

REICHLUNDPARTNER  
Future Thinking

# The Power of Innovation.





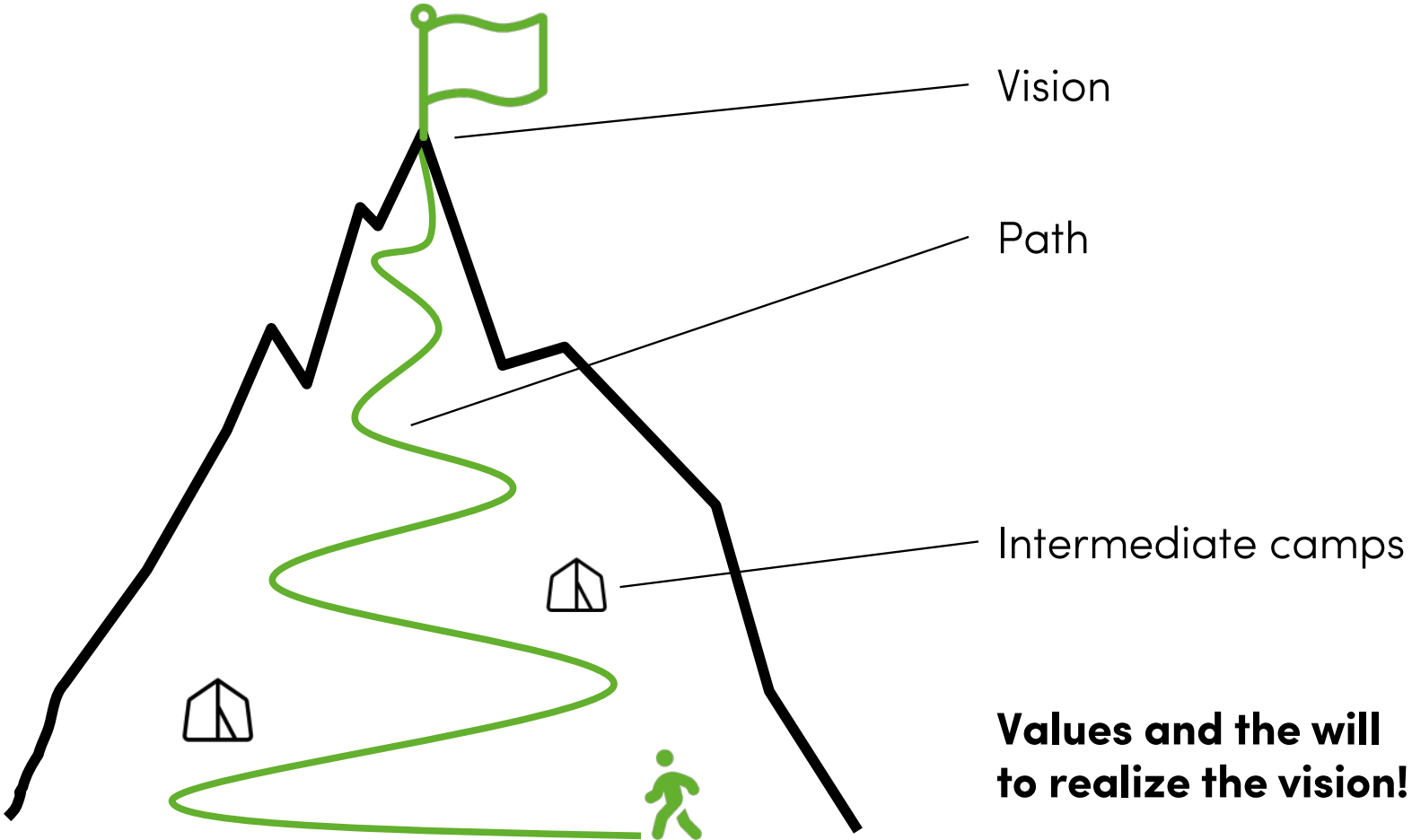
# Explore the Unknown.

The agency for **innovative brand positioning** and **innovative business models**. The latter are sometimes stronger than artificially positioned brands and offer a good basis for a successful positioning strategy. In particular, we accompany brands, companies and entire industries through the digital transformation.

