

Sectra Establishes Direct sales channel in France



International medical imaging IT company [Sectra](#) (STO: SECT B) has established a new country operation for direct sales and services in France and appointed Audrey Boulinguez as President of Sectra France. This will allow Sectra to extend sales and services of its full medical IT product portfolio to the French healthcare market.

“We believe the timing is right for a more aggressive strategy in this market,” says Torbjörn Kronander, President and CEO of Sectra AB. “The French government’s directive for providing better care efficiency through region-wide cooperation (GHT) within healthcare is placing high demands on consolidation of the hospital’s IT systems. Sectra has extensive experience from markets where similar changes have taken place, such as the UK and Scandinavia, where Sectra has delivered some of the largest enterprise imaging solutions to facilitate collaboration and sharing of information. This puts us in a very good position to help French care providers tackle this challenge.”

Sectra has been active on the French market via a partner since 2006 and already has a large number of installations of imaging IT systems around the country. In January this year, Sectra also acquired RxEye AB, which sells cloud-based IT services for remote viewing of medical images and has a large, established network in France. This gives Sectra a solid foundation for further expansion into the French healthcare market.

Audrey Boulinguez joins Sectra from Philips Medical Systems, where she has been Senior Market Manager International. She also worked for Sectra’s partner in France between 2006 and 2013, serving as Regional Director for the last three years. “Audrey Boulinguez has in-depth knowledge of French customer needs and the strong leadership needed to drive our operation in France forward and we are very happy to see her join our team,” says Torbjörn Kronander.

Meet Sectra France at SIFEM in Geneva (June 9-11), at EUSOBI in Paris (September 23-24) and at JFR in Paris (October 14-17).

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