



**Oberender AG**

**Committed to Excellence**

# Die Oberender AG – Your partner in healthcare

## Board



**Dipl.-Kfm.  
Jan Hacker  
(CEO)**



**Jochen  
Baierlein**



**Dr. rer. pol.  
Thomas  
Rudolf**

## Supervisory Board

**Prof. Dr. h. c. Herbert Rebscher (Chairman)**

Former chairman of the board of DAK-Gesundheit, Hamburg, Germany

**Prof. Dr. med. Hartwig Bauer**

Former General Secretary of the German Society of Surgery, Berlin

**Wolfgang Kunz**

Auditor/ tax consultant

## Advisory Board

**Dipl.-Volksw. Irmtraut Gürkan**, Commercial Director of the University Hospital Heidelberg (Chairwoman)

**Dipl.-Kfm. Hartmut Hain**, Non-Executive Chairman Marcol Healthcare Germany, Berlin

**Dipl.-Verw. Thomas Kräh**, Managing Director of medius Kliniken gGmbH

**Dr.-Ing. Hans Jürgen Wildau**, Vice President BIOTRONIK SE & Co. KG

**PD. Dr. Michael A. Weber**, President Association of Senior Hospital Physicians in Germany (VLK)

**O**berender AG is one of the **leading**  
**healthcare consulting firms on the**  
**German market and internationally**

# Oberender AG at a glance

We employ  
more than  
**50 people**

We have  
**2 offices**  
in Germany

Oberender & Partner  
was founded in  
**2000**

More than  
**250 clients**  
trust us since our founding

We support customers in  
**10 countries**

**2005**  
Founding of Oberender AG,  
formerly EconoMedic AG

**7 competence teams**  
focus on strategy, processes  
and M&A, among others

More than  
**70 network partners**  
support us

We are represented at  
11 hospital sites with  
**6 management contracts**

# Oberender AG is a preferred advisor in the German and international health care sector for many years

## Advise



- **Independent** and university-based **management consultancy** in the health care sector with a focus on **inpatient** and **outpatient care providers and investors**
- Our clients - from hospital owners and strategic investors to private equity investors - value **our know-how** and **our independent and well-founded solutions**
- Our unique selling point: **Hands-on experience** of our employees in the healthcare sector

## Competence



- For 18 years we have been advising clients in the healthcare sector
- **Comprehensive competence spectrum:** medicine, care, management and project management
- **Numerous references** in the national and international healthcare market

## Network



- **Well-established contacts** with operative (interim) managers and experts, opinion leaders in politics, self-administration and medicine
- Qualified **strategic sparring partner** with access to **highly qualified network partners**
- Reliable access to **valid data material**

## Method

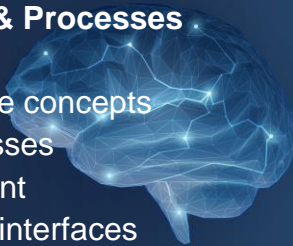


- Systematic **project management** based on **results and decisions**
- Excellent **implementation/practical orientation** (also in business management)
- **In-depth knowledge of methods** (analysis, strategy, organization and conception)

# Profound market knowledge and our international network make us your partner in the healthcare sector

## Medical Strategy & Processes

- Future strategy
- Medical and site concepts
- Hospital processes
- HR management
- Organizational interfaces



## Management

- Business management
- Interim management
- Project management



**OBERENDER**

RESEARCH  
INSTITUTE

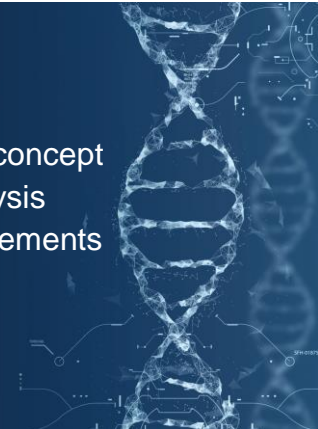
## Mergers & Acquisitions

- Market research
- Corporate/ Business valuation
- Transaction support
- Start-Up valuation



## Market Access

- Market-strategic concept
- Competitive analysis
- Regulatory requirements
- Publications



