

healthpro
Consulting, Communication and Training in the Healthcare Market

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Managing Director

Leonora-Sandra Fricker

Services

healthpro provides consulting, communication and training services for the health care market. We advise businesses, agencies, foundations and government authorities on the development and implementation of brand and marketing strategies, as well as in all areas of internal and external communications. We develop target group-fair information and sensitization campaigns and are active in knowledge transfer. We have been serving prestigious national and international clients for over 10 years now. Wir speak healthcare.

References

air düsseldorf gGmbH
Federal Association of the AOK Health Insurance Funds and 15 state associations
BAuA – Federal Institute for Occupational Safety and Health
BMAS – German Federal Ministry of Labour and Social Affairs
Beiersdorf AG
Diakoniewerk Bethesda gGmbH
essex pharma GmbH
Ev. Bethesda-Krankenhaus Essen-Borbeck gGmbH
KfW Entwicklungsbank
Graf Recke Foundation
MMBG – Accident Insurance Fund of the Mechanical Engineering and Metalworking Industries
MAGS – Ministry of Labour, Health and Social Affairs North Rhine-Westphalia
Medtronic GmbH
PHTS – Personal HealthCare Telemedicine Systems GmbH
St. Marien- und St. Annastiftskrankenhaus
Techniker Krankenkasse
ZWH – Central Office for Further Training in the Skilled Trades

healthpro – We speak healthcare.

www.healthpro.de
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References: service providers

Diakoniewerk Bethesda gGmbH

Brand consulting; development and implementation of a complete corporate design including logo for the holding and the many branches throughout Germany. Creation of comprehensive guidelines.



Ev. Bethesda-Krankenhaus Essen-Borbeck gGmbH

Planning and implementation of a holistic communication concept; image building and maintenance; development and design of targetspecific media; support with press activities.



Graf Recke Foundation

Corporate Identity Management: brand consulting, positioning, development of a corporate philosophy and brand architecture. Support with public relations work.



References: medical consumer goods industry

Beiersdorf AG – Eucerin®

Brand building for target group of dermatologists and pharmacists; trade advertisements, information for doctors and patients, compendia; development of scientific medical imagery; coaching and training of international managing directors, train-the-trainer concept and workshops in the UK.



Beiersdorf AG – Hansaplast® med

Development and implementation of a European pharmacy strategy; development of internationally applicable communication materials, including a PR concept, corporate design, coaching for marketing and sales directors.



References: medical technology

Bioaging® Systems GmbH

Development of a key visual to present the company's offerings in a more emotionally and promotionally effective way while characterizing the company.



Medtronic GmbH

Relaunch of the CRM newsletter for the physician's practice, other consulting services.



PHTS – Personal HealthCare Telemedicine Systems GmbH

Advice with implementing telemedicine services on the German health care market, communication services. Development of a company brochure and creation of a key visual.



References: health funds

Federal Association of the AOK Health Insurance Funds and 16 state associations, Techniker Krankenkasse

Conception and nationwide implementation of several-day courses qualifying around 160 persons as “Demographic Consultants”. The qualification concept was adapted to meet the special needs of health insurance funds.



References: ministries, public authorities, associations

BAuA – Federal Institute for Occupational Safety and Health

Model project to certify senior trainers and consultants in the skilled trades as Demographic Consultants – concept development, training, coaching.



MAGS – Ministry of Labour, Health and Social Affairs
North Rhine-Westphalia

Initiation, conception and implementation of the rebequa-program: Regionalization of Prospects for 2020; integrated communication concept, public relations work, design, website; instilling positive thinking, training and coaching demographic consultants.



BMAS - German Federal Ministry of Labour and Social Affairs

Initiation and responsible of the country wide promotion project “rebequa Deutschland”. Execution of regional meetings, qualification and sensitization of the target groups. Development of an integrated communication concept inclusive structure of a brand.



KfW Entwicklungsbank

Development of a strategic communication concept with mediagenic information packages for the intern and extern use. Support in media relations and moderation of conversations.



References: associations

ZWH – Central Office for Further Training in the Skilled Trades

awise EU project: creation of an assistance tool called “Personnel Master®” in the form of an information and learning program (online/offline) for businesses in the skilled trades.



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