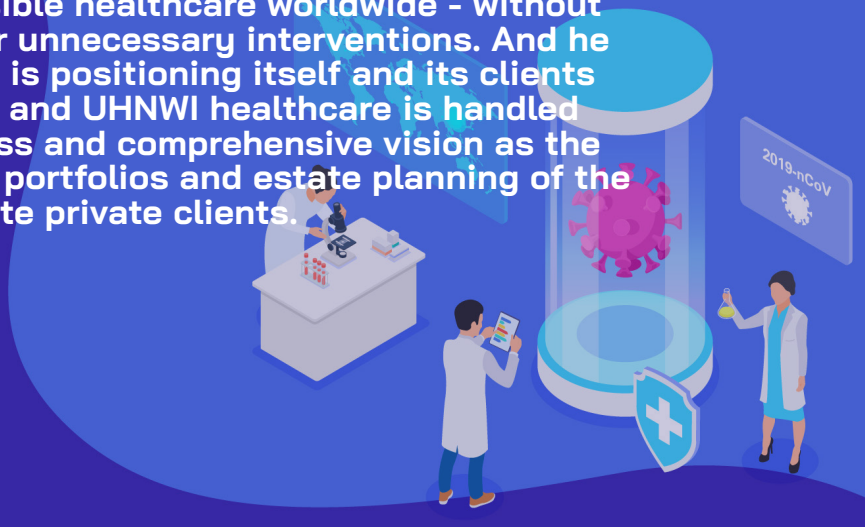


SIP Medical Family Office: Redefining Health Management for Global HNWIs

For high-net-worth individuals, expatriates, and wealthy global citizens, managing wealth has long been a structured, strategic process. But what about managing health? Kevin Bürchler, CEO of SIP Medical Family Office, told Hubbis in a recent interview that he believes that health should be treated with the same level of foresight, planning, and expert oversight as financial wealth. He explained how, under his leadership, the firm has pioneered the “medical family office” concept, ensuring that clients not only have the financial protection of top-tier international health insurance but also access to the best possible healthcare worldwide - without delays, inefficiencies, or unnecessary interventions. And he articulated why the firm is positioning itself and its clients for a future where HNWI and UHNWI healthcare is handled with the same robustness and comprehensive vision as the best-managed financial portfolios and estate planning of the most strategic and astute private clients.



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KEVIN BÜRCHLER

CEO

SIP Medical Family Office

The SIP Medical Family Office Proposition

Opening the conversation, Kevin explains: "We started out as an independent international private medical insurance broker, but over time, we saw that clients needed far more than just financial protection. They wanted access to the best medical care, not just coverage for a procedure but guidance on where to get that procedure for the best possible outcome. That's why we evolved into a full-scale medical family office, providing strategic health management, preventive care, and medical concierge services alongside insurance advisory."

He explains that SIP Medical Family Office, as it is today, provides high-net-worth individuals and families with a comprehensive, concierge-level approach to health management, ensuring that medical decisions receive the same level of strategic planning as financial assets. Members benefit from personalised health strategies, tailored to their unique medical histories and long-term well-being

goals. The firm offers privileged access to a carefully curated global network of independent, top-tier medical specialists, ensuring clients receive expert care without unnecessary delays.

Through its priority medical access service, SIP eliminates wait times for consultations and procedures in Switzerland and other leading medical hubs worldwide. Additionally, the firm manages medical records, ensuring that critical documents are readily available whenever needed. Its global medical concierge service coordinates every aspect of care, including appointments, doctor briefings, and post-consultation follow-ups.

For remote access to expertise, SIP provides telemedicine consultations and second medical opinions from experienced physicians in Switzerland, Germany, the UK, and the US. "By acting as a trusted intermediary in an often fragmented healthcare system, SIP ensures that clients receive the best possible care, without inefficiencies or administrative burdens," Kevin comments.

SIP Medical Family Office offers three membership tiers tailored to different levels of health management and concierge services. The SIP Gold Plan (EUR6,000 per year) provides essential medical advocacy and priority access to top specialists, while the SIP Platinum Plan (EUR24,000 per year) offers a fully customised, proactive health strategy, including personalised longevity planning and preventive care. For those requiring the highest level of bespoke medical support, the SIP Ultimate Plan is available upon request,

delivering an elite, fully tailored health management experience.

