

## EXCELLENCE

**Journal of Private Medicine** 

2/25

# MODERN PREVENTION NEEDS INNOVATION

## PREVENTIVE CARE

Early medical detection with a plan Page 04

#### HUMAN PAPILLOMA-VIRUSES

Harmless warts or cancer?

Page 10

#### 10 YEARS OF THE RADIOLOGY CENTER

State-of-the-art technology for all areas of the body Page 12



#### A REASSURED LIFE

### Magnetic Resonance Imaging at Radiology Center fast, personal, reliable

Since 2010, our radiology center has been the first choice in Vienna for fast and precise diagnostics. We offer MRI appointments within just a few hours - without long waiting times. Your results will be available shortly after the examination. If desired, you can discuss the findings immediately afterward with an experienced radiologist.

MRI scans are also possible for patients with conditionally safe ("MR conditional") pacemakers

#### We provide quick clarity for:

- Headaches, memory loss, dizziness
- Back pain
- Sports injuries
- Early detection of prostate and breast cancer
- Decreased performance (myocarditis)
- Fatty liver

#### www.radiology-center.com











#### Prevention as a medical roadmap.

For us, innovation is not just a buzzword, but a living reality. Wiener Privatklinik (WPK) is dedicated to academic medicine and thus to progress that maintains the excellent level of care for patients. Hardly any other field is growing as rapidly as medicine, and treatment methods change with every paradigm shift. Being recognized as one of Austria's Best Managed Companies of 2025, we remain consistently committed to excellence. And because we are always in dialogue with experts and offer a platform for academic exchange, we know where the future of medicine is headed: "Prevention instead of action" – fighting fewer fires, extinguishing more embers. To this end, we are consistently investing in state-of-theart diagnostics, Al-supported robotic systems, and the expansion of capacities: 55 million euros are being invested in the realization of our new project at WPK and thus in an innovative future. Our comprehensive intensive care unit sets new standards in the private surgical sector and creates a place for cutting-edge medicine that aims to build new bridges between research, laboratories and physicians, through cooperation and collaboration for the benefit of patients.

Sincerely Thomas Ebm CEO of Wiener Privatklinik CONTENTS







#### 04 - FOCUS

Check your health: The best medicine is prevention

#### 08 - ONCOLOGY

Liquid biopsy: A revolution Early breast cancer in cancer diagnostics

#### **10 - PREVENTION**

Invisible and widespread: HPV

#### 12 - RADIOLOGY

10 years of the Radiology Center

#### 14 - SUCCESS STORY

How to support a fast comeback

#### 16 - SURGERY & ORTHOPEDICS

The hand: A small miracle with great significance

#### 18 - WPK ACADEMY

#### 20 - CARE/SERVICE

Working together for success

#### 22 - CARE IN OLD AGE

Stories from the Schloss Liechtenstein senior citizens' retirement home

#### 24 - LIST OF DOCTORS

Overview of WPK's leading physicians

#### **26 - DOCTORS' NETWORK**

More space, more accomplishment

MRI

## CHECK YOUR HEALTH: THE BEST MEDICINE IS PREVENTION

Preventive medical checkups are a key component of a healthy lifestyle: regular checkups can detect diseases at an early stage and countermeasures can be taken in good time. In cases of chronic diseases such as high blood pressure, diabetes, or cancer especially, diagnosis in the early stages can be crucial in preventing complications and significantly improving the chances of recovery.

> It is well known that regular preventive care becomes more important with age. However, many people are unaware that prevention also has great benefits for young people. Yet the fact is that diseases such as high blood pressure, elevated blood lipid levels, or hormonal disorders often develop insidiously without noticeable symptoms. Those who

take early steps to maintain their health are laying an important foundation for a long, healthy life and are making a significant contribution to avoiding later complications.

#### How to approach preventive care

In Austria, the annual health check-up for people aged 18 and over provides a good basis for preventive health care -these can even be carried out for free for those who are insured. In addition, there are age-dependent recommendations -for cancer screening (e.g., PAP smear, mammography, colonoscopy), for example, or cardiovascular control tests. In addition to regular medical checkups, preventive care requires a degree of personal initiative: A healthy lifestyle with sufficient exercise, a nutritious diet and good stress management, it is important to be aware of your own risk factors due to family history and to discuss them with your doctor in a timely manner. In addition, you should keep an eye on your own body and have any changes, e.g. in your skin, weight, or digestion, checked out in good time. You can find recommendations, tips, and advice on the most important preventive medical checkups here.



#### PREVENTIVE MEDICAL EXAMINATIONS GENERAL

	From the age of 18	"Health check" 1	Once a year (free of charge): General check-up including blood pressure, BMI, blood and urine samples, blood sugar, cholesterol, etc.
	Ages 18-25	ECG heart examination <sup>2</sup>	Every 5 years: Internal medicine/cardiology assessment (ECG, echocardiography/heart ultrasound) for a standard evaluation of the heart.
	From the age of 35	Skin cancer screening <sup>3</sup>	Every 2 years: Check for skin changes and skin cancer risks, visual full-body inspection if necessary
	From the age of 40	Eye check <sup>4</sup>	Every 1-2 years: Examination of intraocular pressure and the optic nerve – especially for early detection of glaucoma.
	From the age of 45	Colorectal cancer screening 5	Once per year: Test for hidden blood in stools. Every 10 years: Colonoscopy – the goal being to detect polyps or the early stages of colon cancer.
	From the age of 65	Eye test and hearing test <sup>6</sup>	Annual checkup: e.g. whisper test for hearing and the detection of cataracts, macular degeneration, and age-related retinal changes.

#### **ESPECIALLY FOR WOMEN**

From the age of 20	Gynecological preventive care Including PAP smear 7	Once a year, for early detection of cervical cancer. Recommendation: HPV vaccination
From the age of 20	Self-examination Breast <sup>8</sup>	Once a month, check your breasts for lumps. It is best to do this after your period (cycle days 7–10) when the breast tissue is softer.
Before pregnancy	ECG heart examination <sup>9</sup>	ECG heart examination for a preventive screening of cardiac and heart rhythm function.
From the ages of 45 to 74	Mammogram 10	Every 2 years: X-ray of the breast for early detection of breast cancer.

#### **ESPECIALLY FOR MEN**

From the age of 14	Self-examination of the <b>testicles</b> <sup>11</sup>	Regularly check the testicles for lumps, swelling, or asymmetrical changes to detect testicular cancer early.
From the age of 40	Urological prevention 12	Regular check-ups for urological problems (e.g. discomfort when urinating, urinary tract problems) with family history, urine test strips if necessary.
From the age of 45	Prostate cancer Early detection <sup>13</sup>	Once a year: prostate screening (PSA blood test + consultation). Recommended from the age of 40 onwards if there is a family history of the disease.

