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Holger Bartos is Director Business Model & Health Care Innovation (BMHCI) at Boehringer Ingelheim International GmbH. He assesses, develops, tests and implements novel business models, technologies and services which support BI's Prescription Medicine Business.

Prior to joining the innovation group Holger was responsible for the Strategic Marketing of BI's biopharmaceutical contract development- and manufacturing unit and was Head of Marketing & Sales at BI microParts. Further, Holger has broad experiences in the development of medical devices and in vitro diagnostic tests and has worked for start-up, mid-sized and multinational companies.

Holger holds a Ph.D. in Molecular Biology from the Center of Molecular Biology in Heidelberg, Germany. He obtained his diploma in Biochemistry from the University of Göttingen. His diploma thesis was carried out at the Max-Planck-Institute for Experimental Medicine.

About Boehringer Ingelheim's Business Model & Health Care Innovation team:

The Business Model and Health Care Innovation (BMHCI) team is focussed on leveraging emerging technologies and services to create connected health solutions that drive our brands and therapeutic areas.

This includes novel approaches to

- Adherence management
- Mobile health management
- Clinical decision support tools
- Digital biomarkers and digital therapeutic

Gastpartner 2018



Saarbrücken
8. März

2018

pharmaforum-sw.de