

## Curriculum Vitae

### Dr. med. Andrea Vincenzo Braga, MBA

Date/Place of birth                      November 19th, 1967  
Berne/Switzerland  
Heimatort:                                      Bern BG und Thun/BE  
Nationality:                                      Swiss & Italian  
Familial Status:                                Married to Brigitte (Austrian/Swiss)  
Son: Cosimo Andrea (2009)



#### Short cut

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- CEO bragamed GmbH, Medical consulting services, telemedicine
- Owner bragapaxis: Conservative orthopedics, sportsmedicine, high intensity laser therapy, pain treatment & acupuncture
- Co-founder and CEO and CMO of eedoctors AG: medical video-teleconsultation service
- 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 and Swiss German

#### Studies/Schools

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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

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

#### Hobbies

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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

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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

## Current

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since 2015

### **Founding Member, CEO and CMO of eedoctors**

Startup company providing video-teleconsultation services and innovative telemedicine in the DACH region and globally

Main tasks:

- Product / service development
- Funding / share holder relations
- Business development
- Customer relations
- Shareholder relations
- Recruitment and Training
- Quality Management
- Public relations

Since 2013-

### **CEO bragamed GmbH, Baar/Switzerland**

Design and installment of state-of-the art telemedical consultation solutions 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 **Owner bragaprxaxis (Giesshübl/AT) private Medical Practice for conservative orthopedicis, sports medicine, pain therapy and acupuncture,**

Center for holistic medicine for all ages and problems

- Conservative Orthopedic treatments
- Surgery and general medicine
- Acupuncture
- Laser therapy (High Intensity and Soft-laser)
- Tuina
- Manual Medicine
- Cupping

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since 2015 **Core Team member of grace NT AG**

Personal-Medtech

### **Further commitments/activities**

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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 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

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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.
- 2006-2016 **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.
- 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.
- 2002/2003 **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

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- 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

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- 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
- Since 2016    Assessor of master and bachelor thesis' for University for Applied Sciences St. Pölten /AT and the University of Applied Sciences Berlin bbw
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## Medicine: Specialization Training (General Surgery & Traumatology)

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2018	Sports medicine training Curriculum (Österreichische Ärztekammer, ÖÄK)
2015	Patient Evacuation Coordination Cell, NATO Centre of Excellence for Military Medicine
2014	ÖÄK Diploma for continuing medical education (Fortbildungsdiplom)
2014	<b>Certified Acupuncture Therapist, ÖGA, ÖÄK</b>
2014	Certified Tuina Therapist ÖGA
2003	<b>Swiss Board Diploma for General Surgery FMH SGC-SSC</b>
2002	<b>Swiss Board Diploma for Practical Medicine FMH</b>
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

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2002	<b>Doctorate</b> 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

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1994	<b>State Examination and physician diploma</b> 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

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

## Memberships

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2018-pres	Founding member & Vice President TelemedAustria
2016-2018	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

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- **E-Health – Telemedizin im österreichischen Gesundheitssystem:** oder: Es ist eine Minute vor zwölf in der österreichischen Grundversorgung. Braga AV, Stummer F; Janssen Report 2019-1 | 4-5
- **Chatbots im e-Gesundheitswesen, Ergänzung oder Substitution.** Szmielkin P, Mingtau Shi Ch, Braga AV, Der Betriebswirt 1/2018 18-24
- **Erste Erfahrungsberichte: Videokonsultation per Smartphone.** Braga AV, Spectrum Dermatologie 1/2018, 13-15
- **Telemedizin: „Ein Weg aus der Sackgasse“ oder „Die Wertvolle Ergänzung“,** Braga AV, Welt der Versicherung 4/2017, 81-84
- **40 Jahre Koordinierter Sanitätsdienst in der Schweiz, Zukunftschancen auch für Österreich, Braga AV** Grossunfall-Katastrophe-Besondere Gefahrenlage (ÖGERN): 4. Tagungsband der ÖGERN des 4. Symposiums 9.11.2016, 91-101
- **Cholesterin natürlich senken. Eine vielversprechende Option natürlicher Cholesterinsenkung nützt die Eigenschaften des Mikrobioms und verbessert effektiv das Lipidprofil,** Braga AV, Hausarzt DIALOG, April 2018
- **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<sup>1\*</sup>, Thomas Hausheer<sup>2</sup>, Marco Vogelsang<sup>3</sup>, Andrea Vincenzo Braga<sup>4</sup>, Cynthia Peterson<sup>1</sup> and Kim Humphreys<sup>1</sup>  
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

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

## Presentations / speeches

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Innumerable Presentations, key notes and speeches in national and international congresses

- 2019 Chairman and speaker at Xpomet, Berlin
- 2018- Chairman and responsible for the scientific programme for “eHealth Symposium” (Business Circle)
- 2015 Key note speaker, Alpbach Health Symposium
- Since 2014 Speaker at the public congresses (Wiener Schmerztag / Wiener Augentage)

## Other Training and Development

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- Continuing national and international medical education in various fields
- The Seven Habits of Highly Effective People, Stephen R. Covey, 2012
- CEFOCA-SFG, Emergency Physician, 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 worked since 2004-2011 on personal growth and leadership development