SOURCES: 1 Österreichische Gesundheitskasse, Ärztekammer Wien; 2 wien.gv.at; 3 Österreichische Krebshilfe; 4-5 Ärztekammer Wien; 6-7 Österreichische Krebshilfe; 8 gesund.gv.at; 9-13 Österreichische Krebshilfe

The content above was prepared with the utmost care and with consideration of the latest medical developments by our experts and editorial team. The information provided is intended as guidance and may differ from individualized recommendations from your doctor. In the event of acute pain, a medical evaluation is always required, regardless of the information in the table. No liability is assumed.

Approximately 300,000 people in Austria are affected by heart failure. In addition, cardiovascular diseases are the most common cause of death in this country.



Priv.-Doz. Dr. Stefan Stojković, PhD, Specialist in Internal medicine and Cardiologist

"A promising new ablation method for atrial fibrillation is pulsed field ablation (PFA). Unlike earlier procedures. PFA does not use heat (as in radiofrequency ablation) or cold (as in cryoablation), but rather short electrical pulses. These pulses destroy only the heart muscle cells responsible for the atrial fibrillation surrounding tissue is largely spared. The advantages of PFA are that it is fast, precise, effective, and safe. The procedure is performed in specialized heart centers and cardiology clinics and takes about 40 minutes - making the therapy a good alternative when medication does not help sufficiently or is not well tolerated."



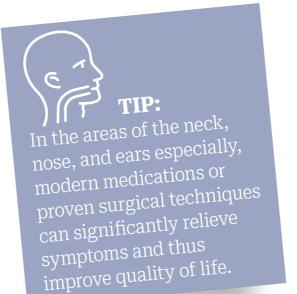


"Atrial fibrillation is the most common cardiac arrhythmia and, under certain conditions, is associated with an increased risk of stroke. Atrial fibrillation can be unpleasant, but some people hardly notice it or don't feel it at all. For this very reason, older people and those with risk factors – including high blood pressure, diabetes, a history of heart failure, arterial occlusive disease, or a previous stroke – should actively "search" for atrial fibrillation. The simplest method is to check your pulse once a day. Apart from various forms of medical long-term ECG monitoring, there has been an increasing number of wearables in recent years, such as ECG watches and smartwatches that have a 1-channel ECG function and are very helpful."



TIP:
Regular physical activity (approx. 5 hours/week), normal body weight, and moderate alcohol consumption are preventive measures against atrial fibrillation.

Approximately 318,000 people in Austria have permanent visual impairment. Around 2.4% of people over the age of 40 are diagnosed with glaucoma – the world's leading cause of blindness.





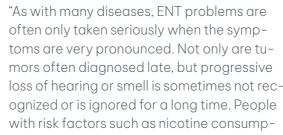
Univ. Prof. Dr. Wolfgang Gstöttner, Specialist in ENT diseases

"ENT care begins on the day of birth. One to three out of every 1,000 children are born with a hearing impairment – if this is not detected, it can have long-term consequences. This is why, in the first few days of life,

the inner ear function of newborns must be checked by means of hearing screening. The examination is painless and takes only a few minutes. If abnormalities are detected, they must be investigated. If it turns out that hearing loss or deafness is indeed present, hearing implants can support age-appropriate development of language, communication, and cognition – but they should be used within the first year of life."

Around 20% of Austrians suffer from allergies, around one million people are affected by tinnitus, and over 1,000 head and neck tumors are diagnosed in this country every year.

#### Priv.-Doz. DDr. Sven Schneider, Senior Lecturer Specialist in ENT, Head and Neck Surgery



tion, family history, or respiratory diseases such as asthma may therefore be especially recommended to undergo a preventive examination. In general, if you experience a prolonged impairment of the senses – hearing, smell, or taste – it is essential to consult an ENT doctor."





Assoc. Prof. Priv.-Doz. Dr. Roman Dunavölgyi, Specialist in Ophthalmology and Optometry

"Preventive examinations are important because many eye diseases develop gradually and without any early detectable symptoms. Diseases such as glaucoma, age-related macular degeneration (AMD), and diabetic

retinal damage often go unnoticed in their early stages, but can be treated effectively or at least slowed down if diagnosed early. High-resolution procedures for imaging the eye enable early diagnosis, precise monitoring of progression, and targeted therapy for eye diseases – the retina, lens, and optic nerve can thus be optimally imaged. Deeper insights and 3D models are also possible today. They help to detect early forms of the disease."

TIP:



Staring at screens for long periods of time can cause dry, strained eyes. Taking short, planned breaks can prevent digital eye strain, dry eyes, and headaches—and improve your long-term vision.

6

## LIQUID BIOPSY: A REVOLUTION IN CANCER DIAGNOSTICS

Cancer is one of the most common causes of death worldwide. The earlier that aggressive tumors are detected, the more effectively cancer can be treated. This not only improves quality of life for cancer patients, but also increases their survival rates. With the latest methods, such as liquid biopsy, a few drops of blood are enough to detect tumor cells or their genetic information. In this interview, Dr. Berthold Streubel, an expert in medical genetics, reveals why this procedure takes diagnostics and therapy to a new level.



Univ.-Prof. Dr. Berthold Streubel, Specialist in Human genetics tumor genetics, diagnosis of genetic disorders

## What is so special about liquid biopsy?

Dr. Streubel: The special thing about liquid biopsy is that it allows the tumor to be examined without having to remove tissue. Instead, a simple blood sample is sufficient. In this sample, we can find the smallest traces of DNA that the tumor releases into the bloodstream. This is a great advantage because it allows us to track the dynamics of the disease without unnecessarily burdening patients.

## When is liquid biopsy used?

Dr. Streubel: Liquid biopsy is used in various clinical situations in modern oncology especially when tissue sampling is difficult or stressful or when additional molec-

ular information is needed. But it is also used when you want to keep an eye on the tumor progression in order to react early to resistance to therapy.

### Who do you recommend liquid biopsy for?

Dr. Streubel: There are specific recommendations or guidelines for tumor entities, i.e., different tumor groups such as fibromas, myomas. or angiomas. I generally recommend liquid biopsy for patients with advanced tumor disease in order to identify genetic changes in the tumor that are crucial for targeted therapy. Because this important information is obtained with a simple blood draw, the procedure is much gentler than a tissue biopsy.



"At WPK, we are implementing medical innovations for our patients: Liquid biopsy – a cutting-edge, noninvasive option for precise treatment of cancer – predicts molecular tumor characteristics in the blood."

Univ.-Prof. Dr. Dr. h.c. Christoph Zielinski, Medical Director at WPK

## Can the procedure be described as a revolution in cancer diagnostics?

Dr. Streubel: Yes, many experts describe liquid biopsy as a revolution in cancer diagnostics. It enables us to dynamically observe the tumor, recognize resistance

more quickly, and adapt the therapy more precisely and in a more patient-friendly manner. It is a big step toward personalized cancer therapy that focuses more on patients and their individual disease progression.

