

Press release

Heartbeat Medical appoints Michael Erdtmann as Chief Commercial Officer

Berlin, August 02, 2021. Heartbeat Medical, a leading provider of digital medical devices in the field of Patient-Reported Outcomes (PROs), announced the appointment of Michael Erdtmann as Chief Commercial Officer. As part of the management team, Michael Erdtmann will be responsible for driving the growing new business as well as deepening existing partnerships and providing a bridge between the Medical Devices and Life Science segments.

From 2017 to 2021, Michael Erdtmann led Johnson & Johnson Medical's acquisition of health tech startup Surgical Process Institute (SPI) and, as Managing Director of SPI, has been responsible for sales in Europe since 2019. Prior to that, as Director Strategy & Transformation, Michael Erdtmann realized the introduction of a new sales strategy for Johnson & Johnson's Medical Device Business in Germany and coordinated the centralization and management of multiple staff departments. He looks back on longstanding leadership roles in sales, marketing and process optimization within the international healthcare industry.

Yannik Schreckenberger, CEO of Heartbeat Medical, states: "We are extremely pleased to have attracted Michael Erdtmann, an expert in the market rollout and successful commercialization of innovative healthcare products. His extensive industry experience further strengthens our offers to care providers. Close collaboration with clinical teams remains at the root of care-relevant innovations in Patient-Reported Outcomes, and Michael Erdtmann is the right person to identify and realize these potentials."



Michael Erdtmann, CCO Heartbeat Medical, emphasizes, "After a long time in a leading HealthCare group, I am looking forward to the new challenge at Heartbeat Medical. Sustained measurement of quality outcomes is the holy grail of medical data and key to patient-centered improvement in patient care. We enable all healthcare stakeholders to use PROs in clinical practice and generate real-world evidence."

About Heartbeat Medical:

Heartbeat Medical is a leading provider for the measurement and analysis of Patient-Reported Outcomes (PROs), their linkage to clinical observations as well as embedding resulting insights into treatments. Founded in 2014, the team works from Berlin, Cologne and London on product development and support for over 200 centers, 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, therapy and economic issues is created. The heartbeat platform, which has been approved as a medical device, is already being used in nearly 250.000 individual treatments, as well as multicentric research projects and the evaluation of medical components in regulatory procedures. For more information, visit heartbeat medical at www.heartbeat-med.com/en

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