

# Swiss Watchmaking in the 21st Century



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these multifunctional products, such as watches that can monitor blood pressure or perform blood analyses, are already in the shops but could still be further refined. With its established position as an important yet unobtrusive clothing accessory, the watch is well able to adopt these new functions; and the range of possible uses is very wide indeed.

**Potential Demand**  
In terms of the demand for Swiss watches in the 21st century, one key market should be provided by the new middle class that is likely to arise in presently-industrializing countries. The niche market of buyers with medium to high incomes is currently being cultivated by almost every watchmaker in Switzerland. In purchasing-power terms, this will remain an attractive customer group which the Swiss watchmaking industry should tap even more extensively. China, India, Latin America and Eastern Europe offer especially promising prospects.

Customer attitudes towards luxury products will continue to vary, of course, depending on their geographical location and their social origins. While the attitudes to luxury in industrialized nations should continue to be characterized by discretion and restraint, consumers in newly-industrialising countries will usually be far more ostentatious in their use of luxury goods. In these lands, brand products are likely to grow in importance, as the newly-affluent strive to display on their wrists the badges of their social success.

**Marketing**  
Customer satisfaction, an individualised offer, environmental concern and respect for privacy — these must be the prime goals of any marketing campaign that is aligned to new customers' wishes and needs. Needless to say, all efforts to enhance customer loyalty and all niche marketing activities

must form part of a longer-term marketing strategy and approach.

Distinguishing the product from its rivals will remain as important as ever. The umbrella "Swiss made" label will continue to perform this function, if in a somewhat modified form. Even established products have not been spared from the increasing reluctance of customers today to remain loyal to one particular brand. Yet with today's sea of products that are increasingly difficult to differentiate in technical quality and even aesthetic terms, the brand remains almost the only distinguishing product feature. Switzerland's watch brands still retain their value; and they will continue to do so as long as their owners remain creative, communicative and willing to invest in refining existing products and developing new ideas.

Having said that, the role of the consumer in the purchasing process may undergo its own fundamental changes. While today's purchasers tend to enter a shop themselves, the shops may soon be coming to the customer instead. Tele-selling, whether it is through electronic commerce channels, multimedia catalogues or other remote means, is rapidly turning virtual shopping into concrete reality.

The precise choice of distribution channel will, however, depend on the product being offered. Day-to-day consumer goods or low-value products should fare well in this virtual world. But for luxury articles, and for watches in particular, some form of pre-purchase contact with the product will still be desired. Apart from the practicalities of seeing and experiencing the article "in the flesh", the act of purchasing has a powerful emotional appeal which is impossible to replicate through a computer command.

Courtesy: The Pearls of Switzerland.

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ogy, obstetrics and gynecology, as well as high-tech diagnostics.

At the Bethanien Private Clinic, you can select your doctor from over 170 certified physicians. The clinic has all the facilities of a hotel, including an elegant bistro-style restaurant, plus a full range of personal services provided by around 300 fully trained and qualified staff.

**First-Class Medical Care in Luxury Hotel Surroundings:** Our approach to medical care is modern and holistic, integrating an entire range of elements including consultation, treatment, and therapy. This is designed to provide you, the patient, with a program coordinated specifically for your own individual needs and personality. Our aim is to provide the all-inclusive care that will help you on the way to a full and speedy recovery.

To achieve this, we use only the best qualified personnel. In addition, both you and your visitors will be served in your room by fully trained hotel assistants. If you prefer, you can always receive your guest in the bistro. Likewise, if required, you can call upon the service of our residential nutritionist and — depending on the progress you are making — choose from a delicious range of a la carte specialties accompanied by fine wines from our cellars. We believe that good food and drink play an important role in the well-being of both body and soul.

We make a clear and conscious distinction between nursing care and gastronomy because our many years of experience have taught us that looking after patients' health and nutritional needs requires different types of training if both elements are to be fully satisfactory.

