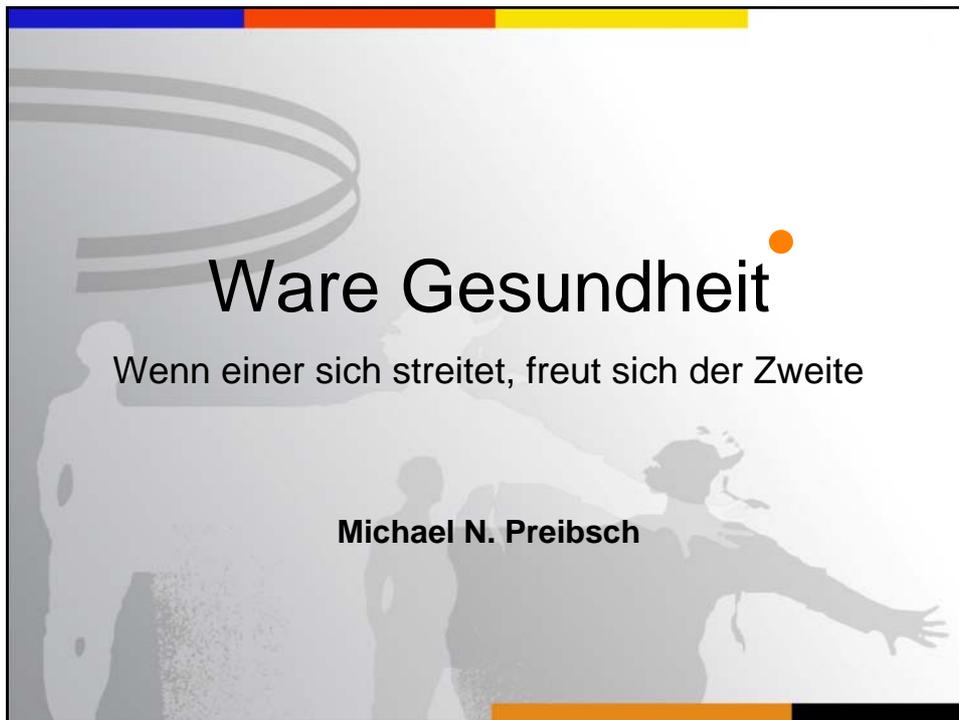


Ware Gesundheit

Wenn einer sich streitet, freut sich der Zweite

Michael N. Preibsch



Ware Gesundheit