**O**berender AG is one of the  
**fastest growing companies** in the German  
healthcare sector – according to Focus

# Our team develops integrated and cross-sector approaches and concepts tailored to our clients' needs





# Our medical concepts strengthen the competitiveness of our clients



## Medical & Site Concept

- Analysis of the **future viability** of the **locations & medical specialties**
- **Department specific medical concepts** considering external environment as well as revenue and cost situation
- **Process optimization** especially for personnel and medical processes
- **Integration/ concept implementation**

## Future Strategy

- Development of **strategic orientation, individual growth** and **business area strategies**
- **Portfolio and Performance Strategy**
- Conception of **sustainable care structures** with interlocking of outpatient & inpatient service sectors
- **Reorganization and optimization** from primary areas right through tertiary areas

## Analysis/ Expert opinion

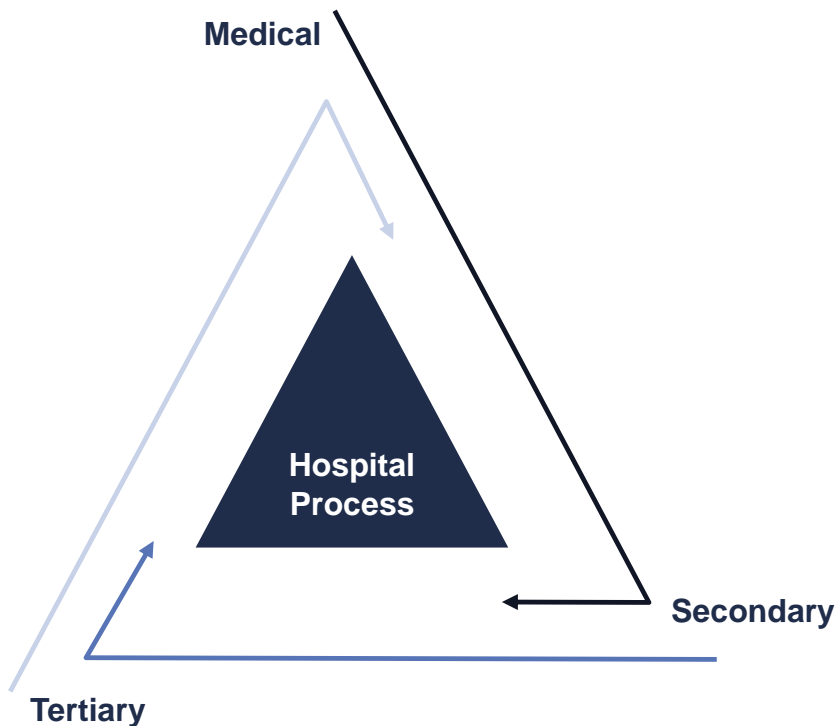
- Preparation of all **necessary analysis**, e.g. competition & market analyses as well as demand forecasts by the Oberender Research Institute
- **Second opinion/** review of developed concepts

# Our concepts are characterized by the numerous years of practical experience in the HR management of hospitals



- Support in all areas of human resource management from reorganization management to personnel development to personnel controlling
- Development of suitable, sustainable options for action in accordance with the specifications of the relevant stakeholders
- Development of our concepts specially tailored to the requirements of our customers

# Our process management is characterized by a high level of competence, excellent expertise & operational implementation



<b>Medical Processes</b>	<ul style="list-style-type: none"><li>• Emergency Department</li><li>• (Central) Patient Admission and (Central) Bed Occupancy Management</li><li>• OR-Processes</li></ul>
<b>Secondary Processes</b>	Organizational interfaces in the area of: <ul style="list-style-type: none"><li>• Disinfection and Sterilization</li><li>• Radiology</li><li>• Laboratory</li></ul>
<b>Tertiary Processes</b>	<ul style="list-style-type: none"><li>• Procurement and Logistic</li><li>• Administration (Accounting, HR, Medical Coding, etc...)</li><li>• Digitalization</li></ul>