**The Bethanien Private Clinic's Philosophy: Panta - Rhei:** This is an ancient Greek proverb and means everything moves. In our case, it means everything moves, everything revolves around you. We know that static solutions can only be temporary. This is why we see our interpretation of Panta — Rhei as an opportunity to understand change as a challenge, to satisfy the needs of both patients and doctors as part of a process of continuous evolution.

Panta — Rhei is a way of thinking that leaves us open to new ideas and impulses. It is the basis by which we ensure that our services in all areas of the clinic will be up to future demands.

**CLINIC FOR PSYCHIATRY AND PSYCHOTHERAPY, LIT-TENHEID**  
The Littenheid Clinic covers the entire spectrum of psychiatric and psychotherapy offering

care and treatment to approx. 200 patients according to their individual clinical picture. The clinic is situated in a beautiful and quiet setting and within easy reach. The town of Wil, only 4 km from the clinic, is the center axis between Zurich/St Gallen (Autobahn A1) and Constance/Toggenburg.

Littenheid Clinic offers single rooms, a menu of culinary delight, as well as other services that will make our patients feel as comfortable as possible.

There are a total of 13 different departments with 392 employees divided into the following specialty areas:

**Acute Psychiatry:** We generally accept patients into our modern and friendly emergency ward directly out of an acute situation for a primary crisis intervention or for initiation into long-term therapy.

**Geriatric Psychiatry:** Our gerontopsychiatric ward takes care of elderly patients. A multiprofessional team offers the necessary medical, psychiatric, and therapeutic help, while fostering and supporting self-initiative wherever possible.

**In-Patient Psychiatry:** Our three open wards allow for intensive psychotherapeutic treatment. We offer specialized therapy for single neurotic and psychosomatic disturbances (such as eating disorders, phobia and compulsive disorders, and addictions).

**Juvenile Psychiatry:** Our spectrum in juvenile psychiatry encompasses examination and consultation, short term crisis intervention, as well as therapy and rehabilitation in an open or optionally closed setting. We work according to milieuthera- peutic, psychotherapeutic, and social educational principles admitting juvenile patients between the ages of 14-to-20 years.

**CLINIC SCHLOSS MAMMERN**  
The 125-bed private hospital stands on the Untersee, an arm of Lake Constance in Northern Switzerland. The clinic is idyllically located in the midst of a splendid 90,000-square-meter park that leads down to the lake shore. The clinic, which has been in the hands of the Fleischli family for four generations, has

all the facilities one would expect from a modern medium sized hospital.

Six full-time physicians specializing in international medicine, cardiology and rheumatology, as well as consulting physicians in psychiatry, neurology, pneumology, and dermatology are on and together with 40 qualified nurses to offer round-the-clock care to patients from all over the world. The hospital has a total of 170 employees.

The clinic is a signatory to cost assumption agreements with the Swiss and many non-Swiss health insurance schemes for privately and semi-privately-insured patients who are referred to it by their physicians.

**A Broad Spectrum of Care:** The clinic offers a wide range of medical services covering all areas of internal medicine (incl. an emergency room and intensive care unit), rehabilitation, and preventive care. In the framework of diagnostics the Clinic Schloss Mammern offers double sonography, color doppler transophegeal-and

stress-echocardiography. In addition, we have competence in the area of bone density measurements, sleep apnea diagnostics, bronchoscopy and gastroscopy/coloscopy.

Patients with heart problems, particularly those who have suffered a cardiac infarction or undergone cardiac surgery, are offered individual cardiovascular rehabilitation with therapy that is carefully tailored to their needs. The intensive daily treatments by two cardiologists and four sports therapists who are specially trained in dealing with cardiovascular ailments produce astonishing recuperative results in a very short time.

**Quality of Life Comes First:** A further focus of the clinic is in the prevention and treatment of osteoporosis.

Patients suffering from rheumatic illnesses have two specialist physicians, a team of physiotherapists and an extensive physiotherapy facility with indoor swimming and therapy pools at their disposal. With its specially-trained staff,

the hospital is also able to offer holistic treatment for both degenerative and soft tissue movement disorders, and of rheumatic inflammations such as polyarthritis or Bechterew's disease. In offering such a wide range of facilities, the clinic is also excellently equipped to treat and rehabilitate patients with orthopedic, neurosurgical, or neurological disorders.

