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Stegmaier, P.: „IGES 2.0: stronger together and further into Europe", in „Monitor Versorgungsforschung" (02/25), S. 14. http://doi.org/10.24945/MVF.02.25.1866-0533.2701

IGES Group continues internationalisation and becomes part of the athagoras Group

IGES 2.0: stronger together and further into Europe

'You don't need to be in the consulting business these days if you can't do Europe.' This is the motto according to which the owner of the IGES Group, Prof. Dr Bertram Häussler, has been building up the company with eight European country organisations - from Italy to the UK and Norway - under his own steam for around a decade. Häussler, owner of the group, is now igniting the next stage of expansion by transferring a large proportion of his shares to the athagoras Group, another international consulting company in the health science sector. This will provide IGES with capital for further expansion, but above all with expertise in the areas of marketing authorisation, market access and pharmacovigilance as well as artificial intelligence (AI).

>> According to Häussler, the EU expansion to date has 'cost an incredible amount of capital'. Growth has so far been largely financed by bank loans and repaid from cash flow. With the resulting seven subsidiaries plus a branch in Europe, IGES (1) is 'already much bigger than someone who has nothing at all', says Häussler, 'but still comparatively weak when it comes to really big projects'.

As a privately owned company, IGES has achieved a great deal and has established a good, if not excellent, position: The 15 companies in the group (13 of which deal with health) have been working on issues relating to health, mobility, education and housing for their customers since 1980. 'We have reached a great point,' Prof Dr Bertram Häussler, the owner and head of the IGES Group, told 'Monitor Versorgungsforschung', 'but now the journey behind this point begins with a really big financial outlay'.

With the potential of the athagoras Group (2), which in turn is financed by the investment company Greenpeak Partners (3), IGES is building on a strong partnership for joint market development and further development of the service portfolio. Athagoras itself writes on its homepage: 'We provide the financial resources your company needs to continue to grow successfully in the future. This enables you to leave restrictions and bottlenecks behind and expand successfully in order to play a leading role in the market in the long term.' And he continues: 'By joining athagoras, you are securing the future of your company.

By belonging to a strong group of companies, you will be better able to overcome difficulties and expand successfully in order to play a leading role in the market in the long term. Your name and your corporate culture will be preserved.'

It is precisely these statements that seem to have convinced Häussler. He says: 'I will remain the CEO of the IGES Group. Nothing will change in that respect.' The advantage for Häussler, however, is the extension of the workbench thanks to the enormous synergy potential of the partners. The likelihood of being able to support a satisfied customer across the entire value chain, right up to market access and beyond to pharmacovigilance, the use of AI and real-world evidence, increases due to the growth in expertise and experience.



Prof. Dr. Bertram Häussler

This starts, for example, with companies that deal with regulatory affairs. Häussler is thinking in particular of the English company S-cubed Ltd (4), the Swiss company MIGx AG (5) and another newly acquired northern European athagoras company called Quantify Research (6). The company, which has offices in Stockholm, Chandigarh, Copenhagen, Helsinki and Oslo, was only founded in 2011, but serves nineteen of the world's twenty leading pharmaceutical companies in three core areas: Real-World Evidence and Analytics (RWEA), Modelling, Access & Strategy (MAS) and Evidence Review & Synthesis (ERS).

'The integration of IGES into the athagoras Group with its strong companies in the areas of digitalisation, data management, real-world evidence and regulatory affairs creates optimal synergies for all customer groups,' explains Häussler. In this way, IGES can offer its international public and private customers from the healthcare sector an even stronger platform within the athagoras Group. Within the alliance, expertise in the areas of healthcare systems, health technology assessment, market access, medical technology and pharmaceuticals could be 'optimally utilised in a future-oriented, data-based and AI-supported manner.

The CEO of athagoras, Dr Roman-Marcus Rittweger, known to the industry as the founder of ArztPartner almeda and the digital health insurance company ottonova, adds that 'the companies of the athagoras Group will become an integrated provider in the fields of life sciences, innovation and healthcare systems' through the IGES Group. And vice versa, of course: 'The IGES Group optimally complements our existing competences in order to master the challenges of our customers in complex healthcare systems. I am delighted that we have been able to recruit Bertram Häussler for this integration, who will lead the IGES companies as part of the athagoras Group as Chairman of the unchanged Management Board." <<

by: MVF Editor-in-Chief Peter Stegmaier

Links
1: https://www.iges.com/
2: https://athagoras.com/
3: https://www.greenpeak-partners.com/
4: https://www.s-cubed-global.com/
5: https://migx.ch/
6: https://quantifyresearch.com/