# The Oberender Research Institute provides detailed analyses tailored to the specific needs of its clients

## Business Intelligence & Data analysis

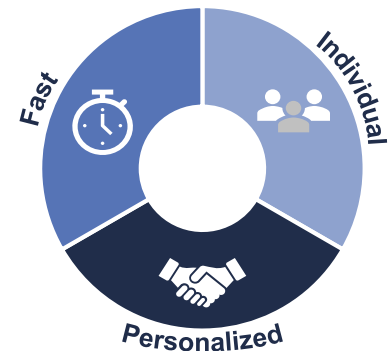


- Advanced **Data Integration Methodology** and Big Data Analysis
- Example:
  - BioVariance ([www.biovariance.com](http://www.biovariance.com))
  - OP-Reporting-System (OR-Reporting and ER-Reporting)

## Market research



- **Comprehensive Data Bases** with valid information's
- Example:
  - Business models on the healthcare market
  - inpatient care situation of multimodal pain therapy in German hospitals



## BinDoc GmbH



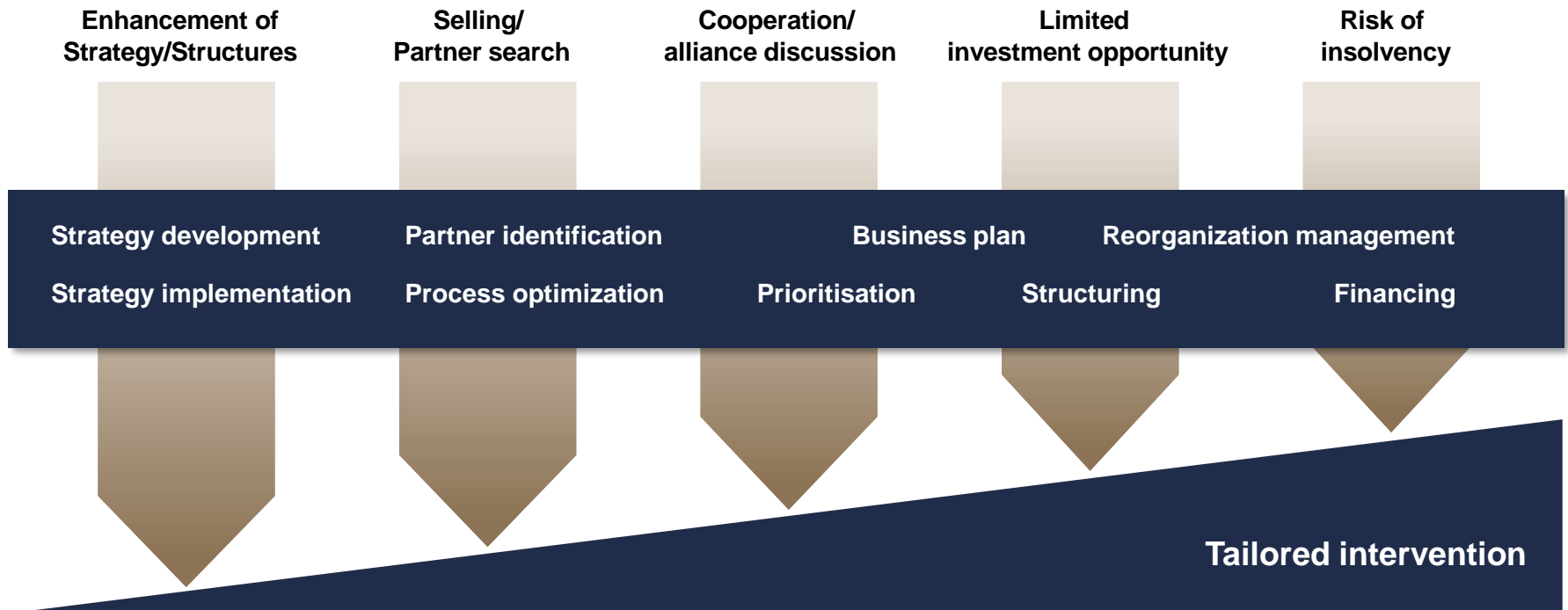
- Our subsidiary company BinDoc wraps up our expertise with digital analytics as Germany's largest cloud based hospital analysis and benchmarking platform
- Innovative analyses methods through intelligent calculation algorithms
- General and individual analysis results - completely web-based retrievable

