

IMCZ NEWS



OCTOBER—DECEMBER 2024

Opening Message

AUTUMN IS HERE!

Esteemed Members & Friends of IMCZ,

A warm welcome to our newsletter readers: veteran members, new members, wannabe members and friends of the Club, especially our sisters from the ZIWC.

As we transition from summer to autumn, I will share with you a retrospective on IMCZ activities and events of the summer and a prospective look at the activities and events of the autumn. These are presented on pages 3 to 6.

The summer calendar (July-September) was full of interesting events, with weekly Stammtisch held in multiple locations around the canton, special Stammtisch with lectures on industrial history and financial investment, tour of a local vineyard and its wine, a very wet lake cruise, walking escapades in our vain quest for the Zugerberg FinanzTrophy, and canopy and subterranean exploration. Those of us who chose to spend our summer here, enjoyed the unbeatable recreational opportunities and natural beauty of Zug and its surroundings. The highlight event of our year, the IMCZ Summer BBQ Party with Swiss theme this year, was held the beautiful lakeside villa Siehbachsaal on Saturday evening, September 14th. We received great support from local entertainers and caterers. Due to cool weather we held the event indoors. We had a good turn out and the evening was enjoyed by all members and friends of IMCZ. Details are presented on page 5.

The Investment Circle re-emerged with a fine event. A book club was hatched under the name 'Caution Men Reading'.



The autumn calendar is full of interesting events, with the weekly Stammtisch, special Stammtische and, such as the Custom Tailoring, Real Estate, Wine Circle, New Members Reception, Sauna and Lake Dip and more. A group is heading off to Scotland to sample the golden liquor. Our digital presence spans our main Website, LinkedIn, Facebook, WhatsApp Groups, and Signal. We now have added a Club wide WhatsApp Forum open to members only. This supersedes the IMCZ Group on Signal. Roughly a third of the membership have already joined and traffic is brisk. Our balance sheet remains sound for a non profit organisation and we are investing effectively in events for the benefit of all club members.

The Club is growing, with over 20 new member enrolments so far this year. These greenhorns are featured on page 3. It is great to see how well these new members are integrating into the club, bringing fresh perspectives, generation shift, and adding to nationalities represented, including De, Fr, It. Switzerland. Do invite your friends to consider membership

Continue reading on page 2

Want to know what IMCZ is all about?

Join our Weekly Stammtisch, every Thursday at 18:00. No strings attached!

See our Events Page for weekly location: imcz.club/Club-Events



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Keywords: Members, Events, Zug, Politics, Social, Recreation, Sports, Nature, Personal Development, Education, Healthcare, Wellbeing, Migration, Integration, Technology, Science, Real Estate, Construction, Humour, IMCZ News.

Sleep, both in quality and quantity, is important for a good physical and mental health.

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A MODERN MEDICAL PRACTICE: INNOVATING HEALTHCARE

CONTRIBUTED BY IMCZ MEMBER PATRICK SCHUR MD

A Modern Medical Practice: Innovating Healthcare

Opening a new medical practice is both challenging and rewarding. When I set out to establish my clinic in Zug, I aimed to create a forward-thinking, patient-centered, digitally equipped environment serving local and international communities. Our practice, launched on March 1st, 2024, blends modern healthcare approaches with personalized service to enhance the patient experience.

In this article, I'll share key insights into the process of building this clinic, focusing on leadership, technology, and patient care—elements that professionals across industries might find relatable, particularly when balancing technology with the human touch.

Leadership: Combining Digital and Human-Centered Approaches

Traditional hierarchies in medical practices can often slow down decision-making and patient interaction. Our practice adopted a low-hierarchy, digital-first approach, allowing every team member to take responsibility and continuously learn. A key element is our digital front office, where patients scan a QR code to check-in and book appointments digitally. This user-friendly system helps streamline patient flow and enhances the waiting room experience, which features relaxing music, comfortable seating, and a calming atmosphere.

Additionally, the examination rooms are equipped with cutting-edge medical technology, such as ultrasound machines and a shared-screen system at the physician's desk. This setup promotes co-creation between doctor and patient, displaying real-time medical data to foster transparency and build trust. Patients can actively engage in their healthcare, empowering them to understand their conditions better.

Efficient Workflow: Paperless and Digital-First

Running a medical practice requires efficient organization. Our work-leveling system ensures that one staff member manages all patient activities, fostering stronger patient-practitioner relationships. We use "Turbo tools," software designed to streamline documentation, billing, and issue resolution in real time. From the start, we've operated paper-free, with every document digitized for better management and faster processing. This eco-friendly approach allows for better data security and scalability.

We've also distanced ourselves from traditional organizations like AGZG or FMH, allowing us to offer discounts without compromising on care quality. Our independence enables us to operate more flexibly and to scale up efficiently in the future.

