



Training for young talent – medisana and the FOM University are teaming up

Neuss, 24.01.2021. The innovative strength and high employment density have made the health sector one of the most important growth and employment motors for the German economy. In order to develop the sector continuously and also to advance digitization in Düsseldorf and Neuss, specialists and managers with appropriate professional and academic training are in demand. medisana GmbH and the FOM University of Applied Sciences in Düsseldorf and Neuss have taken this as an opportunity to bring their competences together and embark on a cooperation together.

In the future, FOM and medisana GmbH will offer a dual study concept in four different areas: “Finance & Banking” and “Marketing & Digital Media” in Düsseldorf as well as “Business Administration” and “Health and Social Management” in Neuss. As a leading specialist in preventive health care, medisana aims to support and train its trainees and employees in the best possible way and to prepare them for the World of work 4.0 in an optimum way. When the contract was signed by Managing director Thomas Hollefeld and Human Resources manager Mark Dittrich of medisana as well as Rebecca Wanzl, Managing director of FOM in Neuss, both sides emphasised the importance of qualitative training for young talent for the future of a company. Thomas Hollefeld: “In order to remain attractive as an employer, we decided to cooperate with FOM. In addition, we can also promote the skills of specialists and young talent accordingly and have added value as a company.” Rebecca Wanzl emphasised once again that the rapid change in the labour market is making many new demands on the workforce: “And we prepare our students for this at FOM.”

Medisana is currently looking for suitable trainees – applications are still being considered. More information about the dual study program at FOM can be found at: www.fom.de/studiengaenge/duales-studium.html.

medisana is one of the leading specialists in the home healthcare market. For over 35 years, the German company has been dedicated to the health of people with the motto “Your health in good hands.” medisana is a pioneer in the trend of mobile health management and provides future-oriented products for modern everyday life in an increasingly networked world. In the field of massage, the company based in Neuss is the German market leader. medisana develops, markets, and sells products related to mobile health, health monitoring, wellness, sport, personal care, therapy, and healthy homes to health-conscious consumers around the world.

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With over 57,000 students, FOM is the largest private university in Germany. It offers professionals and trainees in 32 cities in Germany and in Vienna the opportunity to take part-time, practice-oriented Bachelor's and Master's degrees in the fields of economics, health and social affairs, IT management and engineering. The degrees are recognised by the State and internationally. FOM was initiated by the non-profit foundation BildungsCentrum der Wirtschaft with registered office in Essen. The university is accredited by the Science Council and was awarded the system accreditation seal of approval by FIBAA for the first time in early 2012 – the first private university to receive it in Germany. In addition, the State recognition of FOM was extended for a further ten years by the Ministry of Culture and Science of the State of North Rhine-Westphalia in July 2020. Further information: www.fom.de.