

Curriculum Vitae

Dr. med. Andrea Vincenzo Braga, MBA

Date/Place of birth November 19th, 1967
 Berne/Switzerland

Nationality: Swiss/Italian

Familial Status: Married to Brigitte (Austrian/Swiss)
 Son: Cosimo Andrea (2009)



Short cut

- CEO bragamed GmbH, Medical consulting services, telemedicine
- bragapraxis: Conservative Surgery, pain treatment & acupuncture
- Group Chief Medical Officer Allianz Global Assistance Group, Paris (till 02/2013)
- Expert knowledge in Telemedicine and Medical Assistance, CMO Medi24/Mondial CH
- Profound knowledge and experience in various management functions in the medical and pharmaceutical industry, as well as leading functions in hospitals
- Long experience in various functions in Swiss Health Care Politics
- Finance EMBA Rochester-Berne
- Specialization and board certification for general surgery (FMH)
- Fluent in German/English/Italian/French/Spanish

Studies/Schools

2003-2004	Finance EMBA Rochester-Berne Simons Business School in Rochester NY/USA & Institute for Finance Management University of Berne
1995-2001	Specialization and board certification for general surgery (FMH)
1988-1994	Medical School, University of Berne/CH and Sydney/AUS
1981-1988	Freies Gymnasium/Berne, (Maturität) Typus C (science / mathematics)
1979-1981	Untergymnasium Langenberg, NRW/D
1975-1979	Grantwood Elementary School, Iowa City, Iowa/USA
1974-1975	Primarschule Länggasse und Sonnenhof, Bern/CH

Military

Rank	Major in the Army Medical Force (staff of the Major General of the Swiss Army Medical Corps)
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Hobbies

My family, swimming, cycling, mountain biking, tennis, skiing, snowboard, diving (Rescue Diver), singing, dancing Standard and Latin style (former European Champion formation), operas, musicals, photography, IT, cooking, oenology, cigars

Languages

German & Swiss German	Mother tongue
Italian	Mother tongue
English	Fluent (like mother tongue, oral and written)
French	Fluent (oral and written)
Spanish	Good conversational level

03/2013-

CEO bragamed GmbH, Baar/Switzerland

Design and installment of state-of-the art telemedical consultation centers throughout the world

Analyze, consult and support implementation of integrated emergency and rescue systems on strategic and operational levels

Counsel and support political and health care institutions and their representatives, thus enhancing the delivery of best medical care

Counsel and advise innovative insurance and assistance companies in the construction of innovative medical and health solutions for their clients

Support and counsel enterprises that take their responsibility for the health and safety of their employees seriously and help implement and integrate the necessary services

Coordinate all required partners, providers and suppliers worldwide to construct, implement and develop innovative medical and health care solutions on a global level

Identify (mega-) trends in the healthcare field and its industry and support all actions needed to implement new solutions

Build and manage top class credentialed global medical networks.

Design and build models for telemedical services and applications

References and projects:

- Strategic and operational consulting for the reorganization of the basic and emergency healthcare in the canton Zurich for the President and Executive board of the Physicians Association of the Canton Zurich
- Due Diligence and reorganization of "ÄRZTEFON". Telemedical consultation and dispatching in the city and outskirts of Zurich for the the supervisory board and Zürimed
- Strategic and operational consulting for the managing board of Medgate, with focus on the TeleAssesment (Tirage) tool.
- Strategic and operational consulting including lobbying and stakeholder management for the new information and crisis management tool of the Coordinated Swiss Medical Services for Catastrophes and Major Incidents. Herby fulfilling the role of the Medical Responsible
- Strategic and operational advisory to the Federal Joint Exercise Instructors of the "SicherheitsVerbundÜbung14" (Pandemic and Blackout)
- Strategic advisory and connectional development of the medical evacuation concept for Swiss Peace keeping and Peace enforcing missions including financial planning.
- Organization and responsibility for the international medical evacuation of Swiss Special forces
- Development of a Radio oncologic service in Albania for a private Investment group in Albania
- Strategic advisory for a EU based development fund for telemedical services in Hungary
- Development and advisory for Medical Intelligence Services for corporations and international associations
- Strategic consultation and market analysis for various company managements upon market entry in Switzerland

