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## THE-ICE 9<sup>th</sup> IPoE (International Panel of Experts) Forum 2015 Benchmarking Roundtable Series Workshop: Keynote Presenter

### Mag (FH) Dr Phil Manfred Pferzinger

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Dr Manfred Pferzinger is the Programme Director for Business Administration for the Public Health Sector and Management of Health Institutions at the IMC University of Applied Sciences in Krems (Austria).

Furthermore he is a Research Associate at The Health and Life Science University (UMIT) in Hall in Tyrol (Austria) at the Institute for Management and Economy 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 six years he has intensified his scientific activities due to the human centered standardisation in medicine and the future of health in general by using the method of Design Thinking. Due to that he obtained his doctoral degree from the Department of Public Health and Technology Assessment at the UMIT.