Schlachtfeld 1. Gesundheitsmarkt

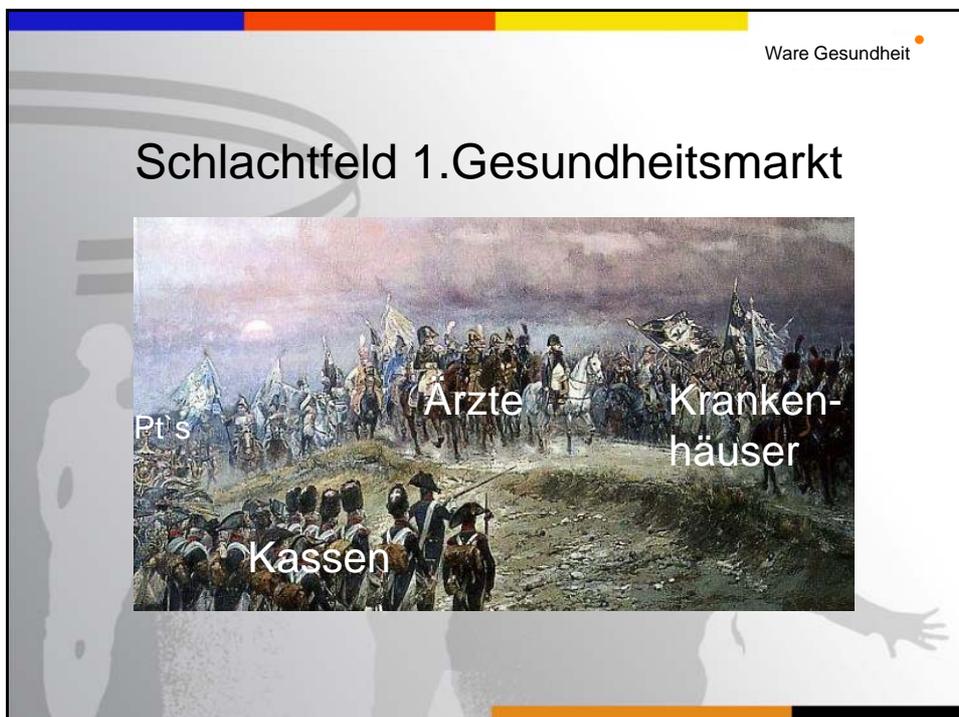


Pt's

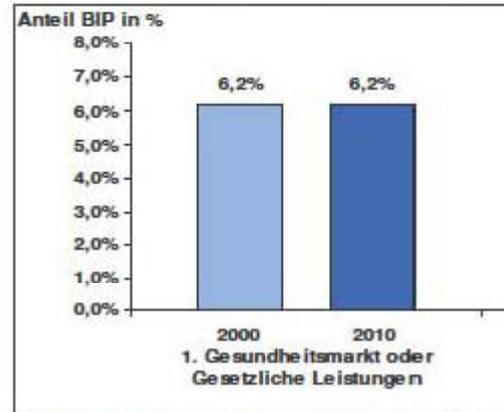
Kassen

Arzte

Kranken-häuser

