

Media Release

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Karger Publishers departs for new shores

In the light of major shifts in the publishing and healthcare industries, Karger Publishers focuses more than ever on its stakeholders in the health sciences, entering new fields of business and intensifying its use of digital technologies.

Expanding into new business areas, offering innovative services and responding to today's needs of researchers, clinicians, and patients alike is expressed in Karger's new claim "Connecting and Advancing Health Sciences." "With the new strategy we put our customers, partners, and employees in the center of everything we do, more than ever" says Gabriella Karger, 4th generation publisher. "We want to better understand their mission, their purpose, and their needs in order to create products or services that inspire. Karger wants to become the preferred partner for smart solutions in the health sciences." Going forward, Karger will increasingly provide services covering the full cycle of knowledge, starting with research planning and ending with the transfer of scientific findings to health professionals, patients and caregivers.

Karger actively embraces developments like Open Access and Open Research in its traditional business of scholarly publishing. The publishing house has been a partner to the medical and scientific communities since 1890. Researchers place their trust in Karger when they have a scientific paper ready and use the Karger database for literature searches when they pursue new research avenues. These activities, now called "Karger Research," have been expanded into parts of the research cycle where Karger has not previously been present. Karger now supports researchers in the phase of research planning and execution, before they publish their results, with innovative services.

One example in this field is a strategic partnership with Quertle Inc. that Karger started in January 2019, acquiring a substantial stake in the company. Quertle is an award-winning analytics company that has developed the first biomedical-specific AI Big Data Visual Analytics Engine.

As another step in the new strategic direction, Karger has established two new business units, "Karger Clinical" and "Karger Healthcare Clients." These provide scientific findings edited for clinicians and patients, such as the medical handbook series **Fast Facts**, produced by the Karger company in the UK (formerly Health Press Ltd, Abingdon/UK) that was acquired in 2018.

Staying true to Karger's tradition of reflecting major developments in its logo, the future direction will also come to life using a completely reworked visual and verbal branding platform. "Our brand appearance offers a visual glimpse into the future of Karger," says Kristina Lasotta, Head of Marketing, "As a result of the latest developments we have defined the Karger brand in such a way that it fits perfectly into the digital age." The figurative mark in the logo is a spark made of small ribbons that reflects both future orientation as well as Karger's ambition to connect.



"The spark stands for the passion with which every project, every job, and every publication starts. With its growing range of products and services, Karger wants to support its stakeholders, to understand what inspires them, and to carry on their enthusiasm. Especially, in times of change, Karger values its own history very highly. The publishing house has always adapted to changing times while remaining true to itself.", says Daniel Ebnetter, CEO of Karger. This mindset echoes strongly in the green that continues to be the main color but with a slight change in shade. In the upcoming months and years Karger will implement its brand appearance at all touchpoints. As the implementation has just started the old and new appearance will coexist during the transition phase.

More information about the Karger brand can be found at our [Karger FAQ page](#).

About Karger Publishers

Karger Publishers is a worldwide publisher of scientific and medical content based in Basel, Switzerland. Connecting and advancing health sciences since 1890, Karger has been continuously evolving, keeping pace with the current developments and shifts in research and publishing. The publishing house is dedicated to serving the information needs of the scientific community, clinicians and patients with publications of high-quality content and services in health sciences. Karger Publishers has 240 employees and is present in 15 countries around the globe.

For more information please visit: [karger.com](https://www.karger.com)

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