- 04/2013 **Private Medical Practice for conservative surgery, pain therapy and acupuncture, bragapraaxis**, Giesshübl/AT
Center for energetic medicine. Holistic care for all ages and problems
- Surgical and general medicine
 - Acupuncture
 - Soft-Laser Therapy
 - Tuina
 - Manual Medicine
 - Cupping
- since 2015 **Founding Member and CMO of eedoctors**
Startup company providing video-teleconsultation services
- since 2015 **Core Team member of grace NT**
Personal-Medtech

Further commitments/activities

- Since 2012 Extra parliamentary Committee for War and Disaster Medicine
Member, directly counseling the Swiss federal government (Bundesrat) and the Medical Directorate (General Staff) of the Swiss Armed Forces
- Since 2008 **medicalprofessionals**
Owner and founder of Medical Professionals a coaching and employment agency for management and specialized personnel in the healthcare industry.
- Since 2006 **Mediservice-VSAO**
Co-President of the service organization of the Swiss Hospital Doctors Association (VSAO), offering insurance, healthcare, financial and support services to 17'000 members as a Non-Profit-Organization.
- Since 2001 **Swiss Doctor's Ball (Der Ärzteball)**
Founder, owner and president of the meanwhile traditional Doctor's Ball with full financial responsibility. Welcoming around 200 guests per year.

Previous Employment

10/2010-02/13 **Group Chief Medical Officer, Allianz Global Assistance Group, Paris**
Belonging to the Allianz Group, is the biggest provider for travel insurance and assistance services, employing over 10 000 people on 5 continents, with a yearly turnover of € 2 billion.

Main tasks:

- Responsible for all medical & medical assistance services of the group, including defining and implementing a global medical strategy for 29 Business Units and 500 physicians, with full financial responsibility for the partner network, development and quality control.
- Restructuring the medical networks management, including the international hospital network (1700) including auditing and building an international network for expatriates and business travelers.
- Direct advisory to the board of directors in medical affairs
- Counseling and advisory for regional management and product/market development
- Definition and enforcement of medical guidelines.
- Development of new services and globalization of local business initiatives
- Staffing and development of medical staff in all BU
- Medical expert to the Executive Committee and CEO

10/2008-04/2011 **Medical Director and Member of the Executive Board of Mondial Switzerland/Medi24 AG**

Main tasks:

- Over-all medical responsibility for the company and have the functional supervision over the physician team (8 Doctors) including the continuous training of all medical personnel.
- Responsible for the regulating Medicine and the Medical Assistance
- Representation of the Swiss Business Unit within the Mondial Group
- Networking with the organizations and representatives of the healthcare system
- Acquisition and responsibility for the key accounts in the professional health care providers segment, especially pharmaceutical companies and Physicians-Networks
- Development and implementation of the business strategy
- As a member of the executive board full financial responsibility.

2008 **Medical und Sales Consultant Myovec AG**

Main tasks:

Sales and medical advisory service for staff responsible for the pandemic response plans of the cantonal (state) surgeons offices, municipal emergency staff and the corporate. Full P&L accountability.

2007-2008 **Attendance of a family investment project as Chief Operating Officer of ORTEK AG, medical implant and instrument technology**

In depth due diligence, preparing the company for the next steps

- Restructuring the different departments, professionalizing the HR-department, especially establishing a coaching and retaining program for internal staff and recruitment of qualified personnel.
- Establishing a modern infrastructure, leading IT-innovation projects.
- Initiation and design of the expansion project of the production facilities.
- Search and support of third party investors, as well as co-designing the financing.
- Consoling of the owner-management and clients in product development and market entry

2003-2007 **Business Unit Director Specialized Hospital Products & Medical Director, Nycomed AG**

- Initially Medical Director/Product Manager for Tissue Sealing Products and quick promotion after one year to the position of Business Unit Director, whilst keeping responsibilities as Medical Director until September 2006.
- I built the unit up from base and the team consisting of 10 people.
- Successfully launched and implementation the first corporate product TachoSil® (tissue sealant) in Switzerland, exceeding sales expectations by 37% with full P&L responsibility
- Member in various task forces and advisory boards for evaluation of new products and life-cycle management. Spring 2006 we introduced the Cardiology-Line with the main product Angiox® (direct thrombin-inhibitor).
- Reorganized and strategic advisory the Swiss Affiliate from a classical family run business into a company with business units, focusing on different therapeutic areas.

2002-2003 **Internship and Consultancy for medical communication solutions for an internet provider (TiC)**

- Internal management consulting, design and implementation including marketing of a unique managed security solution in the healthcare data transfer between health care professional and institutions. Successful lead of the commercialization and product launch. Graduation from MBA during this assignment.

