

The Power of Innovation.





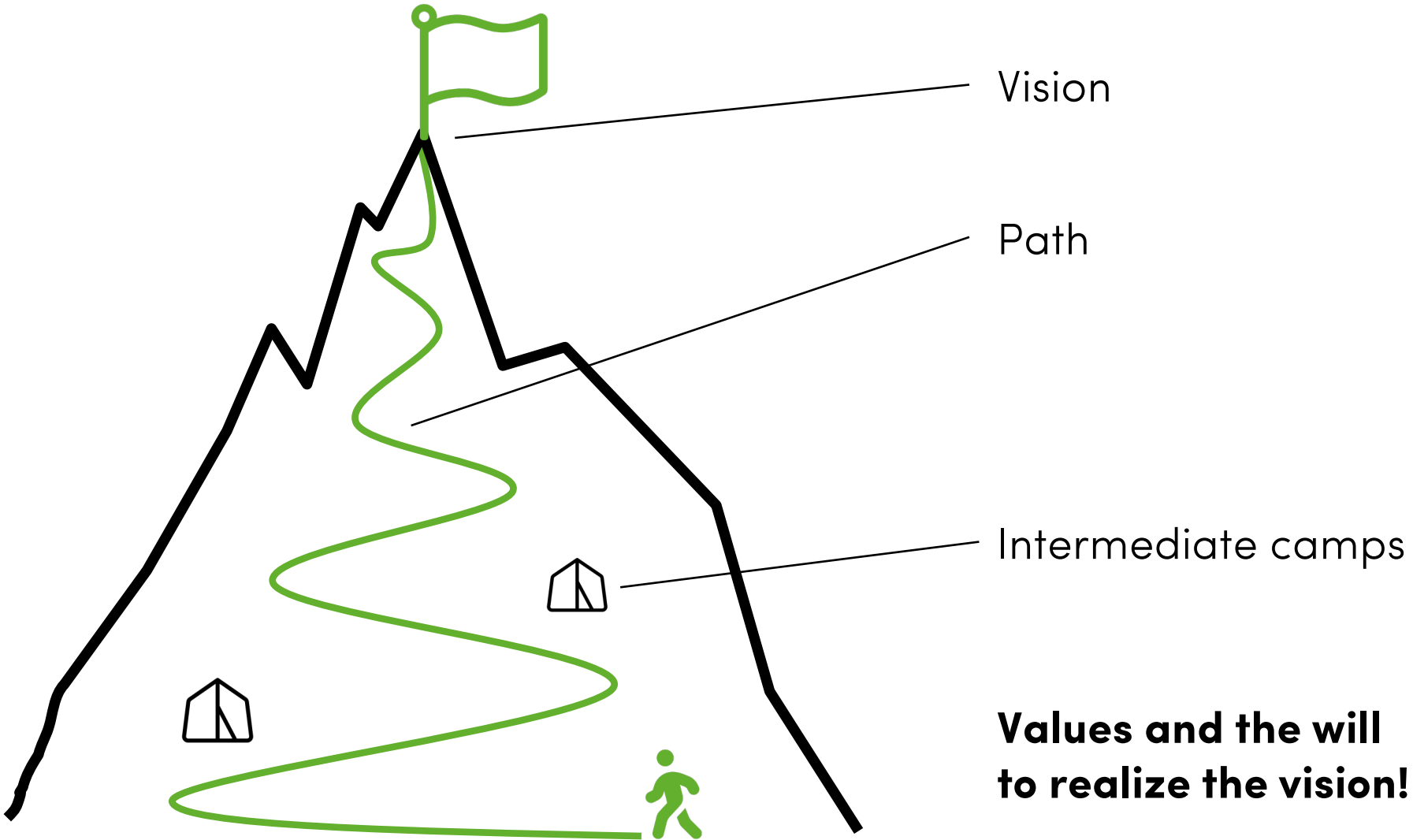
Explore the Unknown.

