

## PRESS RELEASE

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### **vitagroup Welcomes Matt Cox as New Chief Customer Officer**

**(Mannheim, 17/07/2024)** – vitagroup is delighted to announce that Matt Cox has joined the vitagroup HIP division as its new Chief Customer Officer (CCO), effective 17 July 2024. In his role as CCO, Matt is responsible for overseeing the entire market organisation, including sales, marketing and customer experience.

"We are very excited to have Matt on board," says Dr Nils Hellrung, Director Strategy & Operations of vitagroup. "We are certain that Matt's extensive experience and leadership will be invaluable in further positioning the vitagroup Health Intelligence Platform in the international markets. Having him on board is a significant step forward in our mission to deliver exceptional value to our customers through our innovative digital solutions and to drive forward our vision to improve the healthcare of tomorrow."

#### **Exciting new tasks at the forefront of healthcare digitalisation**

As Chief Customer Officer, Matt Cox's responsibilities will include developing the strategic direction of the market organisation, enhancing customer experience, overseeing sales, marketing, business development and driving new customer business. "I am really looking forward to my new role at vitagroup," says Matt Cox. "In addition to the great team, I was impressed by vitagroup's mission and market leading products. I firmly believe that healthcare systems need trusted and complete data to help make better decisions actively with their colleagues, with citizens, patients and the carers. The pace of digital innovation is break-taking and vitagroup's Health Intelligence Platform will enable health systems to connect to these wonderful digital technologies safely and securely, connect to the right data and is fundamental to evolution of personalised healthcare services."

With over 20 years of experience in digital and data technology, Matt Cox brings significant market power to vitagroup. He has a proven track record in business growth, sales, consulting, and strategic roles. Matt is dedicated to creating high-performing teams that help clients transform through digital services and products. His passion lies in problem-solving and providing solutions that make a significant impact to people. Matt has successfully grown businesses for Better, Kainos, and BAE Systems across the healthcare, central government, and private sectors.

[The German version of the press release can be found here.](#)

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### About vitagroup

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At vitagroup, more than 300 specialists across Germany work day after day to sustainably improve healthcare through advanced technology and intelligent services. Our digital products and networked solutions are already realising what many consider to be a dream of the future. For more than 20 years, we have successfully established innovative healthcare solutions and services in the market. All our knowledge and experience is bundled in our HIP Clinical Data Repository (HIP CDR) and HIP EHRbase.

### vitagroup HIP – Digitalisation without vendor dependency

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The HIP CDR is the vendor-neutral backend for interoperable clinical application systems - the complete, seamlessly integrated total solution. HIP EHRbase, the robust and lightweight openEHR backend, is the flexible, scalable open-source solution for mission-critical eHealth infrastructures.

With our strong team of experts, we are the reliable partner for all stakeholders in a networked, patient-centred healthcare system of the future.

**For better care, better prevention and better diagnosis. But above all for better health. vitagroup – HEALTH INTELLIGENCE >><https://hip.vitagroup.ag/en/>**

### vitagroup press contact

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Do you have any questions about your reporting? Then Anja Dolski will be happy to help you at any time.

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