A further specialized area is provision for therapies of patients with stomach, intestinal or liver complaints, as well as treatment of acute or chronic medical and psychosomatic disorders. Whatever the ailment, however, the Clinic Schloss Mammern attaches great importance to quality of life: the patients enjoy all the comforts of a top class hotel, and even the prescribed diets are a culinary delight.

**CLINIC PALLAS, OLTEN**  
Eye operations and treatment in one of the largest and most modern eye centers in Switzerland: The private Clinic Pallas, Olten is specialized in the treatment of patients with complex eye diseases. Our main focus is cataract — and glaucoma operations, as well as keratoplasty, orbital — and laser surgery.

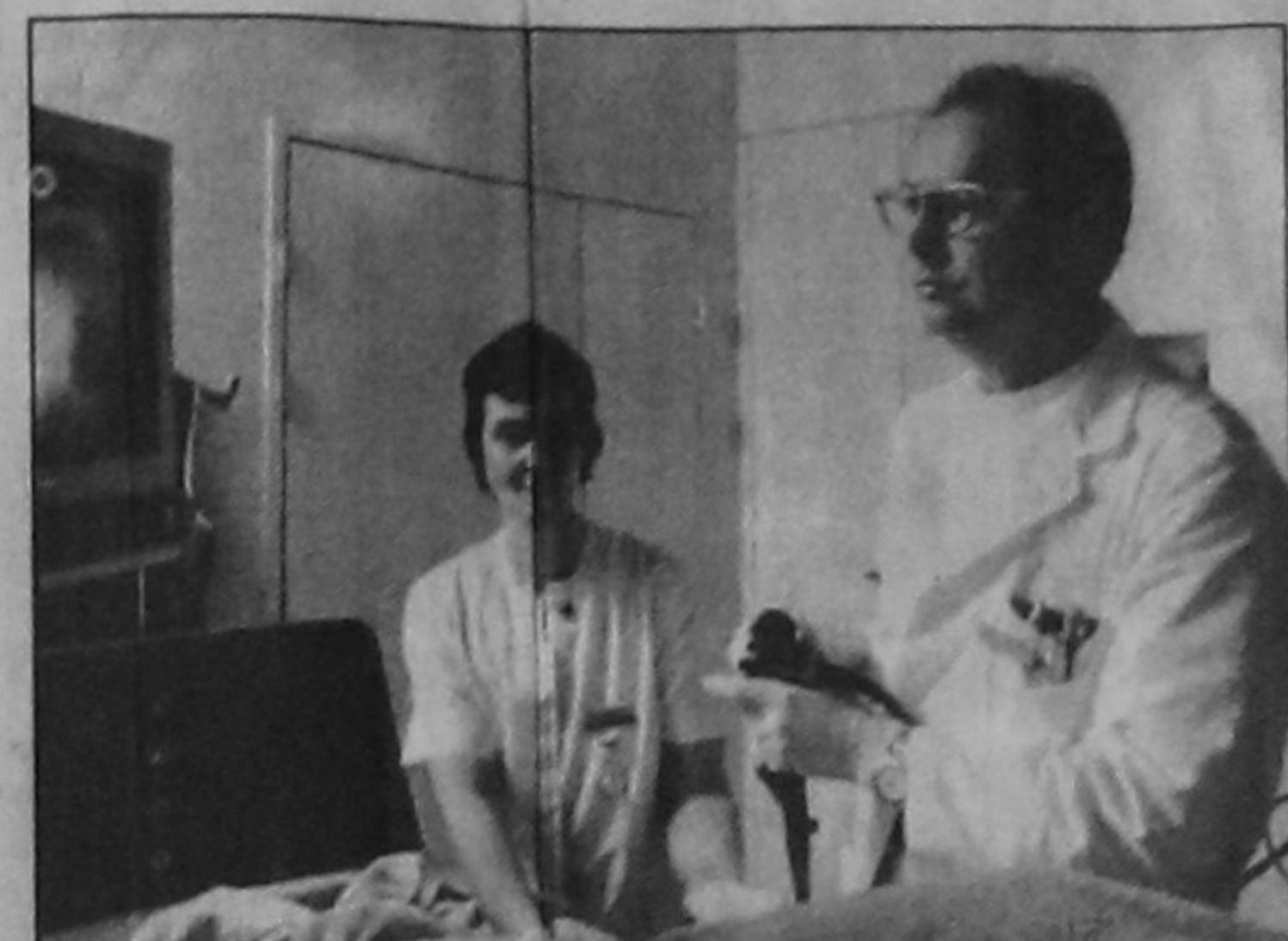
The clinic opened in 1994. Its founder and director, Dr. med. Grigoris Pallas, is an experienced specialist in eye microsurgery, who operates on more than 1,200 patients a year. Before this, he was principal surgeon of the eye clinic of the Olten Canton Hospital. He completed his education as ophthalmologist/surgeon at the eye clinics of the University of Basel and the Aarau Canton Hospital.

