

ICU

MANAGEMENT & PRACTICE



Relaunch of the Xenios Website – Now harmonised with that of its parent, Fresenius Medical Care



The Xenios AG, pioneer in extracorporeal heart and lung support, has restructured its website. Xenios AG has been part of the Fresenius Medical Care Group since 2016 and the new design also serves to bring the company visually in line with the brand image of its parent. www.xenios-ag.com

With this newly structured website, the medical technology company based in Heilbronn, Germany, has managed to create a well-structured, state-of-the-art information and learning platform to aid doctors, customers and business partners. The main focus of the redesign aimed at producing a user-friendly site that would provide fast and easy access to important product and therapy information.

Xenios Campus, the e-learning platform of the Xenios AG, was newly configured at the same time. Users are now able to find learning and therapy content they need with just a few clicks.

“With this relaunch, we are not only directly addressing and satisfying the needs of our business partners, we are also taking a major step towards integrating our products and therapies into the parent company, Fresenius Medical Care,” confirms Xenios AG CEO Dr. Andreas Terpin.

The relaunch was presented to an audience of medical professionals attending the EuroELSO Congress in Barcelona, from 10th to 13th April.

Published on : Wed, 8 May 2019