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Cooperation with India in Radiology and Prevention Medicine

Prof. Dr. med. Wolfgang Auffermann





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About us

- HANSERAD Group is a leading german **Radiology- Network** - headquartered in Hamburg with several branches in northern part of Germany, as well as internationally in Dubai, St. Petersburg, and Sacramento.
- With its two „**Diagnosekliniken**“ in **Hamburg und Munich** the HANSERAD Group covers the whole spectrum of body and neuro imaging, therapy, and MRI/CT-based Interventions.
- In **prevention and check-up medicine** HANSERAD offers extensive image-based medical health- and risk-checks.
- HANSERAD-Group not **only offers high-tech but also high-quality diagnosis** in nearly every field of modern radiology, and radiologic intervention – provided by it's network of medical experts and more than 50 physicians.
- The **HANSERAD Academy** offers up-to-date **academic education as well as hands-on-trainings** and information for physicians, residents, technical, and physician assistants, whether it's offline (seminars, symposia, conferences etc.) or online (eLearning, Webinars etc.).





10 Locations of HANSERAD Group in Germany



MVZ Neumünster



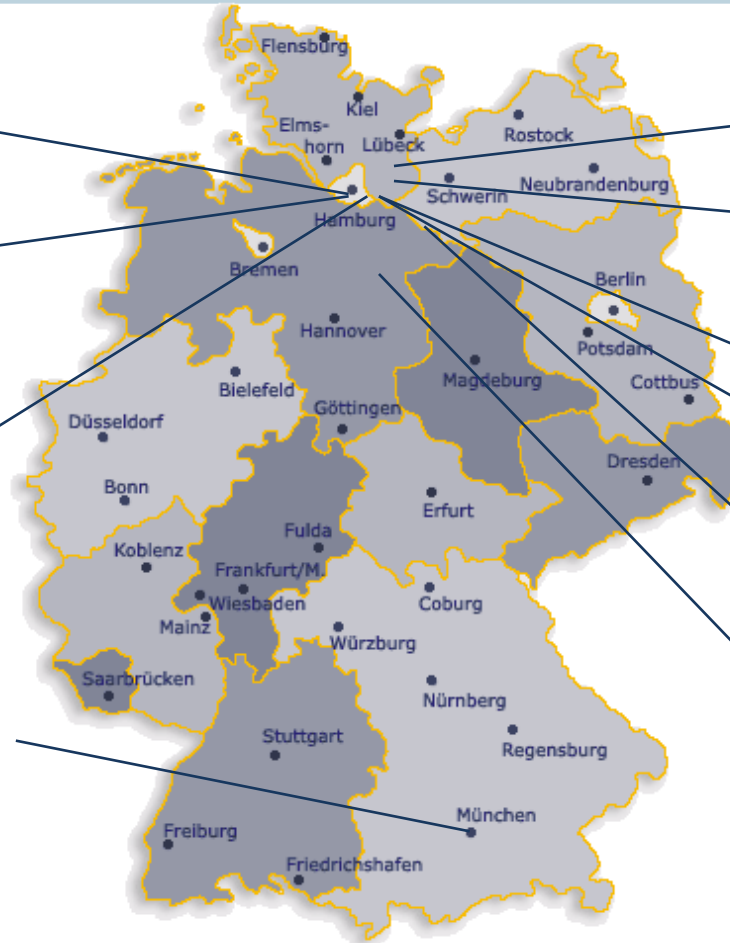
KH Tabea



Diagnoseklinik Hamburg
(Opening 2/2012)



Diagnoseklinik München



KH Geesthacht



KH Dannenberg



Praxisklinik Bergedorf
(Head Quarter)



KH Bergedorf



KH Boizenburg
(Opening 2/2012)