Additionally, the platform offers The SIP Medical Emergency Card, which ensures that critical, life-saving information is available instantly - anytime, anywhere - allowing first responders and medical professionals to provide the most effective care without delays. "A lack of access to a patient's medical history is one of the leading causes of delays, medical errors, and poor outcomes in emergency situations," Kevin explains. "Regardless of age, having emergency medical information readily accessible can make a crucial difference in receiving the right treatment at the right time.

SIP Medical Family Office also provides Corporate International Private Medical Insurance, helping companies attract and retain top talent by ensuring comprehensive health protection for globally mobile employees, executives, and their families. The service includes tailored insurance solutions, negotiated terms, and expert guidance to maintain stable premiums. Key benefits include worldwide private medical and accident coverage, access to top doctors and hospitals, full coverage of pre-existing conditions (for qualifying groups), no waiting periods, and 24/7 multilingual emergency assistance, including evacuation and repatriation. "With over 25 years of experience, SIP acts as a single point of contact for all corporate health insurance needs, ensuring employees receive the best possible care worldwide," Kevin reports.

Real-Life Medical Support and Advocacy

SIP Medical Family Office today therefore operates as an on-demand health partner, ensuring that clients receive not just coverage but the best treatment, from the preferred specialists, and all at the right time.

The firm's team of experts actively manages health cases, coordinates treatment plans, and expedites access to the world's best doctors and hospitals.

Kevin shares a recent example of a client seeking treatment for a severe shoulder issue. "This person was trapped within a healthcare system that wasn't necessarily working in their best interest - full of limitations and inefficiencies. They reached out to us because they weren't convinced all options had been considered. We immediately stepped in, reviewed their diagnosis, and secured a second opinion from a top international specialist. We then evaluated both traditional and alternative medical approaches, including stem cell therapy, to determine the best course of action for long-term mobility and strength. This is the kind of hands-on support our clients expect."

In another case, a client dividing their time between Brazil and Switzerland was advised to undergo knee surgery. While meeting with Kevin in Zurich, he casually mentioned his upcoming procedure. "The first thing I asked was whether he had sought a second or third opinion," he recalls. "Surgery is permanent - you live with the outcome for the rest of your life. He hadn't sought another opinion, and he was only in Zurich for two more days. Within 24 hours, we had him in front of one of Switzerland's top knee specialists. The recommendation? No surgery - at least not yet."

Instead, he was advised to pursue a conservative treatment approach first. "Avoiding unnecessary surgery may sound simple, but in reality, it can make the difference between a lifetime of complications or full recovery," Kevin cautions.

A Proactive Approach to Health and Longevity

Kevin believes that SIP's expertise is especially crucial in urgent medical situations, such as a client who suffered a skiing accident in Zermatt. "Normally, getting an MRI appointment can take a week or two," he says. "For our client, everything - including consultation and diagnosis - was completed within 24 hours. That's what we do: eliminate delays and make sure our clients receive the best care, fast."

But he steps back from the immediate to explain that one of the core tenets of SIP Medical Family Office is that health management should be proactive, not reactive. "Our platinum-tier membership goes beyond medical concierge services - it involves a 12-month strategic health plan, personalized preventive care, and annual longevity assessments," he reports. Most people have a clear plan for their wealth. But very few have a plan for their health."

He elaborates that the first thing his firm addresses is the client's list of health priorities. "Do they want to optimise physical mobility? Protect cognitive function? Prevent conditions that run in their families? Many clients only start thinking

about these things after a health scare - by then, it's often too late to take preventive action."

Collating and Customising

SIP begins by collecting and reviewing a client's complete medical history, including their family's health background, to create a personalized risk profile. This process includes full medical screenings to assess key health markers and identify potential risk factors.

"From there, we develop a customized health strategy," says Kevin. "That might mean adjusting diet, fitness, and lifestyle habits to slow biological aging. It could involve targeted medical interventions, such as specialized screenings or genetic testing. And for many, it includes an annual check-up or medical retreat, where we reassess their progress, update their health plan, and make any necessary adjustments."

"It's about more than just fixing problems when they arise," Kevin elucidates. "It's about staying ahead of health risks and optimizing well-being for the long term. Our clients invest heavily in their businesses, their portfolios, and their lifestyle - but at the end of the day, none of that matters without good health."