#### Advantages at a glance

- + Gentle, because it is non-invasive
- + Optimal early detection of cancer
- + Comprehensive snapshots
- + Better therapy planning
- + Ongoing monitoring
- + Early detection of relapses

## How liquid biopsy works

Cancer cells release DNA and other biomolecules into the bloodstream. These genetic traces can be detected in a blood sample and analyzed.

Methods such as digital PCR (ddPCR) and next generation sequencing (NGS) enable highly sensitive detection of this circulating tumor DNA.

}

## INVISIBLE AND WIDESPREAD: HPV

Worldwide, ground 350,000 women die of cervical cancer every year: in Austria, the genetic material of the cells, especialaround 200 women are affected each vear. The most common cause is human high stress levels, nicotine consumption, or papillomavirus, particularly the highrisk types 16 and 18, which are transmit- causes genital warts in the genital area, the ted almost exclusively through sexual contact. Infection goes unnoticed - with HPV can also lead to precancerous lesions preventive care and vaccination, the risk of cancer can be significantly redu- vagina, labia, and anus. ced and eliminated in the long term.

Between 85 and 90% of people become infected with HPV during their lifetime - transmission usually goes unnoticed. Symptoms such as itching or mild irritation in the genital area occur only rarely, and in 8 out of 10 cases, the body's own immune system eliminates the virus on its own.

However, once inside the body, it can alter ly in cases of weakened immune systems, unhealthy diets. While low-risk HPV mainly anus, and the mouth and throat, high-risk and ultimately to carcinomas in the cervix,

"Thanks to comprehensive screening with PAP smears and HPV vaccination, the incidence of cervical cancer has been reduced by 50 percent in the last 30 years," says gynecologist Prof. Brigitte Schurz: "The annual PAP smear doesn't take long. But if mild to moderate cell changes are detected, HPV typing is performed automatically. In the case of severe cell changes, a biopsy of the cervix is necessary for further clarification. This can be performed almost painlessly under local anesthetic at WPK."

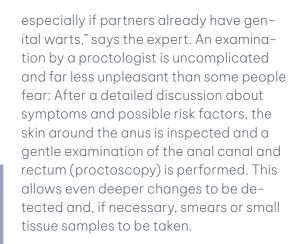
"Currently, the HPV vaccination rate among 9- to 30-year-olds in Austria is 37%."



#### Men can also develop HPV-related diseases

bowel movements.

If abnormalities are found or if a doctor suspects HPV infection, a specialist in proctology should be consulted. "Many people hesitate out of shame. However, early clarification is important in order to prevent the spread and consequential diseases -



Dr. Alexis Freitas, specialist in surgery and European specialist in coloproctology, regularly sees patients with genital warts (condylomas) caused by the human papillomavirus (HPV). The first signs may be small, skin-colored to reddish nodules or wart-like changes around the anus. Often, the warts do not cause any symptoms at first – but some affected individuals report itching, a feeling of pressure, or minor bleeding during

#### Treatment of HPV

Wiener Privatklinik offers all diagnostic and therapeutic procedures for HPV:

For mild cell changes: local treatment with antiviral creams, gels, or suppositories under close follow-up

For severe cell changes: minor surgical procedures using laser, electrocautery, or scalpel

It is also important to check partners for HPV.

#### Effective prevention: The HPV vaccination

The HPV vaccination (Gardasil 9) is recommended for young people aged 9 and above, as well as women and men up to the age of 30, and is free of charge up to this age. It is also possible to be vaccinated later in life, in order to protect yourself and avoid reinfection.



Univ.-Prof. Dr. Brigitte Schurz,

Specialist in Gynecology and Obstetrics, and

OA Dr. Alexis Freitas F.E.B.S., Specialist in Surgery



**RADIOLOGY** 

## 10 YEARS OF THE RC RADIOLOGY CENTER

The Radiology Center is an internationally recognized center of excellence for diagnostic imaging. As such, it stands for innovation and high-quality service, and a strong team spirit geared towards joint development.

Over the past ten years, the facility has expanded into an international network of highly specialized radiologists, nuclear medicine specialists, technical medical specialists and administrative staff. Today's diversity reflects the international nature of the patients and creates a special corporate culture characterized by respect, family cohesion and the commitment to find the best possible solution for each individual patient.



The Radiology Center is managed by an experienced team of radiology specialists: from left to right, Dr. Johannes Sailer, Dr. Martha Hoffmann and Dr. Philipp Peloschek.

### From X-ray practice to high-tech center

It is clear that the Radiology Center has long been a pioneer in diagnostic imaging - but this position has been further consolidated with its transformation from a traditional X-ray practice into an interdisciplinary diagnostic center. The organizational and technical integration of radiology and nuclear medicine a few years ago in particular represented a decisive leap forward in making diagnostics more patient-centered and efficient. To this day, this means short waiting times, rapid diagnosis and electronic provision of results on the day of the examination. In addition, patients from all over the world can submit their image data online and obtain a second opinion from a specialist - without having to travel long distances.

#### "We are proud to bring together the best minds and biggest hearts from all over Europe."

In recent years, a lot has been invested in modern technology, including MRI with image reconstruction using machine learning, PET/CT with digital detectors, and high-performance computers and servers for future image processing algorithms. Together with the development of the WPK Cancer Center, this has also led to the

Radiology Center developing an increasingly oncological focus, alongside its medical focus on musculoskeletal diagnostics using magnetic resonance

imaging. In general, over the years, more and more specialist fields have been integrated: Radiology, nuclear medicine, laboratory medicine, human genetics and pathology now work very closely together.

#### Artificial intelligence as a co-pilot

Since 2016, artificial intelligence has also been an integral part of the Radiology Center. It supports doctors in their diagnoses, recognizes patterns that escape the human eye and speeds up processes. Al has become an indispensable aid, particularly in cancer diagnostics, such as for lung or prostate cancer. The coming years promise a further revolution in diagnostics. New radioactive tracers for nuclear medicine and Al-supported radiomics will help to improve our understanding of tumor biology and enable even more personalized, accurate treatment for patients.

Appointments: radiology-center.com





#### Innovative precision diagnostics

The Center for Radiology and Nuclear Medicine offers state-of-the-art hybrid scanners and is a 100% digital X-ray practice. This year's top innovations include, among others:

Symbia Pro.specta SPECT/CT from Siemens – cutting-edge nuclear technology, e.g. for assessing the risk of heart attack, identifying thyroid nodules or diagnosing bone diseases.

Biograph Trinion PET/CT from Siemens – one of the world's most advanced imaging technologies for oncology and cardiology – including for detecting malignant tumors or diagnosing coronary heart disease.

Magnetom Altea 1.5T MRI scanner with artificial intelligence – for even higher-resolution images in significantly reduced times. With Al algorithms that can be applied to all regions of the body.

**Digital mammography** – with a new stereotactic biopsy unit for complex breast cancer diagnosis issues.

12

## HOW TO SUPPORT A FAST COMEBACK

Amalia Ghigoarță is a competitive athlete. She comes from Romania – but she is really at home on the springboards, uneven bars and balance beams of the gymnastics world. The highlight of her sporting career so far has been her participation in the Olympic Games, while the low point was a serious training accident. Thanks to the highly specialized team at WPK, Amalia was able to quickly overcome her injuries – a top performance worthy of a gold medal.



