EUROPEAN HEALTH FORUM GASTEIN

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I am the CEO of Noona Healthcare – an innovative start-up that is revolutionizing cancer care by gathering patient reported outcomes (PRO) data through novel digital technologies. With 15 years of experience as an entrepreneur, healthcare management consultant and researcher, I have an exceptional track-record in computational design and digitalization of healthcare services.

My early research on customer-centered cancer care inspired me to found Kaufmann Agency – the leading healthcare design consultancy in the Nordics. As Managing Director of Kaufmann, I have helped hospitals and Big Pharma to adopt design-led business models and to thrive in an increasingly complex and global healthcare environment.

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