# With our competence network, we take responsibility for project and business management



# Our team supports the client in every situation by strengthening its position

## Exemplary initial situations and approaches to solutions



# The core business of our management competence is the Economedic business management contract



## Business Management

- **Long-term and implementation-oriented hospital management** (acute & rehabilitation)
- Management of **downstream administration functions** (e.g. department management, PDL)
- Risk sharing through success-oriented remuneration
- Supplementary resources from a single source

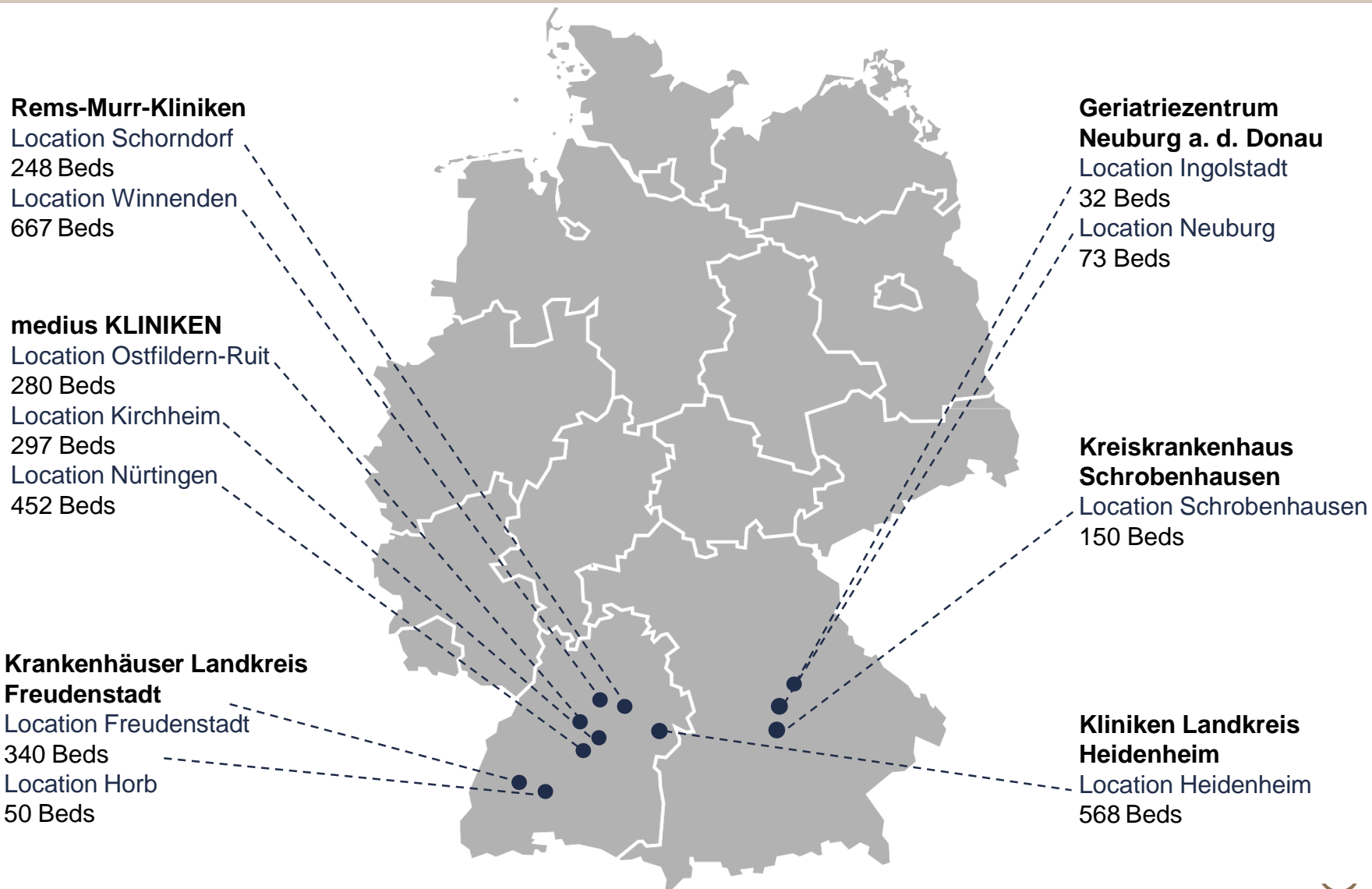
## Interim-Management

- (Short-term) management of first and second level **executive positions** (acute & rehabilitation)
- In case of need (reorganization/ turn-around, interim) **provision of additional capacities**
- **Contribution to the structuring of merger, integration and insolvency processes**
- Supplementary resources from a single source

