

A 30-Year Success Story in the Field of IT Healthcare

VEPRO AG, one of the first companies to offer PACS solutions, is celebrating its anniversary



Founder Harald G. Roth (on the right): from a pioneer to a renowned provider

The success story of this IT specialist from Pfungstadt began three decades ago. In 1981, Harald G. Roth and a small team of workers founded VEPRO GmbH, now VEPRO AG. The IT solutions that VEPRO developed for the healthcare industry have established themselves worldwide as groundbreaking products. With its current product pillars – its PACS, workflow and cloud solutions – VEPRO has become a successful global player, represented in all of the important locations throughout the world.

Even in 1989, Harald G. Roth recognized the possibility of using digital image processing in the field of medicine. The “PACS” product was first introduced at the Medical World Congress in Vienna. It was so popular that multiple clinics were equipped with VEPRO solutions just in the first year. In 1996, VEPRO first appeared in the international arena at the RSNA in Chicago, introducing the “MEDIMAGE” PACS product. The high level of demand in the United States for what was then a unique IT solution inspired Harald G. Roth to found VEPRO North America in 1998. Since then, the company’s dedication has expanded its German and North American success throughout all of Europe, America, Australia, Asia and Africa. In 2000, when the internet bubble burst, VEPRO had already completed more than 2,200 PACS installations. In 2003, the company’s legal form was changed from a GmbH to an Aktiengesellschaft (stock corporation). Since VEPRO recognized early on that the future of the health industry was in process optimization, it developed VIS, the VEPRO Information System; the new system was introduced to the national and international market in 2004. The same year, the world’s first Enterprise PACS solution, combining all of the modalities and subsystems from all of the specialized departments of a 1,000-bed clinic, was implemented with great success. In 2009, the VHP (VEPRO Health Portal) was market-ready, and was immediately introduced successfully in France and Brazil.

Today VEPRO offers cloud solutions worldwide, fulfilling the need to call up information for all patients and make diagnoses at any time, anywhere. In addition, three new subsidiaries have been founded in Europe in the past 12 months, and more will follow.

“Our company’s success is due to our long-term strategy and our dedicated employees,” explains President Harald G. Roth. “With our innovative team, our groundbreaking solutions, our first-class service and our desire to be the best, we will keep writing the next chapter of our success story,” adds Member of the Executive Board Wolfgang Kersten.

On June 16, 2011, the company will celebrate its thirtieth anniversary with an event at the Lufthansa Training & Conference Center Seeheim near Frankfurt am Main. “We are looking forward to an exciting program, with presentations from representatives in the fields of politics and industry, in a pleasant and cheerful atmosphere,” says the invitation from VEPRO.