

Basel, June 26, 2013

**Medical Insights transforms how healthcare professionals access medical information**

**Cooperation with leading medical associations and renowned investors are sealed. Adrian Bult, Kar Landert and Thomas Kirchhofer join as members of Medical Insights' board of directors.**

Medical Insights is a new Basel-based company with the aim to transform how healthcare professionals access medical knowledge and information. For each medical specialty, it offers a mobile information platform where medical associations, academic publishers and industry players can keep physicians up to date on the latest and most relevant studies, scientific articles & publications, as well as training programs and modules related to their field.

For its first service system, *Insights Orthopedics* ([www.insights.md/orthopedics](http://www.insights.md/orthopedics)), Medical Insights is collaborating with two of the world's largest and most respected orthopedic medical associations, AO Foundation ([www.aofoundation.org](http://www.aofoundation.org)) and EFORT ([www.efort.org](http://www.efort.org)). In addition, Insights Orthopedics also contains exclusive educational video courses from KLEOS ([www.kleos.md](http://www.kleos.md)), the educational division of one of the largest industrial players in the orthopedic medical device market, Smith & Nephew.

Medical Insights AG was founded in November 2012 as a spin-off of the Basel-based finebrain AG by Thomas Morscher and Alex Hatebur, and now has gained support from seasoned investors in the Health and IT industries including:

- **Adrian Bult**, Board member of Swissgrid, Swissquote, Versatel Holding, and Zattoo, as well as former Swisscom Group Executive Board Member and former COO of Avaloq Evolution AG
- **Karl Landert**, Former CIO of Credit Suisse, Former Chief Information Operating Officer and Head of Global IT Management for Novartis Pharma AG, as well as board member of Swisscom IT Services AG
- **Dr. Thomas Kirchhofer**, President and CEO of Parkresort Rheinfelden Group
- **Konrad Tagwerker**, Area Vice President of DePuy Synthes
- **Jan Michael Himmler**, Founder and former CEO of M&H Informatics as well as Vice President of IMS Health

Adrian Bult, Karl Landert and Dr. Thomas Kirchhofer are also joining Medical Insights AG's board of directors.

Alessio Marchesi, CEO of Medical Insights:

*"It is extremely motivating for me and the whole team at Medical Insights to be working together with such a competent and dedicated group of investors and board members to transform the medical information landscape. The great feedback to date from our users and partners shows that we are covering with our innovative platforms a very urgent need. It is, therefore, our goal to make our platforms available as soon as possible to all major medical specialties."*

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