

Zoom On: Rainer Herzog



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Rainer Herzog is an expert in e- and mHealth. He has more than twenty years of experience in the pharmaceutical, medical technology and ICT industries.

Herzog is currently the Managing Director of HIMSS Europe GmbH, a cause based, not-for-profit organization focused on better health through information technology (IT). HIMSS was founded in 1961 and has more than 50,000 individual members. More than two-thirds of these members work in healthcare organizations, government and non-profit organisations that share the same mission as HIMSS.

Prior to joining HIMSS, Herzog worked for Roche Diagnostics as Product Manager. He was also the Head of International Marketing Cardiology at Schwarz Pharma. He then joined Ericsson as Head of Strategy & Business Development for the company's e- and mHealth business and later worked as Global Segment Leader Healthcare for Siemens Enterprise. Herzog joined HIMSS in November 2012 as Director of mHIMSS Europe and became Managing Director in September 2013. He successfully acquired and steered two major projects in the European Union in the area of Mobile Health.

Herzog is a strong advocate of healthcare IT implementation. According to him, "The overall vision of HIMSS Europe is, in analogy to the vision of its mother organization in the US, to promote healthcare IT implementation and the use of healthcare IT for the benefit of both patients and medical care providers. HIMSS Europe is working towards this goal on a European level. But it is obvious that in order to have an impact we will have to engage locally as well, at least in the European key markets. Part of our strategy to do so is to find strong local partners who share our own vision."

Herzog also strongly believes that Telemedicine could be an ideal solution to many of the structural problems that current health care systems face. That is why telemedicine is being developed quickly and is being used to improve patient care, increase access to care and reduce costs.

Sources: HIMSS

Image Credit: HIMSS

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