

The Power of Innovation.





Explore the Unknown. ●

Agentur für **innovative Markenpositionierung** und **Innovative Geschäftsmodelle**. Letztere sind manchmal stärker als künstlich positionierte Marken und bieten eine gute Grundlage für eine erfolgreiche Positionierungsstrategie. Insbesondere begleiten wir Marken, Unternehmen und ganze Branchen durch die digitale Transformation.

Leistungsprofil



Business Model Innovation

REICHLUNDPARTNER

Future Thinking

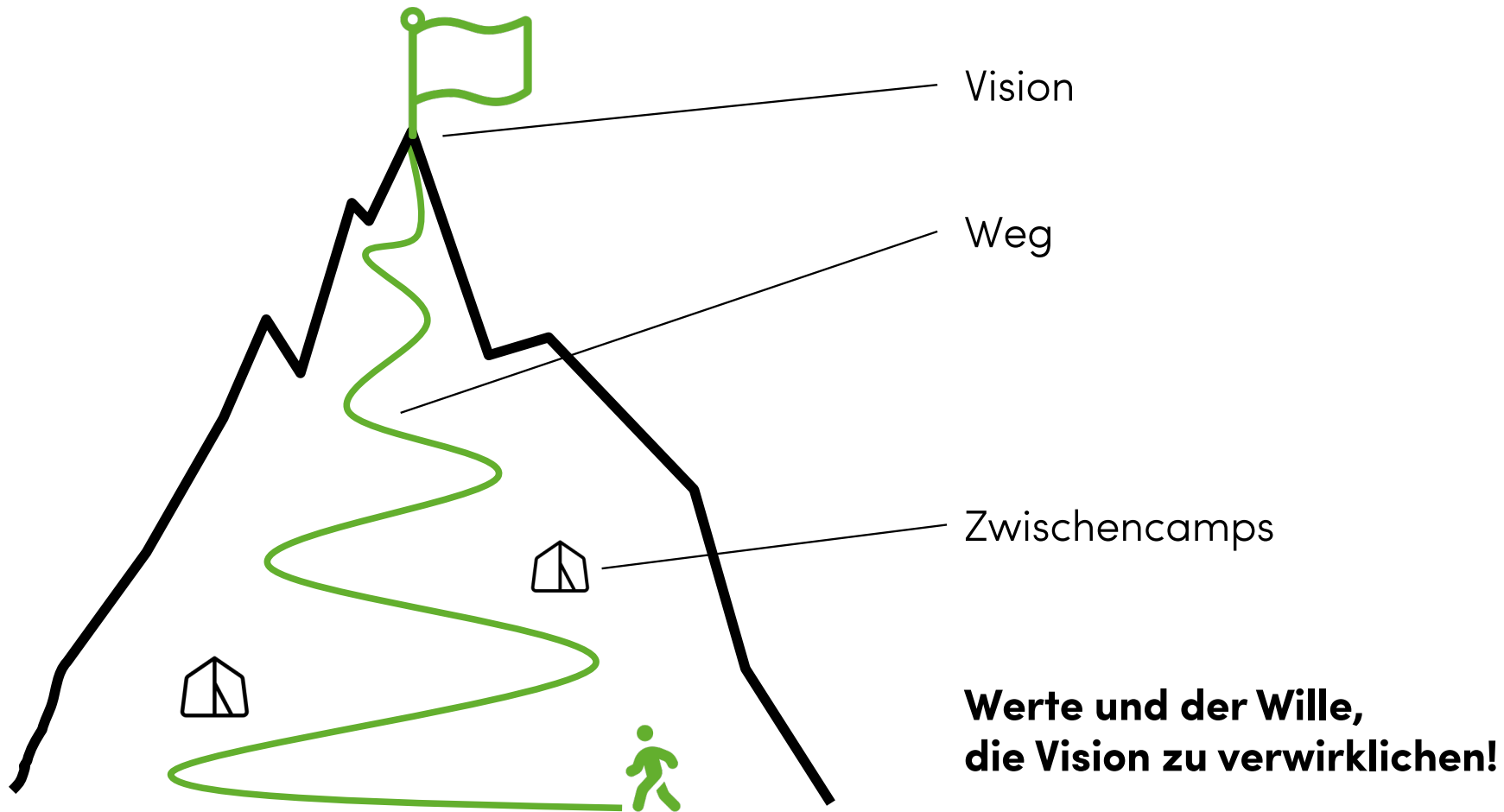