"Our particular challenge is getting competitive athletes back to their previous level as quickly as possible."

> Dr. Paul Stampfl, Trauma surgery, Sports Traumatology

Amalia Ghigoarță began competitive gymnastics at the age of seven. Just how far she has come is evident from the fact that she is now a member of the Romanian national team and competed at the 2024 Olympic Games in Paris. It was "the best experience of her life." as the Romanian says today. This made it all the more painful when, just a few weeks later, she took an unfortunate fall and injured her cruciate ligament and meniscus. It was a diagnosis that could have meant the end of her sporting career. However, through her coach, Amalia learned about WPK and its medical capabilities. She took this opportunity and placed herself in the capable hands of the WPK specialists.

#### Rapid healing as the goal

WPK has its own center for joint surgery, where many highly specialized doctors work. This allows a wide range of orthopedic and trauma surgery procedures

to be covered. In Amalia's case, the decision was to use a donor tendon to replace the torn cruciate ligament. The attending physician, Dr. Paul Stampfl, a specialist in sports traumatology and trauma surgery, explains the special approach as follows: "With competitive athletes, the aim is always to get them back to their previous level as quickly as possible. Using a donor tendon leads to less swelling and pain, which supports a rapid comeback." The doctor also points to the latest minimally invasive surgical techniques used in the operation.

#### Healing teamwork

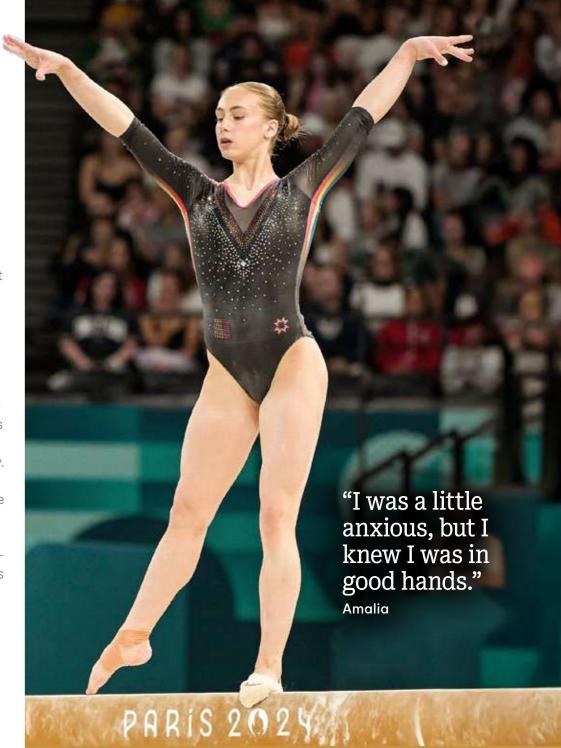
Overall, Amalia felt very comfortable at WPK: "I knew I was in good hands here. The fact that they speak my language here and understand me has given me even more peace of mind." After the successful operation, the reconstruction began immediately: "Amalia had her operation early in

the morning. This meant that we were able to start moving her into her new room on the same day, in close consultation with the surgeons," confirms Dr. Andreas Kainz, head of the department of physical medicine and rehabilitation. Targeted exercises were used to strengthen the muscles and restore mobility. The positive progress, trusting care and rapid results are giving the athlete optimism: "Now I can concentrate fully on my recovery and hopefully compete again soon," says Amalia happily.



Dr. Andreas Kainz D.O., Head of the department of Physical medicine at WPK, President of the Association of Friends of WPK

The Association of Friends of WPK stands for medical excellence, promotes interdisciplinary exchange and is known for its social commitment: for example, Amalia's surgery and nursing costs were covered pro bono by the association.



## Short biography

Amalia Alexandra Ghigoarță Date of birth: 28 January 2007 Place of birth: Lugoj, Romania Discipline: Artistic gymnastics

#### Career highlights

2019: International debut at the Elek Matolay Memorial

2022: Silver in the all-around competition at the

Junior European Championships

2023: 10th place in the team event at the World Championships

**2024**: Participation in the *European Championships* and the *Summer Olympic Games* 

Photo p. 14: Suzy Stöckl; Photos p. 15: Tatjana Weber, Amalia Al

## THE HAND: A SMALL MIRACLE WITH GREAT SIGNIFICANCE



Priv.-Doz. Dr. Sebastian Farr, Specialist in Orthopedics and Orthopedic surgery

Be it grasping, touching, writing or communicating – there is hardly any action that does not involve the hands. Their complex anatomy enables the finest motor skills, but also makes them susceptible to injuries and diseases. Hand orthopedics is dedicated to the diagnosis, treatment and restoration of these sensitive structures – with the aim of maintaining or restoring mobility, function and quality of life.

"The hand is a magnificent but also a very heavily used ,organ'. It owes its extraordinary mobility and functionality to the complex interaction of muscles, bones, joints, and vascular and nerve structures," explains Dr. Sebastian Farr, specialist in orthopedics and hand surgery.

He points out that "it is precisely this complexity that means that even the smallest disturbances or pathologies can result in significant discomfort and impairments in everyday functioning." People who work in professions involving a lot of manual activity and are exposed to high levels of stress often struggle with irritation or osteoarthritis. However, there are also congenital conditions - genetically caused malformations or the consequences of trauma - that can impair the complex structure of the hand and upper extremities.

## This is where the hand surgeon comes in

From degenerative to traumatic causes – there are many problems that can affect the hands: the most common are nerve entrapment syndromes such as carpal tunnel syndrome or

sulcus ulnaris syndrome in the elbow area, as well as degenerative diseases such as finger arthrosis, rhizarthrosis (thumb) or hand joint arthrosis. Tendon sheath inflammation, ganglion cysts and Dupuytren's disease, a contracture in the palm or finger area, are also common. Many patients require arthroscopic surgery due to ligament injuries – after sports accidents, for example.

## State-of-the-art technology in use

Orthopedic surgery is sometimes necessary in order to get the hands back into working order as quickly as possible, and there is a range of innovative methods for this purpose that achieve the best

possible results. "Free tissue transfer (microsurgery), the latest implants in the joint area or even homologous bone materials such as bone screws are just as much a part of this as arthroscopy, which has made great strides in recent decades so that many problems can be addressed with minimally invasive techniques," says Dr. Farr on an essential aspect of modern treatment and care of patients.

#### How can it be prevented?

Even though prevention in the strict sense is difficult in the case of age- or stress-related wear and tear, "moderate exercise and thus, lubrication" of the joints in the hand area has proven to be beneficial.

However, patients with loose, unstable joints should take care not to injure themselves. For them, occupational therapy to strengthen the hand and forearm muscles and indirectly stabilize the joints is a good choice," recommends Dr. Farr.



