

**CV:** *Manfred Pferzinger is Deputy Academic Head, Head of Institute Health Management and Programme Director for Management of Health Institutions at the IMC University of Applied Sciences in Krems (Austria). Furthermore he is Research Associate at the private University for Health Sciences, Medical Informatics and Technology (UMIT) in Hall in Tyrol (Austria) at the Institute for Management and Economics in Health Care (IMÖG). Prior to that Manfred studied economic sciences at the University of Applied Sciences in Upper Austria at the School of Management, at the University of Skövde (Sweden) at the Institutes for Health Science, Economics and Business Administration.*

*Over the last years Manfred has intensified his scientific activities due to the human-centered innovation in healthcare and the future of health in general by using the method of Design Thinking.*

*As an entrepreneur and founder he has more than ten years of industry experience. Prior to that, he gained experience in other areas, such as food production, optics and hearing aid acoustics.*