Under Kevin's leadership, SIP Medical Family Office has therefore been redefining what it means to manage health strategically. By combining elite medical access, cutting-edge preventive care, and bespoke health insurance

« "By acting as a trusted intermediary in an often fragmented healthcare system, SIP ensures that clients receive the best possible care, without inefficiencies or administrative burdens" »

solutions, the firm has set a new standard in high-end health management for global citizens. “Healthcare today is fragmented,” he says. “If you don’t have someone advocating for you, you’re left

to navigate complex systems on your own - and that often leads to delays, misdiagnoses, and suboptimal care.”

With offices in Zurich, Liechtenstein, and London, SIP

continues to expand its global footprint, ensuring that clients have unparalleled healthcare access and medical security wherever they are in the world. ■

Into The Future (of Healthcare and Longevity)

The healthcare industry is undergoing a profound transformation, driven by economic pressures, societal shifts, and medical advancements. One of the most pressing concerns for private clients today is medical inflation, which is rapidly altering how individuals and families approach long-term healthcare planning.

“People are living longer, and the next generation will be planning for 120 years of life instead of 80,” Kevin explains. “That has enormous implications - not just for wealth planning but also for how we think about health investment over a lifetime. Without a clear strategy, many may find themselves unprepared for the financial burden of longevity.”

At the same time, patients are becoming more proactive in managing their health, a shift that has accelerated over the past three years. Traditionally, healthcare operated with severe information asymmetry, where patients relied entirely on doctors’ expertise with little transparency. That dynamic is changing. “Doctors were once seen as unquestionable authorities, but now patients are demanding more control and clarity in their medical decisions,” Kevin observes.

This shift mirrors transformations in the financial and legal industries, where clients have trusted advisors safeguarding their interests. “In wealth management, you have independent advisors and portfolio managers ensuring your financial well-being. In healthcare, there has been no equivalent - until now,” he states. “Going forward, we will see a rise in patient advocates and intermediaries ensuring that medical decisions prioritise the patient’s best interests rather than being dictated by systemic limitations or financial incentives.”

This is precisely the role SIP Medical Family Office is pioneering. “We act as an intermediary, protecting patients from unnecessary procedures, securing access to the best care, and guiding them through the complexities of global healthcare systems. This role will only become more critical in the years ahead.”

Another major trend shaping the future is longevity science, which is rapidly gaining traction among high-net-worth individuals. “Right now, longevity is a huge trend, but like any emerging field, it attracts both serious professionals and opportunists,” Kevin notes. “Over time, we will see a clear divide between evidence-based longevity strategies and those lacking scientific credibility.”

Innovative treatments, such as Alzheimer’s prevention protocols and advanced blood detox therapies like Inuspherisis, are already available, marking the early stages of a revolution in longevity science. “We are on the cusp of major breakthroughs, but at the same time, many unproven methods will fade as research advances,” he explains.

One thing is clear: longevity is becoming a new luxury asset. “Among the high-net-worth community, health is overtaking wealth as the number one priority,” Kevin states. “Many are willing to allocate significant financial resources to ensure the highest quality of life for as long as possible. This shift will fundamentally change how affluent individuals plan for their future, potentially even redefining generational wealth planning as longevity moves to the forefront of family priorities.”

Key Priorities for SIP Medical Family Office

As the global healthcare landscape evolves, SIP Medical Family Office is focused on key strategic priorities to enhance its impact and expand its reach. Kevin acknowledges that one of the biggest challenges is simply awareness. “Many people don’t even know that a medical family office exists,” he explains. “But when they do, they immediately recognise the value. Our biggest hurdle is educating individuals, families, and industry professionals about this level of health management, advocacy, and concierge service.”

To address this, SIP is launching a series of high-level conferences aimed at sparking conversation around elite healthcare management. “We’ll be hosting events in Zurich and London this year, with plans to expand to Dubai in 2025,” he reveals. “The goal is to bring this discussion to the forefront and introduce more people to the benefits of a medical family office.” He also confirmed that SIP is exploring a physical presence in Dubai, a move that aligns with the city’s growing role as a hub for global citizens. “We expect to open an office in the UAE within 2025, further strengthening our ability to serve clients in the region.”

Another major focus is expanding SIP’s in-house medical expertise, a step that Kevin sees as a game-changer. “We already provide access to the best medical specialists worldwide, but over the next 18 months, we’re bringing a nurse and a doctor onto our core team,” he says. “That’s a key differentiator. Most health concierge services are tied to hospital networks, meaning they operate within the financial interests of those institutions. By having medical professionals in-house, but outside the traditional healthcare system, we ensure that the advice we provide is truly independent and in the best interests of our clients.”

