

PFARRKIRCHEN, GERMANY

DIGIHEALTHDAY-2020

GLOBAL DIGITAL HEALTH – TODAY, TOMORROW, AND BEYOND

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2020

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Ort, Datum
Pfarrkirchen,
20.03.2020

WEBINAR: Artificial Intelligence in Healthcare
July 9, 2020, 14:00 - 17:15 (CEST)
Speaker: Justus Wolff (Germany)

ABSTRACT

The guest lecturer covers strategies and implementation methods of business models for Digital Health services across the pharma, medtech and insurance industries. In order to achieve a large coverage of the Digital Health market in Germany and internationally, strategic frameworks, concrete service process chains and reimbursement models are explained. Several case studies are used to describe the impact of Digital Health for key players from multinationals to hidden champions and the target audience are students with backgrounds ranging from information technology, medicine and business administration.