Thanks to microsurgical techniques, special orthoses for children and individualized rehabilitation programs, many malpositions can now be treated early and gently. Minimally invasive procedures and interdisciplinary approaches involving occupational therapy and physiotherapy are also part of a modern treatment concept.

#### Help for little hands

If parents notice that their child is avoiding moving their hand or fingers, has difficulty grasping objects or complains of pain, they should have their hand examined by a hand orthopedic specialist. Noticeable misalignments, limited mobility, swelling, uneven finger lengths or other visible asymmetries of the hands are also warning signs – in infants, a lack of grasping reflex can be an indication.

#### Possible diagnoses

- Congenital malformations
- Growth disorders of the bones or tendons
- Cvsts or tumors
- Consequences of injuries following fractures or tendon tears
- Functional limitations due to neurological causes



Photos p. 16: Priv.-Doz. Dr. Sebastian Farr, Shutterstock / Chinnapong, Photo p. 17: Shu

16 å



## Early breast cancer



"Working together for more breast cancer awareness."

More than 100 participants gathered at the Palais Coburg on 3 October 2025 for the 78th WPK ACADEMY, an interdisciplinary symposium on the topic of breast cancer. In addition to experts from the fields of oncology, radiology, genetics, radiation therapy and breast surgery, this important information event was also made accessible to a wider audience of patients, relatives and interested parties for the first time. Internationally,

"Pink October" is considered as Breast Cancer Awareness Month, which aims to raise awareness of the situation of those affected and the importance of early detection. At the WPK Academy, in addition to lectures on current diagnostic procedures such as liquid biopsy and information on breast conservation and reconstruction, there was also a unique opportunity to ask doctors individual questions.



From left: Priv.-Doz. Dr. Johannes Sailer (Consultant for diagnostic Radiology; Scientific Director of the Center for Computational Image Analysis in Radiology), Dr. Daniela Kauer-Dorner, MSc (Specialist in Radiation Oncology; Head of the Breast Cancer Tumor Group), Univ.-Prof. Dr. Wolfgang J. Köstler (Professor of Internal medicine, Hematology & Internal Oncology; Senior physician at MedUni Vienna/ AKH), Univ.-Prof. Dr. h.c. Christoph Zielinski (Medical Director at WPK; Head of WPK Central European Academy Cancer Center), Prim. Dr. med. univ. Dr. Arik Galid (Specialist in Gynecology & Obstetrics; Head of the Gynecology department), Dr. Alina Sturdza (Specialist in Radiotherapy/ Radioncology; Senior physician at Vienna General Hospital), Univ.-Prof. Dr. Berthold Streubel (Specialist in medical biology & human genetics), Univ.-Prof. Dr. Florian Fitzal MBA F.E.B.S. (Professor of general surgery, visceral surgery & breast surgery) acted as speakers at the 78th edition of the WPK Academy.

## INNOVATIONS IN ONCOLOGY: NOTHING STAYS THE SAME.

Almost every discipline of medicine has undergone profound innovations in recent years. Cancer diagnostics and cancer therapy, in particular, have been completely transformed.

#### Advances in diagnostics

Early detection of malignant diseases is now more accurate than ever. Imaging techniques such as X-rays and functional examinations have been significantly improved with state-of-the-art technology and the use of artificial intelligence (AI). Genetic and molecular analyses, which only require a blood sample, also enable better risk assessment, for example for diseases such as prostate cancer or tumors of the female reproductive organs. In addition, simple blood tests known as liquid biopsies are able to determine the accuracy of targeted therapies or the development of therapy resistance by means of genetic analysis. These methods are offered at WPK - either directly or in collaboration with affiliated doctors.

#### Advances in therapy

Based on large international studies, the affiliated doctors working at WPK use the most modern molecularly targeted therapies. In addition, there are immunological therapy methods that mobilize the body's own defenses against tumors. This "precision medicine" is increasingly replacing earlier, untargeted forms of treatment and marks a paradigm shift in cancer therapy.

#### Sharing knowledge: WPK Academies

To ensure that innovations are quickly put into practice, WPK regularly organizes academies in all fields for the further training of doctors and nursing staff. Recently, an academy was dedicated to urological tumors, and in October – Breast Cancer Awareness Month – an update on current diagnosis and treatment methods for breast cancer was provided in collaboration with Austrian Cancer Aid.

Wiener Privatklinik sees itself as a leading institution that actively promotes medical innovation – always based on scientific evidence and academic standards.



Univ.-Prof. Dr. Dr. h.c. Christoph Zielinski, Medical Director at Wiener Privatklinik

## WORKING TOGETHER FOR SUCCESS

At Wiener Privatklinik, patients receive the best possible medical and nursing care. To ensure high standards of care, the clinic relies on top-quality training, close cooperation with the other WPK facilities, and partnerships with specialist institutes.

Good care in hospitals and affiliated hospitals such as WPK is primarily characterized by patient-centered, safe, health-promoting care. This is particularly obvious when patients can also rely on their own needs being taken into account and being met with a high degree of empathy. Gabriele

Giehser, MSc, MBA, director of nursing at WPK, and Claudia Götz MSc, director of nursing at the Schloss Liechtenstein retirement home, know only too well that such a high quality of care is only possible in an environment where the nursing staff themselves feel well looked after.



Passion, team spirit and top-level expertise: The WPK nursing team has helped WPK to be named as the World's Best Hospital for the fifth time in a row.

#### Opportunity to think outside the box

A pleasant and respectful working atmosphere, as well as good interprofessional cooperation with doctors, nursing staff and other specialist departments, promote job satisfaction in the hospital. They also motivate employees to perform at their best and thus have a direct impact on the quality of patient care. In particular, the sharing of nursing expertise between WPK and the Schloss Liechtenstein retirement home contributes to better use of resources, as well as valuable knowledge transfer and strong team building. "Further training and education, regular meetings and celebrations are held with employees from both institutions - and the teams also support each other," explains Götz. "This brings a lot of variety and experience and increases mutual understanding for other areas."

#### Cooperation promotes education

Cooperation with universities of applied sciences in eastern Austria and Romania, as well as with every educational institution in Vienna and Lower Austria, once again offers prospective nursing staff from all areas a great opportunity to get to know the private healthcare system. WPK and the senior citizens' residence offer free internships for graduates of all training programs - whether nursing assistance, nursing care assistance, certified health and nursing care, surgical nursing, surgical technical assistance or home help. "The partnerships are a great opportunity for anyone who wants to work in the care sector in the future to get a taste of everyday hospital life. But it's also a good way for us to attract highly trained employees to our two facilities," confirms Giesher.



