

13th National Conference on Health Economy 2017

#Health2017 – People and Markets in the Digital World




23rd and 24th of May 2017 | Rostock-Warnemünde
Partner country: Estonia

PROGRAM



Conference App

 @NBK_GW
#Health2017

www.konferenz-gesundheitswirtschaft.de

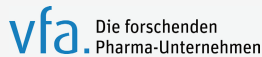


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13th National Conference on Health Economy 2017

Ladies and Gentlemen,

The National Conference on Health Economy became a true story of success. The previous twelve editions of the conference have seen momentum generated, discussion facilitated, and essential impulses created for how to address the major issues in the health care sector. In addition, they provided opportunities for consolidating networks and establishing new collaborations and co-operations.

The 13th National Conference on Health Economy will be no different. We are looking forward to welcoming more than 700 national and international participants from science, economy, administration and politics to Warnemünde. We cordially welcome Estonia as this year's partner country. Under the headline "#Health2017 – People and Markets in Digital World", this year's edition focusses on a significant and considerable issue and subject to controversial debate. What is the impact of digital transformation on the work environment? Which opportunities can companies seize by cooperation with research institutions? What are the consequences of digital transformation for medical practices and hospitals? How are patients' rights and data protection safeguarded?

Ladies and gentlemen, I cordially invite you to our conference in Rostock-Warnemünde, THE place to meet decision makers and experts in the field of health economy. Join the discussion, and seize the opportunity to return home with new ideas and wonderful impressions of our beautiful federal state Mecklenburg-Vorpommern!

Erwin Sellinging

Minister President
of the Federal State of Mecklenburg-Vorpommern

8:00 am	Business and Investors' Breakfast
11:00 am	Pre-workshop held by the Partner Country with Presentation of Estonian eHealth Companies "Estonian Health IT Experiences at Your Service"
1:00 pm	Opening and Welcome Ceremony Prof. Dr. Marek Zygmunt President of the National Conference on Health Economy Erwin Sellering, MdL Minister President of the Federal State of Mecklenburg-Vorpommern, Schwerin/Germany Dr. Mart Laanemäe Ambassador of the Republic of Estonia, Berlin
1:45 pm	Contribution from our Partner Country "eEstonia – eHealth and Data Security" Ain Aaviksoo, MD, PhD Deputy Secretary General for eServices and Innovation at the Ministry of Social Affairs, Tallinn/Estonia
2:15 pm	Health Economy Chat "Digital Transformation? Or is it Digitalism?" Prof. Dr. Dr. Hans-Robert Metelmann Former Minister of Education, Science and Culture of the Federal State of Mecklenburg-Vorpommern, Schwerin/Germany; Chair, Department of Oral and Maxillofacial Surgery/Plastic Surgery, University Medicine Greifswald/Germany In dialogue with Prof. Dr. Boris Otto* Managing Director of the Fraunhofer Institute for Software and Systems Engineering ISST, Dortmund/Germany Sebastian Vorberg, LL.M. Board Spokesman of the Federal Internet Medicine Association; founder and partner of Vorberg & Partner Attorneys' Offices, Hamburg/Germany Prof. Dr. David Matusiewicz Dean Health & Social Sciences and Director of the Institute of Health & Social Sciences (ifgs), FOM - University of applied sciences, Essen/Germany
3:00 pm	Coffee break

3:30 pm	Keynote Lecture Dr. Stefan Schaller Head of Siemens Healthcare Germany, Erlangen/Germany
4:00 pm	Contribution by the Federal Government
4:30 pm	Get fit for a break with Fabian Hambüchen Olympic gold medalist 2016, Rio de Janeiro and Motivation Coach
4:45 pm	Coffee break
5:00 pm	Symposium I "Innovations, Start-Ups, Economy"
5:00 pm	Workshop held by the Partner Country "eHealth Education"
5:00 pm	International Matchmaking Event I
7:30 pm	Official evening reception Fabian Hambüchen Olympic gold medalist 2016, Rio de Janeiro and Motivation Coach in dialogue with Peter Kranz Head of Marketing, Federal State of Mecklenburg-Vorpommern, Schwerin/Germany Prof. Dr. Marek Zygmunt President of the National Conference on Health Economy

THE CONFERENCE APP

Would you like to take part in live surveys during the conference, to stay updated on the results, and to ask the speakers questions online? Do you want to have the conference schedule handy and up-to-date on your mobile device at all times, and to receive exclusive conference information?



