

WEBINAR

23 March 2023

SUCCEED IN GERMANY'S DIGITAL HEALTH MARKET – LET'S MEET AT DMEA 2023

DMEA Berlin
25–27 April 2023
Connecting Digital Health



Speakers

Julia Pietsch

Germany Trade & Invest

Germany's Digital Health Market

Johannes Ruppert

German Association of Health IT Vendors (bvitg e.V.)

bvitg – We create digital health.

Andrea Hillmann and Karolin Werfel

Messe Berlin

DMEA 2023 – Even more International



Q&A SESSION AT THE END

PLEASE POST USING WEBINAR TOOLBAR

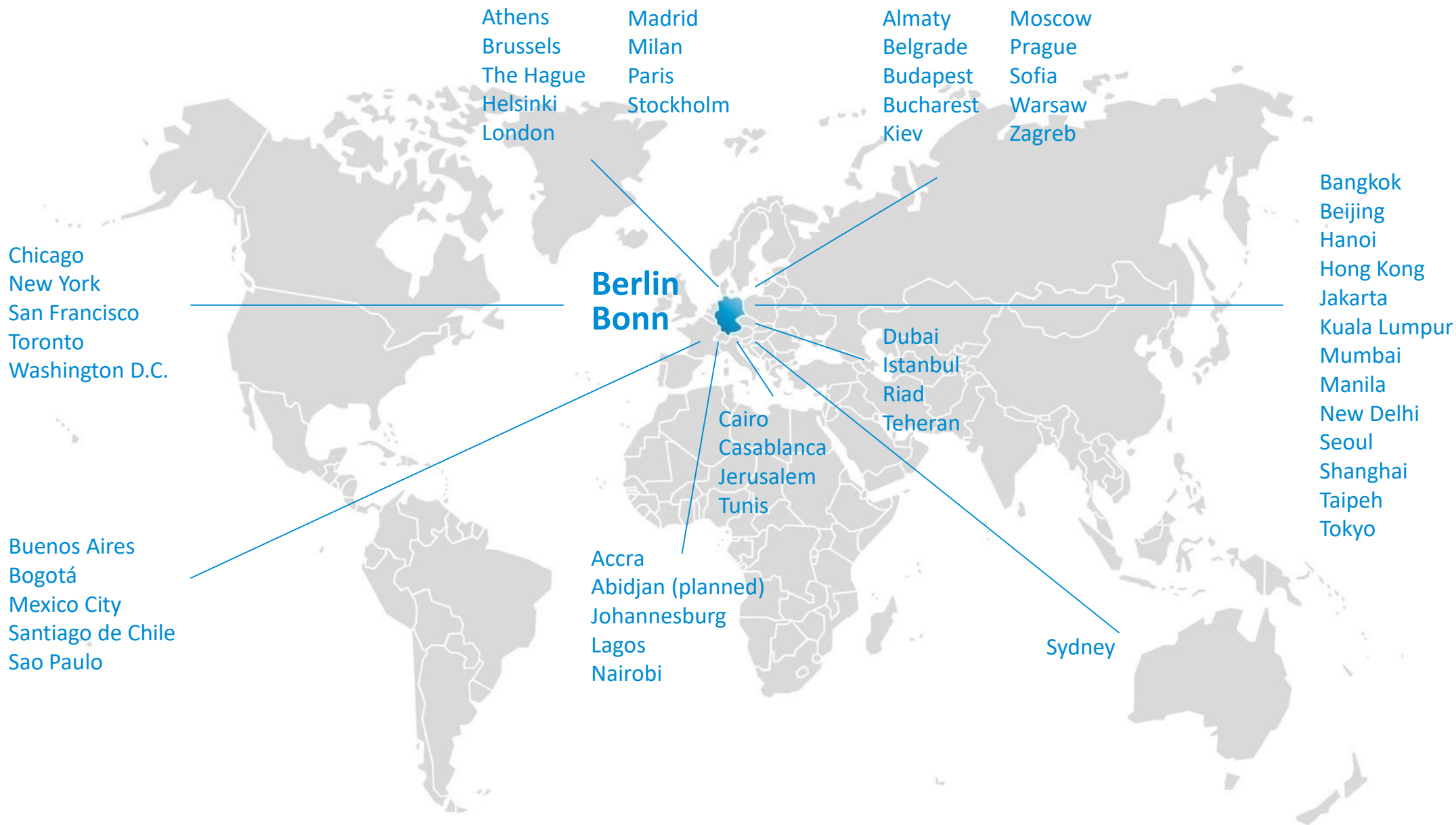
Chat feature on right



WHAT WE DO



Germany Trade and Invest is the economic
development agency
of the Federal Republic of Germany.