Gabriele Giehser, MSc, MBA, Nursing Director at Wiener Privatklinik, and Claudia Götz, MSc, Nursing Director at Schloss Liechtenstein retirement home

## Care teams at WPK & Liechtenstein retirement home in figures:

- 207 nursing staff (registered nurses, nursing specialists and nursing assistants)
- 30 nationalities in the care team
- 5 languages in care, including German, English, Romanian and Serbo-Croatian
- 55 internships per year in cooperation with universities of applied sciences in Austria and Romania for prospective nursing staff
- Ave. 35 hours of training per year per employee (WPK)
- **42** colleagues with additional qualifications (operating theater, intensive care, wound management)
- 24 hours/7 days a week nursing care

Photos o o o o o o o o

## I MAKE THE WORLD JUST THE WAY I LIKE IT



The retirement home provides plenty of opportunities for socializing – whether during communal meals, walks or birthday parties.

#### Habits provide security

SENIORENRESIDENZ

SCHLOSS LIECHTENSTEIN

In addition to joint discussions, a caring team and a structured daily routine ensure that residents can feel safe and secure here. This is very important to Luise, for example, who decided some time ago to do things the way she knows them – because that gives her a sense of orientation. Like everyone else, she benefits from the fact that the staff at the retirement home are very familiar with the idiosyncrasies of their charges and know exactly how to make everyday life as colorful as possible with a varied program of activities.

"We just look out for each other", reveals the care team with a wink. Hedi does, too thanks to her strong social streak, she helps



"When I wake up in the morning,
I like to open the window and
listen to the birds singing –
I really enjoy that moment."

Luise, 85 years

disoriented fellow residents find their rooms. And every now and then, a unrecognized star joins the lively senior community – like Wilma, who would have loved to become an actress and dancer, even earning recognition for her talent from Peter Alexander, and who brings a breath of fresh air to the historic walls of the Schloss Liechtenstein retirement home with her creative streak. And that's a good thing – because anything that helps you age well is allowed.



there moping."

For 20 years, the Schloss Liechtenstein retirement home has been providing older people with everything they need to enjoy their twilight years: beautiful natural surroundings, light-filled rooms, first-class cuisine and a professional care team that is highly responsive to personal needs. In addition, senior citizens can look forward to professional medical care and a varied leisure program – and there are additional services such as a hairdressing salon, beauty treatments and a laundry service. Living here "feels like staying in a hotel," as some residents put it.

#### Well-being is highly individual.

The Schloss Liechtenstein retirement home is

history (and stories) today.

located in the middle of the Föhrenberge Natural

Park, right next to Liechtenstein Castle. The place

exudes a certain magic, perhaps because it is not

only steeped in history, but also continues to write

"I often laugh with others because

it doesn't do any good just sitting

The care team respects everyone's different life stories – in fact, they see them as an enrichment. There's Helmut, the mechanical engineer who was a national champion in model airplanes, won prizes in a three-man boat and is simply happy that he can wake up in the morning with a view of his trophies. And then there is Herta, the globetrotter who has lived in Austria, Brazil and Sweden and enjoys talking about her travels over coffee. Not unlike former footballer Johann, who has travelled the world to play matches and has plenty of anecdotes to share.

"In my experience, to grow old in reasonably good health, above all you need a certain lightness – a change of scenery from time to time and, of course, a little bit of luck."

Josefine, 102 years



### OVERVIEW: WPK'S LEADING PHYSICIANS

#### AEROMEDICAL CENTER

Dr. Walter **Ebm** 

MR Dr. Vinod **Sharma** 

#### **GENERAL MEDICINE**

■ Dr. Sylvie Valicek

#### ${\tt ANAESTHESIOLOGY\,\&\,INTENSIVE\,CARE\,MEDICINE}$

- Univ.-Prof. Dr. Wilfried Ilias
- Ass.-Prof. Dr. Ahmad Kashanipour
- Dr. Andrea **Kdolsky** MBA
- Ao. Univ.-Prof. Dr. Claus-Georg Krenn
- Univ.-Prof. Dr. Christian Weinstabl
- Ass.-Prof. Dr. Marianne Winkler

#### **OPHTHALMOLOGY & OPTOMETRY**

- Univ.-Prof. Dr. Rupert Menapace Cataract surgery, laser surgery, special lens implantation
- Univ.-Prof. Dr. Stefan Pieh
- Univ.-Prof. Dr. Stefan Sacu Eye surgery, cataract surgery, retinal and macular diseases

#### SURGERY

- Assoc.-Prof. PD Dr. Reza Asari
- Prim. Priv. Doz. Dr. Christoph Ausch
- Univ. Prof. Dr. Thomas Bachleitner-Hofmann
- Dr. Alexander Di Monte Visceral Surgery
- Univ. Prof. Dr. Marek Ehrlich Cardiac Surgery
- Dr. Christian Enserer
  Oncological laparoscopy, single port,
  colorectal surgery
- Univ.-Prof. Dr. Florian Fitzal, MBA F.E.B.S.
- Dr. Med. Andreas Franczak
  Vascular surgery, visceral surgery
- DR. Thomas Filipitsch
- OA Dr. Alexis **Freitas**, F.E.B.S.
- General surgery, endoscopy, coloproctology
- Univ.-Prof. Dr. Josef Martin Funovics

  Abdominal Surgery
- Assoc. Prof. Priv.-Doz. Dr. Mir Alireza Hoda, PhD Thoracic Surgery
- Univ.-Prof. Dr. Thomas Hölzenbein Vascular Surgery
- Prof. Dr. med. Klaus Kaczirek
- OA Dr. Teodor **Kapitanov**, FEBS-AWS General Surgery, Robotic Surgery
- Univ.- Prof. Dr. Walter Klepetko
  Thoracic Surgery
- Univ.-Prof. Dr. Josif Nanobachvili Vascular surgery
- Univ.-Prof. Dr. Bruno Niederle Endocrine Surgery
- Priv.-Doz. Dr. Patrick Nierlich General Surgery, Visceral Surgery, Thoracic Surgery & Vascular Surgery
- Univ.-Prof. Dr. Weniamin Orljanski
- Prim. Univ.-Doz. Dr. Manfred **Prager**
- Priv. Doz. Dr. Alexander Prusa
  Surgery and Visceral Surgery
- Dr. med. Philipp Riss
- Assoc. Prof. Dr. Stefan Riss
- Prim. Univ. Doz. Dr. Sebastian Roka General Surgery & Minimally Invasive Surgery
- Prim. Univ.-Prof. Dr.h.c. Dr. Alexander **Rokitansky** Head of Surgery at WPK

- Univ.-Prof. Dr. Harald Rosen
  Abdominal surgery, obesity surgery, colorectal surgery
- Univ.-Prof. Dr. Sebastian Schoppmann, FACS Oncological surgery
- Assoc. Prof. Priv.-Doz. Dr. Emanuel Sporn Visceral, vascular, breast and minimally invasive surgery
- Univ.-Prof. Priv. Doz. Dr. Oliver Strobel, MBA Specialist in Surgery & Visceral Surgery
- Univ.-Prof. Dr. Béla Teleky

  Abdominal and oncological surgery, vasc.
- Univ. Prof. Dr. Albert Tuchmann Surgery, abdominal surgery & vascular surgery