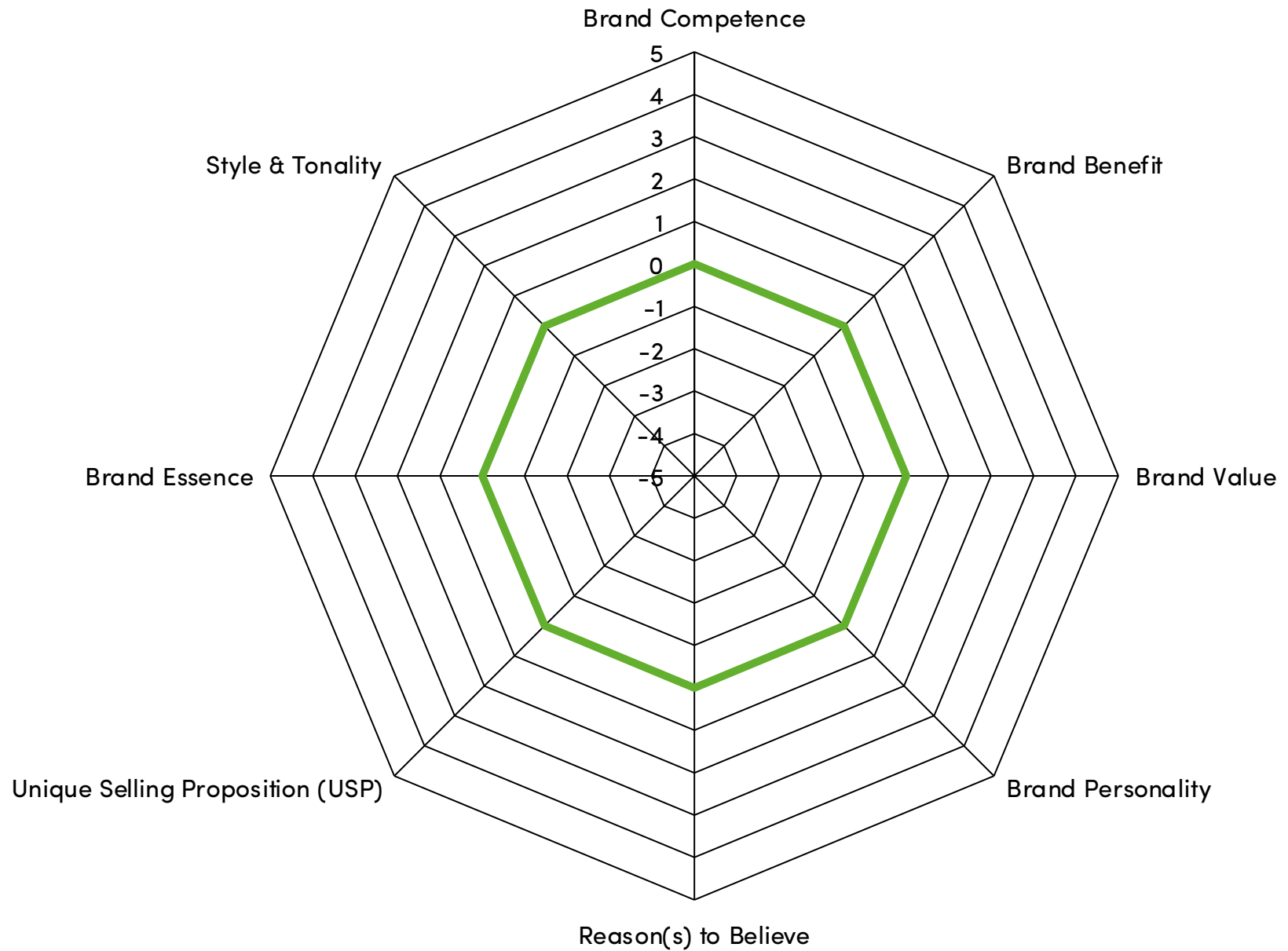
The agency for **innovative brand positioning** and **innovative business models**. The latter are sometimes stronger than artificially positioned brands and offer a good basis for a successful positioning strategy. In particular, we accompany brands, companies and entire industries through the digital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

Our services

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

REICHLUNDPARTNER
Future Thinking





REICHLUNDPARTNER
Future Thinking

Example

MedYouCate

Learning from the Leaders: The Global Knowledge Platform

“The Netflix & LinkedIn for Surgeons”

