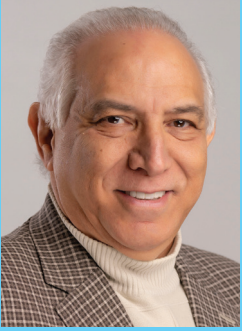


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*Thank you,  
Doctor!* 



**2025 ANNUAL REPORT**



**Dear Partners:**

In 2025, the international campaign “Thank You, Doctor!” (ThankYouDoctor.org), introduced at the Vatican in November 2023, has entered a phase of consolidation and international expansion. During this period, the initiative has progressively evolved from an awareness-raising campaign into a structured international movement, focused on promoting and defending the role of the family doctor within healthcare systems.

This process has made it possible to clarify and communicate more systematically the foundations underpinning the movement, whose mission is to help address one of the structural causes of the global healthcare systems crisis: the insufficient institutional, social, and professional recognition of the essential and humanizing role of the family doctor.

As a result of the reflection and analytical work carried out throughout the year, **three strategic pillars** have been identified to guide the action of the movement:

- **Promotion of a holistic approach to health, centered on prevention**
- **Strengthening the human dimension of the doctor–patient relationship**
- **Contribution to the sustainability and efficiency of healthcare systems through a value-based care model**

The definition of these pillars has been the outcome of an ongoing process of institutional dialogue, involving not only the two entities that have promoted the initiative from the outset — SOMOS Community Care and the Pontifical Academy for Life — but also the institutions and organizations that have formally joined the campaign.

As the founder of this initiative, I want to personally thank everyone for their support. We are counting on you to ensure that healthcare workers feel our support and appreciation throughout 2026.

Very sincerely,

Dr. Ramon Tallaj  
Founder

## INSTITUTIONAL RELATIONS

### PONTIFICAL ACADEMY FOR LIFE

During the period under review, the institutional relationship with the Pontifical Academy for Life has been consolidated. The campaign maintains close collaboration with the Academy, driven by the efforts of the President and the Chief Executive Officer of SOMOS.

The campaign coordination team has held regular meetings, particularly with **Father Andrea Ciucci**, official of the Academy, and **Monsignor Renzo Pegoraro**, President of the institution, in order to:

- Align and validate the strategic objectives of the campaign.
- Coordinate logistical and content-related aspects of the presentation of “Thank You, Doctor!” in Spain and at international forums in Geneva.
- Reaffirm the institutional support of the Academy following the change in its presidency.



Meeting of the campaign steering committee at the World Health Organization (Geneva) with its Director-General, Dr. Tedros Adhanom Ghebreyesus.



Sede de la Organización Mundial de la Salud (OMS) en Ginebra.

## WORLD HEALTH ORGANIZATION – GENEVA

Within the strategic objectives defined for 2025, a priority was set to present the campaign to the **World Health Organization (WHO)**. This objective was achieved on **May 19, 2025**, through a meeting with the WHO Director-General, **Dr. Tedros Adhanom Ghebreyesus**.

The organization of this meeting was made possible thanks to the collaboration of the **Secretariat of State of the Vatican**, and in particular, the intervention of the **Permanent Observer of the Holy See to the United Nations Office and Specialized Agencies in Geneva**, Archbishop **Ettore Balestrero**. The campaign coordination team, in collaboration with the Pontifical Academy for Life, is currently working on follow-up actions and potential lines of cooperation resulting from this meeting.

## INTERNATIONAL COMMITTEE OF THE RED CROSS – GENEVA

On the same day, representatives of the campaign were received by a delegation from the **International Committee of the Red Cross (ICRC)**, led by its Vice-President, **Gilles Carbonnier**.

The meeting established an initial framework for cooperation between “Thank You, Doctor!” and primary care physicians working in contexts of armed conflict, natural disasters, and environments where healthcare systems are severely weakened or collapsed. The dialogue highlighted the essential role of healthcare professionals operating in situations of extreme human vulnerability.

This meeting also benefited from the support of the Permanent Observer of the Holy See to the United Nations in Geneva, Archbishop Ettore Balestrero.

## WORLD COUNCIL OF CHURCHES – GENEVA

On the same date, the “Thank You, Doctor!” delegation met with the **World Council of Churches**, an organization that brings together 352 churches from over 120 countries, representing more than 580 million Christians worldwide.