Unsere Leistungen

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Future Thinking

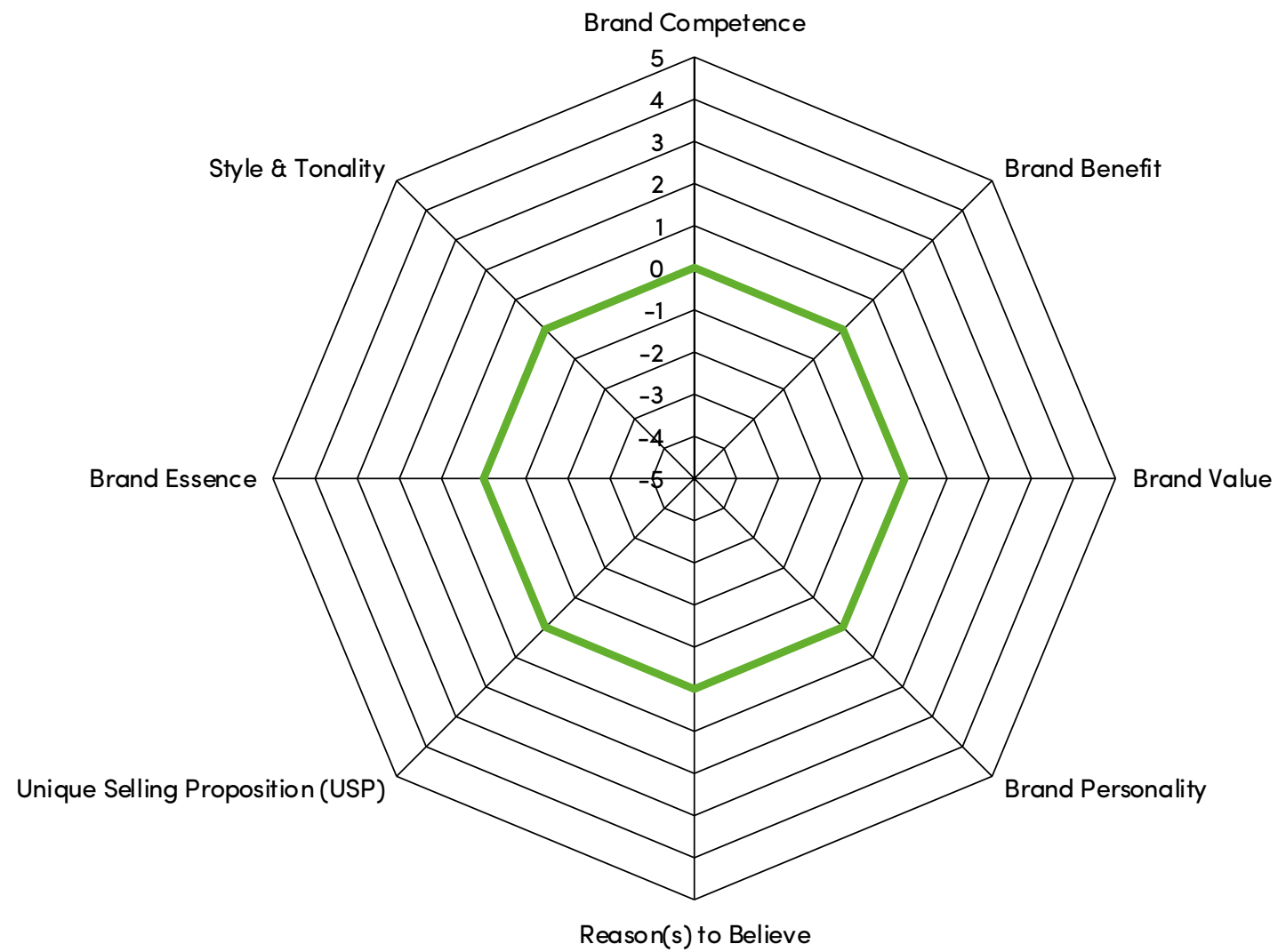
Visionsentwicklung

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Innovative Positionierung von Marken



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Business Model Innovation

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Beispiel

MedYouCate



Learning from the Leaders: The Global Knowledge Plattform

"The Netflix & LinkedIn for Surgeons"