#### GYNECOLOGY & OBSTETRICS

- Prof. Dr. Ella Asseryanis
- Ass.-Prof. Dr. Daniela **Dörfler**
- Univ.-Prof. Dr. Christian **Egarter**
- Prim. Dr. Dieter Kölle
- Univ.-Prof. Dr. Brigitte **Schurz**
- Univ.-Prof. Dr. Wolfgang Helmut **Umek**

#### EAR, NOSE & THROAT MEDICINE

- Univ.-Prof. DDr. Wolfgang Bigenzahn
  Voice & Speech Disorders
- O. Univ.-Prof. Dr. Wolfgang **Gstöttner** *Head & Neck Surgery*
- Assoc. Prof. Priv.-Doz. Dr. Gregor Heiduschka
  Specialist in ear, nose and throat diseases
- Univ.-Prof. Dr. Birgit Knerer-Schally
- Dr. Reinhard Kürsten
- Prim. Univ. Prof. Dr. Christoph Reisser
- Priv.-Doz. Dr. Sven Schneider
  Professor Ear, Nose and Throat Medicine
  Head and Neck Surgery
- Univ.-Prof. Dr. Berit Schneider-Stickler
  Phoniatrics. Voice and Speech Medicine
- Priv. Doz. Dr. Erich Vyskocil Specialist in ENT, head and neck surge

#### SKIN & SEXUALLY TRANSMITTED DISEASES

- Dr. Klaus Guggenberger
   Allergology, Specialist in Skin & Venereal Diseases
- Mag. Dr. med. Lena Hampel
   Specialist in skin and sexually transmitted diseases,
   dermatological surgeon, Mohs surgeon
- O. Univ.-Prof. Dr. Georg Stingl
  Venereology, Allergology, Immunolo
- Priv.-Doz. Dr. Christiane **Thallinger**

#### INTERNAL MEDICINE

- Univ.-Prof. Dr. Ramazanali Ahmadi Angiology, circulatory disorders, stroke prevention, venous diseases
- Univ.-Prof. Dr. Martin Clodi Diabetes, endocrinology, thyroid and metabolic diseases metabolic diseases
- Assoc. Prof. Pd. Dr. Klaus Distelmaier
- Dr. Walter Ebm
- Univ.-Prof. Dr. Sabine Eichinger-Hasenauer Internal Oncology, Haematology
- Ass.-Prof. Dr. Harald Gabriel Cardiology, Sports Medicine
- Dr. Armaghan Fatemeh Gomari-Grisar
- Doz. Dr. Johannes Grisar
  Rheumatology
- Prim. Dr. Michael Häfner, FESGE Gastroenterology, Hepatology

- Prof. PD Dr. Matthias Hoke
- Univ.-Prof. Dr. Ulrich Jäger
- Univ.-Prof. Dr. Paul Knöbl
- Univ.-Prof. Dr. Christoph W. Kopp
- Prim. Dr. Camel Kopty
- Univ.-Prof. Dr. Wolfgang J. Köstler
  Haematology, Internal Oncology
- Univ.-Prof. Dr. Michael Krainer Medical Oncology, Genetic Analysis
   Ass.-Prof. Dr. Irene Kührer
- Univ.-Prof. Dr. Paul Alexander Kyrle
  Medical Oncology, Haematology, Anaiolog
- Univ.-Prof. Dr. Gerald Maurer
- Univ.-Prof. Dr. Siegfried Meryn

  Gastroenterology Hengtology Endosco
- Univ.-Prof. Dr. Erich Minar
- Univ.-Prof. Dr. Christian Müller
- Dr. Bernhard Parschalk
- Prim. Univ.-Prof. Dr. Rudolf Prager
- Univ.-Prof. Dr. Wolfram Reiterer
- Dr. Verena Sagaster
- Univ. Prof. Dr. med. Christian Sebesta
  Internal Medicine, Gastroenterology, Hepatology
  Haematology and Oncology
- Univ.-Prof. Dr. Martin Schillinger
- Univ.-Prof. Dr. Günther Steger Internal Oncology, Haematology
- OA Priv.-Doz. Dr. Hossein **Taghizadeh**, PhD MSc
- Dr. Med. David **Weidenauer**Cardiology
- OA Dr. Michael Winkler Cardiology
- Univ.-Prof. Dr. Dr. h.c. Christoph Zielinski Oncology, Medical Director

#### CHILDREN'S & ADOLESCENT SURGERY

- Priv.-Doz. Dr. Sebastian Farr Orthopaedics, orthopaedic surgery, paediatric orthopaedics, hand surgery, paediatric hand surgery
- Univ.-Doz. Dr. Rudolf Ganger, PhD
  Orthopaedics, orthopaedic surgery, paediatric
  orthopaedics
- Priv.-Doz. Dr. Christof Radler Orthopaedics, orthopaedic surgery
- Univ.-Prof. Dr. Winfried Rebhand
- Prim. Univ.-Prof. Dr.h.c. Dr. Alexander Rokitansky Specialist in paediatric surgery and adolescent surgery

#### PAEDIATRICS & ADOLESCENT MEDICINE

■ Univ.-Prof. Dr. Manfred Weninger

### ORAL, MAXILLOFACIAL AND DENTAL SURGERY

- DDr. Christoph Glaser
- Assoz. Prof. Priv.-Doz. Dr. Ulrike Kuchler
  Department of Oral Surgery
- Univ.-Prof. DDr. Werner Millesi
- Univ.-Prof. Dr. Dr. Dr. h.c.

  Emeka Nkenke MD, DMD, MA

  Plastic surgery, main areas of practice: implantology, oral surgery
- DDr. Franziska Saletu

  Dentistry, oral and maxillofacial i
- Univ.-Prof. DDr. Gerhard Undt Facial pain & salivary gland disorders

#### NEUROSURGERY

- Univ.-Prof. Dr. Thomas Czech
- em. Prim. Univ.-Doz. Dr. Manfred Mühlbauer Intensive care
- Univ.-Prof. Dr. Walter Saringer

#### NEUROLOGY

- Univ.-Prof. Dr. Roland Beisteiner
- Prim. Univ.-Prof. Wilfried Lang
  Specialist in Neurology & Psychiatry

#### ORTHOPEDICS & ORTHOPEDIC SURGERY

- OA Dr. Farshid Abdolvahab
  Orthopaedic Oncology
- Dr. med. Albert Chavanne Spine Specialist
- ■■ Dr. med. Msc. PhD Vaclav Cink Spine Specialist, Neurosurgery, Orthopaedics & Trauma Surgery
- Priv. Doz. Dr. Stephan Domayer
- Prim. Prof. Dr. med. Martin Dominkus
  Orthopaedics, Orthopaedic Surgery and Sports
  Orthopaedics
- Prof.DDr. Martin Faschingbauer, MBA
- Assoc.-Prof. Priv.-Doz. Dr. Philipp Funovics, MSc
   Orthogogadics orthogogadic surgery tymour surgery.
- Univ.-Prof. Dr. Alexander Giurea
- Prim. Priv.-Doz. Dr. Johannes Holinka
- O. Univ.-Prof. Dr. Rainer Kotz Bone tumour surgery, spinal surger
   Univ.-Prof. Dr. Petra Krepler
- Sports orthopaedics, spinal surg
- Traumatology, Trauma Surgery & Sports Traumatology