For eight years, Dr. med. Pallas has been performing the No-Stitch-Operation for cataracts, in which the lens is removed through a 2.7 mm small incision and replaced with an artificial lens. This operation has proven to be safe and with little complications such as tissue scarring. Surgical treatment of glaucoma has been achieved with much success using the sclerophthalmia method.

Additional eye physicians and surgeons from the reason use the infrastructure of the clinic. The advantage for the patients is that they can be treated by their physician of choice. In addition they can choose between in-or outpatient status.

**THE PYRAMID CLINIC BY THE LAKE ZURICH**

Zurich's Pyramid can look back on a brief history of spectacular success. This modern private clinic for short-stay surgery opened in 1993. In the intervening years, the clinic has developed rapidly into one of the most innovative in the entire Swiss health care system.



The clinic owes this success to a number of factors: the significantly shorter stays of its patients compared to other such institutions (in line with its as short as possible, as long as necessary philosophy); its devotion to unparalleled quality at every level of its activities; its highly efficient organization; and, without a doubt, its polished and personal atmosphere, offering the standards and service of a four-star hotel. This last element is particularly important: the clinic's director regards a high level of comfort not as a luxury, but as an essential complement to the kind of individualized medical care that puts the patient firmly center stage.

The Pyramid's superlative blend of top care and comfort is offered by a team of 60 highly-motivated staff. All of them do far more than just a job: they see themselves as highly responsible service suppliers, and are all intensely proud of the product they provide. Most of the distinguished board certified doctors in the medical team have a financial interest in the clinic as well.

**UNIVERSITY HOSPITAL ZURICH**

Swiss quality, highly specialized medicine: The University Hospital Zurich is located in the heart of Zurich at the foot of the famous Zurichberg and in the vicinity of the famous Federal Technical University, ETH.

Founded in 1204, as a Hospital for Pilgrims, it has, since the 1950's, advanced to a world renowned medical center. 35,000 in-patients and 150,000 out-patients have been treated in 29 clinics and institutions that make up the University Hospital Zurich. The key to our success is our highly qualified personnel in the fields of medicine and nursing, for whom the well-being of the patient is paramount, our excellent technological infrastructure, and our efforts in intensive research. We offer highest quality diagnostics, treatment

and care in all areas of specialized medicine. Cardiac, lung, thoracic, and neural centers are only a few of the disciplines that offer medicine of world renowned reputation. Empathetic and professional nursing care and hotel services of high Swiss standards assure successful care. Each year, an increasing number of international patients trust the reputation of our hospital, which has been strengthened by the Nobel Prize for Medicine awarded to Prof. Rolf M. Zinkernagel, director of one of our institutions.

Patients feel comfortable and confident in the manageable framework of our 29 clinics and institutions, knowing that the University Hospital Zurich stands for the most current scientific advancements in medicine and for the best care towards the patient's health and well-being.

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Courtesy: The Pearls of Switzerland.

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