Matthias Reichl | CTO MedYouCate GmbH

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Pain Points

10 to 11 billion
people by 2074

Energy &
Digitality

People are
getting older

Macro Level

Medical care
must follow suit

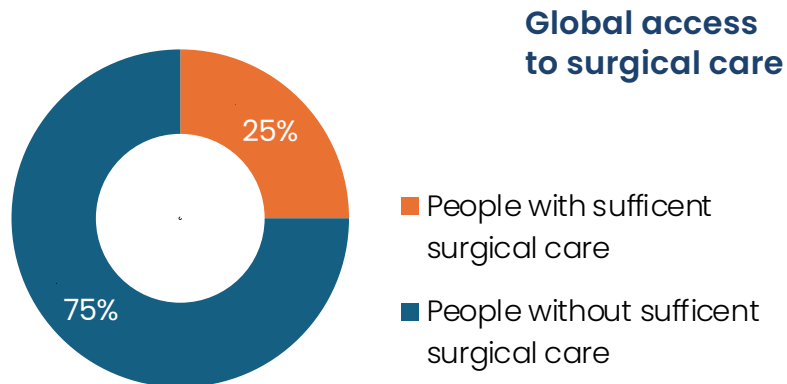
Europe is
shrinking

India and Africa in particular
are the training centres for
doctors of the future

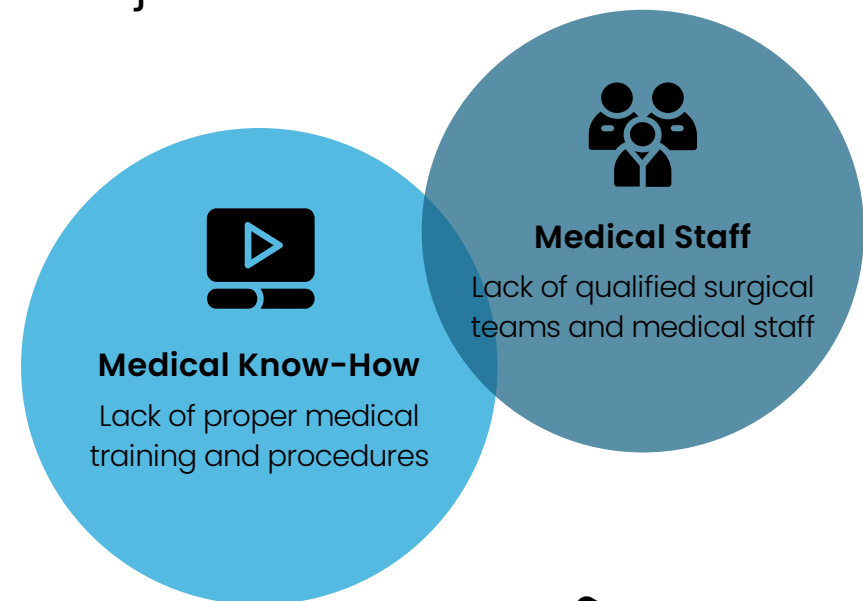
Our planet is getting more crowded and older

75% of the global population does not have access to surgical care, and access is inequitably distributed.

*) The Lancet – Global Health



The lack of access to surgical care is defined by 2 major reasons:



Pain Points

Students are often
unsure whether
surgery is for them

Specialists in
training struggle
with further training

Micro Level

Experienced surgeons
can only exchange
ideas at congresses.

Clinics cannot
find specialists

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Encourage & motivate
interest in surgery
among students