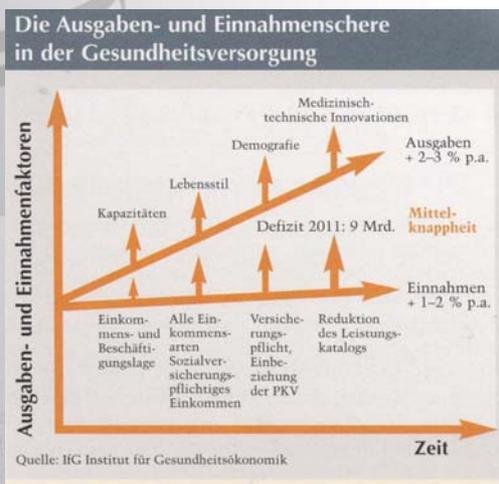


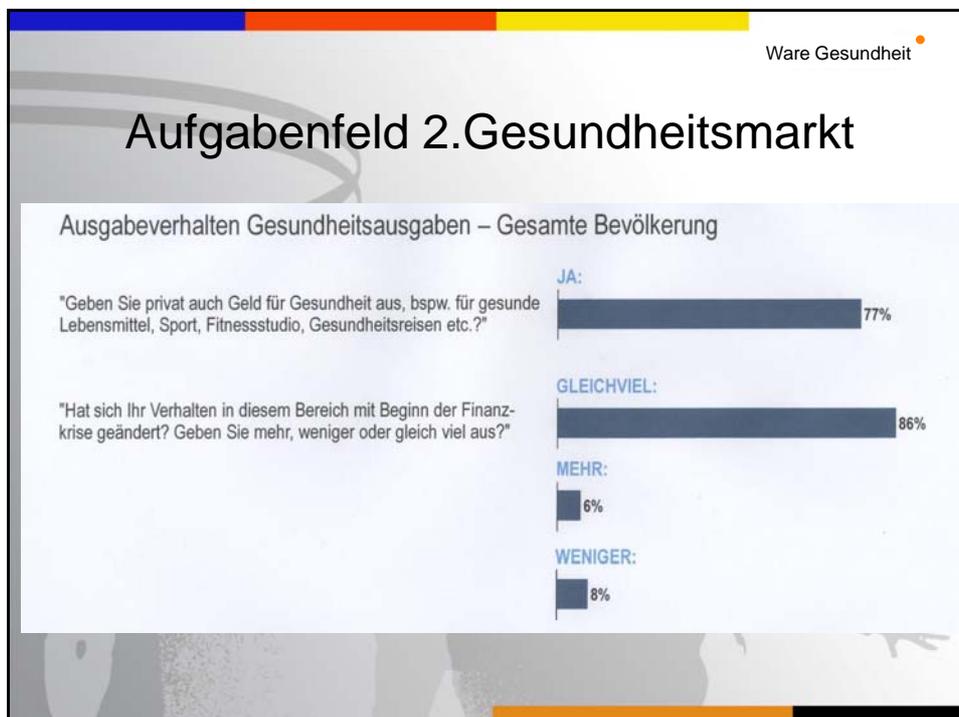
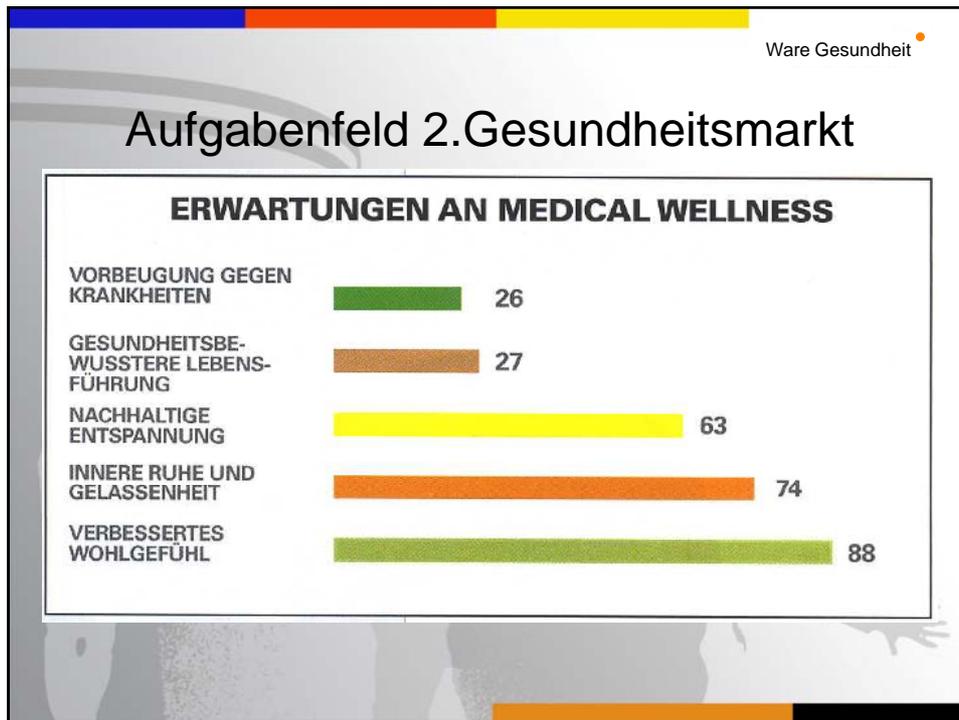
## Schlachtfeld 1. Gesundheitsmarkt

