

MEDIA RELEASE

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DOMINIC PUGATSCH NOW HEAD OF CORPORATE COMMUNICATIONS AT THE HIRSLANDEN GROUP

Dr. Dominic Pugatsch, former Co-Head of Public Affairs at Hirslanden will be in charge of all corporate communication as from April 2022 as Head of Corporate Communications of the Hirslanden Group.

In future, corporate communication, public relations, marketing communication and public affairs will be managed as an integrated communication division. Dominic Pugatsch will drive forward the expansion of the newly created division in close collaboration with the Executive Committee, the hospitals and outpatient units and the doctor and partner networks in order to take better account of the new strategic focus on Hirslanden's Continuum of Care concept and the growing requirements of a public debate increasingly shaped by politics.

“I am very happy that we are taking a huge step towards integrated communication by uniting corporate communication, public relations, marketing communication and public affairs under one roof. Together with the management of the hospitals and outpatient units in each healthcare region, we will be in an even better position in future to consistently showcase the added value we are creating for individuals and society to all stakeholders”, explains Dr. Daniel Liedtke, CEO of the Hirslanden Group. One of the central cornerstones of the Hirslanden strategy is the Continuum of Care concept of high-quality and integrated medicine from birth to old age, from prevention to cure, both on a physical and digital level.

Dr. Claude Kaufmann, Head of Media Relations at the Hirslanden Group will head the administration of the expanded Corporate Communications division. In addition to his current tasks, he will work closely with Dominic Pugatsch to organise and run the merged departments.

In the last one and a half years, Dominic Pugatsch has already had a strong influence on the strategic and political orientation of the corporate communication activities. Before his appointment as Co-Head of Public Affairs, Dominic Pugatsch had been working as the Executive Director of the GRA Foundation against Racism and Anti-Semitism since 2016. Prior to that, he had worked as a lawyer. He has proven political, media and regulatory experience.

Further 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 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 4 outpatient surgical units, 17 radiology institutes and 5 radiotherapy institutes. The Group has 2,314 partner doctors and 10,711 employees, 479 of whom are permanently employed doctors. Hirslanden is the largest medical network in Switzerland. In the 2020/21 financial year, the Group generated a turnover of CHF 1,796 million (including CHF 12.6 million in cantonal COVID-19 compensation payments). As at 31 March 2021, the Group had treated 107,401 patients for a total of 461,004 inpatient days. In insurance terms, the patient mix consists of 51 % basic, 28.8 % semi-private, and 20.2 % private insured patients. The Hirslanden Group was formed in 1990 through the merger of several hospitals. Since 2007, it has been part of the international hospital group Mediclinic International plc, which is listed on the London Stock Exchange.