March 20, 2019

DMEA Dossier on Digital Medicine

Digital Medicine: The opportunities and challenges facing doctors and startups

Be it preventive healthcare for dementia using intuitive apps, anonymous hospital hygiene inspections using IoT sensors, or VR applications that let hemiplegic patients live an independent life – new products are being presented by numerous eHealth startups at DMEA.They all have a common goal: to make the lives of patients, doctors and nurses easier. However, for startups the road to establishing their innovative products on the health market is often a long one.

"Many doctors see digital medicine the same way as a new drug or treatment method. It is something that has be checked first to see if it actually does what it promises", says PD Dr. Maike Henningsen, a gynaecologist and obstetrician. She adds: "Consequently, eHealth solutions must be evidence-based." However, for startups in particular such an evidence-based approach is not easy, says Vivian Otto, managing director of the eHealth startup Jourvie, which specialises in preventive medicine for eating disorders. "Anyone who wants to be taken seriously in the market needs evidence-based studies, and ideally medical product certification." With this package they can apply for reimbursement of costs. However, achieving that takes a very long time." Startups in particular often lack the necessary staff and financial resources. That is where a partnership with an established company can offer a solution. For example, partnering with the health insurer AOK Nordost helped Jourvie to bring its digitally assisted preventive programme for early detection of eating disorders among children and young people onto the market.

With the Startup Café, DMEA is providing a platform that brings startups into contact with potential business partners and investors. "Doctors can find information here too, as they often lack a general overview", says Dr. Maike Henningsen. "Apps designed with the help of doctors often have a head start because they are considered trustworthy. But what of other providers? Often, information on what apps can do and who they are for is missing. We need regulations and to be able to compare products in order to assess them properly." Naturally, with startups the question arises as to their long-term viability. "Will they still be in business in a few years time? What happens if they are bought out? What is the story where maintenance is concerned?" This is where doctors and businesses must communicate better. "We need to understand what is driving the other side in its efforts to develop digital medicine in Germany," says Henningsen.

With its comprehensive programme DMEA provides the ideal platform for a corresponding dialogue.

Outline details of timing of events

Day 1 at DMEA (09 April 2019):

· Congress session: Is Germany about to become World Champion of Digital Health...? (time: 11.30 a.m. - 1.00 p.m. | venue: _Stage A, Hall 1.2)

· Guided tour of the fair: Tour 1: Digital Health Innovations (time: 2.30 - 3.30 p.m. | venue: Centre Foyer, Hall 3.2 | 4.2)

· Pitch: mobile health ZONE 1 – Apps and Digitalisation (time: 3.45 - 4.45 p.m. | venue: _Hub 2, Hall 2.2)

Day 2 at DMEA (10 April 2019):

· Workshop: [Certification of Medical devices with a Focus on Usability](#) (time: 09.30 - 10.30 a.m. | venue: _Zuse Room 6, Hall 4.1/7)

· Congress session: [mHealth - The Mobile Revolution in Productive Operations](#) (time: 09.30 - 11.00 a.m. | venue: _Stage A, Hall 1.2)

· Pitch: [mobile health ZONE 2 - Software Solutions](#) (time: 11.30 a.m. - 12.30 p.m. | venue: _Hub 2, Hall 2.2)

· Guided tour of the fair: [Tour 12: Startup meets Corporate](#) (time: 11.30 a.m.-1.00 p.m. | venue: Centre Foyer, Hall 3.2 | 4.2)

· Pitch: [mobile health ZONE 3 – Solutions for Diagnosis and Practice](#) (time: 1.15 - 2.15 p.m. | venue: _Hub 1, Hall 2.2)

· Pitch: [Digital Health Startup Showcase](#) (time: 2.30 - 3.30 p.m. | venue: _Hub 3, Hall 3.2)

· Congress session: [Tour 18: Apps & Wearables](#) (time: 3.45 - 4.45 p.m. | venue: Centre Foyer, Hall 3.2 | 4.2)

· Talk: [Dr. Digital: What does Digitalisation Have to Offer Medical Practices?](#) (time: 5.00 - 6.00 p.m. | venue: _Stage B, Hall 2.2)

Day 3 at DMEA (**11 April 2019):**

·[mobile health ZONE 4 – The Future of Digitalisation](#) (time: 11.30 a.m. - 12.30 p.m. | venue: _Hub 2, Hall 2.2)

· Pitch: [Startups in the _Hub: Founders from Different Countries Present Themselves and Their Ideas](#) (time: 11.30 a.m. - 13.00 p.m. | venue: _Hub 3, Hall 3.2)

· Guided tour of the fair: [Tour 30: Mobile Health](#) (time: 2.30 - 3.30 p.m. | venue: Centre Foyer, Hall 3.2 | 4.2)

About DMEA

DMEA aims to mirror the entire digital supply chain including every process along the way. Step by step DMEA will expand into a platform representing every digital field of interest to all players in the healthcare system, both now and in the future. DMEA targets decision-makers in every healthcare sector – hospital managers, IT heads, doctors, nurses, healthcare policymakers and experts in science and research. As an integrated event combining a trade fair, congress, academy and a wide range of interactive formats, it gives participants the opportunity to find out about the latest digital healthcare developments and products, establish industry contacts and acquire high-level qualifications.

DMEA is held by the German Association of Healthcare IT Vendors (bvitg) and organised by Messe Berlin. DMEA is organised in cooperation with the following industry associations: the German Association of Healthcare IT Vendors (bvitg), the German Association for Medical Informatics, Biometry and Epidemiology (GMDS), the German Medical Informatics Professional Association (BVMI). The National Association of Hospital IT Managers (KH-IT) and the Chief Information Officers of University Hospitals (CIO-UK) provide contributions on the subject matter. The three-day event takes place annually on the Berlin Exhibition Grounds.

More information on products, topics, events and industry trends can be found by visiting the health IT homepage of bvitg Service GmbH, a subsidiary of the German Association of Healthcare IT Vendors (bvitg). www.health-it-portal.de