Support specialists in
training to stay up to
date & become better

To improve
medical care
worldwide

The Opportunity

Networking
around the
clock

Give experienced
surgeons a platform
for their research & skill

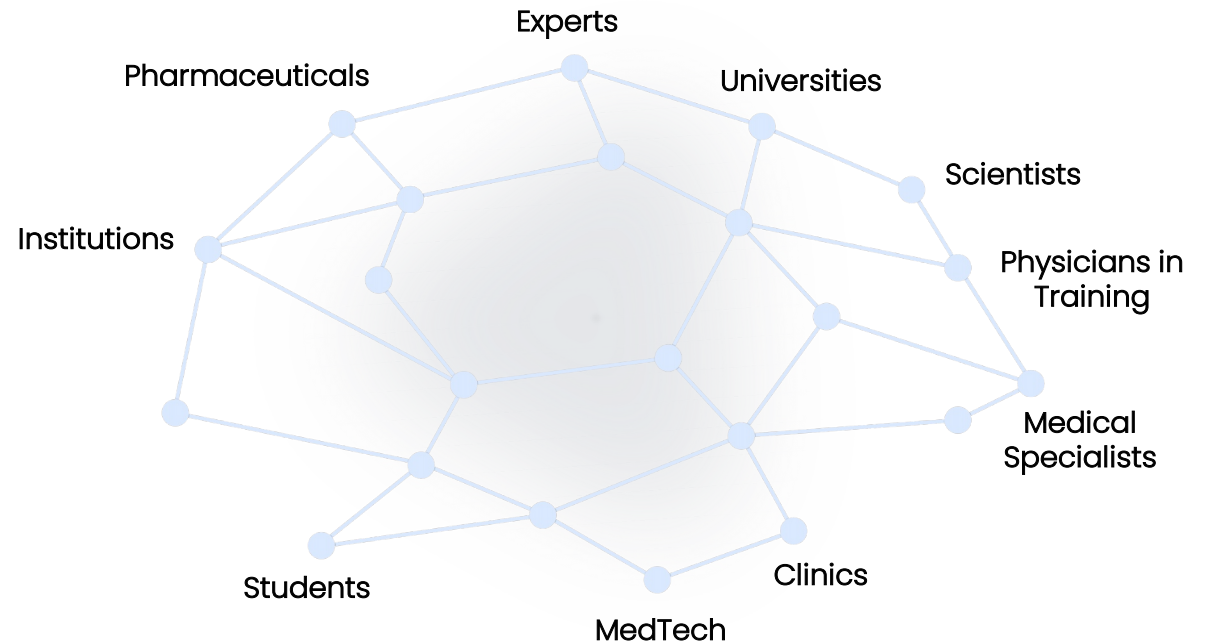
Clinics get a powerful
tool for recruiting

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Our vision: „The global brain“

“Every human being deserves the best trained medical professionals to provide state-of-the-art surgical treatment based on the latest available medical knowledge! – We connect surgeons from all over the world sharing their expertise”



Our Background



Mag. Rainer Reichl

Founder of MedYouCate,
CEO REICHLUNDPARTNER

Diagnosed with cancer
intestine, lung and liver
since 2016



Univ.-Prof. Dr. Klaus
EMMANUEL, FACS

Co-Founder of MedYouCate
Managing Senior Physician
at SALK

President of the Advisory
Board



Matthias Reichl

CTO of MedYouCate, CEO
REICHLUNDPARTNER Digital

Holistic digital strategies and
customer experiences for real
world problems.

Entdecke medizinische Einbli
+

medyoucate.com/de/entdecken

Zum Aktualisieren neu starten

medyoucate
Entdecken
Alle Videos
Merkliste
Creator Studio
Jobportal
+ Thema hinzufügen

Learning from the Leaders

Lernen Sie von den renommiertesten ChirurgInnen führender Kliniken.

Finden Sie Ihr Thema

Suchen

1 Beitrag | Alle

★★★★★ 5
EN, DE

lap. right hemicolectomy
The video shows a laparoscopic right hemicolectomy with intracorporeal...
Primar Prof. Dr. Felix Aigner

1 Beitrag | Alle

★★★★★ 5
EN, DE

Lap. Hemikolektomie Rechts Mit Intrakorporaler ...
Das Video zeigt eine laparoskopische Hemikolektomie rechts mit...
Primar Prof. Dr. Felix Aigner

1 Posts | All

★★★★★ 4
EN, DE

Surgical examination technique
Clinical examination of patients is one of the most crucial steps in surgery. In man...

13 Beiträge | Alle

★★★★★ 5
EN, DE

Kolorektale Chirurgie

1 Beitrag | Alle

★★★★★ 5
EN, DE

Kuriositätenkabinett
Im „Kuriositätenkabinett“ sammeln wir für Sie seltene/ besondere Fälle, aus denen...
MedYouCate Original

8 Beiträge | Alle

★★★★★ 4
EN, DE

Proktologie/Koloproktologie
In diesem Kapitel lernen Sie die Grundlagen der Proktologie sowie die...