2002 **PR- und Marketing Director of the dance show „SkyDance“**

- PR and Marketing Director for the Dance Show 'SkyDance' with full budget responsibility
- Sponsoring activities, communication strategy and customer care, and VIP's. The marketing and communication concept was extremely successful, leading to sold out shows throughout Switzerland.

Change in career:

The reason for the total change in career was a severe spinal operation, which did not allow me to physically continue to perform surgical activities.

Board Memberships

- 2006-2009 **Eulenberg AG**
Company with franchise partners offering specialized finance services for physicians. Full financial accountability.
Counseling and advisory of the management in product and market development and. Carrying out the management buy-out.
- 2007-2009 **Care Group AG**
Sustainable Fund of Funds, with specialized sustainability research.
Advisory of the management team for product and sales development.
Stakeholder management. Stepped down to concentrate on Allianz Global Assistance/Medi24.

Teaching activities

- since 2016 Lecturer at the University for Applied Sciences St. Pölten /AT
- since 2015 Lecturer at the MedUniWien for telemedicine
- since 2009 Lecturer at Medical University Zürich
- 2010-2011 Lecturer at Medical University Berne
- since 1990 Innumerable tutorials, lectures and speeches at universities, national and international conferences, committees, management- &/ staffmeetings and association, both civil and military
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Medicine: Specialization Training (General Surgery & Traumatology)

2015	Patient Evacuation Coordination Cell, NATO Centre of Excellence for Military Medicine
2014	ÖAK Diploma for continuing medical education (Fortbildungsdiplom)
2014	Certified Acupuncture Therapist, ÖGA, ÖÄK
2014	Certified Tuina Therapist ÖGA
2003	Swiss Board Diploma for General Surgery FMH SGC-SSC
2002	Swiss Board Diploma for Practical Medicine FMH
2001	Assistant medical director for general surgery und traumatology, Dr. C. Müller, Kantonsspital Obwalden/Sarnen
1999-2000	Hand- and plastic surgery, Dr. U. von Wartburg, Kantonsspital Lucerne
1999	Plastic- and reconstructive surgery, Prof. G. Pierer, Kantonsspital Basel
1998-1999	Visceral surgery und traumatology, Emergency medicine Dr. med. U. Steenblock, Kreiskrankenhaus Bad Säkingen/D
1998	Approbation as Rescue Physician, LÄK B-W
1998	Surgical Clinic A, PD Dr. med. M. von Flüe, Kantonsspital Lucerne (Traumatology and hand surgery) Bed-side-teaching and practical courses for students
1997	General and vascular surgery, Prof. Dr. med. P. Stulz, Kantonsspital Lucerne
1997	Urology, Prof. Dr. med. O. Schmucki, Kantonsspital Lucerne
1996	Orthopedic surgery, Dr. med. A. E. Staubli, Kantonsspital Lucerne
1995-1996	General and emergency surgery, Prof. Dr. med. J. Largiadèr, Kantonsspital Lucerne
Other:	
2002-2005	Associate club physician for the pro Soccer Club Lucerne (FCL)

Medicine: Dissertation

2002	Doctorate with the thesis at the medical faculty of the University of Berne <i>„Ultrasound Diagnostics during Pregnancy“</i> (Ultraschalldiagnostik in der Schwangerschaft) a multi-media production
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Medicine: Studies

1994	State Examination and physician diploma Internship pediatrics, The Children's Hospital Camperdown, University of Sydney, Sydney/AUS (6 months assignment) Internship internal medicine, Zieglerspital, Berne Internship plastic- and reconstructive surgery, Inselspital Berne Prof. Dr. med. H. M. Tschopp
1992	Translation of the Dissertation – Allergy prophylaxis in infants through hypoallergenic formulas – from German to English for Nestlé
1990-1992	Teaching assistant at the institute for anatomy of the University of Berne by Prof. Dr. med. E. van der Zypen
1988-1990	School of Medicine, University of Berne

Medicine: Specialty

2013/2014	Post-graduate certification course as acupuncture specialized therapist (ÖAG)
2014	Post-graduate certification course for Tuina-therapy