SIP is also intensifying efforts to enhance crisis and emergency assistance, ensuring that clients can access immediate medical support anywhere in the world. “In a medical emergency, every second counts,” he states. “Having the right response at the right time can be the difference between life and death. This is already one of our most valued services, and we’re continuously refining it to make sure clients receive the fastest, most effective medical care possible.”

Beyond these initiatives, technology and service enhancements remain a priority. “We’re constantly evolving - whether that means improving medical record management, strengthening partnerships with leading institutions, or developing personalised longevity planning strategies,” Kevin affirms. “Our focus is simple: to give our clients the absolute best healthcare access and strategy available anywhere in the world.”

Aligning Healthcare and Wealthcare

As SIP Medical Family Office continues to expand its reach and refine its offerings, Kevin remains steadfast in his mission: to redefine how global citizens manage their health, ensuring that they receive world-class medical care, proactive longevity planning, and seamless health advocacy whenever they need it.

“Our clients are people who value their health as their greatest asset,” he says. “They are willing to invest in quality of life, longevity, and the peace of mind that comes with knowing they will receive the best medical care, no matter what happens. With an ever-growing awareness of longevity, rising medical costs, and a healthcare system that often lacks true patient advocacy, SIP’s role in the industry has never been more vital.

He concludes by stating that we are at the start of a major shift in how people approach health management. “The traditional model - where you react only when something goes wrong - is outdated. The future is about proactive health planning, just like wealth planning. The difference is, you can always make more money - but you can’t buy back your health once it’s lost.”

Note: Bilanz and SIP Medical Family Office are delighted to announce The SIP-BILANZ Health & Longevity Conference. This first conference of its kind will take place on 3 April 2025 at Park Hyatt Zurich. It will cover the most pressing topics in no-nonsense preventive medicine and longevity relevant today. Use the code HUBSIP to book your ticket for just CHF 499.

For further information, see: <https://www.sip.ch/service/health-longevity-conference-2025/>

GETTING PERSONAL WITH KEVIN BÜRCHLER: THE MAN BEHIND SIP MEDICAL FAMILY OFFICE

While Kevin Bürchler is best known as the CEO of SIP Medical Family Office, a leader in high-end international health management, his journey to the top has been shaped by personal ambition, adaptability, and a passion for health and well-being - both professionally and personally.

From Swiss Village to International Leadership

Kevin was born and raised in a small village in Switzerland, far from the high-powered world of international business and elite healthcare. However, his curiosity and drive for global exposure led him to pursue a Bachelor's degree in International Management and Business Administration in Zurich, where he developed a keen interest in finance, risk management, and strategy.

His career began at Swiss Re, one of the world's largest reinsurance firms, where he gained deep expertise in corporate insurance. However, after three years, he realized that the rigid hierarchical structure of a large corporation wasn't for him. Seeking a more dynamic environment where he could have a direct impact on business strategy and client outcomes, he made the pivotal move to SIP Medical Family Office, a decision that would define his career.

A Life Rooted in Family and Balance

Despite his high-pressure role leading a company that serves global clients across 60+ countries, Kevin remains deeply grounded in his personal life. Married with two stepchildren, aged 21 and 14, he values simplicity and privacy when it comes to family matters. "Work is demanding, and my professional life is fast-paced, so keeping family life simple is important to me," he shares.

Unsurprisingly for the CEO of a medical family office, Kevin places great importance on health, fitness, and personal well-being. He is a dedicated sports enthusiast with a particular focus on weightlifting and running. However, for him, training isn't just about muscle building - it's about holistic well-being and longevity.

Currently, he is training for a half marathon, applying the same discipline and strategic mindset to fitness that he brings to health management at SIP. "It's not just about being physically strong," he says. "It's about building endurance, resilience, and balance - just like in life and business."

A CEO Who Practices What He Preaches

Kevin's personal philosophy on health mirrors SIP's mission: proactive planning, long-term well-being, and making informed, strategic decisions. His own journey - from a small Swiss village to heading a pioneering medical family office - reflects a deep commitment to both personal and professional growth. Whether helping clients optimize their health or pushing himself to new physical limits, Kevin Bürchler is always looking ahead to the next challenge - and ensuring that health is never an after-thought, but a priority for life.