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**Robert Schneider, New Chief Executive Officer - SpiFa & Managing Director, Sanakey GmbH**

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Robert Schneider is the new Chief Executive Officer at Spitzenverband Fachärzte Deutschlands e.V. (SpiFa). The aim of the SpiFa is to represent the overriding interests of specialists in clinics and practices, as well as their political implementation at federal and state level and presentation to the public. It bundles specialist medical interests and represents them vis-à-vis politics, self-government and other independent medical associations. With its regular and associated member associations, SpiFa represents over 160,000 of the medical specialists working in Germany in clinics and practices.

In January 2017, Schneider started as Association Director in SpiFa and stayed at this position till October 2021. He will now take on the role of Managing Director at Sanakey GmbH. The Sanakey Group supports medical professionals in Germany and is committed to enable healthcare providers to deliver modern and efficient care through innovative products. Sanakey Consult also advises companies, associations and service providers how to improve supply innovations and the structure of the healthcare system.

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