Memberships

Since 2016	President of the Austrian Society for Scientific Telemedicine and eHealth (ASSTeH)
Since 2014	Member of the Austrian Society for Scientific Telemedicine and eHealth (ASSTeH)
Since 2014	Member of the Austrian Society for Ethics in Emergency and Catastrophic Medicine (ÖGERN)
Since 2013	Member of the Austrian Society for Acupuncture (ÖGA)
Since 2012	Board member of the European Society for Telemedicine and eHealth (SETs)
Since 2011	Vice-president of the Swiss Society for Telemedicine and eHealth (SGTMeH)
Since 2009	Board member responsible for internal affairs of the Swiss Society for Telemedicine and eHealth (SGTMeH)
Since 2009	Member of the Lions Club Hinterbrühl/AT (before Luzern Hof)
Since 2004	Member of Simonites (Alumni Simons Business School)
Since 2004	Member Swiss Surgical Association (SGC)
Since 2003	Member Swiss Association for Underwater and Hyperbaric Medicine (SGUHM)
2000-2016	Board Member of MEDISERVICE VSAO, Co-President since 2006
Since 2002	Member Swiss Medical Association of MBAs (Swiss MAMBA)
Since 2000	Member Swiss Society for medical Laser treatment (SGML)
2000-2008	VSAO-Delegate to the Swiss Medical Association (FMH)
1999-2002	Co-President Swiss Hospital Doctors Association division of Central Switzerland. (Verband Schweizer Assistenz und Oberärzte, VSAO)
Since 1996	Member Foederatio Medicorum Helveticorum (FMH)
Since 1995	Member of the Alumni Association of the University of Berne
Since 1992	Member Swiss Military Officers Association (SOG)

Publications

- **Co-author: “Digitale Transformation von Dienstleistungen im Gesundheitswesen“, Springer 2016**
- **Health columnist Magazine D15STRIKT**
- **First-contact care with a physician versus a chiropractor following consultation with a Swiss telemedicine provider: comparison of outcomes, patient satisfaction and healthcare costs in spinal, hip and shoulder pain patients.** Taco Houweling^{1*}, Thomas Hausheer², Marco Vogelsang³, Andrea Vincenzo Braga⁴, Cynthia Peterson¹ and Kim Humphreys¹
Schw. Ärztezeitung 2014
- **Telefontriage and medical consultation via telephone – integral part of primary care :An analysis of the reasons for encounter (calls) as a potential basis for tailored planing of primary care needs**
Schweizerische Ärztezeitung 32/33 2011. S. 1237-1238
- **Empathy in telemedical consultations: The Art of questioning**
Schweizerische Ärztezeitung 22 2010. S. 868-870
- **Theories about M. Dupuytren Past to Present**
Bulletin de la Société Suisse de Rééducation de la main, Tome 12, Vol. 1, Avril 2001
- **Therapeutic Effect of Chondroitinsulfat Studied with Officers Candidates**
Schweizerische Zeitschrift für Kriegs- und Katastrophenmedizin, Vol. 74-1/1997
- **Suicide Wrist Injury Requiring Flap Coverage: A Case Report**
E. Fritsche, A. V. Braga, D. de Monaco, U. Von Wartburg
(submitted) British Journal of Handsurgery

Awards

1st Prize for the presentation: "Theories to the M. Dupuytren Past to Present", at the SGH Congress 28.10.2000

Presentations

25.08.15 Key note speaker, Alpbach Health Symposium
Since 2014 Speaker at the public congresses (Wiener Schmerztage / Wiener Augentage)
Since 1995 Member of the Alumni Association of the University of Berne

Other Training and Development

- Continuing national and international medical education in various fields
- The Seven Habits of Highly Effective People, Stephen R. Covey, 2012
- CEFOCA-SFG, Leadership in major events and catastrophes, 2011
- Kraft des Denkens III, ZfU 2011
- "Knowing Allianz", AMI Training Academy, 2011
- Negotiation according to the Harvard Concept, ZfU, 2010
- Media and in-front-of camera trainings, Visavista 2009
- "Kraft des positiven Denkens II", ZfU, 2009
- Shaolin Seminar, ZfU, 2007
- „Kraft des positiven Denkens“, ZfU, 2006
- Project Team work, Nycomed Academy, Valeocom, 2006
- Project Leaders Symposium, Nycomed Academy, Valeocom, 2006
- Sinn, Leidenschaft, Erfolg (Jolly Kunjappu), ZfU, 2006
- Dynargie: How to manage people more effectively, 2005
- MSI/Nycomed Academy: International Marketing Training, 2005
- Continuing Education in management workshops "system processes and team development (Peter Ryser)
- Personal coach (Peter Ryser) with whom I work since 2004 on personal growth and development