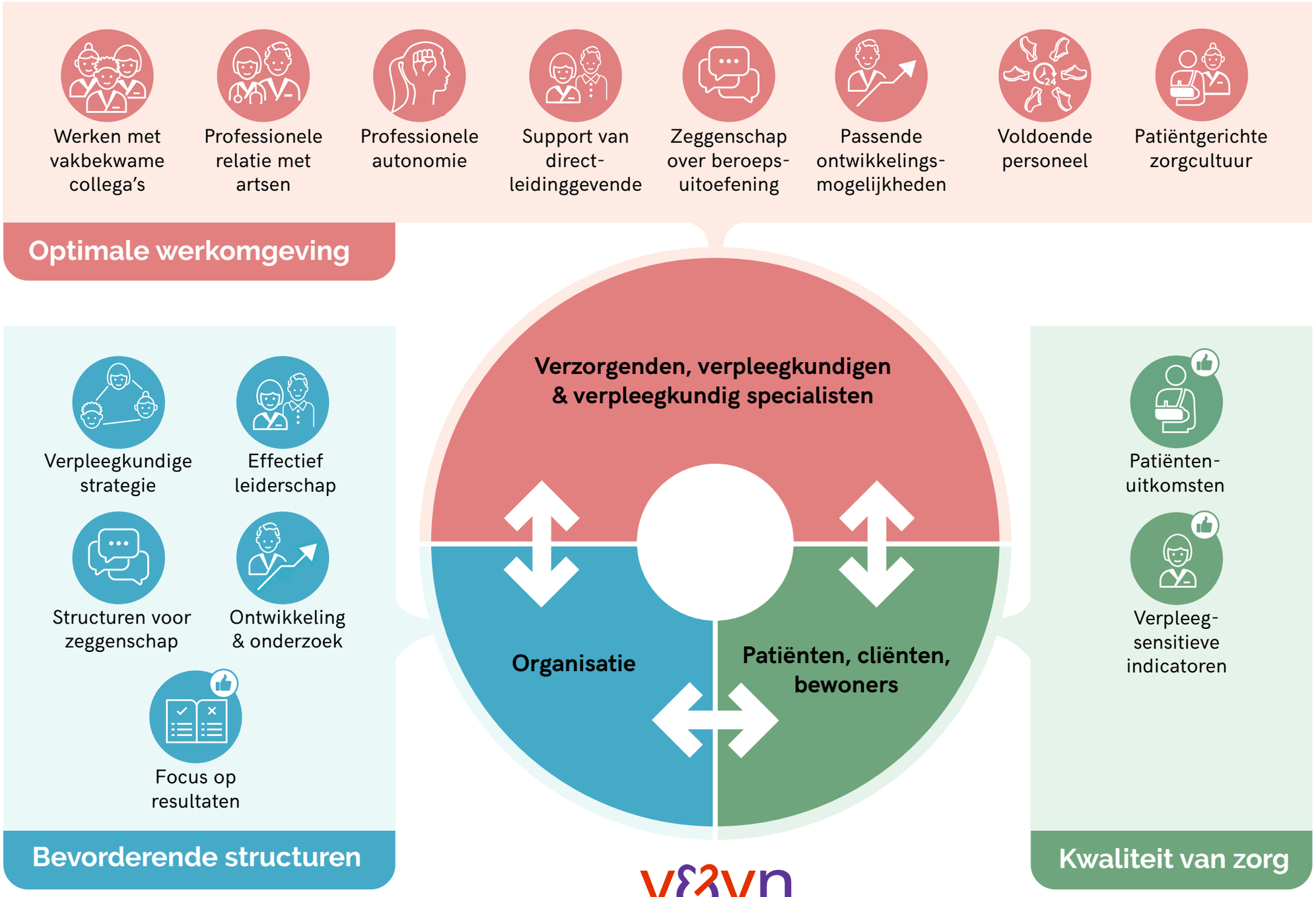Model Excellente Zorg