



*MedCrunch is the leading **cross-specialty health** magazine for **forward-thinking** minds, accompanying the **metamorphosis of healthcare** through a new channel of **high-quality** journalism.*

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*MedCrunch is the leading destination for brave thinking and bold ideas in Health. MedCrunch engages its audience with breakthrough insights into the world of healthcare with cross-specialty insights from arts, design, technology and business. With exceptional talent deployed against the world's most important and intriguing topics, MedCrunch is the source of information, commentary, and analysis, not only for the forward-thinking physician, but for anyone interested in health that wishes to be challenged, informed and enlightened.*

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**MC Stats**

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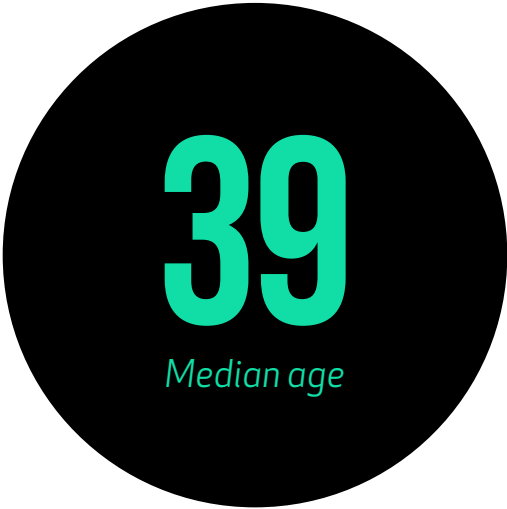
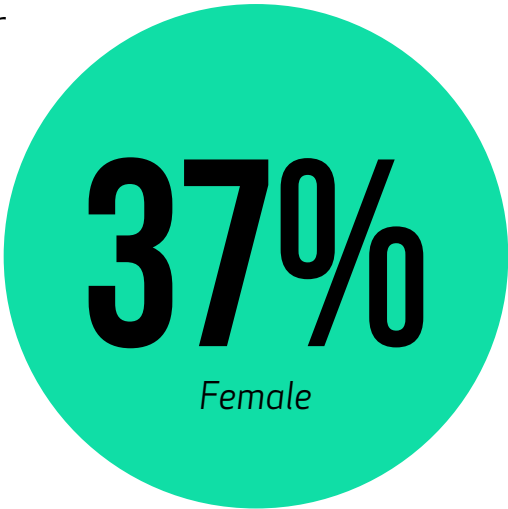
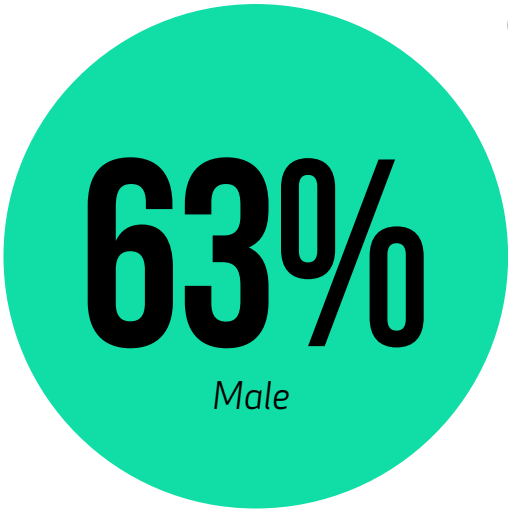
**51,627**

*Average unique monthly visitors*

**71,547**

*Average monthly page views*

Gender



**272,000\$**

*Median HHI*

*Location*

**41,1%**

*US*

**53,4%**

*Europe*

**4,9%**

*Asia*

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MedCrunch was initiated by  
**Franz Wiesbauer, MD, MPH** and  
**Lukas Zinnagl, MD.**

Both having started companies in the health 2.0 arena in Vienna. Both sharing a passion for topics at the crossroads between medicine, technology, design, and more philosophical topics. Franz and Lukas like to think out of the box and see things from a different perspective. **What are the key success factors for physicians? What makes physicians tick? How can we hack medicine to maximize both our personal happiness and patients' health?** These are just some of the questions addressed in this magazine. By deconstructing and bundling the knowledge about a physician's job and other elements surrounding medicine, Lukas and Franz have created a new kind of online magazine. One that deals with topics that you won't find in the NEJM or The Lancet. Topics that will change the way physicians view the practice of medicine.