Challenges in Building the Practice

Starting a new practice comes with its fair share of challenges. Selecting and managing support staff, especially in labs and online platforms, has been a learning process. Data integration between our online platform and payment systems has taken longer than anticipated, and managing lab work remains complex. Despite these obstacles, we are committed to improving our operations and patient care continuously.

Who Are Our Patients?

Our patient base is diverse, reflecting Zug's multicultural environment. We cater to a multi-lingual community, offering services in Swiss-German, English, French, and Italian. Reviews from patients have been overwhelmingly positive, with many appreciating our multi-lingual capabilities and personalized care.

Future Growth

Looking ahead, we plan to relocate by November 2025 to a more affordable office with parking. This move will allow us to integrate external labs and imaging facilities, making our services even more comprehensive.

One of our ambitious goals is to raise CHF 20 million to establish ten IT development teams. These teams will work on creating a patented, device-independent system called BubblePress. This innovative platform will combine human interaction with digital tools, offering a seamless user experience loved by patients, health professionals, and even regulatory authorities.

Community Engagement

To engage with the local community, we are considering launching a healthcare-focused WhatsApp group for members of the International Club of Zug (IMCZ). This group would serve as a forum for discussing health topics, sharing insights, and staying informed about medical advancements.

Conclusion

Building this practice has been a journey of innovation, community engagement, and constant improvement. From our paperless office to our digital patient engagement systems, we're creating a healthcare model tailored to the modern patient's needs. Whether you're a local resident or an expatriate, we welcome you to our clinic and look forward to continuing to innovate and push the boundaries of healthcare.



HUMOUR IN MODERN TIMES — DEEPPFAKES



AI opening new dimensions for humour. Production of videos, exposure on channels such as Youtube, TicToc and Instagram have democratised film making, enabling user generated content to percolate universally. For example, the user generated production using Gen AI and deepfake technology allows satirical presentation of politicians and prominent persons to be taken to a new level.. Such productions and universally available and defy censorship. I have collected a couple of examples following tipoffs from col-

leagues (see below).

Disclaimer: These videos are provided to demonstrate the power of AI to generate new humour and to take animation to new levels. Some readers may consider these UGC animated satire distasteful, purile, infantile or even frightening .You are kindly requested to desist from further viral distribution. However, members are kindly invited to submit other AI user generated content for future editions of this newsletter.

Celebrity Gangsters: Starring AI presidents, dictators, religious leaders and tech leaders engaged in a heist

Celebrity Chefs: AI Gordon Ramsay, crazy with AI Will Smith spaghetti.



Celebrity gangsters:

https://www.reddit.com/r/ChatGPT/comments/1ezegj0/everybody_be_cool_this_is_an_ai/



AI Gordon Ramsey crazy with AI Will Smith eating spaghetti

<https://www.youtube.com/watch?v=fT9U3LWgc-U>



Why International Men's Club of Zug

CULTURAL EXCHANGE: From Switzerland to the world, our members hail from various walks of life, creating a melting pot of ideas and experiences.

LINGUA FRANCA ENGLISH: Enjoy conversing in a common language among our multilingual community in a relaxed atmosphere.

SOCIAL & NETWORKING EVENTS: An exciting mix of BBQs, hikes, seminars on investment, healthcare, travel..., skiing trips, group travels to worldwide destinations and exclusive outings, such as wine tasting in Zug's historic towers or visits to state-of-the-art facilities or exhibitions.

INCLUSIVE COMMUNITY: Not only for men, but also for friends, wives, and partners who are welcome to participate in our events.

COLLABORATIVE INITIATIVES: Joint events with the Zug International Women's Club (ZIWC), including summer BBQs by Zug Lake and the traditional Burns Supper, featuring Haggis, Scottish bagpipes, and rousing speeches.

EXCLUSIVE BENEFITS OF A ZUG CLUB: IMCZ is an accredited Verein of the City of Zug and associated with the Cantonal Office for Migrant Affairs (FMZ), ensuring that we contribute to integration and diversity within our community, as well as benefitting from the wealth of facilities offered by Zug and its environs.

ANNUAL NEW MEMBERS RECEPTION: Every autumn new members are cordially invited to a complimentary evening in one of Zug's historic towers.



Experience it firsthand.
Join our Weekly Stammtisch,
no strings attached!



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IMCZ NEWS Advertising Rates

The IMCZ newsletter is delivered quarterly to about 200 members representing 20 nationalities.

IMCZ members have personal or professional interests in both the international community and in the canton of Zug.

Format: A4 vertical, full colour.

Ad content delivery: electronic by e-mail, as a .pdf, .jpg or .gif file

Advertising rates:

- Full page, A4 vertical (19 x 27.7cm) Fr. 210.-
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- 1/3 Page, horizontal (19 x 9.2cm) Fr. 85.-
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- 1/4 Page, horizontal (19 x 6.9cm) Fr. 65.-
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Discount for members –20% off single adverts, -30% off annual advert.