  OA Dr. Michael Matzner
- Spine specialist, osteoporosis, osteoart

  a.o. Univ.-Prof.Dr. Mehdi Mousavi
- Traumatology
   Priv. Doz. Dr. Christoph Stihsen
- Spinal surgery & orthopaedics

  OA Dr. Klaus Christoph Thenner
- OA Dr. Markus Winnisch MSc Orthopaedics & Traumatology

#### PHYSICAL MEDICINE &

- GENERAL REHABILITATION

  OA Dr. Michaela Albrecht MMSc
- Prim. Dr. Andreas Kainz D.O. Chiropractic, Osteopathy
- Dr. Anna Warlamides

#### PLASTIC, AESTHETIC &

- RECONSTRUCTIVE SURGERY

  Univ. Prof. Dr. Christine Radtke
- Prim. Assoc. Prof. Dr. Klaus Schrögendorfer, MBA
- OA Dr. Savas **Tsolakidis**, FEBOPRAS

#### PSYCHIATRY &

#### PSYCHOTHERAPEUTIC MEDICINE

- Univ.-Ass. Prof. Dr. Nadja Brandstätter
  Psychiatry & Neurology
- Prim. Priv.-Doz. Dr. Andreas Erfurth
- O. Univ.-Prof. DDr. h.c. mult.Dr. Siegfried Kasper
- Uni.-Prof. Dr. Dan **Rujescu**
- Univ.-Prof. DDr. Gabriele Sachs-Erfurth

#### RADIOLOGY

- Univ.-Doz. Dr. Martin Funovics
- Dr. Suren **Jengojan**
- Prim. Univ.-Prof. Dr. Siegfried Thurnher Interventional radiology, vascular procedures pain therapy

#### RADIOLOGY CENTER

Priv.-Doz. Dr. Philipp Peloschek

Univ.-Doz. Dr. Martha Hoffmann Specialist in Nuclear Medicine Priv.-Doz. Dr. Johannes Sailer

#### TRAUMA SURGERY

- Doz. Dr. Julian Jöstl
- Univ.-Prof. Dr. Richard Kdolsky
  Prim. PD Dr. Franz Kralinger
- Sports traumatology

  Dr. Richard Maier
- Dr. Reinald Schiestel Sports traumatology
- Univ.-Prof. Dr. Robert Schmidhammer Peripheral Nerve, Hand & Microsurgery
- OA Dr. Mark Schurz
  Sports traumatology, arthroscopic surgery
- Prim. Dr. Martin Schwarz
- Univ.-Prof. Dr. Gobert von Skrbensky
- Dr. Paul Stampfl

#### \_\_\_\_

- UROLOGY
- Dr. Michael Chwala
- Univ.-Prof. DDr. Christian KratzikPrim. Dr. Wolfgang Loidl
- Univ.-Prof. Priv.-Doz. Dr. Mesut Remzi
- Urology, Andrology, Robotic Surge
  Univ.-Prof. Dr. Georg Schatzl
- Assoc. Prof. Priv.-Doz. Dr. Christian Seitz Specialist area: urology

#### INDEPENDENT ORGANISATIONS, COMPANIES & OTHER INSTITUTIONS

Dr. Paul **Stuchetz**, MBA Amethyst Radiotherapy Austria GmbH ORTHOBEN – Jürgen **Kahr** 

OA Dr. David **Kuczer** Specialist in Radiation Oncology & Radiotherapy

Affiliated doctors

(excerpt) info@wpk.at

#### ■ Medical practice at WPK

1090 Vienna, Pelikangasse 15 1090 Vienna, Lazarettgasse 25, HSC

■ Medical center

1090 Vienna, Lazarettgasse 25,

1st floor

Tel.: 01/40 180-7010 Fax: 01/40 180-1440

ordinationszentrum@wpk.at

#### Contact Doctors' Network

Dennis Budde

budde@wpk.at

Tel.: 01/40 1 80-1551



#### DOCFINDER

Overview of all WPK phyisicans

wiener-privatklinik.com/doctors/

#### MDDINIT

Media owner: Association of Friends of Wiener Privatklinik, Pelikangasse 15, 1090 Vienna. Editor, publisher & responsible for all content: Wiener Privatklinik, 1090 Vienna. Editorial team: currycom communication partners GmbH. Graphics: KreativAgentur unart.com. Printing: Bösmüller Print Management GesmbH & Co. KG. Produced in accordance with the guidelines of the Austrian Ecolabel, printed on PEFC-certified paper. We attach great importance to diversity and equal treatment. Errors, misprints and typesetting errors excepted.

25

## MORE SPACE, MORE ACCOMPLISHMENT

Wiener Privatklinik is currently expanding its capacity: the official launch took place in August and, since then, work has been underway to create a state-of-the-art medical infrastructure on Mariannengasse. New premises, a network of doctors and a marketing mix are thus coming together to form a highly attractive overall package for doctors.

#### First-class infrastructure

By 2027, €55 million will have been invested in the expansion of WPK: plans include new, larger operating theaters, a hybrid operating theater, a unit for three intensive care beds and a new recovery room in the pre- and postoperative area. There will also be new office space and premises for administration, training, building services and pharmacy, among other things.

#### Strong network of doctors

"The modernization will also improve the digital and organizational networking for existing and new physicians, ensuring that patients can be treated even more efficiently." explains Dennis Budde, head of the medical center. "As a central interface for communication, we are also creating new links within the network of doctors that are easily accessible to everyone."



"In future, we will be renting out space for medical practices and external service providers and want to create additional care options."

Thomas Bogendorfer, MBA. Administrative Director of WPK

"We offer solutions that As a strategic partner to the affiliated generate reach, build trust and strengthen the reputation of our doctors."

Milene Platzer, Chief Marketing & International Relations Officer production, social media management

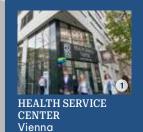
#### **Professional marketing**

WPK helps them showcase their experservices, whether it be advertising ma-

### THE WIENER PRIVATKLINIK GROUP

- Headquarter: Vienna | Austria
- 3 Subsidiary: Prague | Czech Republic







RETIREMENT HOME



Central & Eastern Europe

(4) Hungary

(5) Poland

**6**) Slovakia

(7) Bulgaria

(8) Croatia

(9) North Macedonia

(10) Serbia

(11) Slovenia

(13) Azerbaijan

(14) Georgia

(15) Kazakhstan

(16) Russia

(17) Ukraine (18) Uzbekistan Persian Gulf

20 Saudi Arabia

(**19**) Qatar

(21) United Arab Emirates