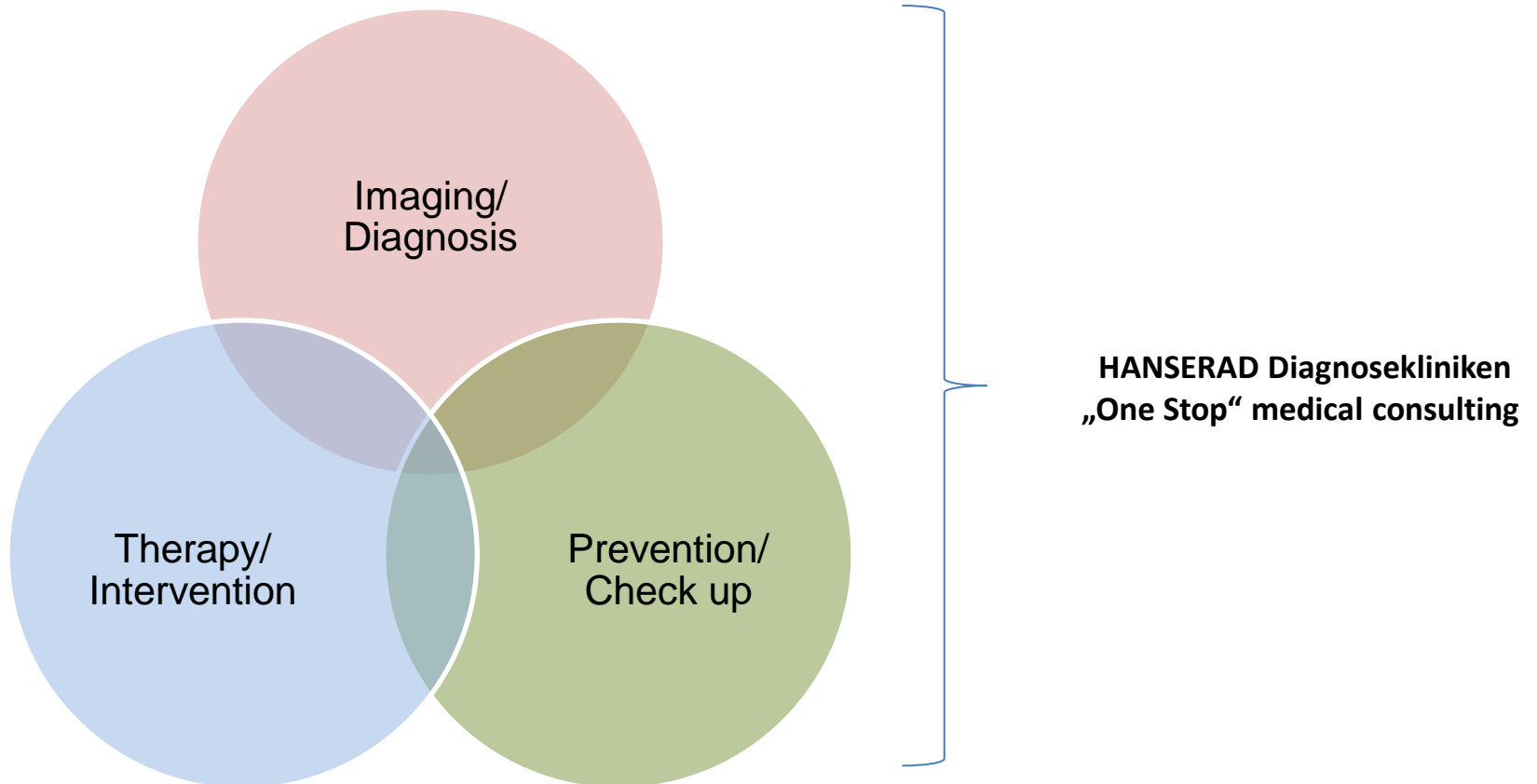


KH Scharnebeck

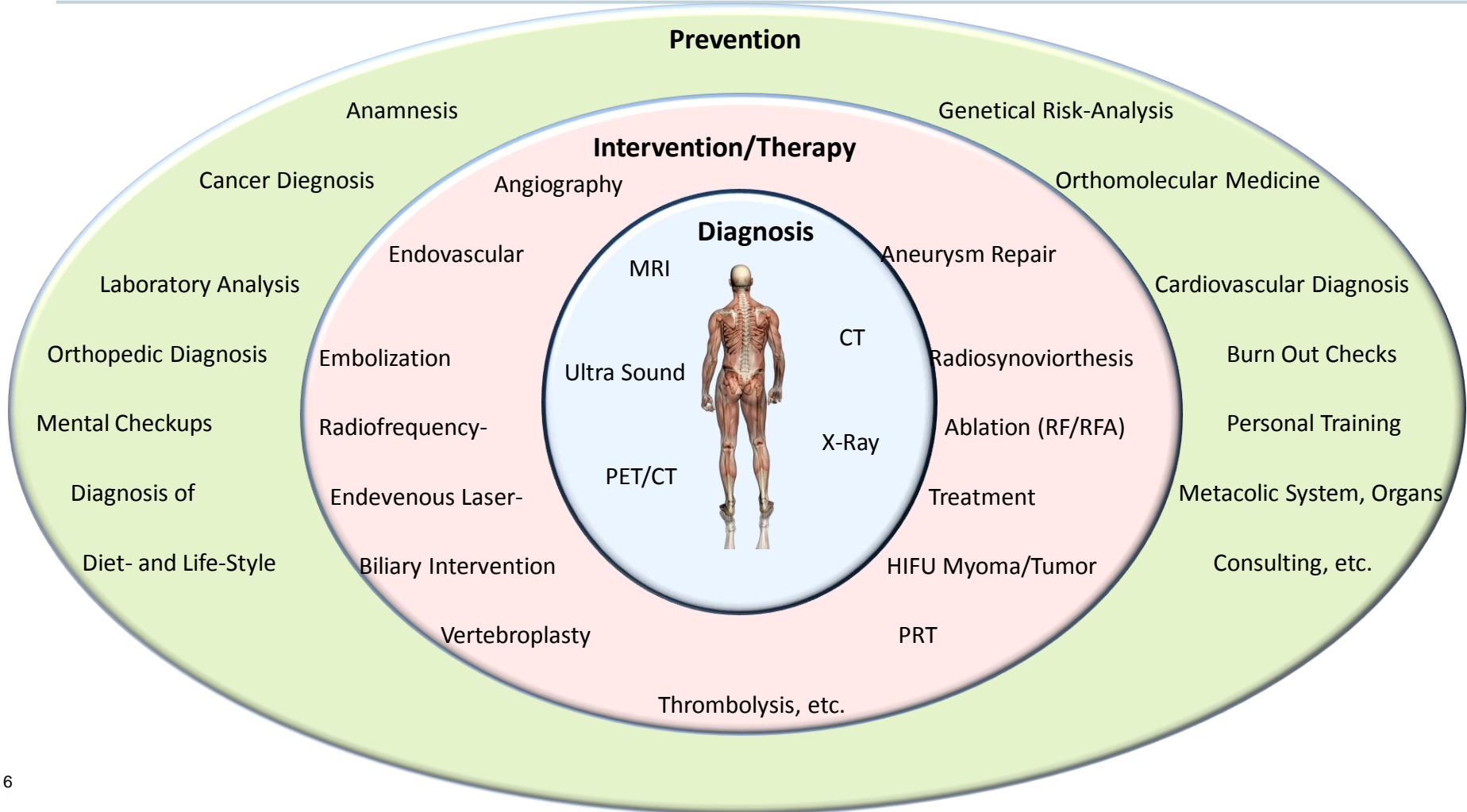


Medical Portfolio of HANSERAD-Group

The medical portfolio of HANSERAD Group comprises three areas: **(1) Imaging/Diagnosis**, **(2) Therapy/Intervention**, and **(3) Prevention/Check-up**, which are closely interconnected.



Medical Services at HANSERAD





Premium Health Checks and Prevention Medicine

Only 20% of all diseases are fateful.

80% are either self-inflicted or resulting from an unhealthy lifestyle!

Most health risks can be diagnosed in the early stages!