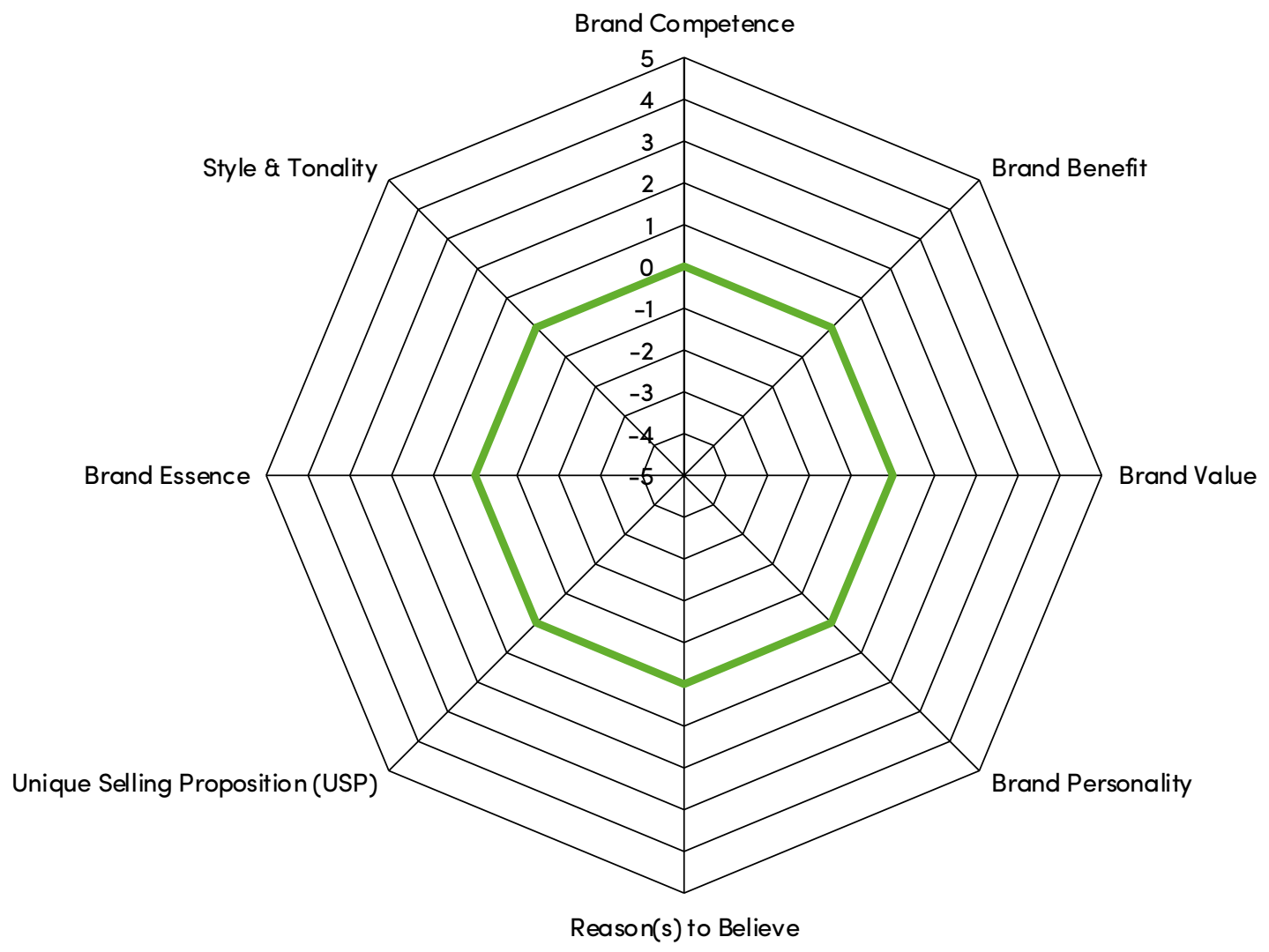
## Our services

- Vision development
- Business Model Innovation and Renovation
- Innovative positioning of brands

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**Values and the will  
to realize the vision!**



