

## “Playfulness and Freedom of Movement”: A recipe for sustainable company success

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### VEPRO celebrated its 30-year anniversary

Customers, partners and employees from Germany and abroad were invited – along with a large number of dignitaries. In mid-June, PACS provider VEPRO celebrated an impressive 30 years of company history in Seeheim-Jugenheim, Hesse.



*30 years, a respectable anniversary for a company – an occasion for a visit from many dignitaries*

How does an IT provider manage to be successful in the market for so long? In this sector, thirty years is an extremely long “lifetime”; many companies disappear long before then among the maelstrom of large corporations. To what does this medium-sized company, headquartered in Pfungstadt, attribute its success? “A sporting playfulness on the part of the management, freedom of movement for our skilled employees, and flexibility in the market.” Harald G. Roth took these founding principles to heart; during the anniversary celebration, the VEPRO CEO and founder emphasized that “congratulations are due especially to our team, with its active participants and lateral thinkers.” With this team, Roth’s software engineering department evolved into a globally active IT specialist for imaging and process management. Solutions from Pfungstadt have now been installed in 60 countries ... “This is the result of a marathon, not a 100-meter sprint,” noted the CEO. He also especially thanked the satisfied customers who provide the IT company with their support and trust.

## Today, the PACS business is global

Distribution partners from the most expansive markets were represented at the international meeting in the Lufthansa training center – including Russia, India and Brazil. CEO and Sales Head Wolfgang Kersten emphasized: “Customers in German-speaking countries still hold a special significance for us, but the PACS business is now global, and foreign implementations have a significant effect on our sales volume. Russia is currently playing a leading role in this dynamic.”



*Left : Horst Baier, Mayor of the City of Pfungstadt; right: Silke Lautenschläger, former Minister for Social Affairs of Hesse and now a DKV Management Board member, accepts a check from VEPRO Board member Wolfgang Kersten for the Deutsche Multiple Sklerose Gesellschaft (German multiple sclerosis association, DMSG).*

In his speech, Pfungstadt Mayor Horst Baier expressed pride that the high-tech company had found solid footing in his city. Silke Lautenschläger, the former Minister for Social Affairs in Hesse and now a Management Board member of DKV, the largest private health insurance company, emphasizes the significance of optimizing processes and increasing efficiency among the service providers – changes that can be created or at least supported by IT solutions across all sectors ... Her general point: this is the only way to finance the health industry, an important generator of jobs, in the long term. Lautenschläger gratefully accepted a generous check from VEPRO for the Deutsche Multiple Sklerose Gesellschaft (German multiple sclerosis association, DMSG), for which she acts as the regional association sponsor.

## Looking toward a sustainable future

How well are we as providers armed for the future? Customer statements make this clear. “Our current challenge involves looking for a stable networking solution for the nearby hospitals, which use a variety of IT solutions,” said Dr. Andreas Wieschen, Medical Director of Radiology at the Institute for Radiology and Nuclear Medicine at the GPR Klinikum Rüsselsheim. “According to the provider, the new product, VEPRO Health Portal VHP, is suitable for heterogeneous environments and may present a solution here – at the same time, it indicates a promising future for the Pfungstadt residents.” “In addition to this promising new development,” added Stefan Paris, a radiologist in the Radiology Department at the Evangelisches Krankenhaus Königin Elisabeth Herzberge in Berlin, “VEPRO demonstrates a high level of flexibility and is constantly adapting to new market requirements” ... overall, this creates the best possible conditions for the next 30 years.