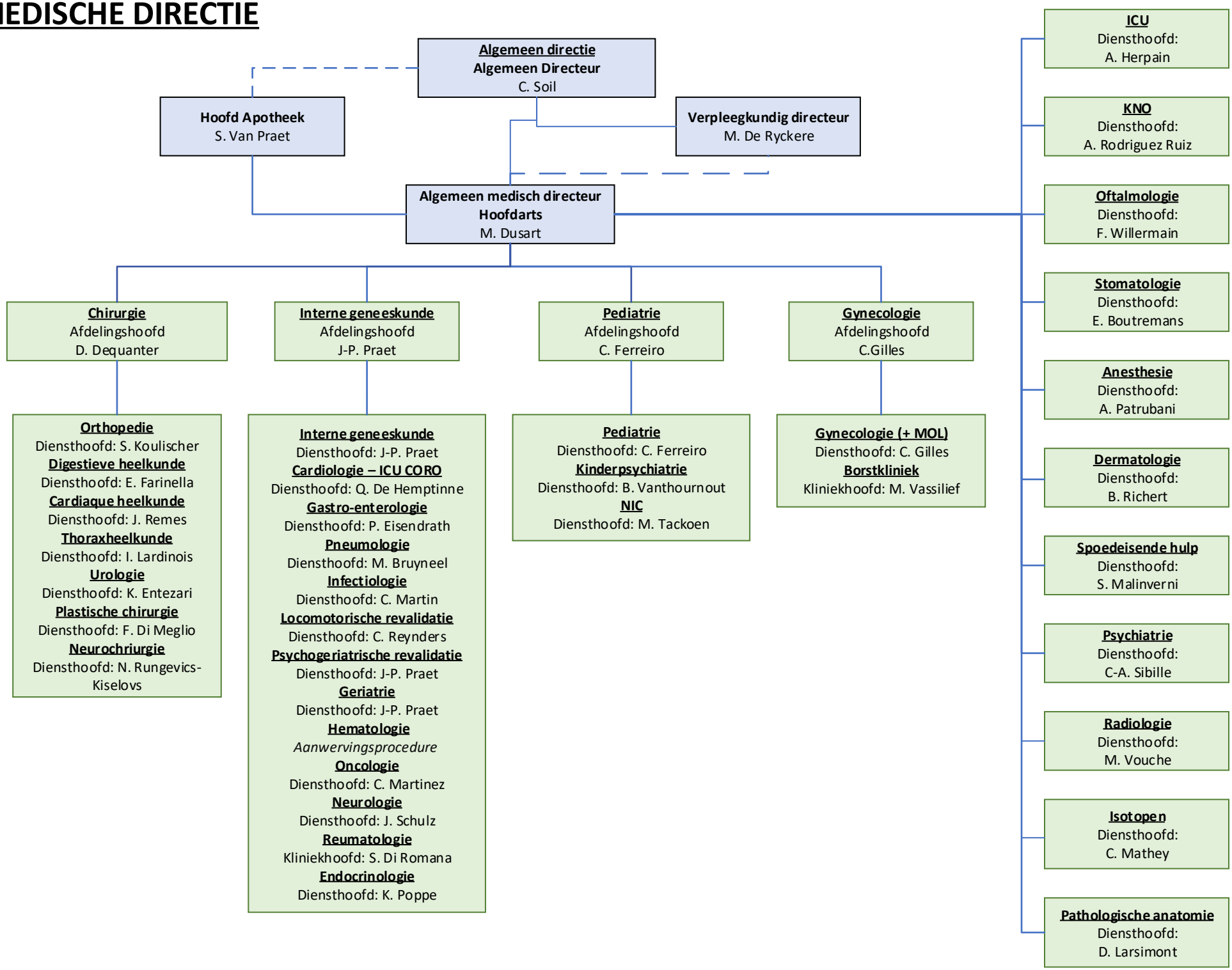MEDISCHE DIRECTIE