That's the idea behind:



Two Diagnosekliniken

One idea: „*Health prevention rather than cure*”



**Leading German prevention and checkup clinic,
located in the heart of Munich (Schwabing).
In business since 10 years.**

"Modern preventive medicine should prevent illnesses by advocating healthy living; make recovery more possible through early detection; and advocate regular physical and intellectual activity to maintain a person's physical condition."

Dr. med. Bernd Dörflinger, Chief Medical Officer of the Diagnoseklinik München,
President of the society for preventive medicine and early detection.



**Newly founded clinic,
located in the heart of Hamburg
Market launch in April 2012.**

Checkup and Prevention at Diagnoseklinik in Detail

Precaution

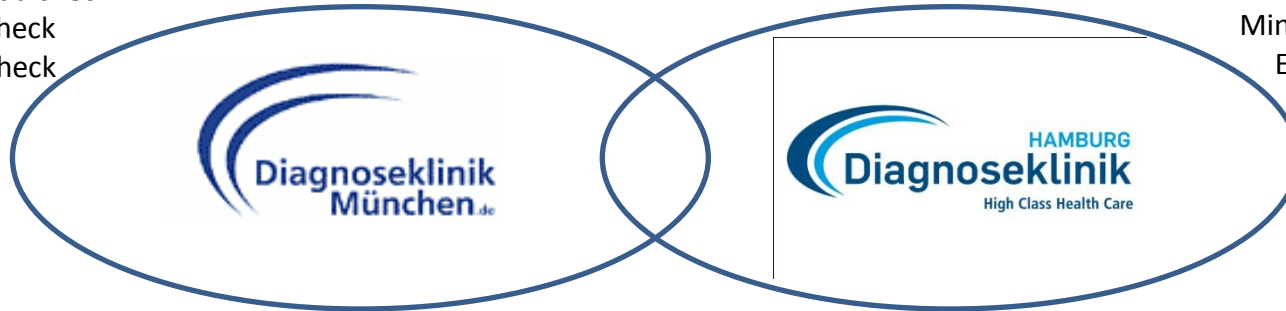
Diagnose

Therapies

Breast , lung. prostate and intestinal cancer
 Health check vessel
 Precaution skin disease
 Prevention myocardial infarct
 Osteoporosis Measurement
 Mental/dementia check
 Full Body check
 Burn-Out check

Bronchia and lung
 Cardiovascular system
 Diagnostic thyroid gland
 Abdominal influenza
 Kidneys and bladder
 Liver and bile

Intervertebral therapy, e.g.
 Biliary Intervention
 Embolization
 RF/RFA
 Endovascular aneurysm repair
 Radiosynoviothsis
 Minimal invasive operations
 Endoscopic operations
 HIFU Myoma/Tumor
 Pain therapy



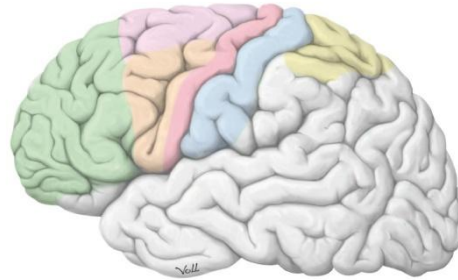
Medical Coaching

Health and vital Check ups

In-depth analysis, summing up separate findings
 Comprehensive overview of personal state of health

Comprehensive fitness Check ups and
 individual dietary and training programmes

For Example: Five Components of Mental Risk and Activity Check for Athletes



The mental prevention program for athletes takes about 5 hours and comprises:

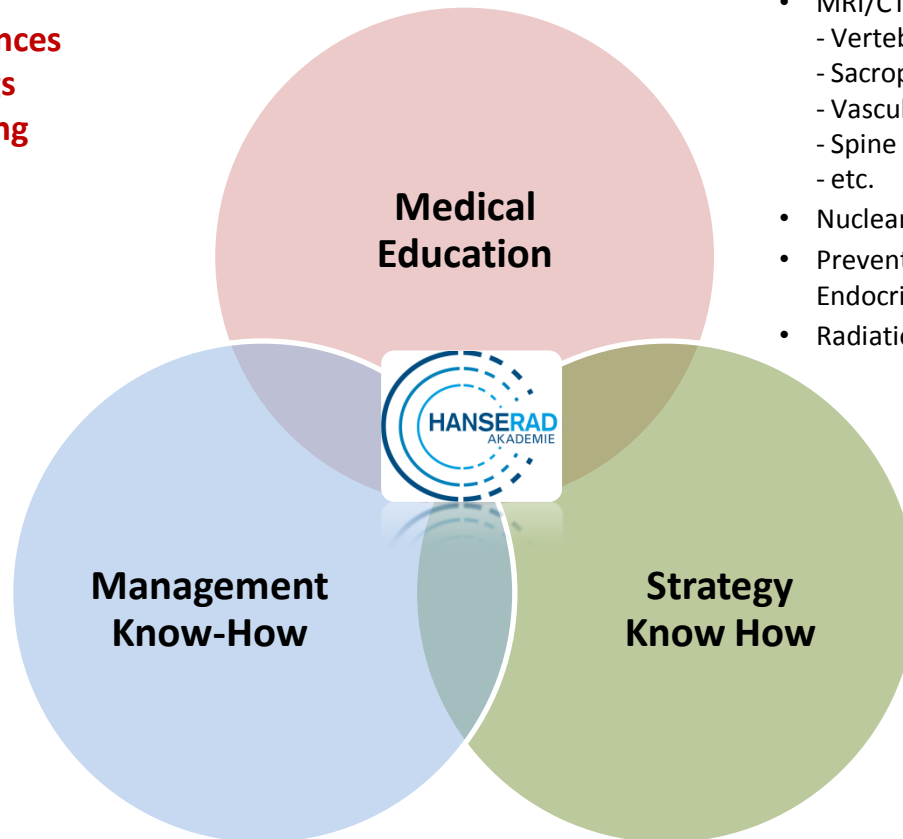
- 1. Basic examination and anamnesis**
- 2. Neuro-physiological tests of emotional and affective abnormalities**
- 3. MRI of the head**
- 4. Diagnostic imaging of adrenal and thyroid gland**
- 5. Several laboratory analysis (metabolism, stress-hormones, etc.)**
- 6. Concluding tests, medical appraisals and consulting**

Portfolio of HANSERAD Academy

HANSERAD Akademie offers **medical education as well as management and strategic know-how**

- > **Seminars/Conferences**
- > **Hands-On Trainings**
- > **Webinars/eLearning**

- Organization
- Controlling
- Quality Management
- Radiology/ICT
- Project-Management



- MRI/CT-based Diagnoses and Treatment:
 - Vertebroplasty
 - Sacroplasty
 - Vascular Interventions
 - Spine and Neuro-Radiological Interventions
 - etc.
- Nuclear Medicine (RSO, Samarium Therapy)
- Prevention Medicine (Check Up, Genetical and Endocrinological Diagnoses etc.)
- Radiation Protection

- Marketing- and Business Development
- Cooperation and Partner-Management
- International Business Development