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# Example

# MedYouCate

# Learning from the Leaders: The Global Knowledge Platform

“The Netflix & LinkedIn for Surgeons”

Matthias Reichl | CTO MedYouCate GmbH

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## Pain Points

10 to 11 billion  
people by 2074

Energy &  
Digitality

People are  
getting older

## Macro Level

Medical care  
must follow suit

Europe is  
shrinking

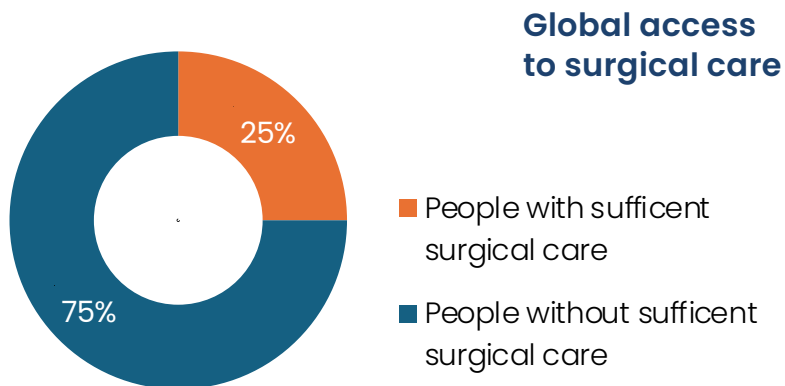
India and Africa in particular  
are the training centres for  
doctors of the future



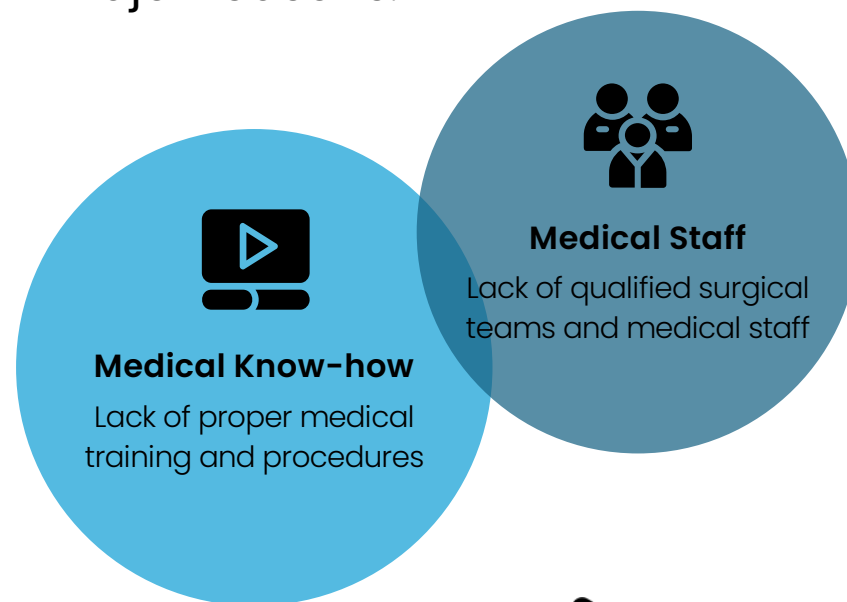
# Our planet is getting more crowded and older

75 % of the global population does not have access to surgical care, and access is inequitably distributed.

\*) The Lancet – Global Health



The lack of access to surgical care is defined by 2 major reasons:



## Pain Points

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Students are often unsure whether surgery is for them

Specialists in training struggle with further training

## Micro Level

Experienced surgeons can only exchange ideas at congresses.

