

# Alexander Hoffmann



Business & IT Strategy Expert, Health Industry Consultant and Care Coordination Specialist, Transformation and Business Development Expert for inpatient and outpatient care



## Common sense is not common practice: Milestones of Alexander's career

Alexander has more than 25 years of experience in various roles and responsibilities within the Health Industry in Europe. He holds two exams in Business Administration with special focus on Health and Social Programs, and as Vocational Teacher. Additionally certified in Principal Centered Leadership, Consultancy, and Quality Management.

In 2005 Alexander received a national innovation award for his Multigeneration Home Concept in the elderly care and hospital market. Alexander with his clients strives for innovative Solutions to overcome the challenges from the transformational drivers of Adverse Selection, Moral Hazard, Supplier Induced Demand of the Health Industry. His Consulting reputation and Healthcare Market expertise based on his Industry Thought Leadership and proven capabilities in creating Trust, Empowerment, Win/Win Situations, and Synergy.

### Career Path

2018-dato	Senior Manager Integrated Clinical Care Solutions EMEA, Abbott Diagnostic Devisoin, Scale and improve Clinical Decisioin Support Solutions cross EMEA
2016-2017	Professional Services Executive Abbott Diagnostic Devisoin, EMEA, Business Development and Market Entry for Clinical Decision Support and Business Intelligence Solutions to improve Patient outcomes
2015-2016	IT Specialist for Business Solutions, IBM Watson Health DACH
2012-2015	Client Solution Professional, Subject Matter Expert Smarter Care and Social Programs, SWG Sales Europe, IT Specialist Training
2011-2012	Senior Principal Product Consultant, Pre-Sales, Sales, Business Development, Cúram
2008-2011	Principal Solution Consultant EMEA, Pre-Sales, Sales, Business Development, Project and Services Delivery Support, Cúram, Principal Centered Leadership certificates
2007-2008	Project Manager for Financial Factoring Services within the Health- and Social Service Providers, Private Banking Sector , PVS M. Reiss
2006-2007	Managing Director and Co-Founder of Multi-Generation Home Initiative in Germany, DA-HEIM GmbH & Co KG
2005-2006	University Study in Business Administration with special focus on the Health Industry and Social Security
2002-2005	Manager & Principal of an Education Institute within the Social Security Sector, Hegau-Bodensee-Hochrhein Hospital Chain
1993-2002	Education in Nursing Professions and working as Nurse in Charge, Exam as Vocational Teacher for nursing prof., Consultancy Trainings

## What makes Alexander's career special?

- My career founded on designing, implementing and managing of an innovative coaching approach for employees of rehabilitation clinics.
- The challenge of the demographical change was the driver for developing my concept of a Multigeneration Home which I implemented as a Business Start-Up.
- The financial restrictions of the Solution Providers caused by the overregulated payment rules of the Health Industry created the business opportunity for Factoring services.
- I successfully took Business Management responsibility for a Foundation of such a division in a Private Banking Company.
- The dilemma of the Industry of improved benefits versus increased financial restrictions and budgeting forced the agencies to excellerate their efforts to reach higher effectiveness and efficiency. Cúram entered the German market providing flexible, scalable, and state of the art solutions to optimize benefit service offerings by hiring Thought Leaders.
- I successfully contributed with a couple of client relations in Europe to Cúram's success lastly leading to the aquisition of Cúram by IBM in 2011.
- IBM Watson technology today becomes a vital innovation contributor in the Health Industry. I strive for driving this technology into the Health Industry solutions for improved care coordination and managed care.
- Diagnostics and Lab Test results are the most important parameters to improve patient outcomes and quality medicine. Beside the Market Entry for a Software Platform in EMEA I am driving Abbott's beyond the lab approach with Clinical Decision Support systems to deliver sustainable and effective values for clients and patients.