



Caroline Justich

Founder, Be accepted – Home of the smart 8
Past Chairperson, European Society of Radiology Patient Advisory Group
Member, European Society of Radiology Patient Advisory Group
Planning Committee Member, European School of Radiology
Minerva Award Winner 2024 – Start-up Shooting Star
Member, EEAB European Breast Editorial Board
Member, BreastScan External Ethics Advisory Board
Vienna, Austria

Caroline Justich is the founder of Be accepted – Home of the smart 8, an initiative supported by the European Society of Radiology that focuses on supporting female cancer patients and radiologists through a 360-degree, integrative approach. Launched in 2022, Be accepted has established strategic partnerships, including with Siemens Healthineers, and has received endorsements from leading professional societies and organizations across breast imaging and radiology, including EUSOBI, EFRS, SIRM, and others.

She previously served as Chairperson of the ESR Patient Advisory Group until March 2025 and continues her involvement as an active member, contributing to patient-centered initiatives within radiology. Her work in this space reflects a strong commitment to bridging patient experience with clinical innovation and professional practice, particularly in oncological and breast imaging care.

Prior to her focus on healthcare advocacy and patient engagement, Caroline spent over 15 years working in special situation deals across real estate, fintech, startups, IPOs, and M&A transactions, where she specialized in strategic development, identifying overlooked opportunities, and shaping high-level investment narratives. She also held a leadership position in institutional banking at Meindl Bank.

Caroline studied Business Psychology in Miami and has completed extensive professional training in communication, business development, and organizational optimization. Having lived and worked for five years in the United States and Latin America, she brings a global perspective to her work and is a frequent keynote speaker and advisor on strategy, innovation, and healthcare transformation.