Then download the updated version of the Conference App today! Always be up to date, engage in the conference, and enjoy access to additional content and information.

- 9:00 am **Welcome address**
Harry Glawe, MdL
Minister for Economy, Employment and Health of the Federal State of Mecklenburg-Vorpommern, Schwerin/Germany
- 9:15 am **Keynote Lecture**
Frank Gotthardt
Chairman of the Supervisory Board, CompuGroup Medical Deutschland AG; Chairman of the Board, CompuGroup Medical SE, Hannover/Germany
- 9:45 am **Conference talk**
Prof. Dr. Marek Zygmunt
President of the National Conference on Health Economy
in conversation with
Michael Dieckmann, M. A.
Chief Operating Officer and Member of the Board, AMEOS Group, Zurich/Switzerland
Frank Gotthardt
CompuGroup Medical Deutschland AG, Hannover/Germany
Prof. Dr. Roland Rosenstock
Chair, Department of Practical Theology, University of Greifswald
Prof. Dr. Jochen Taupitz
Managing Director of the Institute for German, European and International Medical Law, Public Health Law and Bioethics at the Universities of Heidelberg and Mannheim/Germany
- 10:45 am **'CPR- push hard and fast' with**
Prof. Dr. Klaus Hahnenkamp
Chair, Department of Anesthesia and Intensive Care, University Medicine Greifswald/Germany
and his team
- 11:00 am **Coffee break**

- 11:30 am **Symposium II**
"Work 4.0"
- 11:30 am **International Symposium**
7th Baltic-Sea-Health-Region Meeting:
"Practical Approaches for Cross-Border Exchange of Information and Data"
- 11:30 am **International Matchmaking Event II**
- 1:00 pm **Lunch**
- 2:00 pm **Symposium III**
"Regulations, Sponsorships, Ethics and Legal Provisions"
- 2:00 pm **NDGR-Workshop**
"The Provision of Health Care in Structurally Weak Regions – Challenges and Solutions"
- 2:00 pm **International Matchmaking Event III**
- 3:45 pm **Final Discussion**
Harry Glawe, MdL, Minister for Economy, Employment and Health of the Federal State of Mecklenburg-Vorpommern, and Prof. Dr. Marek Zygmunt, President of the National Conference on Health Economy, In dialogue with Symposium Chairs
- 4:45 pm **Networking and snacks**

Conference Chair:

Peter Kranz

Head of Marketing, Federal State of Mecklenburg-Vorpommern, Schwerin/Germany



Pre-workshop

23rd of May 2017 | 11:00 am – 12:30 pm

Presentation of Estonian eHealth Companies “Estonian Health IT Experiences at Your Service”

Estonian eHealth

Ain Aaviksoo, MD, PhD

Deputy Secretary General for eServices and Innovation, Ministry of Social Affairs, Tallinn/Estonia

eHealth Solutions by Estonian Companies

Külle Tärnov

Head, Business Development Department and Connected Health Cluster Manager, Tallinn Science Parks Tehnopol/Estonia

Presentation of Estonian eHealth Companies

Chair

Viljar Lubi*

Secretary General, Ministry of Economic Development, Tallinn/Estonia

Külle Tärnov

Head, Business Development Department and Connected Health Cluster Manager, Tallinn Science Parks Tehnopol/Estonia

Workshop

23rd of May 2017 | 5:00 – 7:00 pm

“eHealth Education”

Overview of the International Master’s Program of Health Care Technology (eHealth) at Tallinn University of Technology

Prof. Dr. Peeter Ross

Head of the International Health Care Technology Master’s Program, Tallinn University of Technology/Estonia

Presentations by students of Tallinn University of Technology on selected research topics

eHealth Education in Mecklenburg-Vorpommern

Birgit Hesse, MP*

Minister of Education, Science and Culture of the Federal State of Mecklenburg-Vorpommern, Schwerin/Germany

Chair

Prof. Dr. Wolfgang Schareck

Rector, University of Rostock/Germany

Dr. Jaanus Pikani

President of ScanBalt, Tartu/Estonia



Tallinn University of Technology

“Innovations, Start-Ups, Economy”

High-Tech Therapy Products and Globalized Exploitation

Prof. Dr. Frank Emmrich

Director, Fraunhofer Institute for Cell Therapy and Immunology (IZI), Leipzig/Germany

Metabolic Biomarkers in Personalized Diagnostics

Dr. Philipp Schatz, PhD

Head, Biomarker Program at Metanomics Health GmbH, Berlin/Germany

New Knowledge –New Vaccines? How the Industry Masters the Challenge

Dr. Klaus Schlüter

Executive Director, Vaccines Business Unit at MSD SHARP & DOHME GmbH, Haar/Germany

Healing with Knowledge – Shaping Framework Conditions for Innovations and Health Care Provision

Birgit Fischer, former Federal Minister for Women, Youth, Family and Health of North Rhine-Westphalia.