Feedback

Mit dem Profil von MedYouCate weiterschauen

1 Beitrag | Alle

★★★★★ 5
EN

1 Beitrag | Alle

★★★★★ 5
EN

1 Beitrag | Alle

★★★★★ 4.5
EN

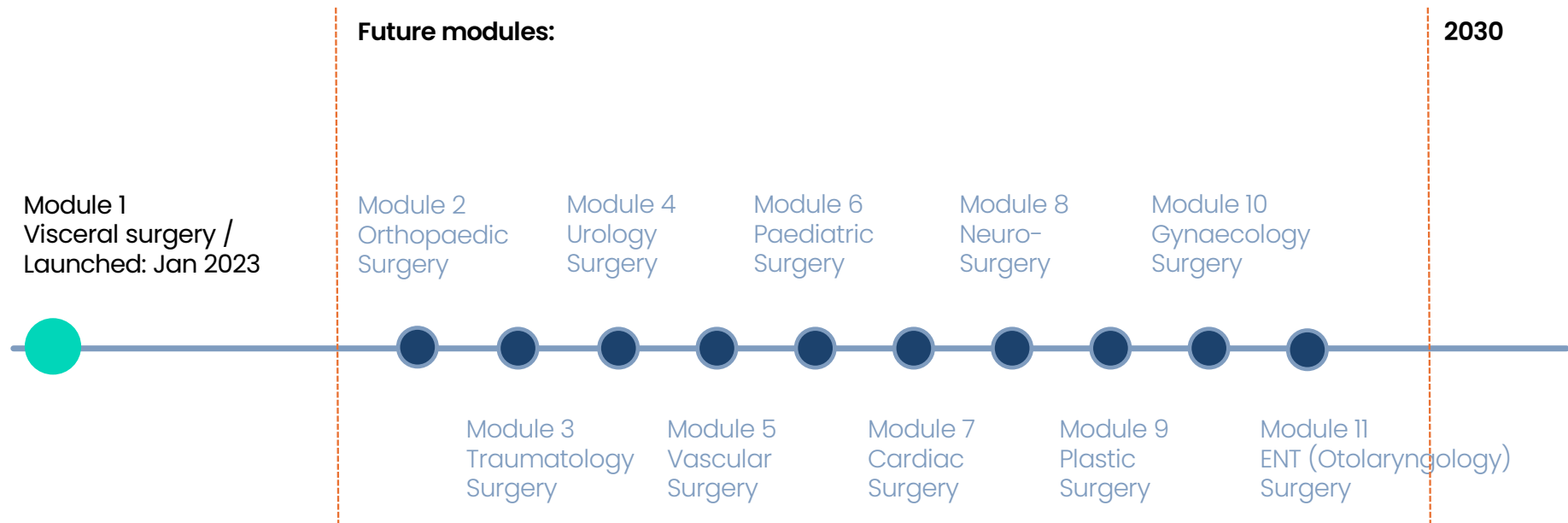
1 Beitrag | Alle

★★★★★ 4.5
EN

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Our Vision for the Future



Until 2030 we aim to include the following surgical disciplines resulting in subsequent user growth.

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**Wir sind Teil einer starken Agenturgruppe
und inspirieren und innovieren diese
im Bereich der digitalen Transformation.**

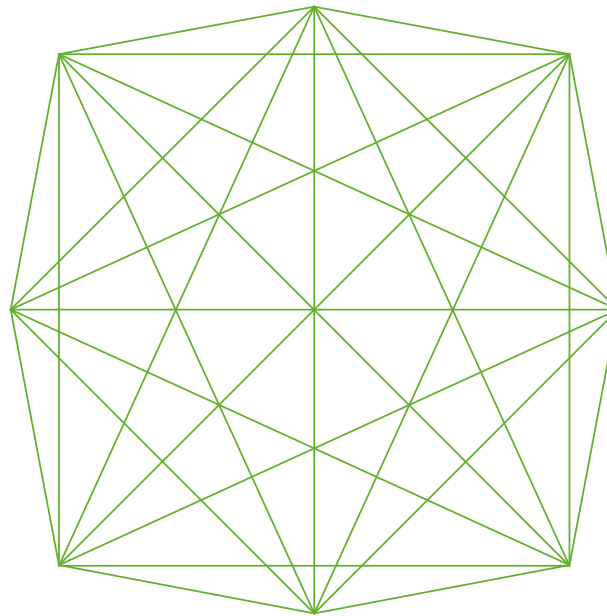
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ERLEBNISMARKETING®



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Digital

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Media



SMC SOCIAL MEDIA COM

studio|e

Facts & Figures



36

Jahre Erfahrung
jung



100 %

Unabhängig, aber
weltweit vernetzt



170

Generalisten und
Spezialisten, keine Freelancer



Awards

Cannes Lions,
German Design Award,
EADC ...



>130,7

Mio. Euro Billing



3

Standorte in Österreich
Wien, Linz, Graz