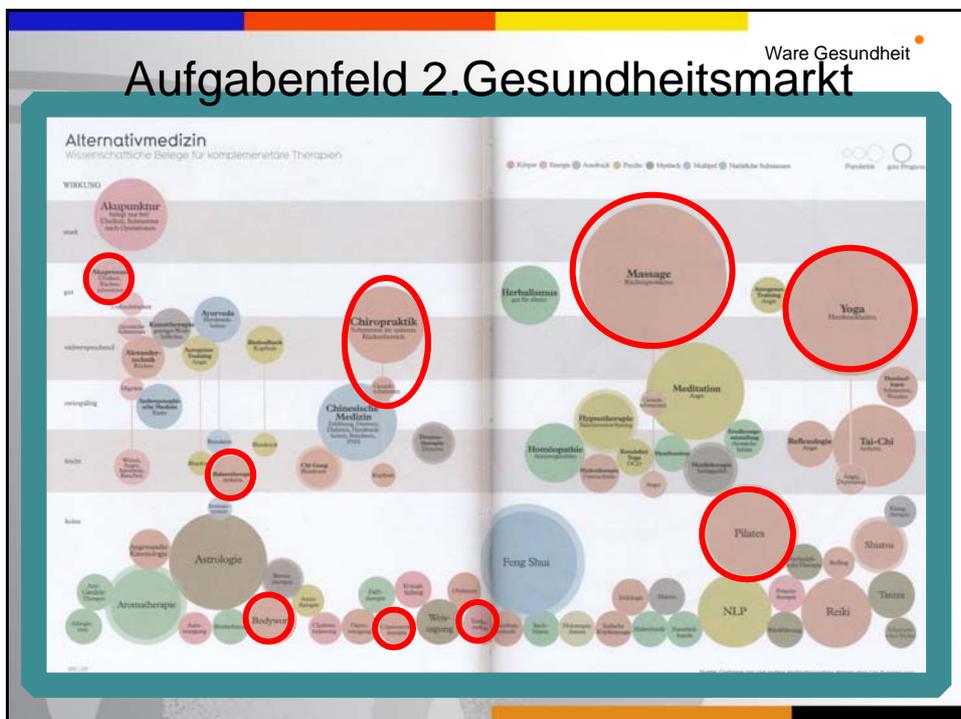
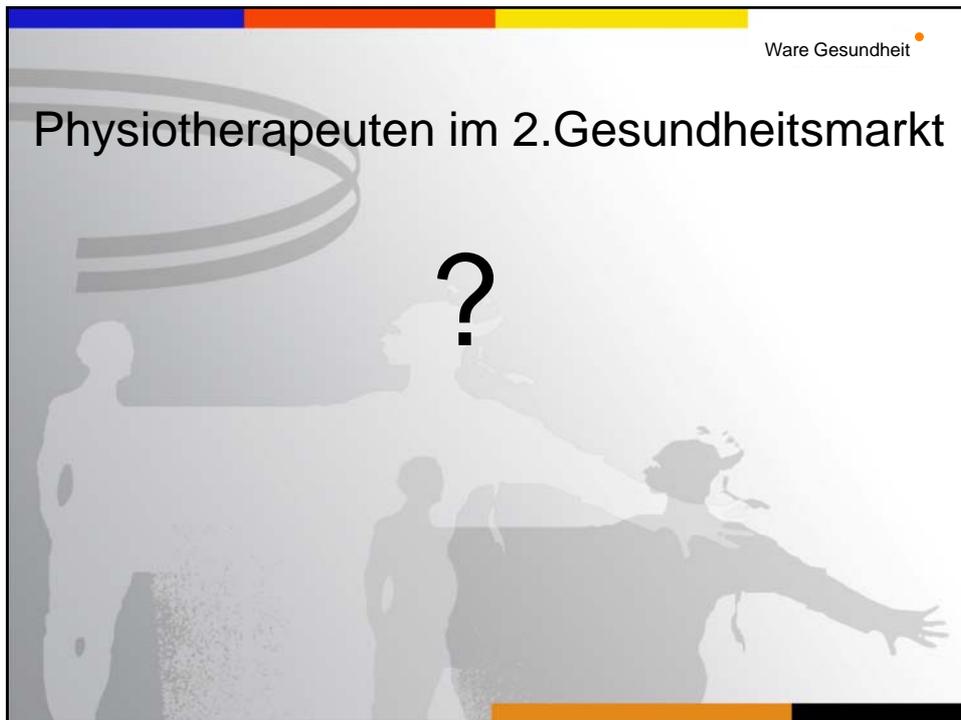


Quelle: [www.dmww.de/107.0.html](http://www.dmww.de/107.0.html), eigene Darstellung

