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DMEA 2019: International exchange on digital health

What must international players observe when entering the German market? What can Germany learn from its neighbours Austria and Switzerland in the field of digital medicine? Together with Germany Trade & Invest (GTAI), DMEA 2019 is hosting a programme of events that caters specifically for international audiences.

DMEA (formerly conhIT) is the industry's main event for digital healthcare. In that context, an international exchange of experiences and networking beyond national borders also plays an important role. From 9 to 11 April 2019, in partnership with Germany Trade & Invest (GTAI) and the business promotion organisation of the German government, an international programme of discussion and talk formats will be taking place in the Hub 3 event area. Topics will include the market potential of various digital applications and promoting exports in the field of digital health. Various formats will also encourage a direct exchange with international startups. "This industry has a huge innovative drive and the German market offers a wide range of business opportunities. The rapid growth of many foreign markets offers many opportunities for domestic companies. At the same time the German healthcare system can benefit from companies who are already operating successfully in other countries and are now able to market their innovative solutions in Germany too," said **Julia Pietsch, senior manager, Digital Health at GTAI.**

In addition to the Hub 3 programme, the DMEA Congress sessions and other event formats will also address topics and subjects in English. Simultaneous interpreting into English will be provided at all the sessions. International trade visitors can also take part in English-language tours which look at the German healthcare market. "Whether blockchains, AI or personalised medicine, more and more new technologies are being implemented in various forms in international healthcare systems. As Europe's largest event for health IT we see it as our task to strengthen the interdisciplinary and international transfer of knowledge. By examining best practices representatives from Germany and other countries will be able to exchange views and learn from each other", said **Jens Naumann, chairman of the German Association of Health IT Vendors (bvitg),** the organisers of DMEA.

Stefan Radatz, general manager, Central & Eastern Europe and managing director of Cerner Health Services Deutschland GmbH, a regular Gold Partner of DMEA, also emphasised the importance of an international exchange for improving healthcare systems in Europe: "In Denmark, besides applications for monitoring patients daily at home there has been access to a health portal since the Nineties. In Estonia around 98 of the population have an electronic health file. ePrescriptions are also in nationwide use there. Austria has implemented an electronic health file (ELGA) system. In all these cases uniform standards ensure frictionless data communications. By creating open and secure infrastructures for exchanging and making intelligent use of all accessible health data Germany can also make use of the added value that digitalisation offers. Looking beyond national borders is therefore not only inspirational, it is also essential for advancing our healthcare system. DMEA provides the ideal platform for such an exchange."

About DMEA

DMEA is the successor to conhIT – Connecting Healthcare IT, and represents a strategic evolution of that concept. It 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

This press release can also be found on the internet: www.dmea.de