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**Anna Banicevic**

- Managing Director -

*Anna graduated from Leeds University in 2004 in Politics and French Literature. She then founded a magazine featuring young artists, designers and photographers working in Austria and Eastern Europe. Later, Anna spent six working at Google. Previous to MedCrunch Anna worked as Director of Programming at TV1, an independent news station in Bosnia. She is passionate about investigative, in-depth journalism that exposes problems, illuminates issues and provides practical or philosophical solutions to readers.*

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**Roberta Pesce**

- Managing Editor -

*Based in Madrid, Roberta graduated from Erasmus University in Health Economics, Policy and Law in 2011. During her academic path, she focused on researching socio-economic inequalities in healthcare utilization in the rural areas of India. She has worked at Ashoka: Innovators for the Public, analyzing new disruptive patterns within the global health system -ranging from health systems to start-up business models. Over the past six years she has been working for an Dutch publishing firm as Marketing Manager and Executive Editor.*



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**Susan E. Williams**

- Associate Editor -

*Susan Williams writes about spectacular science and technology and how it alters the way humans interact with their everyday lives. She explores experiments at the intersection of health care and technology, particularly around how mobile apps, games and sensory apparatus are changing the way we pay attention, understand, and make decisions about our bodies, emotions, and behavior. Susan received her BA in cultural anthropology from Columbia University and her MA in East Asian Culture, with an emphasis on Japan, from NYU. She is on the board of Health 2.0 Seattle, and works (and believes) in social media communications for health care and science.*

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**Ben Maximilian Heubl**

- Contributing Editor -

*Ben Heubl is a Health 2.0 advocate and an expert in the innovation business consulting arena of this industry. His main interest is how to use technology to make an impact for patients and hereby targeting the intersection between entrepreneurship, open innovation, technology and large corporations. Ben co-organized TEDMEDlive Bologna and is TEDMED delegate, is non-for-profit founder of Health 2.0 Copenhagen, Medstartr (EU division) and MyHealthInnovationBlog. Meanwhile he is a mentor at HealthXL, works with ICG and supports KairosSociety and its student's engagements in healthcare innovation.*

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**Ryan Fitzpatrick**

*- Head of Sales and Educational Partnerships -*

*Most recently Ryan worked as a European Sales Director at WebMD Global/Medscape. He has 12 years business development and sales experience with SME's and multi - national companies. Additionally he has 8 years experience of providing educational and promotional programs to global pharma , biotech and medical device companies with focus on oncology, cardiology and radiology. Ryan is passionate about Sales.*

**Stesha Doku** - Contributing Writer

*Stesha Doku is a physician, web designer/developer and photographer. Always interested in the intersection between technology and medicine, Stesha received her MD from Stanford University School of Medicine after studying biomedical engineering at Duke University. Her writing focuses on design in healthcare and the use of technology in enhancing medical education and culture.*

**Alejandro I. Marcano** - Contributing Writer

*Alejandro wishes to be the orthopaedic surgeon of the future. His multicultural background and education has led him to take into account different thoughts, methods and patterns from other disciplines to combine and produce completely new ideas for the medical world. An avid advocate of new technologies and formation of future generations, Alejandro wishes to inspire a new way of thinking about medicine.*

**C.J. Lion** - Contributing Writer

*C.J. Lion is a contributing writer at MedCrunch. Currently studying public health at Karolinska Institutet in Stockholm in Sweden, he will be attending medical school at Georgetown University in the fall of 2013.*

**What our network thinks of us:**

**Eric Topol** — *'MedCrunch is an extremely useful site to keep up with the innovations in medicine and medical technology, with unique and helpful perspective!'*

**Roman Rittweger** — *'MedCrunch is THE innovation information hub in the global healthcare ecosystem'*

**Greg Matthews** — *'As someone whose job is focused on health innovation, I keep MedCrunch at the top of my reading list due to its fresh voice, global perspective and great writing.'*

**John Nosta** — *'MedCrunch is a smart, informed and comprehensive source for health and medicine. The eclectic perspective allows me to stay ahead of the news and develop a unique perspective based on important issues and trends of the day.'*

**Kevin MD** — *'MedCrunch provides an insightful worldview on the intersection of medicine, technology and design. It's one of my daily reads.'*

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