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

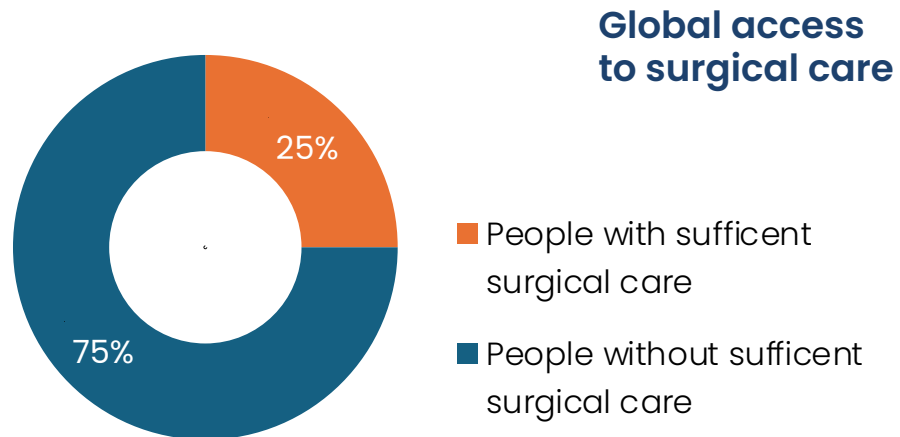
India and Africa in particular
are the training centres for
doctors of the future



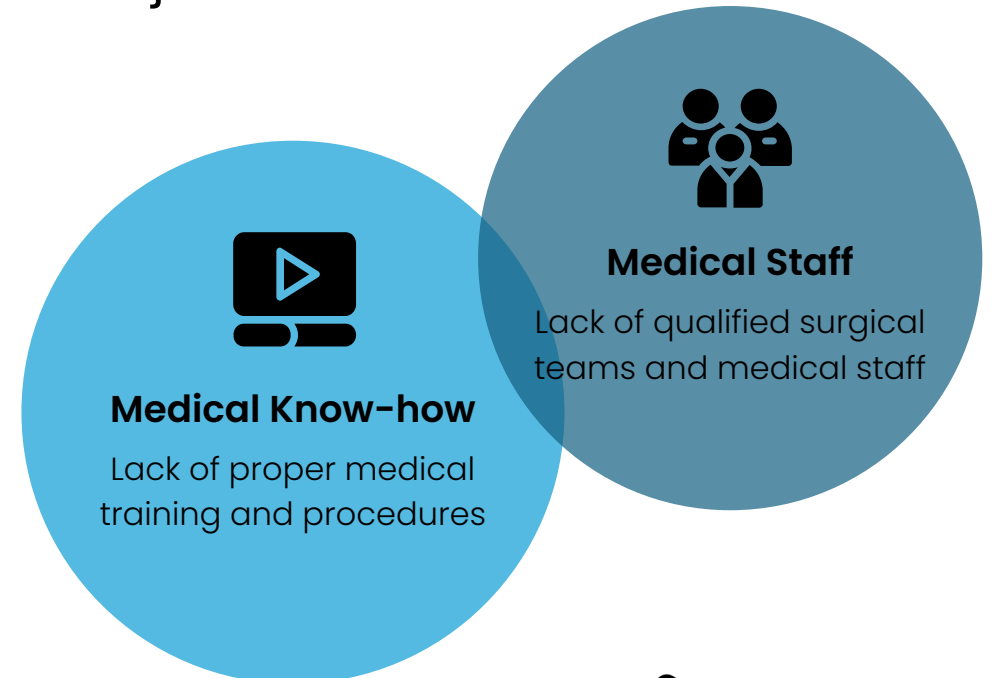
Our planet is getting more crowded and older

