Think Medical!
Act Digital!

DMEA 2020 Program Highlights

Berlin
21–23 April 2020
Connecting Digital Health
Digital healthcare is the main focus at Europe’s leading event for health IT taking place from **April 21 to 23, 2020**. For three exciting days, the exhibition halls in Berlin will serve as an innovation hub for digital health.

More than 350 speakers and 600 exhibitors at DMEA will provide a cross-sector, practical look at how digital transformation makes complex health systems patient-centered, economical and future-proof – across the entire supply chain.

**DMEA is the perfect place for new ideas in digital healthcare!**

---

DMEA offers top decision-makers from public administrations, politics, the digital economy, industry associations and research communities plenty of space for in-depth information sharing, sustainable networking, and active communication with two _Stages, five _Hubs and two _Box areas.

Overarching theme tracks focusing on current healthcare trends summarize the different formats – congress sessions, workshops, panels, talks, seminars – and provide a clear overview at all times.

---

**Event**
DMEA – Connecting Digital Health
Trade Fair and Congress for Digital Healthcare

**Opening Hours**
NEW: 10:00 – 18:00

**Ticket Prices**
Day Ticket: EUR 69.00
Permanent Ticket: EUR 139.00
Seminar Ticket incl. Day Ticket: EUR 239.00

For more information:
www.dmea.eu
As the main knowledge platform for Health IT, DMEA is presenting top-notch speakers again this year. These prominent experts from the business, science and political communities shed light on the latest developments and trends in a series of practice-oriented, well-researched and informative presentations.

“E-prescriptions, electronic patient records, prescribed apps – digitalization of the healthcare system is picking up speed. An abstract expression is being transformed into hands-on applications that make a real difference in the lives of patients. We will definitely continue on this path. Digitalization isn’t an end in itself. It is the prerequisite for modern, patient-oriented healthcare.”

“E-prescriptions, electronic patient records, prescribed apps – digitalization of the healthcare system is picking up speed. An abstract expression is being transformed into hands-on applications that make a real difference in the lives of patients. We will definitely continue on this path. Digitalization isn’t an end in itself. It is the prerequisite for modern, patient-oriented healthcare.”

“Christoph Schmelter
Chairman, German Association of Health IT Vendors – bvitg e.V.
DMEA opening,
Tuesday,
April 21, 2020

“The healthcare of the future is digitally interconnected. Through DMEA we are providing the framework for shaping this fundamental change. This event enables a vital exchange of information, strategies and opinions among all actors involved.”

“Christoph Schmelter
Chairman, German Association of Health IT Vendors – bvitg e.V.
DMEA opening,
Tuesday,
April 21, 2020

“Our goal for the growth strategy in healthcare is that Finland serves as a role model in the health sector in terms of sustainability, welfare promotion and disease prevention. Access to data is a prerequisite for this.”

“Dr. Liisa-Maria Voipio-Pulkki MD PhD
Director General of Strategic Affairs, CMO
Role Model Finland
Wednesday, April 22, 2020

All DMEA 2020 speakers: www.dmea.eu
“Simply doing it!” is the answer often heard these days when asking for details about the German eHealth strategy. This session helps you stay ahead of the game by putting Germany’s activities in a European context. It breaks the strategic level down from a European/national perspective into tangible experiences on the pathway to a digital health nation. The session also sheds light on the strategic goals of European countries, outlines their best practices, and brings them up for discussion.

Strategic Frameworks for Digital Healthcare – From European Regulation to Local Hospital Activity  
Congress Session, April 21, 2020

Medical AI applications have made impressive progress in recent years. Almost on a monthly basis, the American FDA now approves AI-based applications. Similar trends can also be expected in Germany with the imminent introduction of MDR and the discussion about prescription-capable software medical products. Machine learning from data is an important basis for success. The session will discuss whether and how routine data is suitable, what measures can be taken to improve data quality, and what role data integration centers play in providing comprehensive data. Other topics focus on the opportunities and difficulties data and process mining from routine data offer for AI-supported predictive analysis and optimization, and what standards promote the usability of routine data for AI.

AI: Could Routine Data Serve as a Basis?  
Congress Session, April 21, 2020

Robotics and artificial intelligence will bring about fundamental changes to medicine and the world we live in like few technologies have ever done before. This session shows what is already in use today, what is being worked on, and what we can expect in the future.

Robotics in Medicine – Technology Meets IT. What Is Currently in Use and What Will the Future Bring?  
Congress Session, April 22, 2020

Denmark is regarded as a role model in the digitalization of healthcare. Patient data is already being used in a variety of ways in everyday healthcare. This session offers a chance to discuss the advantages and challenges of using patient data.

Role Model Denmark? – How Patient Data Can Be Used in the Treatment Process  
Panel, April 22, 2020

In May 2019 Finland approved legislation on the secondary use of health data, which elevates research and innovation opportunities across health and wellbeing, disease prevention, and predictive and personalized medicine including new methods of treatment.

Role Model Finland? – Secondary Use of Health Data for Research and Innovation Purposes  
Panel, April 22, 2020

This is where the Digital Health Sector takes a look outside the box. DMEA Highlight Sessions focus on today’s challenges, new solutions and visionary business cases.