Our work focuses on the following **key elements**:

- Ensuring adequate and high-quality medical care
- Management of the facilities with a team of professional and experienced hospital managers
- Extensive external network of experts, including physicians, lawyers, tax consultants, accountants and many more

# Oberender AG is currently responsible for six hospital business management services at 11 locations in Germany





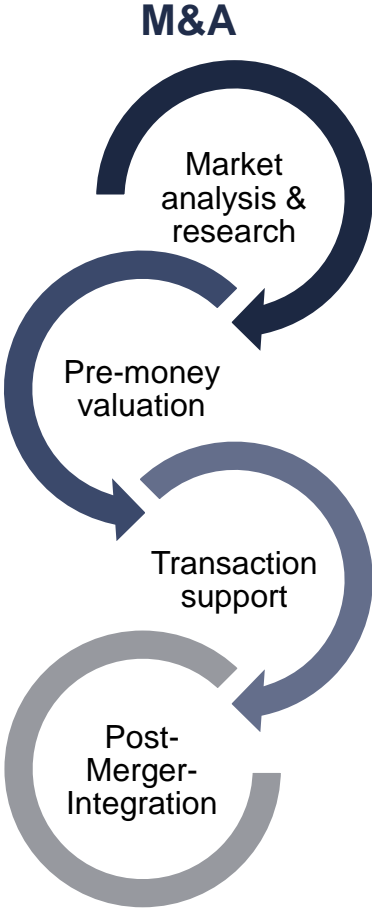
# Our M&A team supports a growing number of clients with an integrated approach



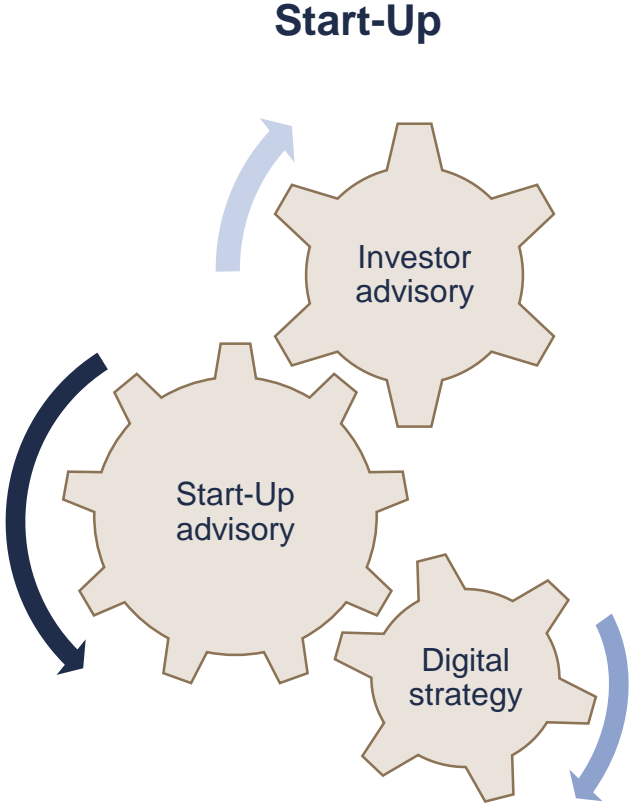
**O**ur clients are private,  
public and non-profit hospital owners,  
MVZ owners and financial investors