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

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

REICHLUNDPARTNER

Future Thinking

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

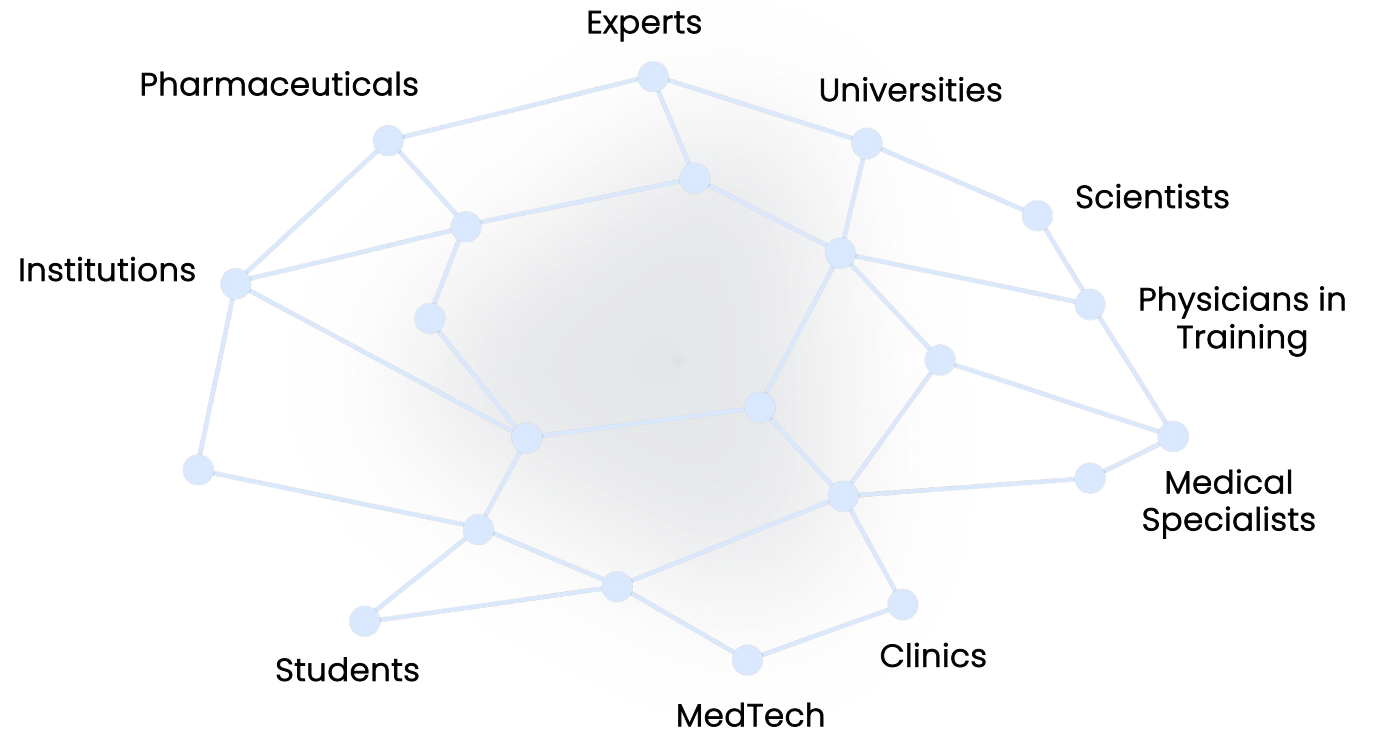
Give experienced
surgeons a platform
for their research & skill

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.

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

REICHLUNDPARTNER Future Thinking

- ▶ 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 Suchen

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 Intrakorporaler ...
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 man...

13 Beiträge | Alle



★★★★★ 5 EN, DE
Kolonrektale Chirurgie

6 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"