All DMEA 2020 sessions and formats: www.dmea.eu
Visit the International Lounge in Hall 3.2. and engage with experts and potential partners.

Learn more about digital health solutions, including health IT, telemedicine and mobile platforms in Germany. Discover ways to expand your business to the German health market.

DMEA offers a variety of opportunities tailored to the needs of international guests. All events in the international program are suitable for an English-speaking audience.

All congress sessions and keynotes are simultaneously translated into English.
<table>
<thead>
<tr>
<th>April 22</th>
<th>DMEA Program (extract)*</th>
</tr>
</thead>
</table>
| **IT Security – Reports on the Experiences of KRITIS and B3S**  
Congress Session  |
| **Business Models and Evaluation**  
Congress Session  |
| **Medical Device Regulation – New Requirements and Perspectives**  
Congress Session  |
| **Smartphones in the Waiting Room. Digitalization from the Patient’s Standpoint.**  
Congress Session  |
| **Benefit Potential of FHIR for the German Health Care System**  
Congress Session  |
| **Robotics in Medicine – Technology Meets IT. What Is Currently in Use and What Will the Future Bring?**  
Congress Session  |
| **On the Road to Interoperability – From Structured Data Towards A Connected Health System**  
Congress Session  |
| **The Digital Prescription Is Coming! Added Value for Patients, Pharmacists, Physicians, Nursing Staff and Scientists**  
Congress Session  |
| **eHealth Strategy in Germany: The European Perspective**  
Panel  |
| **Role Model Finland? – Secondary Use of Health Data for Research and Innovation Purposes**  
Panel  |
| **Patient Engagement and Health IT**  
Talk  |

<table>
<thead>
<tr>
<th>April 23</th>
<th>DMEA Program (extract)*</th>
</tr>
</thead>
</table>
| **Electronic Patient Records According to German Law – New Implications in 2021**  
Congress Session  |
| **Data Integration Centers in the Medical Informatics Initiative: The Heart of the Networked IT Infrastructure for Modern Medical Research**  
Congress Session  |
| **Telemedicine – Current Developments and Prospects**  
Congress Session  |
| **Shaping Medical Care: Strategies and Assets for Health Insurance Organizations**  
Congress Session  |
| **Accessing the German Market: The Digital Care Act & Practical Tips**  
Talk  |
| **Femtech**  
Panel  |
| **Accelerator Programs – Review and Outlook into the “Twenties”**  
Panel  |
| **Digital Tools for Hospitals**  
Panel  |
| **Business Meetings**  
Matchmaking  |

In addition to the simultaneous translation of congress sessions and keynotes, some program events will be presented exclusively in English.

All DMEA 2020 sessions and formats are available from www.dmea.eu or in the DMEA app.

*subject to change
## Inspiring Formats for Young Professionals

Fit for the future! DMEA offers deep insight into the industry and the best job prospects. This is where young professionals can launch their next career steps and take advantage of matchmaking opportunities with universities, hospitals and companies.

<table>
<thead>
<tr>
<th>Company Slam</th>
<th>Guide for Talents</th>
<th>Career Partner Rally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three minutes, one goal. In a series of creative speed talks, companies and institutions have a chance to inspire young talent as employers.</td>
<td>The perfect way to prepare for DMEA. This booklet contains a list of all exhibitors interested in recruiting young talent and includes information on work, training and internship programs.</td>
<td>New impressions with a chance to win prizes! Use your DMEA ticket to pick up a routing slip, collect partner stamps, and enter your name in the giveaway!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Young Talent Tours</th>
<th>Young Talent Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided tours go directly to the exhibition stands of companies that are offering job opportunities. On-site registration available.</td>
<td>Career opportunities and awards for graduates. Students can apply by submitting their thesis related to health IT. The best papers will be presented for awards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 300 digital job opportunities at a glance.</td>
</tr>
</tbody>
</table>

## DMEA for Your Smartphone

The DMEA app offers useful information and functions for your trade fair participation. Get your own personalized DMEA in just three easy steps.

| 1. DMEA goes digital. All information at a glance – the complete program, customizable and compact. |
| 2. New chat function for direct communication via app. |
| 3. Interactive site map with list of exhibitors. |

### Features
- Product Search
- Job Market
- Synchronization with the Virtual Market Place®
- Bookmark, note function – and much more!

Follow DMEA on social media #dmea20
Virtual Market Place is the digital DMEA platform for information and communication. Within the DMEA framework, this practical online tool offers exhibitors a chance to present their companies and products online for a full year. This is where trade fair visitors individually plan and follow-up their DMEA activities.

All the features at a glance
- Filter options for optimized search results
- Practical trade fair planner for perfect preparation
- Interactive site map shows you the way
- One-click download of exhibitor lists
- Available for all smart devices

For further information:
www.virtualmarket.dmea.eu

Experience first-class keynotes and lectures on two main stages.

Five different hub areas focus on sharing knowledge and networking.

The place to think outside the box and develop interactive, practical solutions.

The South Entrance to the exhibition grounds can be easily reached via the Messe Süd S-Bahn station. Parking lots (P17, P18) and a taxi stand are located close by.

Complete travel and hotel information:
www.dmea.eu/travel