

Doctrin appoints Unn Hellberg as new CEO

The Board of Directors of Doctrin AB today announces the appointment of Unn Hellberg as the company's new Chief Executive Officer. She succeeds Anna-Karin Edstedt Bonamy, who is stepping down at her own request to take on a new international role. Unn Hellberg will assume her position on 1 April 2026.

Doctrin is in a strong position following several years of focused investment, organisational development and a strengthened market position. The appointment of Unn Hellberg comes as the company enters its next phase, with a continued focus on growth, execution and creating value for healthcare providers and patients.

With a background at Boston Consulting Group and more than eight years at Doctrin, Unn Hellberg is an experienced leader who has played a central role in the company's development, including as Chief Operating Officer and Chief Commercial Officer.

"We are pleased to welcome Unn Hellberg as CEO of the company as Anna-Karin Edstedt Bonamy moves on to a new role. Unn has a deep understanding of Doctrin's customers, product and operations. The Board believes she is well positioned to lead the company forward and ensure continuity during a period of many opportunities ahead," says Staffan Lindstrand, Chairman of the Board of Doctrin.

The leadership change will not affect Doctrin's strategy or direction. The company will continue to grow within new customer segments and markets and to create long-term value for customers and patients.

"During Anna-Karin's leadership, Doctrin has developed into a leading communication platform for healthcare providers in the Nordic region, with a strong focus on patient safety, value-creating digital workflows, and regulatory compliance. With Unn Hellberg as CEO, we see very strong conditions for continuing to develop the company and taking the next step," says Henrik Brehmer, Board Member of Doctrin and Chief Strategy and Public Affairs Officer at Ramsay Santé.

Anna-Karin Edstedt Bonamy will continue as CEO until 1 April 2026, when Unn Hellberg formally assumes the role.

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About Doctrin

Doctrin is Sweden's leading communication platform for healthcare. Developed in collaboration with the largest healthcare providers in the Nordics, the platform handles over 2 million patient cases annually. The result is improved accessibility, more efficient workflows and communication, reduced stress for healthcare staff, and above all, more satisfied patients.