

MEDIA RELEASE

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Andreas Greulich becomes new Hospital Manager of Hirslanden Klinik Birshof

Andreas Greulich takes over the management of Hirslanden Klinik Birshof. His goal as the new Hospital Manager is to build on the leading role of this high-quality specialist hospital for orthopaedics and spinal medicine in the Greater Basel area.

Andreas Greulich (born in 1964) will take over the management of Hirslanden Klinik Birshof on 1 February 2024. This comes after Dr. Ines Reith, although named as the new Hospital Manager, decided not to take up the post at the beginning of October this year for family reasons.

Andreas Greulich is a renowned expert in the Swiss healthcare system. With 38 years of professional experience in hospital management and many years of management experience at all levels, he has an excellent understanding of medical processes as well as the organisational and business aspects of the hospital and healthcare sector.

Andreas Greulich has been CEO and Chairman of the Hospital Management Board of Spital Uster since the beginning of 2020. In this role he was responsible, in particular, for the development and implementation of a comprehensive strategy process to reposition the hospital as an integrated care provider. This involved the detailed planning of the new hospital building and the conversion of the hospital's legal form into a public limited company. During the Covid-19 pandemic he served as a delegate of the Zurich Hospitals Association (VZK) for the coordination of COVID tasks with the Zurich Health Department.

Before joining Spital Uster, Andreas Greulich was CEO and Chairman of the Executive Board of Klinik Lengg AG in Zurich from 2017 to 2019. From 2009 to 2017 he worked at the University Hospital Zurich as Head of the Anaesthesiology, Intensive Care and Operating Theatre Management Medical Divisions. Prior to this he was departmental manager of the Cardiac and Circulatory System Department of the Inselspital Bern from 1998 to 2009.

Andreas Greulich has qualifications in hospital management (VKD) and also holds a Master of Science degree in organisational development from the University of Klagenfurt. He is also active as a lecturer in hospital-related MAS and CAS courses.

Stéphan Studer, Chief Operating Officer of the Hirslanden Group, had this to say: "We are very pleased that Andreas Greulich will be joining Hirslanden. Due to his proven and extensive experience in hospital management he is ideally suited to systematically expand integrated care in the area of the musculoskeletal system at our site in Münchenstein Basel."

Designated specialist hospital

From prevention to aftercare and from adolescence to old age, patients have an interdisciplinary, interlinking range of services available to them as part of the "Continuum of Care". Apart from the specialised surgical centres for hand, shoulder, spine, hip, knee or ankle surgery, Klinik Birshof has various other complementary service units and centres, for example for radiology, rheumatology, sports medicine, sports physiotherapy, occupational therapy and outpatient rehabilitation as well as an emergency centre. The overarching collaboration of the various specialised centres of excellence and with Hirslanden Klinik Aarau results in

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comprehensive and individual diagnosis, treatment, care and support – always with the aim of improving patients' quality of life.

Last year, Hirslanden Klinik Birshof received recognition in accordance with the Swiss guidelines of the KAIMC (Commission for the Recognition of Intermediate Care Units) for its Intermediate Care Unit (IMC), which opened in a new building. With the official IMC recognition, the Hirslanden Klinik Birshof is once again highlighting its leading role as a high-quality specialist hospital for orthopaedics and spinal medicine in the Greater Basel area.

Hirslanden Klinik Birshof is one of the hospitals with the lowest case costs in Switzerland and thus makes a significant contribution to both first-class and affordable healthcare for the population of the Basel region. All of the hospital's services are open to patients of all insurance classes.

Urs Baumberger will continue to manage the hospital on an interim basis until Andreas Greulich takes up his post on 1 February 2024. The Executive Committee of the Hirslanden Group would like to thank Urs Baumberger most sincerely for his comprehensive and proficient commitment.

More information

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About Hirslanden

Hirslanden is committed to high-quality, responsible and efficiently integrated healthcare that focuses on the needs of the individual. Working together with private and public cooperation partners, the Hirslanden Group prioritises ongoing development of the Continuum of Care concept. From birth to old age, from prevention to healing, Hirslanden is always there, both on a physical and digital level.

Hirslanden differentiates itself from the rest of the market as a service provider with first-class medical and service quality, which is guaranteed by highly qualified independent specialists with years of experience who offer excellent care and services. Interdisciplinary medical centres of expertise, specialised institutes and competent cooperation partners enable optimal, personalised diagnosis and treatment, regardless of case complexity, in both inpatient and outpatient contexts.

The Hirslanden Group operates 17 hospitals in 10 cantons, many of which have an emergency department. It also operates five outpatient surgery centres, 19 radiology and six radiotherapy institutes. The Group has 2,886 partner doctors and 11,102 employees, 560 of whom are permanently employed doctors. Hirslanden is the largest medical network in Switzerland. In the financial year 2022/23 up to the reporting date 31.03.2023, the Hirslanden Group treated 111,107 patients as inpatients on 465,105 care days. The patient mix consists of 51.7% patients with basic insurance, 27.5% with semi-private insurance and 20.8% with private insurance. The Hirslanden Group was formed in 1990 through the merger of several hospitals. It is now part of the Mediclinic Group.