MED CARE® VISIONS

Corporate mission statement

MedCare Visions® GmbH

VISION

Slogan

«Our heart beats for the little ones»

Mission statement

As an owner-managed family business, we have been committed to sustainably improving medical care standards for newborns worldwide for 25 years. We are motivated by the goal of enabling the smallest among us and their families to have a future worth living. Our mission is to develop high-quality solutions that are accessible to all and economically viable. Driven by innovation, creativity, and partnership-based collaboration, we act with responsibility and passion to continuously promote and protect the quality of life of the smallest among us.

MISSION

We develop, implement, and distribute comprehensive, innovative medical technology solutions in pediatric and obstetric medicine, as well as anesthesia, with the aim of harmonizing international care standards in a sustainable manner. We promote open dialogue with our partners in order to continuously develop new solutions that meet the dynamic requirements of healthcare. In close collaboration with leading international experts, we create competitive complete solutions that holistically reflect clinical requirements. In addition, we support users with practice-oriented training and continuing education programs to optimize processes, further develop treatment strategies, and ensure high-quality care.

STRATEGY

1. **Global partnerships and networks**
   Establishing and maintaining an international network of leading specialists to promote continuous exchange and innovation in medical technology, thereby improving the quality of care worldwide

2. **Knowledge transfer and expertise**
   Establishing and providing high-quality training and continuing education programs that deepen clinical expertise and promote sustainable change in daily medical practice. We rely on modern training methods and the use of digital platforms to disseminate knowledge efficiently

3. **Customer-centered product development**
   Developing customized, practical medical technology solutions in close collaboration with hospital partners to optimally meet the needs of both patients and medical staff.

THE BIG GOAL

Our goal is to continuously develop our position in neonatology and obstetrics over the next ten years. Our contribution is based on sound knowledge and the constant search for improvements. With well-thought-out, innovative, and practical integrated solutions, we want to support clinical partners worldwide in sustainably improving the care of newborns and mothers. Based on medical expertise, continuous development, and proven best practices, we make a reliable contribution to the further development of healthcare.

CORPORATE VALUES

Commitment – to the quality of life of the smallest

We act responsibly, carefully, and with a long-term perspective to support the best possible medical care for newborns and their families.

Collaboration – with specialized partners and clinics

We rely on trusting, interdisciplinary collaboration with medical professionals and institutions to develop sustainable solutions together.

Respect – We respect every contribution and promote an inclusive working environment.

Innovation – continuous improvement through research and development

We combine medical expertise with technological progress and develop solutions that are oriented toward clinical practice and create real added value.

Medical excellence – our work is based on sound medical knowledge, evidence-based approaches, and the highest professional standards.

Responsibility – We take responsibility for our products, our decisions, and their impact on patients, users, and healthcare systems.

Practical relevance – we consistently tailor our solutions to the needs of newborns and pregnant women, as well as to the daily requirements of our clinical customers. We develop solutions in close consultation with clinical reality – user-oriented, reliable, and suitable for everyday use. Our thinking is focused on the needs of our little patients and clinical customers

Diversity – we respect and promote diversity in all areas – whether in terms of perspectives, experiences, or working methods. This diversity strengthens our innovative power and contributes significantly to medical excellence.

Sustainability – we think about medical progress in the long term and take ecological, economic, and social aspects of our actions into account.

Integrity – transparency, reliability, and ethical conduct form the basis of our daily activities and our partnerships.

OUR CORE CUSTOMERS

Our commitment – Our core customers are clinics and healthcare facilities in the fields of neonatology, obstetrics, and intensive care medicine. Working closely with doctors, nurses, clinic managers, purchasing departments, and medical technicians, we develop integrated, efficient, and standards-compliant solutions that meet the high demands of modern patient care. Through innovative technologies and flexible design, we support our customers in thriving in a constantly changing environment.

Function/decision-makers – hospital and purchasing managers, medical technicians, doctors, nursing staff, innovation managers, medical planners

Needs analysis – We focus on clinics and healthcare facilities in the fields of neonatology, obstetrics, and anesthesia/intensive care medicine. Our core customers often face the challenge of finding medical technology solutions that are not only efficient but can also be seamlessly integrated into existing systems. We understand these requirements and, with our medical expertise in the development of standardcompliant, innovative solutions, we offer tailor-made products that meet high clinical standards and facilitate the daily work of medical professionals. Through close cooperation and continuous adaptation to the needs of our partners, we contribute to ensuring and improving patient care at the highest level.

OUR BENEFIT PROMISE

We offer clinics and healthcare facilities in neonatology and obstetrics **standardized, efficient**, and **integrated medical technology solutions** that both improve the quality of patient care and optimize **operational processes**. Our innovative and userfriendly technologies address the areas where they are most urgently needed: our solutions not only improve our partners' **process quality** and **cost structure**, but also **patient outcomes**. Through **practice-oriented training** and close partnerships, we ensure that clinic staff are always working with the latest **technical standards** and **methodological approaches** and can implement **best practices** in their daily work.

OUR CORE COMPETENCIES

Our core competencies lie in the development of innovative, **standardized medical technology solutions** that both increase **efficiency** and improve the process and **care quality** of our partners. With our deep understanding of clinical requirements, we ensure that our solutions are **easy to integrate, cost-effective**, and always state-of-the-art. We combine in-depth expertise with an agile approach to stay at the forefront of medical technology. Through continuous **training** and close partnerships, we ensure that hospital staff can apply the best **technical standards** and **best practices** at all times.

OUR CONTACT DETAILS

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