# Oberender AG has been a preferred M&A advisor in the field of healthcare for many years

## Services

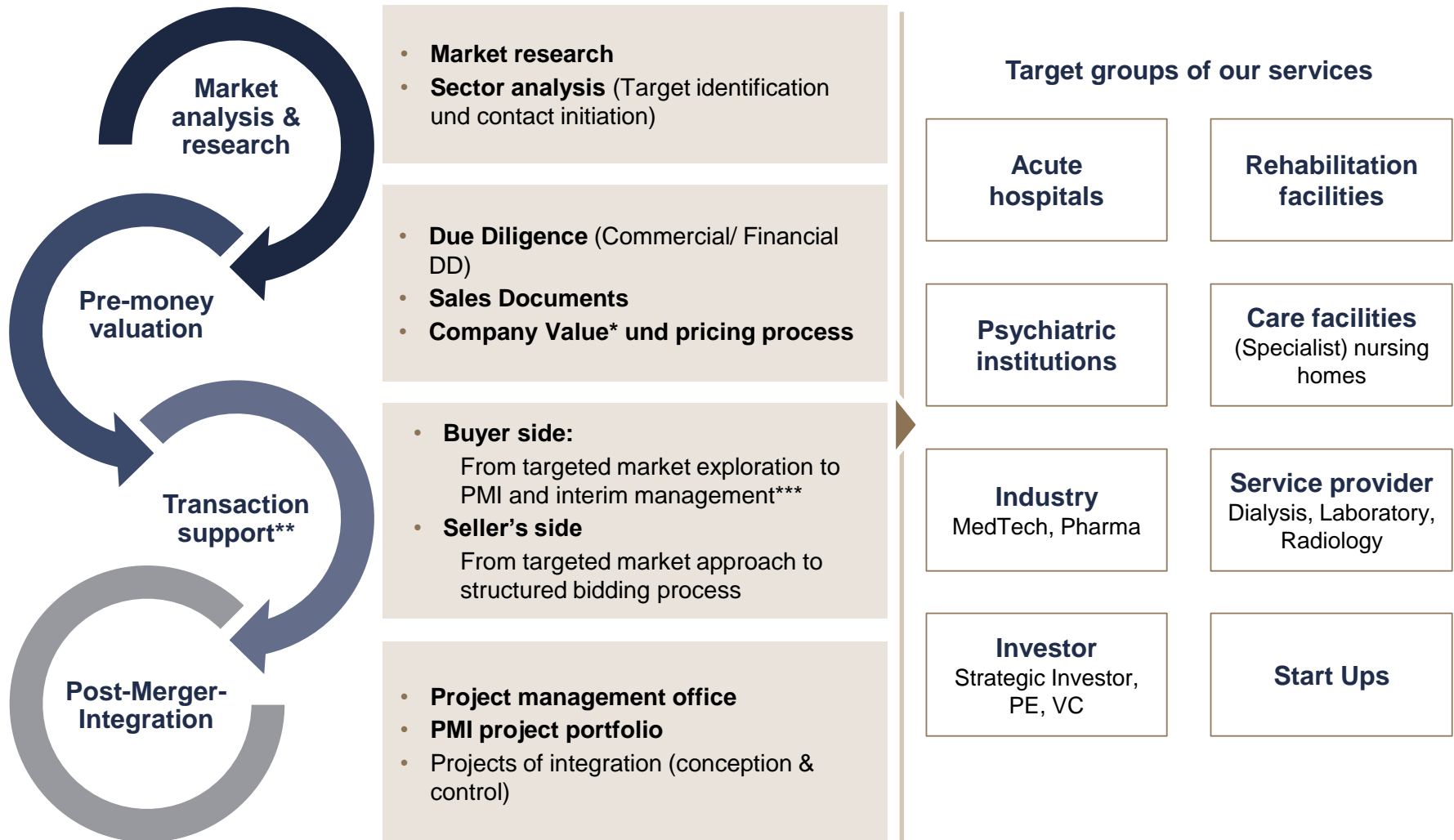


Clients benefit from our all-embracing transaction support & global network



National and international Start-Ups benefit from our global network & future-oriented vision