Director General of the Association of Research-Based Pharmaceutical Companies (vfa), Berlin/Germany

Chairs

Prof. Dr. Dagmar Braun

CEO, Braun Beteiligungs GmbH, Greifswald/Germany

Torsten Bathmann

Consultant, Department for Economy, Federal States and Location Policy of the Association of Research-Based Pharmaceutical Companies (vfa), Berlin/Germany

Your platform to find new business partners!

You can easily:

- establish connections with new business partners
- exchange innovative ideas
- initiate international collaboration and co-operation

You are looking for deeper exchange on the talks and conversations held at the conference? Or are you looking for an international partner for your company, or for contacts in higher education or in the political spectrum? If so, the International Matchmaking Event at the 13th National Conference on Health Economy is where you need to be.

The International Matchmaking Event is a “speed-dating” forum for companies. Participants can book individual appointments with other participants who suit their specific cooperation interests. Companies, research institutions or individuals are all eligible to join in. This service is free of charge to you. The International Matchmaking Event will be held in English, but the participants are free to agree on a language of their choosing. The event is being organized by BioCon Valley® GmbH in cooperation with Enterprise Europe Network M-V.

Appointments can be booked in the following time slots:

Event I 23rd of May 2017, 5:00 – 7:00 pm

Event II 24th of May 2017, 11:30 am – 1:00 pm

Event III 24th of May 2017, 2:00 – 3:30 pm

For further information, please visit

<https://www.b2match.eu/healthconomy2017>

Business and Investors’ Breakfast

This event brings young researchers, innovators and company founders together with established entrepreneurs and investors via a centrally initiated innovation process. In the provided less formal environment, participants can get to know each other, share innovative ideas, converse on the risks and opportunities associated with founding a company, and further expand their own networks. The overriding aim is for as many research results and innovations as possible to be sustainably transferred into the market and thus generate new business concepts and opportunities.

Symposium II

24th of May 2017 | 11:30 am – 1:00 pm

“Work 4.0”

What do young physicians desire?

Dr. Kevin Schulte

Spokesperson, JUNGE ÄRZTE Alliance; Resident, Department of Nephrology and Hypertension, University Medical Center Schleswig Holstein – Campus Kiel/Germany

New Work – New and Innovative Models of Workplace Design at Philips

Oliver Thalmann

Manager, Human Resources at Philips GmbH Market DACH, Hamburg/Germany

What do we need in everyday hospital life?

Prof. Dr. Wolfgang Motz

CEO and Medical Director, Klinikum Karlsruhe/Germany

Work 4.0 in Germany and Europe: Trade Union Perspectives

Thomas Fischer

Director, Department for Principle Affairs and Social Policy, German Trade Union Confederation (DGB), Berlin/Germany

Chairs

Prof. Dr. Axel Ekkernkamp

CEO and Medical Director, Unfallkrankenhaus Berlin/Germany

Prof. Dr. Christian Schmidt, MPH

CEO and Member of the Medical Board; Director, University Medicine Rostock/Germany

International Symposium

24th of May 2017 | 11:30 am – 1:00 pm

7th Baltic-Sea-Health-Region Meeting: “Practical Approaches for Cross-Border Exchange of Information and Data”

State of the Art eHealth: Achievements and Trends in Estonia Compared to Lithuania

Taavi Einaste

Head, Digital Health Care, Nortal AS Lithuania, Tallinn/Estonia

Implementation of a Transnational Fracture Registry

Dr. Anna-Winona Struck

Project Manager, Baltic Fracture Competence Center (BFCC), Hamburg/Germany

IC Health – European Co-operation to Empower Citizens Playing a More Active Role in Their Health Self-Management

Thomas Karopka

Project Manager, BioCon Valley® GmbH, Greifswald/Germany

Smart Dubai and Its eHealth Strategy – a Pioneer in the Gulf Region

Kirsten Staab

Director, Hamburg Representative Office UAE of the Healthcare Industry Service Center, Dubai/United Arab Emirates

Chairs

Dr. Jaanus Pikani

President, ScanBalt, Tartu/Estonia

Dr. Krzysztof Chlebus, MBA

Former Deputy Minister of Health, Warsaw/Poland

“Regulations, Sponsorships, Ethics and Legal Provisions”

Best Practice Estonia: Does it fit the German System?

