



## **Health Economist Professor Wilfried von Eiff Sets up new Health Care Management Focus at HHL**

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HHL Leipzig Graduate School of Management is proud to announce the appointment of Prof. Dr. Dr. Wilfried von Eiff as a new Professor of Health Care Management. Prof. Dr. Dr. von Eiff will be setting up a new Center for Health Care Management at HHL. The internationally renowned health economist will also give new impetus to the teaching and the executive education at Germany's most traditional business school. Born in Gießen, Germany, the professor has been holding the Chair of Hospital Management at the University of Münster (WWU) for many years. HHL's aim in choosing him is to enhance its profile in health economics as one of the most important future challenges. The new research center will be funded by COGNOS AG as part of the strategic partnership with HHL announced at the beginning of October this year.

HHL Dean Prof. Andreas Pinkwart commented: "We are delighted to have gained an acclaimed academic such as Professor von Eiff with his interdisciplinary experience in economics and medicine and excellent connections on both a national and international level. By appointing Professor von Eiff, we have reached a further milestone in our HHL Future Concept innovate125.?" Professor von Eiff is a qualified Professor of Economics who also holds a doctorate in medicine. In appointing Professor von Eiff, Professor Pinkwart underlined, HHL was gaining an expert with a focus on hospital management and health economics, as well as with profound insights into the research-based pharmaceutical industry, and the medical and health industries as a whole.

New at HHL: Health Care Management as Elective Modules in HHL's MBA Program as well as Life-Long Learning Programs

Professor von Eiff's tasks at HHL include developing and coordinating the optional modules in the part-time MBA program, as well as designing innovative modules for the executive program on current issues in health care management. In the medium term, the research program of the new center is to be determined in close consultation with HHL's Center for Advanced Studies in Management (CASiM).

Professor von Eiff has managed the Centre for Hospital Management (CKM) in Münster since 1994. Amongst others, his work focuses on care research and health technology assessment, ethical issues and economics in medicine, purchasing and logistics management, and quality and risk management. Professor von Eiff acts as a Health Economics Consultant for the International Institute for Health Economics. His main tasks consist of evaluating health economics innovations as to their medical and economic evidence and assessing whether they can create added value and lead to better patient outcomes. In view of the chronic underfunding in the health system, Professor Wilfried von Eiff's aim is to raise quality and efficiency while maintaining or even reducing costs.

HHL Leipzig Graduate School of Management

HHL Leipzig Graduate School of Management is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially-minded leaders. In addition to HHL's international focus the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. [www.hhl.de](http://www.hhl.de)

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Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden. [www.hhl.de](http://www.hhl.de)

Anlage: Bild

