our expertise, our resources and the services we offer - specific and generic - to the needs of our clientele, in accordance with the health and safety orientations of the CSST.*

Therefore, **starting in September**, we are going to begin the implementation of an integrated plan of communication: targeted advertisement, corporate bulletin, networking activities, meetings, seminars, etc.

Furthermore, we shall proceed with the analysis of our products and services in order to update our domains of expertise by comparing what is actually done with our clientele's wishes.

We are also going to update our Internet site by making available a set of simple and adapted tools within the framework of a new section entitled " On-line Services ". It is also planned to enrich our offer of on-line courses.

Finally, a new employee who possesses the expertise to offer continuous services in industrial hygiene and in ergonomics will join the regular staff.

Let us underline that all these actions will be realized **within the budgetary parameters already foreseen** for the fiscal year 2004.