

Transforming Health Tech

The Brainlab Companies come together under a unified bond of brands

Munich, January 31, 2024 – **Brainlab**, a digital medical technology company, announced today the launch of a strategic brand initiative unifying all its subsidiaries under a new umbrella: “The Brainlab Companies.” This step is accompanied by a multi-channel campaign highlighting how all the companies are “Transforming health tech,” the new tagline that underscores the conglomerate’s purpose: to build on synergies, combine abilities to scale, and deliver innovative and more intelligent treatment solutions that improve patient lives worldwide.

In recent years, Brainlab has strategically acquired existing companies—Mint Medical, Langer Medical, Level Ex and Medphoton (majority acquisition)—and created the spin-off, Snke OS, establishing a diverse portfolio. This integration of expertise and capabilities has positioned The Brainlab Companies as a powerful force operating under one shared commitment: advancing healthcare technology. To encompass this evolution, The Brainlab Companies needed an umbrella identity that reflects its broader vision and unifies its individual strengths.

“We’re sharpening the profile of every Brainlab company while also bringing everything together,” said Stefan Vilsmeier, President and CEO, Brainlab. “Looking at the patient journey more holistically, from diagnosis, patient education, treatment, to patient-reported outcome measures is the guiding principle for The Brainlab Companies.”

The brand experience of the Brainlab Companies stays true to the parent company’s core values while incorporating the strategic imperatives of all subsidiaries. A unifying symbol, the “super snaky,” represents the bond that connects the subsidiaries to Brainlab and emphasizes the shared goal of contributing to a 360-degree patient journey through a data-driven ecosystem.

“One purpose, one brand architecture, one symbol, one slogan, one font for all subsidiaries,” said Tobias Schalkhauser, EVP Marketing at Brainlab. “The “super snaky” is at the center of our blueprint for The Brainlab Companies. With our global multi-brand strategy, we are signaling a tangible shift as well as demonstrating that together, we’re leading digital healthcare transformation.”

The meticulously designed brand experience aligns with the unique Brainlab DNA while allowing individual subsidiaries to shine in their markets. The new tagline, “Together we’re transforming health tech,” encapsulates the shared vision and commitment to advancing healthcare technology.

The Brainlab Companies are committed to making a positive impact on the lives of patients worldwide and believe that collaboration is key to achieving this goal.



About Brainlab

At Brainlab, we digitize medical workflows from diagnosis to therapy, and our innovative ecosystem forms the basis for modern healthcare technology. We help healthcare providers build three-dimensional patient-specific models with data that is structured, mapped and aggregated with industry-leading artificial intelligence. This builds the basis of our navigation system for the human body, clinicians can safely remove brain tumors, place screws in the spine precisely, and irradiate breast tumors with millimetric precision.

Our robotics and mixed reality technologies and expertise allow users to connect and innovate between the digital and physical worlds. In addition, Brainlab technologies power the collection of structured long-term data and medical registries. Through the neuroscience of play, Brainlab advances clinical training and education, promoting the adaptation to technological advances and creating digital models of complete interventions. Our digital ecosystem is an open interface and forms a framework for third parties to accelerate innovation in other clinical areas as well.

Brainlab systems are established in around 6,300 hospitals in 120 countries to offer doctors and patients better treatment possibilities. At the forefront of health technology for over 30 years, the company headquarters are in Munich, and we employ around 2,200 people of 85 nationalities in 25 locations.

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