During the meeting, **Dr. Manoj Kurian**, Director of the Commission of the Churches on Health and Healing, emphasized that the campaign “fosters trust in human relationships and strengthens the credibility and accountability of healthcare professionals toward the communities they serve,” and expressed the Council’s full support for the initiative. **Marianne Ejdersten**, Director of Communication and Board member of the Council, also participated and acts as the liaison for ongoing follow-up with the campaign.



Meeting between the campaign team and a representative of the Pontifical Academy for Life with a member of the World Council of Churches (Geneva).

## PRESENCE AT THE ANNUAL CONFERENCE OF THE ROYAL COLLEGE OF GENERAL PRACTITIONERS – WALES

In October 2025, the “Thank You, Doctor!” campaign participated in the **Annual Conference of General Practitioners in Wales**, organized by the Royal College of General Practitioners of the United Kingdom, held in Newport on **October 9–10**.

During the conference, Juliette Price’s keynote address, “Value-Based Care Is Putting GPs Back in the Driver’s Seat,” strengthened the campaign’s international visibility and underscored the relevance of the value-based care model.

The event also enabled the establishment of new strategic links with the Royal College of General Practitioners, opening opportunities for future collaboration to strengthen the initiative’s presence and promote the recognition of family doctors’ role at the international level.

[Click Here](#) to watch Juliette Price’s speech:



Juliette Price gave a lecture titled “Value-Based Care Is Putting GPs Back in the Driver’s Seat.”



Elena Herrero, general coordinator of the campaign during the Annual Conference of Family Doctors, Wales (United Kingdom)

## NEW INSTITUTIONS JOINING THE CAMPAIGN

During the reference period, and as a result of institutional outreach carried out by the campaign coordinators, “Thank You, Doctor!” has received official endorsement from several prestigious institutions following their respective internal deliberation processes.

New partner organizations include:

- **Royal European Academy of Doctors**
- **Illustrious College of Physicians of Madrid**
- **Jérôme Lejeune Foundation**
- **Down Syndrome Foundation**

With these new additions, the total number of medical, scientific, and civil society organizations participating as official partners of the campaign has reached **35 entities**. These institutional endorsements represent support from 1,209,195 people, significantly strengthening the initiative's social and institutional legitimacy.

## PRESENTATION AND ENDORSEMENT BY EUROPEAN FAMILY DOCTORS

During the **General Assembly of the European Union of General Practitioners / Family Physicians (UEMO)**, held on October 18–19, 2024, in Brussels, representatives of European family doctors were directly informed about the progress and achievements of the “Thank You, Doctor!” campaign.

The meeting brought together delegations from **21 countries**, as well as four European medical organizations: the **European Junior Doctors**, the **European Federation of Salaried Doctors**, the **Standing Committee of European Doctors**, and the **European Young Family Doctors Movement**.

The campaign was presented by **Dr. Jordi Serrano Pons**, founder of Universal Doctor, global health advisor to various international organizations, and Scientific Director of the initiative. His presentation was included among the highlighted conclusions of the final UEMO document.

As a result of this meeting, **UEMO has offered its official endorsement** of “Thank You, Doctor!”. Founded in 1967, UEMO is a non-profit organization that brings together the most representative national associations of family doctors in Europe and provides strong, widely recognized institutional support for the campaign.



Dr. Jordi Serrano Pons, Medical Director of the campaign, presenting at the General Assembly of the European Union of General Practitioners/Family Physicians (UEMO).

## PRESENTATION IN SPAIN

On **February 6, 2025**, the “Thank You, Doctor!” campaign was presented in Spain at an event held at **CEU San Pablo University** in Madrid.

The event featured **Dr. Ramón Tallaj** and **Dr. Mario Paredes**, President and CEO of SOMOS, who traveled from New York, and was hosted by **Dr. Tomás Chivato**, Dean of the Faculty of Medicine at CEU.

The day provided a space for reflection on the main challenges facing the Spanish healthcare system, structured around two roundtable discussions:

- The first, chaired by **Dr. Jordi Serrano Pons**, addressed “*The Role of the Physician and a Value-Based Healthcare System*,” featuring representatives of the Spanish Medical Association, UEMO, and the **VISIBLE Foundation**, among other experts.
- The second, moderated by **Dr. Rafael Carlos Ortega Gómez**, focused on “The Humanizing Impact of the Family Doctor” and the risk of professional burnout among primary care physicians, with contributions from prominent representatives of the Medical Colleges of Madrid and Barcelona, as well as the General Council of Physicians.

