

VBHC expert Dr. Valerie Kirchberger joins heartbeat medical as Chief Medical Officer

Berlin, Germany, 2nd February, 2021. Dr. Valerie Kirchberger has joined heartbeat medical, a leading provider of digital medical products for monitoring and optimising treatments, as Chief Medical Officer. She is an expert in the alignment of medical treatments with measurable and patient-centred quality of care, known as Value-based healthcare.

From 2017 to 2021, Dr. Valerie Kirchberger was responsible for Value-based healthcare in the Strategy Department of Charité – University Medicine Berlin, reporting to the Chief Medical Officer, Prof. Dr. Ulrich Frei. From 2011 to 2016, Dr. Valerie Kirchberger practiced in the Department of Paediatric and Adolescent Medicine at Charité and previously at the Children's Hospital of Ludwig Maximilian University in Munich from 2009 to 2011. Dr. Valerie Kirchberger received her doctorate in 2009 and holds a master's degree in Public Health.

Dr. Kirchberger is a member of the regional leadership committee within the Healthcare Information and Management Systems Society HIMSS, overseeing Germany, Austria and Switzerland. Furthermore, she is part of the Conference Advisory Board of ICHOM, the leading organisation for the standardisation of Patient Reported Outcome Measures.

Yannik Schreckenberger, CEO of heartbeat medical, states, "We are delighted to have Dr. Valerie Kirchberger as our Chief Medical Officer. Her experience and determination align with our vision of placing patient-centred quality at the heart of future care systems. We are witnessing extensive disruptions in the day-to-day delivery of care, and with Dr. Kirchberger, we now have one of Germany's leading VBHC advocates on our side."

Dr. Valerie Kirchberger, Chief Medical Officer of heartbeat medical, adds, "I am very much looking forward to this new chapter and the possibilities it will bring. After many

rewarding and instructive years at the Charité, I am now turning my full attention back to the topic that has inspired me since my studies: The transformation towards a patient-centred and evidence-based healthcare system. To achieve this, the standardised and digital collection of Patient Reported Outcomes is the fundamental leap forward. As heartbeat medical is the leading player in this field within Germany and Europe, being CMO offers me the platform to accelerate change that improves patients' quality of life."

Dr. Valerie Kirchberger emphasises, "In the midst of the Covid-19 pandemic, we must remember that in the future, functioning healthcare systems must be more inherently oriented to the benefit of all patients. Therefore, the safe collection and analysis of Patient Reported Outcomes, embedded in everyday care, is indispensable for stronger participation as well as for continuous quality improvements and a sustainable care system.

About heartbeat medical:

heartbeat medical is a leader in the measurement and analysis of Patient Reported Outcomes (PROs) and their linkage to clinical observations as well as embedding resulting insights into treatments. Founded in 2014, the 40-strong team works from Berlin, Cologne and London on product development and support for over 200 centres, registries and research projects. Patient Reported Outcomes are collected directly from patients in the form of standardized questionnaires and provide insights into the individually perceived treatment effects. Automatically linked with clinical data, a data-based decision-making basis for medical and economic issues is created. The heartbeat medical platform, which has been approved as a medical device, is already being used in a variety of ways in therapies and research as well as in the evaluation of medical components in regulatory procedures.

Further information at www.heartbeat-med.com/en

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