

Media Information
19th September 2007

ASCO AWARD 2007 – Award for Kappler Management AG

On the 18th September 2007, within the framework of a festive event, Arnold Kappler, the owner of Kappler Management AG, together with Toni Scartazzini, the Director of the Bellikon Rehabilitation Clinic (Rehaklinik Bellikon), received the award for „Excellent Business Transformation“.

ASCO, the Industry Association of Swiss Company Consultants, presented its award for the „Best and most durable Business Transformations“ for the second time, and the event was held under the patronage of economiesuisse.

A jury of well-known personalities (see Appendix) examined the submitted „cases“. The award "should, among other things, document the fundamental reorientation of a company, should emphasise the successful relationships between customers and consultants and point out extraordinary success" (quotation from the invitation). The award is made jointly to the customer and the consultant, as they have both made a contribution to the successful result.

The award of a prize is certainly very satisfying, but is very soon a thing of the past! In the case of our ASCO award for „Excellent Business Transformation“, we would like to point out that a professional jury has thereby certified the „Best Practice“ of the Kappler Management AG for its work within the context of its consultation mandate. This qualification is a motivation for us, and also gives us an opportunity to further develop our profile in the future, within a sector where we have many competitors.

The „Bellikon Rehabilitation Clinic“ mandate included a strategic re-alignment of the largest accident rehabilitation clinic in Switzerland. Or more accurately: „From the protected niche (accident rehabilitation clinic of Suva) into the world of free competition“. Following a comprehensive strategy review, a new formulation of the services offered by the clinic and the adaptation of the organisational structure, a forward-looking marketing and communication concept was also formulated, a particular focus of which was the targeted build-up of the „Bellikon“ brand name.

A catalogue of operative projects and a Balanced Scorecard ensured that the concepts and strategies that had been drawn up would be implemented in a targeted and lasting manner.

Conclusion: With the newly-formulated strategy that has been introduced and experienced today, the „Bellikon Rehabilitation Clinic“ has brought about a real change within its operation. Mentally and visibly with the Corporate Design. The Bellikon Rehabilitation Clinic has recognised the requirements of the competition and of the relevant markets, and has aligned itself to the new situation in good time and on its own initiative. In particular, within the context of the „New Case Management“, the Bellikon Rehabilitation Clinic, as a leading clinic, is able to make offers to both its investors and its patients that are in line with the real market conditions.

The members of the jury for the ASCO Award 2007 for the „Best Business Transformation“ were:

- Leonhard Fopp, Past President ASCO, Continuum AG (Jury Foreman)
- Eckhard Baschek, Editor, „Handelszeitung“
- Robert Bider, CEO, Hirslanden Private Clinic Group
- Hans Peter Fässler, CEO, De Sede AG
- Ueli Forster, VRP, Forster Rohner AG
- Markus Hongler, CEO, Zürich Schweiz
- Professor Christoph Lechner, University of St. Gallen
- Armin Meier, Group CEO, Kuoni Reisen Holding AG
- Klaus Oesch, CEO, Orell-Füssli Group
- Wilhelm Wälti, member of the board, SAP (Switzerland) AG
- Toni Wicki, CEO, Ruag Holding

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ANALYSES – CONCEPTS - IMPLEMENTATIONS