The event was attended by **Monsignor Bernardito Auza**, Apostolic Nuncio and the Pope’s representative in Spain, and **Monsignor Andrea Ciucci** of the Pontifical Academy for Life.

Numerous Spanish medical associations supported the event and disseminated the initiative among their members, as reflected on the website of the **Spanish General Council of Official Medical Colleges (CGCOM)**. National media coverage highlighted the event’s relevance and its impact on raising awareness of the role of family doctors.

During the visit, the campaign also organized a meeting with **Monsignor Andrea Ciucci** and the **Jérôme Lejeune Foundation**, strengthening ties with key institutions for the expansion and consolidation of the initiative in Spain.



Presentation of the campaign at CEU San Pablo University, Madrid.

## APPOINTMENT OF AMBASSADORS

The campaign has appointed six ambassadors, recognizing the commitment of these highly respected healthcare professionals to the “Thank You, Doctor!” cause. The ambassadors are:

- **Dr. Vito Grasso**, Executive Vice President, New York State Academy of Family Physicians.
- **Dr. José María Simón Castellví**, former President of the International Federation of Catholic Medical Associations (FIAMC)
- **Carlos Eduardo Molina**, Regional Business Development Executive, LabCorp
- **Dr. Abel Perjes, MD, PhD**, Médico general, profesor adjunto en la Universidad Semmelweis y consultor en el Servicio de Caridad Húngaro de la Orden de Malta.
- **Dr. Jordi Serrano Pons**, director científico de la campaña “¡Gracias, doctor!”

## COMMUNICATION

### “THANK YOU, DOCTOR!” DOCUMENTARIES

The campaign has produced two documentaries entitled “Thank You, Doctor!” — a longer 25-minute version in English and a 7-minute summary version in both English and Spanish. Their objective is to promote the campaign’s values at awareness-raising events, on television channels, and in the future on social media platforms, including YouTube.

Through powerful testimonies, rigorous data, and real-life scenes, the documentaries show how family doctors are the humanizing pillar of healthcare systems. They feature some of the most prominent representatives of the healthcare sector in the Americas and Europe who support the “Thank You, Doctor!” campaign.

### INSTITUTIONAL COMMUNICATION MATERIALS

Institutional communication materials have been produced and printed, particularly a brochure in English and Spanish that concisely presents the objectives of the “Thank You, Doctor!” campaign. [The English version of the brochure can be consulted here.](#)

### PRESS RELATIONS

In particular, on the occasion of the presentation of “Thank You, Doctor!” in Madrid, press relations initiatives were launched, resulting in the broad media coverage mentioned above [Press review](#)

### SOCIAL MEDIA

The campaign’s presence on social media is ensured through activity on its Instagram profile: <https://www.instagram.com/thankyoudoctorglobal/>

## CHALLENGES FOR 2026

### INTERNATIONAL WORKSHOP – “HEALTHCARE FOR ALL. SUSTAINABILITY AND EQUITY” (ROME)

On **February 16–17, 2026**, the **International Workshop** organized by the Pontifical Academy for Life, entitled “*Healthcare for All. Sustainability and Equity*,” will be held at the **Augustinianum Institute** in Rome (Via Paolo VI, 25, Italy).

During this event, the “Thank You, Doctor!” campaign will strengthen its global projection, highlighting the values of humanization, prevention, and patient-centered care that underpin the initiative. Participation will also open new opportunities for institutional collaboration, consolidate strategic partnerships, and enhance the visibility of the family doctor as an essential actor in the sustainability and equity of healthcare systems..

### DIARIOSALUD MEET 2026 – “THE PATIENT: PROTAGONIST OF THE HEALTHCARE MODEL” (DOMINICAN REPUBLIC)

On **March 25, 2026**, **DiarioSalud Meet 2026** will take place at the **UNIBE Auditorium** (Dominican Republic), focusing on “*The Patient: Protagonist of the Healthcare Model.*”

The event is organized jointly with the **Two Oceans Foundation** and the **Dominican Alliance of Patient Associations (ADAPA)**, bringing together healthcare professionals, patient associations, public institutions, and key stakeholders in health policy.

The program will include panels addressing patient needs, a pre-event workshop, and a space to present patient-centered entrepreneurial and innovative initiatives..