# Our clients benefit from our all-embracing transaction support & global network



\* Not in the sense of IDW S6

\*\* incl. cooperation partners from Legal and Financial

\*\*\* Depending on arrangement in relation to our Management division

# For investors, our services are focused on the areas of strategy development, implementation and integration

## Strategy development



- Market analysis
- Commercial DD
- Human Resources DD
- Financial DD
- Research & expert interviews with Key Opinion Leader
- Development potentials
- Analysis of market trends
- Business segment analysis
- Identification of competitors

## Strategy implementation



- Comprehensive transaction support
- Business plan plausibility
- Business valuation
- Portfolio analyses & development
- Target identification
- Presentation of the company
- Action scenarios

## Integration

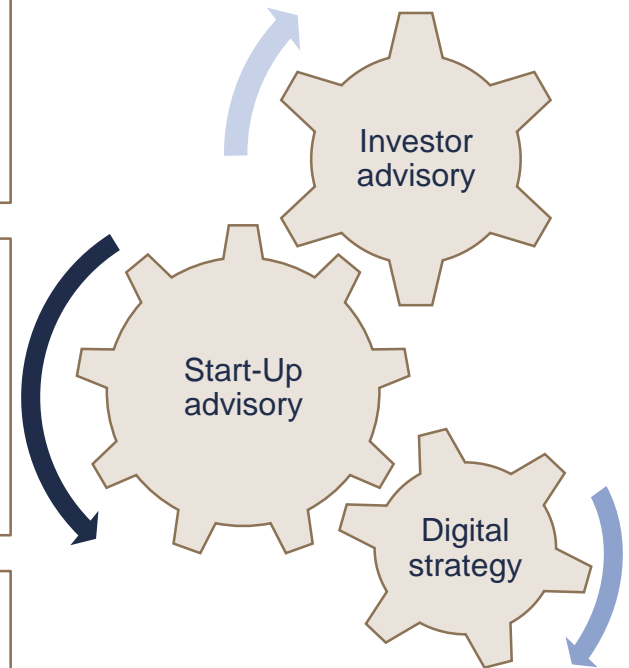


- Post-Merger-Integration
- Restructuring
- Reorganization Management
- Interim-Management
- Business Management



# Our long-standing expertise ensures a comprehensive portfolio of services especially for start-ups and investors

<b>Start Up advisory</b>	<ul style="list-style-type: none"><li>• Development and establishment of <b>sustainable and market-driven corporate structures</b></li><li>• Support during the establishment of business-relevant processes</li><li>• Competitive view</li><li>• Sales conception</li><li>• Assistance up to market maturity</li><li>• Analyses and product-specific market research</li></ul>
<b>Investor advisory</b>	<ul style="list-style-type: none"><li>• Development of <b>potential analyses</b></li><li>• Identification of national and international <b>market potentials</b></li><li>• <b>Due Diligence</b> (CDD &amp; ODD)</li><li>• Evaluation of start ups under consideration of specific peculiarities</li><li>• <b>Portfolio Optimization</b></li></ul>
<b>Digital strategy</b>	<ul style="list-style-type: none"><li>• <b>Involvement of</b> innovative ideas from <b>start-ups</b> in the development of <b>digital business strategies</b></li><li>• Raising the awareness for digitalization by means of <b>workshops</b></li></ul>



**I**n the **M&A consulting field**, **Oberender AG** has been **growing faster** than the market since **2013**.

# We provide knowledge based on years of hands-on experience and an extensive database





# Our clients benefit from our Business Intelligence Unit and our experts knowledge when launching their products on the market



<b>Market Access Strategy</b>	<ul style="list-style-type: none"><li>• Identification of <b>market access strategies</b> through market analysis</li><li>• Development of international/ national <b>market access concepts</b></li><li>• <b>Regulatory</b> requirements</li><li>• Assessment of the <b>market potential</b></li><li>• <b>Pricing</b></li><li>• <b>Marketing</b> towards different target groups</li><li>• <b>Competitive analysis</b></li></ul>
<b>Publication</b>	<ul style="list-style-type: none"><li>• Support during the <b>publication</b> of the results</li><li>• Publication of product specific <b>articles</b> and <b>documentation</b></li></ul>

Partial support in the reimbursement process, particularly in cost-benefit analysis and the monitoring of regulatory requirements



# OBERENDER



## Oberender AG

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