Clinics cannot find specialists



Encourage & motivate  
interest in surgery  
among students

Support specialists in  
training to stay up to  
date & become better

To improve  
medical care  
worldwide

# The Opportunity

Networking  
around the  
clock

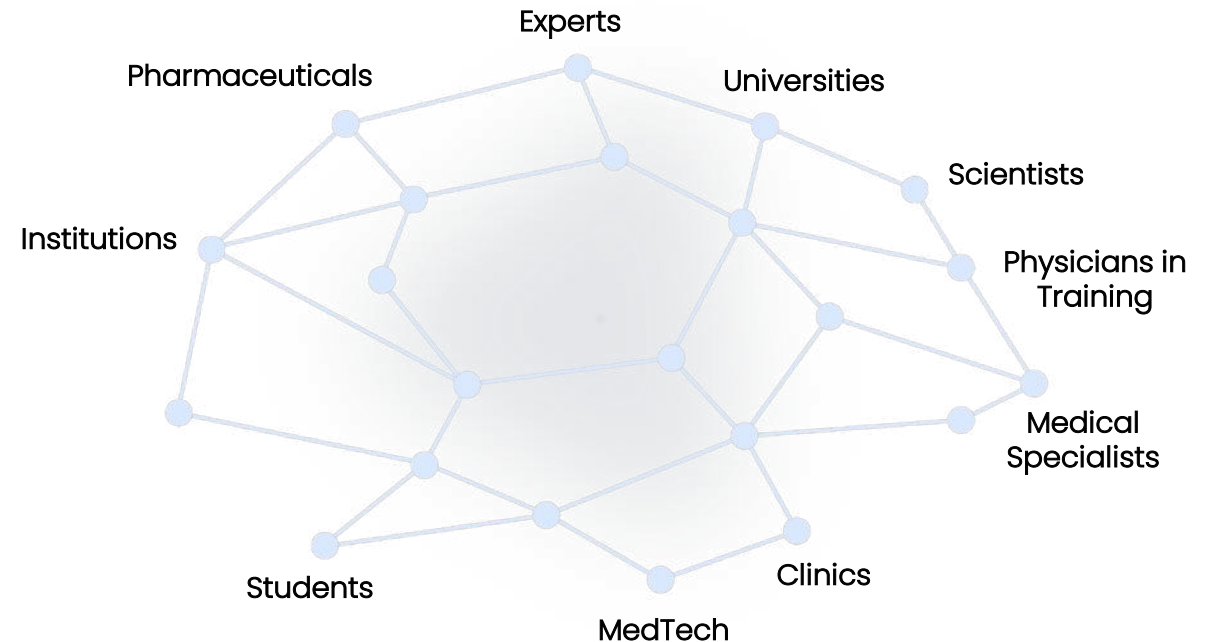
Give experienced  
surgeons a platform  
for their research & skill

Clinics get a powerful  
tool for recruiting



# Our Vision: „The global brain“

“Every human being deserves the best trained medical professionals to provide state-of-the-art surgical treatment based on the latest available medical knowledge! We connect surgeons from all over the world sharing their expertise.”



# Our Background



Mag. Rainer Reichl

Founder of MedYouCate,  
CEO REICHLUNDPARTNER

Diagnosed with cancer  
intestine, lung and liver  
since 2016



Univ.-Prof. Dr. Klaus  
Emmanuel, FACS

Co-Founder of MedYouCate  
Managing Senior Physician  
at SALK

President of the Advisory  
Board



Matthias Reichl

CTO of MedYouCate,  
CEO REICHLUNDPARTNER Digital

Holistic digital strategies and  
customer experiences for real  
world problems.

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MedYouCate is  
for everyone.

for students

for surgeons

for future surgeons

for content creators

for hospitals & clinics





On Demand: Learn when and where you want!

- ▶ Acquire practical knowledge regardless of time and place
- ▶ Available on all mobile devices and PCs
- ▶ Continuous updating of content



Certificates for your resume

- ▶ Documentation and certification of the entire training path
- ▶ Valuable addition to any CV

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- ▶ Surgical techniques are explained directly in the operating room
- ▶ Additional documents and links with background knowledge



Career: find the next job!

- ▶ Networking between clinics and medical professionals
- ▶ Useful career planning
- ▶ Recruitment of young and experienced physicians (worldwide)



Quality assurance through verified content

- ▶ Learning from the daily routine of top physicians & institutions
- ▶ State-of-the-art techniques and equipment
- ▶ Didactic preparation of all operations



Community: Networking with medical professionals

- ▶ Exchange via the MedYouCate network
- ▶ Formation of a global professional community





# Learning from the Leaders

Lernen Sie von den renommiertesten ChirurgInnen führender Kliniken.