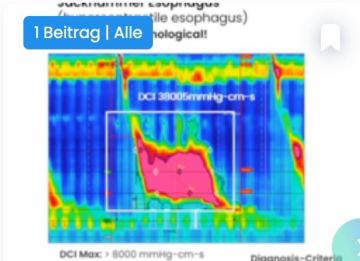
3 Components

1. Hernial orifice
2. Hernial sac
3. Hernial ring



★★★★★ 4.5 EN

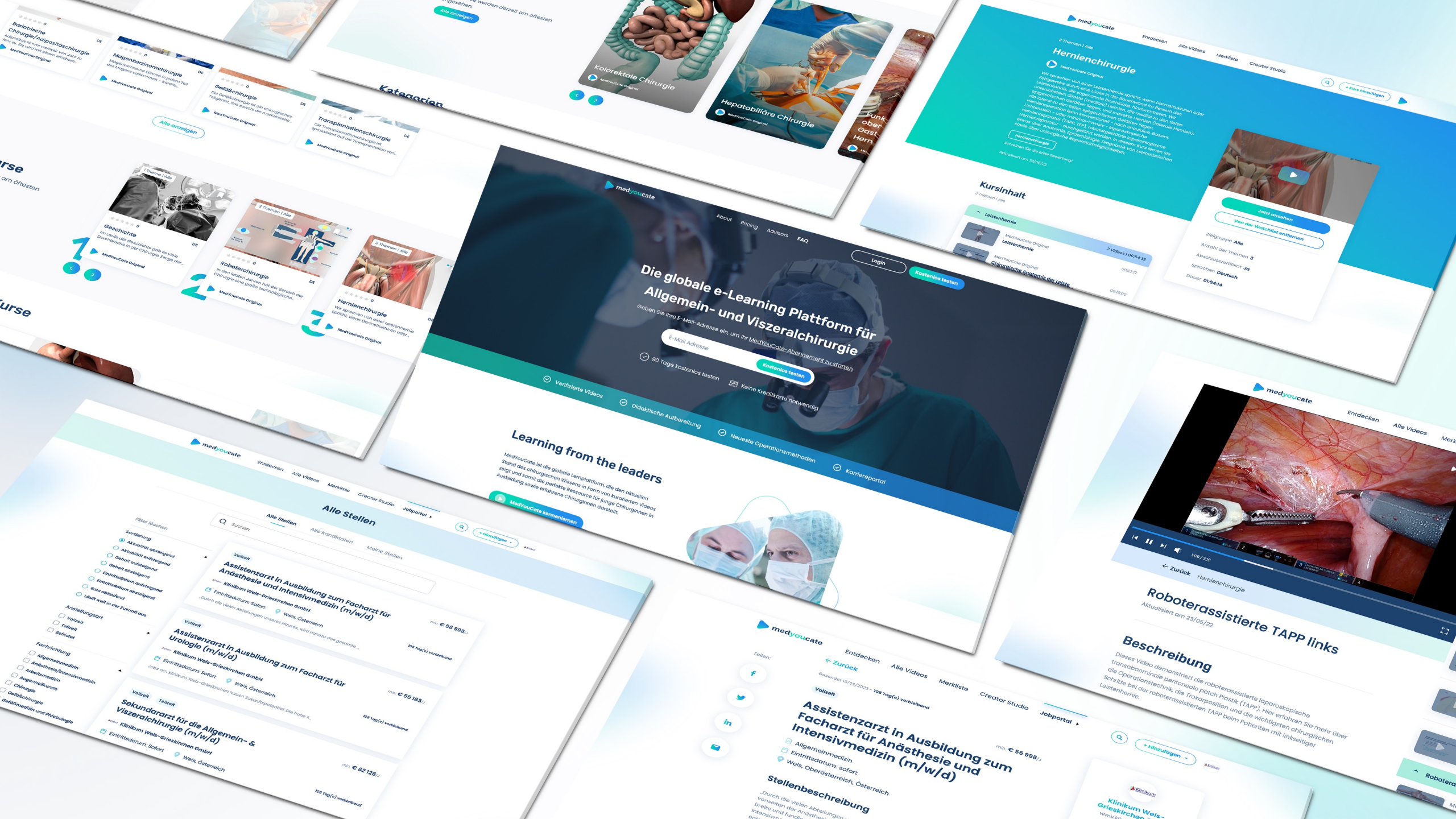
1 Beitrag | Alle



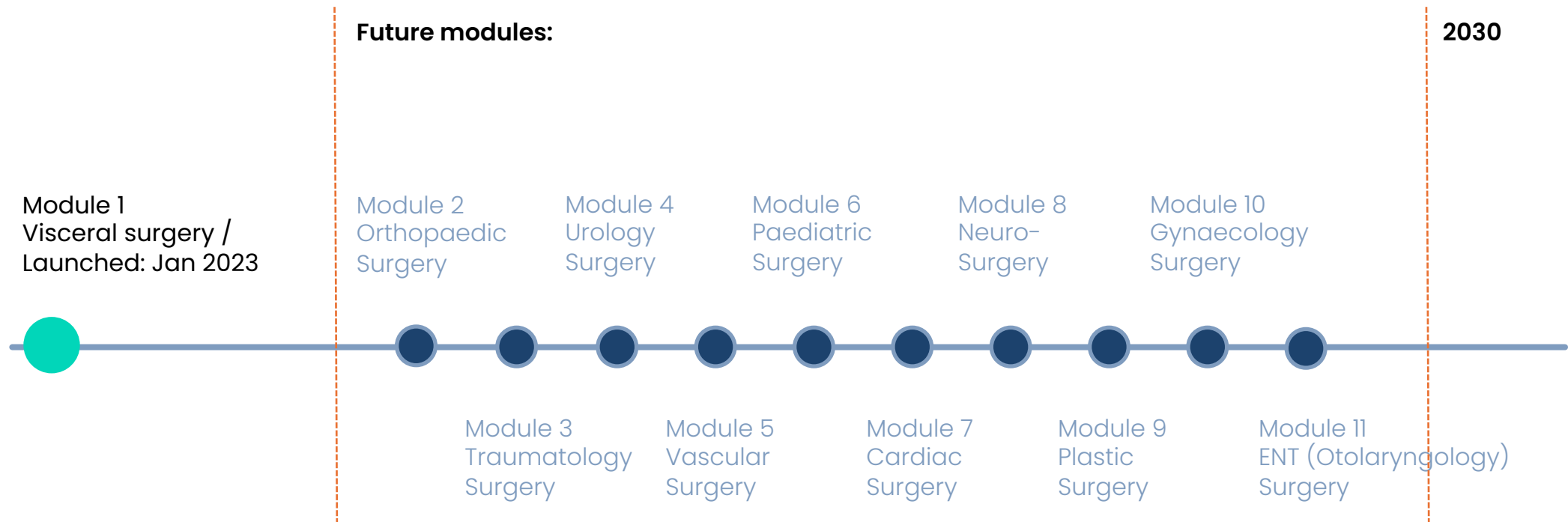
DCI 38005mmHg-cm-s
DCI Max: 8000 mmHg-cm-s
Diagnosis-Criteria

★★★★★ 4.5 EN