Medical Cooperation between India and Germany/HANSERAD

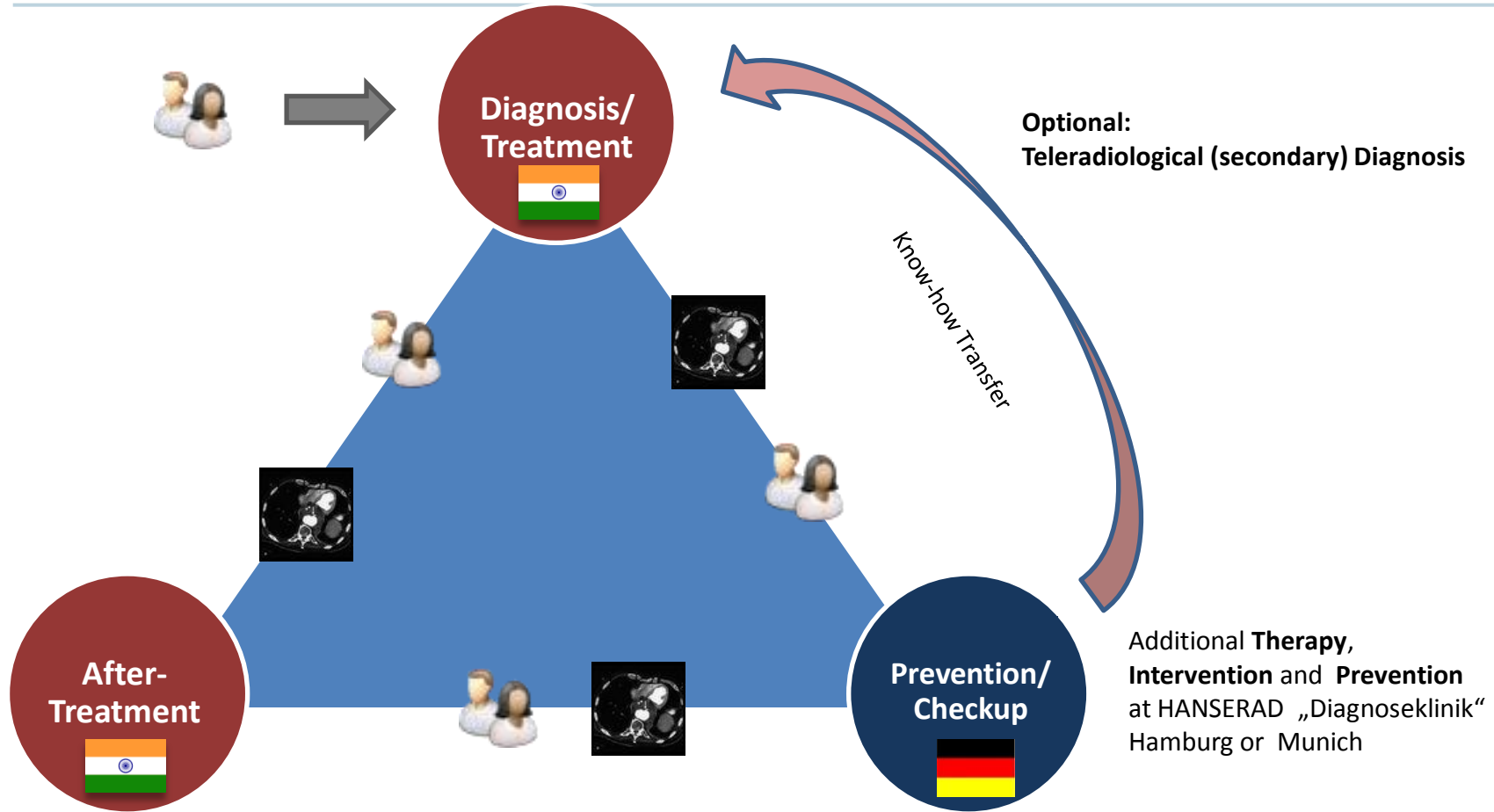
Potentials



- Expanding Medical Performance and Service Portfolios
 - Exchange of Patients
 - Exchange of Know how
 - Increasing Quality



Cooperation Triangle: Diagnosis – Prevention – After-Treatment



Teleradiology opens up three opportunities:

1. **Teleradiological diagnoses** in India for HANSERAD Germany (CAVE: Diagnoses has to be in German and could not be just translated!)
2. **Secondary Diagnoses** of images by german medical specialists (e.g. in pediatric radiology)
3. **Web-based education** (Webinars, eLearning, eTrainings)





Conclusion: Win/Win for both Sides

Partner India:

1. Additional **up-to-date prevention and check up services** enhances portfolio and helps to be more attractive – particularly for first class patients
2. Development of own medical expertise and capacities via education and **know-how transfer** (hands-on trainings, seminars and online-education)
3. Transfer of **patient management and customer relationship know how** (quality management, marketing, etc.)

Partner Germany:

1. Better **capacity utilisation**: equipment, physicians etc.
2. Benefits from **patient and doctors exchange**
3. Reducing **costs** in radiological diagnoses (Teleradiology)



Thank you!

auffermann@hanserad.de



WIR BLICKEN DURCH.