Kristiina Omri

Secretary of Economy and Trade, Estonian Embassy, Berlin/
Germany

Shaping the Digital Future from the Health Insurance Provider's Perspective

Christian Klose

Chief Digital Officer, AOK Nordost – die Gesundheitskasse, Berlin/
Germany

TK's Digital Activities – Benefits of Patient Care

Klaus Rupp

Head, Care Management Department, Techniker Krankenkasse,
Hamburg/Germany

Digital Networking through New Models of Care Provision

Prof. Dr. Leonie Sundmacher

Head, Department of Health Services Management, Munich
School of Management, Ludwig-Maximilians-University Munich/
Germany

Digital Applications from the Patient's Perspective – Results from a Study Conducted on Behalf of the vzbv

Dipl.-Psych. Heiko Bolz

Market Researcher, forsa main – Marktinformationssysteme
GmbH; CEO, BOLZ CONSUMER INSIGHT; principal of the study:
vzbv - Verbraucherzentrale Bundesverband, Berlin/Germany

Chairs

Prof. Dr. Volker Möws

Director of Policy, Techniker Krankenkasse, Berlin/Germany

Nino Mangiapane

Head, Division for Principle Affairs in eHealth/Telematics, Federal
Ministry of Health, Berlin/Germany

“Providing Health Care in Structurally Weak Regions – Challenges and Solutions”

An activity within the framework of ZukunftsAgendaGesundheit2025

Challenges and Solutions for providing Health Care in Structurally less-favoured – Introduction and Key Questions **Dr. Petra Rambow-Bertram**

Chairwoman, Board of Gesundheitswirtschaft Hannover
e. V.; Deputy Chairwoman, Board of Netzwerk Deutsche
Gesundheitsregionen e. V., Berlin/Germany

eHealth – Infrastructure for Regional Provision (not only) in Rural Areas

Prof. Dr. Wolfgang Hoffmann, MPH

Managing Director, Institute for Community Medicine; Head,
Department for the Epidemiology of Health Care and Community
Health, University Medicine Greifswald/Germany

Educational Disadvantage and Health

Birgit Zoerner

Head, Department for Employment, Health and Social Affairs,
Sports and Leisure Activities, Dortmund/Germany

How has High-Tech benefited Health Care Provision in Billstedt and Horn? Approach and Method of the Hamburg INVEST Project, financed by the Innovations Fund

Ulf Werner

Senior Manager Integrated Care, OptiMedis AG, Hamburg/
Germany

The PLASMA Wundzirkel Project Initiative

Norman Kalbfleisch

PLASMA Wundzirkel Project, Leibniz-Institute for Plasma Science
and Technology, INP Greifswald/Germany

Chairs

Dr. Petra Rambow-Bertram

Chairwoman, Board of Gesundheitswirtschaft Hannover e. V. /
Germany

Prof. Dr. Josef Hilbert

Spokesperson, Netzwerk Deutsche Gesundheitsregionen
e. V.; Managing Director, Institute for Work and Technology,
Westfälische Hochschule Gelsenkirchen/Germany

General Information

Registration

If you wish to visit our conference, please register at our website:
www.konferenz-gesundheitswirtschaft.de.

Exhibition Registration

If you wish to present your company at the conference, please contact our conference office:

Agentur WOK GmbH · Claudia Namokel

Telephone +49 30 | 49 85 50 28

E-Mail ausstellung@konferenz-gesundheitswirtschaft.de

Conference Venue

Yachthafenresidenz Hohe Düne

Hohe Düne/Am Yachthafen 1-8 · 18119 Rostock-Warnemünde

President of the National Conference on Health Economy

Prof. Dr. Marek Zygmunt

Organizers

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Media

National Conference on Health Economy provides a professionally staffed press room and more. If you are reporting on the conference, please contact:

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Housing Information

Please find a list of hotels on our website:

www.konferenz-gesundheitswirtschaft.de.

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