

News

Training courses September to the end of December will once again be the peak period of activity at the Porsche Akademie. A total of 15 one-day and several day events are on offer, covering an extremely wide range of topics. In addition to seminars dealing with the themes of the lean enterprise, train-the-trainer (Kaizen/CIP), lean development and lean products, the events, held in Bi-ettingheim, will primarily focus on the “just in time” production system. (www.porsche-akademie.de)



Hat-trick in Frankfurt At the International Motor Show (IAA), held in Frankfurt from 13 to 23 September, Porsche Consulting will be represented on the Porsche stand in its own right, for the third consecutive year. This will enable it to showcase itself to the specialist visitors and automotive fans under the Porsche brand name. What is more, the consulting company expects a great deal of interest from clients within the automotive supply sector, with Nadine Fäustle (photograph, left), ready to employ her tried-and-tested skills to attend to these clients' needs.



Rapprochement Sister Katharina Mock's religious beliefs alone forbid her from ever driving her own Porsche. Yet the managing director of St. Vincenz Hospital in Paderborn had no reservations about coming into contact with such a vehicle. As part of a project run by Porsche Consulting in the hospital, Sister Katharina felt completely at home sitting in a Cayenne, as the photograph proves.

“Great Success in a Short Period of Time”

Following the successful launch at Freiburg University Hospital, the number of hospital projects is continually increasing. This is sufficient reason for Porsche Consulting to strengthen its team with specialists from the field of medicine. Daria Ostovan and Gerald Tomenendal have recently joined the team of consultants.

Why have you transferred from the hospital to the consultancy sector?

Daria Ostovan: “As a doctor, I spent years looking at the structures and general conditions within hospitals. The realisation that the greatest commercial potential within the healthcare sector lies precisely in improving

the efficiency of hospitals motivated me and ultimately led me to take this step.”

Gerald Tomenendal: “In my former position I had to work within rigid structures that made it almost impossible to institute any change processes. Consulting offers me the opportunity, as an external partner, to make a positive contribution towards shaping change.”

First advising patients, now advising clients—how difficult was it to adjust?

Daria Ostovan: “It is certainly difficult no longer being in the operating theatre, as I really enjoyed performing operations. However, doctors and nursing staff generally concentrate on medical care, whilst the general conditions and organisational requirements are neglected. It is all too rare that patients are seen as customers, with personal needs. This involves not only medical care but also a structured treatment process with short waiting times and as short a stay in hospital as possible.” ▶



Daria Ostovan (32) worked for more than four years in accident and emergency and orthopaedics. During this time, he was jointly responsible for DRG coding and drug control, as well as his medical duties. Before transferring to Porsche Consulting, he was in charge of the externally supported project “More doctor per patient” for his former employer, and studied hospital management and health economics (MBA) in Dresden.



Gerald Tomenendal: “I didn’t find it difficult to make the change. While working for Rhön-Klinikum AG and dealing with due-diligence inspections and the foundation of centres for medical provision, I had to get to grips with new structures within a short time and I always found that very exciting. Now I am experiencing that on a much more intensive level.”

What did you think of your first months at Porsche Consulting?

Gerald Tomenendal: “The work and the field of activity is even more interesting than I expected. Above all, I am impressed by the intensity with which solutions and measures are drawn up jointly with the clients, in workshops. That increases clients’ acceptance of consultants

and makes it easier to implement the measures in the short term.”

Daria Ostovan: “I find it inspiring that you can achieve successful results within a short period and that these are then implemented rapidly. I was also surprised by the pleasant working atmosphere and the informal dealings with colleagues, which made starting work here easy for me.”

In your opinion, what are the greatest challenges you face?

Daria Ostovan: “The real challenge is initiating the process of changing the way our customers think. Many do not understand the concept of a process-orientated way of working and it requires a great deal of work to convince them.”



First a nurse, then a student of health economics at Bayreuth University, finally a researcher on a project for the Federal Centre for Health Education (FCHE): Gerald Tomenendal (31) got to know healthcare from various angles before he entered Rhön-Klinikum AG and completed a 15-month training programme. Following this, he worked as project supervisor for the vice president of the management board, with his main responsibilities lying in the fields of hospital acquisitions and centres for medical provision.

Gerald Tomenendal: “Even as regards the flow of patients, there are many ways of standardising working processes and making them leaner, without impairing the quality of medical treatment. Working on this problem within an interdisciplinary team offers a great deal of excitement and potential.” ◀

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Responsible for content in line with the Press Act:

Eberhard Weiblen, Managing Director of Porsche Consulting GmbH

Editor:

Anton Hunger, Director Corporate Communications,
Dr. Ing. h. c. F. Porsche AG

Project management | Coordination:

Dunia Fernández, Jochen Haberkorn, Bernd Würsching

Editing | Advice:

Head-Line
Die Redaktion GmbH, 70372 Stuttgart

Graphic design | Artistic direction:

Alex Bernet, Gianluca Sarra
Vischer & Bernet GmbH, 70180 Stuttgart

Contact address:

Porsche Consulting GmbH
Porschestrasse 1
74321 Bietigheim-Bissingen
Germany

Telephone +49-711-911-12111

Fax +49-711-911-12203

E-mail caracho@porsche.de

Internet www.porsche-consulting.de

Overall production:

Raff GmbH, 72585 Riederich

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Porsche Consulting GmbH

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Advisors:

Michael Macht,

Executive Vice President Production and Logistics, Porsche AG

Thomas Edig,

Executive Vice President Human Resources, Porsche AG