## Schlachtfeld 1. Gesundheitsmarkt

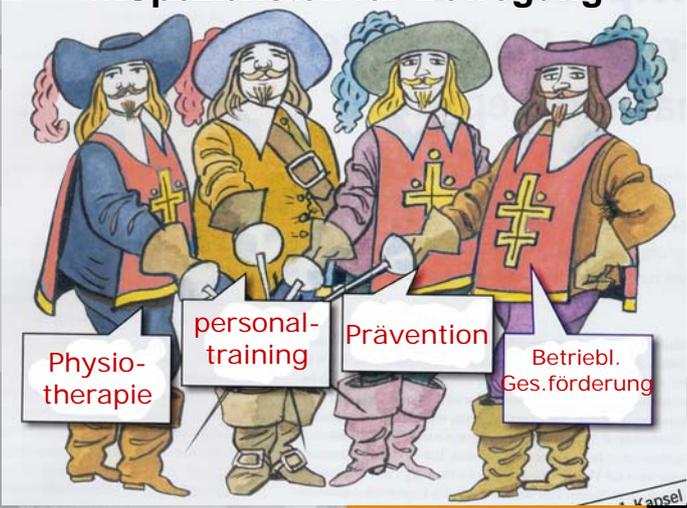






Ware Gesundheit

### Vom Heilgymnasten zum Krankengymnasten zum Physiotherapeuten zum... ...Spezialisten für Bewegung



The illustration shows four figures in historical attire, each holding a sign that represents a different professional role in the field of physical therapy. From left to right: a figure in a blue hat and red tunic holds a sign for 'Physiotherapie'; a figure in a yellow tunic holds a sign for 'personal-training'; a figure in a green hat and red tunic holds a sign for 'Prävention'; and a figure in a purple hat and red tunic holds a sign for 'Betriebl. Ges.förderung'. The background features a silhouette of a person's hand and arm.

Physiotherapie

personal-training

Prävention

Betriebl. Ges.förderung

Kansel

Ware Gesundheit

### Physiotherapeutische Handlungsfelder im 2.Gesundheitsmarkt



The photograph shows a man in a gym setting performing a physical therapy exercise. He is seated on a specialized machine, holding a blue weight plate. The machine is a complex piece of equipment with various pulleys, weights, and a bicycle wheel. The background features a silhouette of a person's hand and arm.





Ware Gesundheit

## Physiotherapeutische Handlungsfelder im 2. Gesundheitsmarkt

silver generation



The illustration shows a house, a car, and an elderly couple. The couple consists of a woman in a dress and a man with a cane, walking together. A hand is visible on the right side of the illustration.

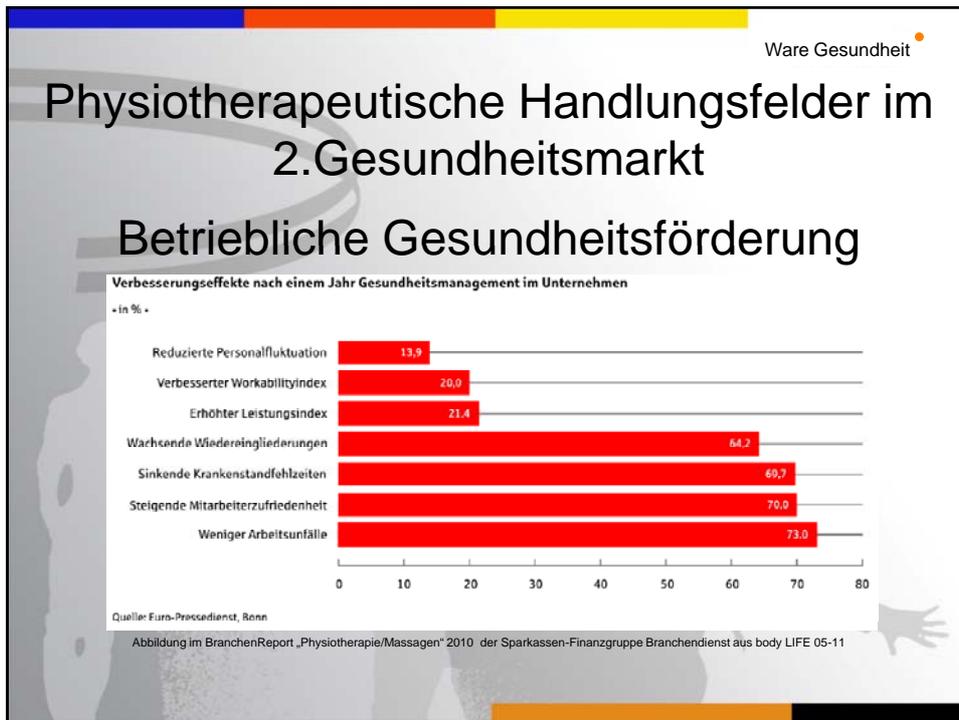
Ware Gesundheit

## Physiotherapeutische Handlungsfelder im 2. Gesundheitsmarkt

Industrie



Sitzkomfortsysteme bei Daimler



## Physiotherapeutische Handlungsfelder im 2. Gesundheitsmarkt

### Zufriedenheit

Wie zufrieden sind Sie mit dem wirtschaftlichen Erfolg Ihrer Praxis in den letzten 2 Jahren?

Sehr zufrieden	16	18%
Zufrieden	51	57%
Unzufrieden	19	21%
Sehr unzufrieden	3	3%