

independent **Consultants**

exclusive for Health Care

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Company Profile

sananet

Consultants exclusive for Health Care

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HRB 4798 Amtsgericht Lübeck

Location: in the city centre of Lübeck

Founded: March 2000

Acting partners and Managing Director:
Tilo Stolzke

Mission: To help enterprises in the health care environment
to survive in times of competition

Your Consultant

Tilo Stolzke

sananet

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With more than 20 years of experience in medical technology and health care Tilo Stolzke (born in 1959) has specialized in long-term, strategic conceptions and in the structured implementation of sales and marketing strategies. After having graduated as a biomedical engineer he has demonstrated his sales skills and customer orientation with Picker International as a sales representative.

1989 changing to Dräger, he was promoted in different business units from Project Manager and Marketing Manager to Head of Product Marketing taking responsibility for the complete process of customer and cost oriented product generation. At TERAKLIN AG, an innovative Start Up Company he built up the scientific marketing and was the international sales director.

At sananet he is focussed on building up companies, improving processes benchmarked to industrial standards and supports you in gaining more customers and turnover.

Philosophy of sananet

Based on our management experience in the medical industry and healthcare environment we consider the success factors to be focus on process improvement, a clear strategy and a concentration on core business. We believe in precise definition and communication of resulting goals as well as delegation of responsibility and competence. Our favourite management tools are Total Quality Management and Balanced Score Card.

The basis of all actions is a longstanding, loyal partnership with our clients. As the service we offer is always linked to the subject of cost management and achievement of goals we as well agree on precise targets for each project

sananet will help you

- In defined projects with competent external capacity
- Initiating, organising and accompanying your change management
- Start up new enterprises – even on basis of consulting against equity.

Services from sananet – exclusive for Health Care:

Channelling Customers (for hospitals this is channelling patients)

- Marketing for clinics according to industrial criteria
 - Managed Care
 - Channelling patients
 - Marketing concepts including implementation
 - Survival concepts against tough competition
- Branding
 - Building an image
 - Brand essence and positioning (which customers do you neglect?)
 - Marketing mix
 - Marketing matrix
- Marketing for medtech companies
 - Market analysis and customer research
 - Pricing in different markets
 - Managed care concepts
- Business Development
 - Sales consulting (focus on export)
 - Tender search
 - Market introduction
 - Sales controlling

Managed Care for health care professionals and industry

- Concepts
 - Creating a Win-Win Situation (who is going to lose?)
- Implementation
 - Strategy
 - Negotiating the contract
- Building up networks
 - Co-operative referral management
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- industry specialties

Formation of a company

- Scouting trends, project ideas and chances for investment
- Supporting the start up
 - Strategy development – Business Plan
 - Basic analysis, market and competitor analysis
 - Financing – government aid, identifying investors, Increasing shareholder value
 - Controlling
- Sale of a company
- Project and interim management

www.sanojobs.de

The online job exchange of sananet is the largest German job listing dedicated to health care and medical industry. We can help with your problems in human resources.

We are helping you on your way with:

Developing strategies

- Company analysis and strategy audit
- Development, implementation and communication of vision and mission
- Defining success factors and core competences
- The strategic questions

Improving processes

- Fast and neutral analysis
 - Well founded decision making
 - Detecting crisis potentials
- Clinical pathways / reengineering/ cost reduction in business processes
- Change Management
 - Project management as a company culture
 - Overcome internal barriers
 - Support in fighting problems (up to interim management)
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- Outsourcing

Success controlling

- Where do you lose money?
- Controlling-concepts
- Changing an organisation to profit orientation
- Setting goals, achieving goals - Balanced Scorecard TQM

Coaching

- Personal coaching as a critical partner
- Moderation in conflict situations
 - Mediation
 - Support in budget negotiations
- Business Excellence
- Regaining focus for managers
 - Coaching as a task
 - Internal communication
 - Training management methods

Projects:

- Scouting for strategic investors
- Formation of new medtech companies on the basis of clinical innovations
- Market analysis for German and international markets
- Marketing concept for new positioning of a product
- Set up of international sales & distribution network
- SWOT analysis and process review
- Definition of a mission statement
- Setting up a strategy with special focus on competitive threats
- Checking chances for survival and reorganization of a business unit
- Customer enquiry on quality perception
- Implementation of a success oriented controlling method for the management of a company
- Tender and order placement consulting
- Coaching
- Introduction of TQM for the Implementation of a changed strategy
- Building a network with managed Care acc. to §140 SGB V
- Developing clinical pathways with quality and cost optimisation
- Analysis of value added and refocusing on profitable sectors
- Training a management team
- Moderation of conflicts and co-operative solutions, finding the hidden rules
- Implementing a „Business Excellence System“
- Improvement of entrepreneurship by building profit centres and creating internal customer relations