



Giuliano Baistrocchi

CEO, member of the Board of Directors

Introducing Giuliano Baistrocchi, a visionary entrepreneur who is driven to achieve business success while responsibly implementing the company's objectives. In March 2022, Giuliano took on the role of CEO at Sinomedica with a clear mission to transform the organization and unlock its full market potential. Sinomedica is known for its innovative clinical governance, science-based approach, and patient-centered integrative medical acupuncture therapeutic solutions, providing care in a safe and supportive environment with a focus on corporate accountability.

Under Giuliano's leadership, Sinomedica is committed to achieving greater success through his tireless energy, entrepreneurial attitude, inclusive leadership approach, and dedication to continuous development. The company continues to innovate, establishing itself as a major force in the field of medical acupuncture in Switzerland. Contractual agreements have been negotiated with major stakeholders to improve referrals and awareness among the medical community and insurance providers.

Drawing on his extensive experience and keen understanding of business drivers, Giuliano quickly grasped the trends, context, and patients' needs, and developed a clear and distinct value proposition. Under his leadership, Sinomedica has developed a strong brand, utilizing various channels such as social media, search engine optimization, and local advertising to attract and retain patients.

Investments in technology have been made to improve operational efficiency, including appointment scheduling, electronic medical records, and data analysis for treatments. This has streamlined medical processes and improved the overall patient experience, while also establishing a track record of superior medical care and supporting further research through data collection.

Giuliano's inclusive leadership approach is a hallmark of his management style. He fosters a collaborative environment where input is valued, creating a sense of ownership and accountability among the team. Upholding the highest ethical standards in all aspects of Sinomedica's operations, Giuliano ensures that patients receive the best possible care without compromising safety or effectiveness.

In conclusion, with medical acupuncture gaining recognition as mainstream medicine, being part of Sinomedica at this exciting moment presents numerous growth prospects and development opportunities for the company and its practitioners. Working together under Giuliano's leadership, Sinomedica is poised for continued success.