

VISUS Strengthens Commitment in Northern & Eastern Europe



VISUS, international provider of comprehensive image management solutions, is expanding its commitment in Northern and Eastern Europe. Since August, Timo Aarnio supports the team Sales Management Nordic & Baltic. "With this step, we intend to expand our good market position in the region and ensure an optimal support of partners and projects," said Peter Rosiepen Vice President International Sales at VISUS. Aarnio will support the partners from the office in Veikkola, west of Helsinki, and minister the more than 180 installations in Finland, Sweden, Norway, Denmark, Estonia, Latvia and Lithuania. Aarnio can draw upon over 20 years experience in the field of radiology. After many years with OneMed, the distributor of VISUS in Northern Europe, and after a brief interlude with a provider of healthcare IT he came to the company in Bochum. "We appreciate in particular his expert knowledge and his excellent contacts which he has especially to the greater hospitals," said Rosiepen.

The Vice President International Sales sees Russia as the future market. To establish the PACS solution JiveX there, the distributor European Medical Distribution, who has been active for VISUS for over two years, opened an office in Moscow. "Hospital information systems are already established in Russia, the interest in PACS, however, is currently very high," describes Rosiepen the market in the giant country. "Especially in demand are effective solutions, such as DICOM Mail for fast and secure data exchange as hospitals struggle with particular problems in the network infrastructure." Currently, JiveX runs the certification as a medical product by the responsible Russian Ministry. First potential projects are emerging in hospitals in Krasnoyarsk and St. Petersburg. "With EMD, we see good opportunities, to introduce and establish our image management solution in the growing market of Russia on a long term basis," Rosiepen is sure of.

Published on : Mon, 20 Sep 2010