Finden Sie Ihr Thema

1 Beitrag | Alle

5 EN, DE

**lap. right hemicolectomy**

The video shows a laparoscopic right hemicolectomy with intracorporeal...

Primar Prof. Dr. Felix Aigner

1 Beitrag | Alle

5 EN, DE

**Lap. Hemikolektomie Rechts Mit Intraorporaler ...**

Das Video zeigt eine laparoskopische Hemikolektomie rechts mit...

Primar Prof. Dr. Felix Aigner

1 Beitrag | Alle

5 EN, DE

**Kuriositätenkabinett**

Im „Kuriositätenkabinett“ sammeln wir für Sie seltene/ besondere Fälle, aus denen...

MedYouCate Original

1 Posts | All

4 EN, DE

**Surgical examination technique**

Clinical examination of patients is one of the most crucial steps in surgery, in mon...

13 Beiträge | Alle

5 EN, DE

**Kolorektale Chirurgie**

3 Beiträge | Alle

4 EN, DE

**Proktologie/Koloproktologie**

In diesem Kapitel lernen Sie die Grundlagen der Proktologie sowie die...

## Mit dem Profil von MedYouCate weiterschauen

1 Beitrag | Alle

5 EN

1 Beitrag | Alle

5 EN

1 Beitrag | Alle

Definition of "hernia"

3 Components

- Hernial orifice
- Hernial sac
- Hernial neck

4,5 EN

1 Beitrag | Alle

Diagnostik (Ultraschall) (esophagus) (esophageal) (esophageal)

4,5 EN



**Kategorien**

- Leberchirurgie**
  - Lebertransplantation
  - Leberresektion
  - Leberverletzungen
- Magenschnitzchirurgie**
  - Magenschnitzchirurgie
- Ösophagus**
  - Ösophagus
- Transplantationschirurgie**
  - Transplantationschirurgie
- Leberchirurgie**
  - Leberchirurgie
- Leberchirurgie**
  - Leberchirurgie
- Leberchirurgie**
  - Leberchirurgie

**Koloraktale Chirurgie**

**Hepatobiliäre Chirurgie**

**Funk Ober Gast Herr**

**medyoucate** Hernienchirurgie

**Kursinhalt**

- Leberchirurgie
- Magenschnitzchirurgie
- Ösophagus
- Transplantationschirurgie
- Leberchirurgie
- Leberchirurgie
- Leberchirurgie

**Alle Videos**

**Merkmale**

**Creator Studio**

**Jobportal**

**medyoucate**

**Die globale e-Learning Plattform für Allgemein- und Viszeralchirurgie**

Geben Sie Ihre E-Mail-Adresse ein, um Ihr MedyouCate-Account (medyoucate.eu) zu starten

90 Tage kostenlose testen  Keine Kreditkarte notwendig

**Learning from the leaders**

MedyouCate ist die globale Lernplattform, die über aktuellen Stand des chirurgischen Wissens in Form von Kurstexten, Videos und auch die perfekte Resource für junge Chirurgen in Ausbildung sowie erfahrenen Chirurgen darstellt.

**Alle Videos** **Didaktische Aufbereitung** **Neueste Operationsmethoden** **Karriereportal**

**Verfügbare Videos** **90 Tage kostenlose testen** **Keine Kreditkarte notwendig**

**medyoucate** Roboterrassistierte TAPP links

**Beschreibung**

Dieses Video demonstriert die roboterassistierte laparoskopische Transversale patchoplastie (TAPP). Hier erläutern Sie viele über die Operationstechnik, die Transposition und die wichtigsten chirurgischen Schritte bei der roboterassistierten TAPP beim Patienten mit linksseitiger Leistenhernie.