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.

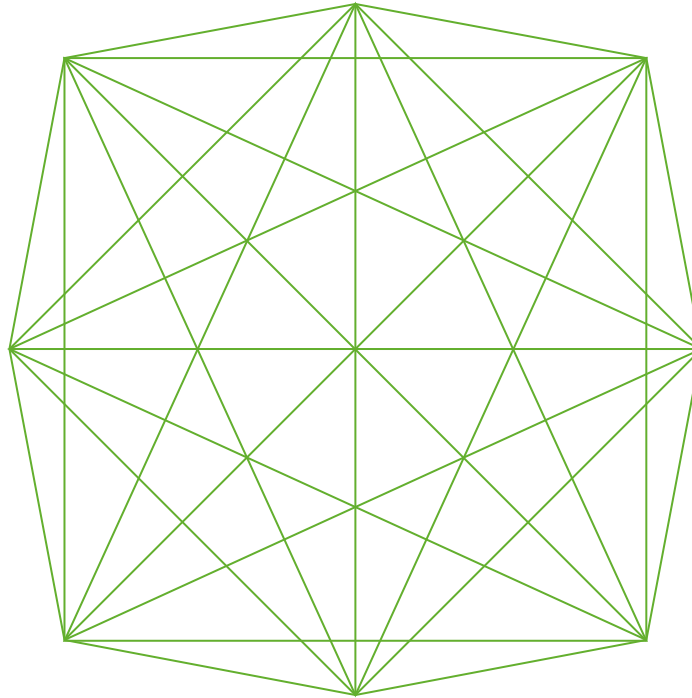
REICHLUNDPARTNER
Future Thinking

REICHLUNDPARTNER
Public Relations

REICHLUNDPARTNER
Digital

REICHLUNDPARTNER
Advertising

REICHLUNDPARTNER
Media




ERLEBNISMARKETING®


SMC SOCIAL MEDIA COM

studio|e