**Alle Videos** **Merkmale** **Creator Studio** **Jobportal**

**Alle Stellen**

**Assistenzarzt in Ausbildung zum Facharzt für Anästhesie und Intensivmedizin (m/w/d)**

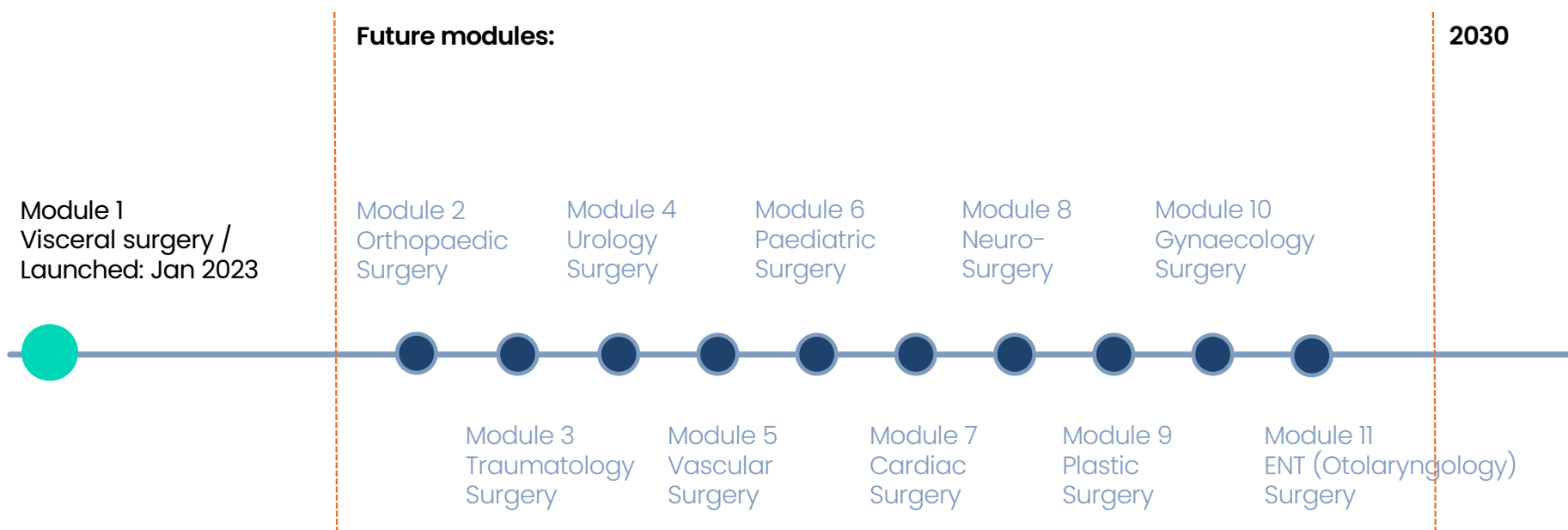
**Assistenzarzt in Ausbildung zum Facharzt für Urologie (m/w/d)**

**Sekundärarzt für die Allgemein- & Viszeralchirurgie (m/w/d)**

**Stellenbeschreibung**

Durch die vielen Anforderungen von den Ärzten...

# Our Vision for the Future



Until 2030 we aim to include the following surgical disciplines resulting in subsequent user growth.

**We are part of a strong agency group  
and inspire and innovate them  
in the field of digital transformation.**



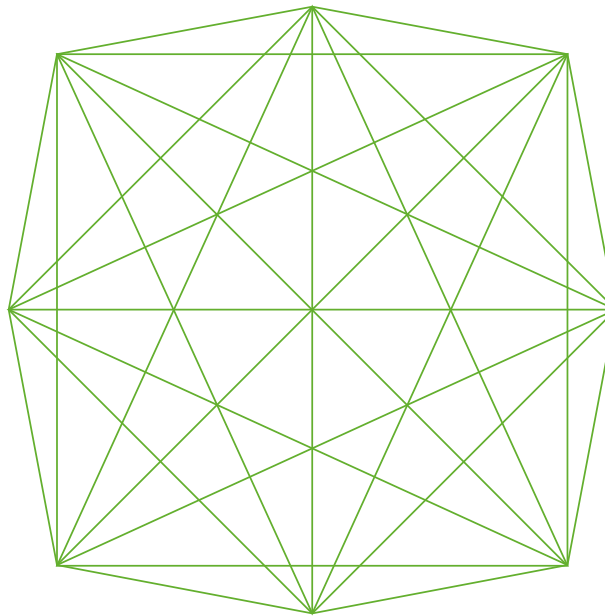
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