***Export
Promotion***



***Investor
Consulting***



***Location
Marketing***



***New Federal
States & Structural
Transformation***

Business Location Germany

- Market and industry analyses
- Market entry analyses
- Extensive legal information (tax, labor law, etc.)
- Funding and financing information



Germany's Medtech Clusters

Innovation Clusters Survey: Fact Sheet

Key networks facts & figures:

- 18 networks in survey, 13 with certification
- 3000+ member companies
- 35 member university hospitals

Get your free version here

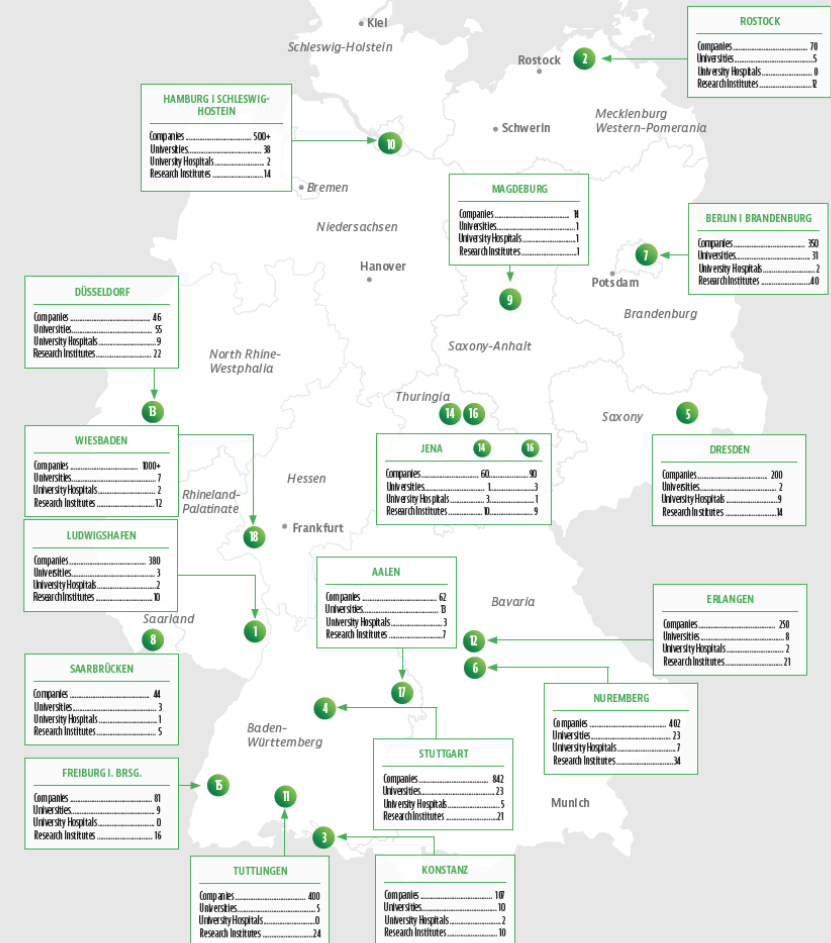
www.gtai.de/medical-technology-clusters-in-germany



Medical Technology Clusters in Germany

We provide a countrywide overview of selected clusters and networks on regional and state-wide level. The vast majority is recognized by the national "go-cluster" excellence program in accordance with the guidelines of the European Cluster Excellence Initiative (ECEI).

Interested companies are welcome to join one or more clusters regardless of geographic location. The map illustrates the location of the clusters. The numbers refer to the corresponding numbers in the table on the right.



Source: GTAI Cluster Survey 2022



HEALTHCARE IN GERMANY

Healthcare Market Germany

€ 466 billion
healthcare
expenditure

€ 5,600
spending
per capita

90%
of people have
public health
insurance

10% privately
insured

1,900
hospitals
~500k
beds

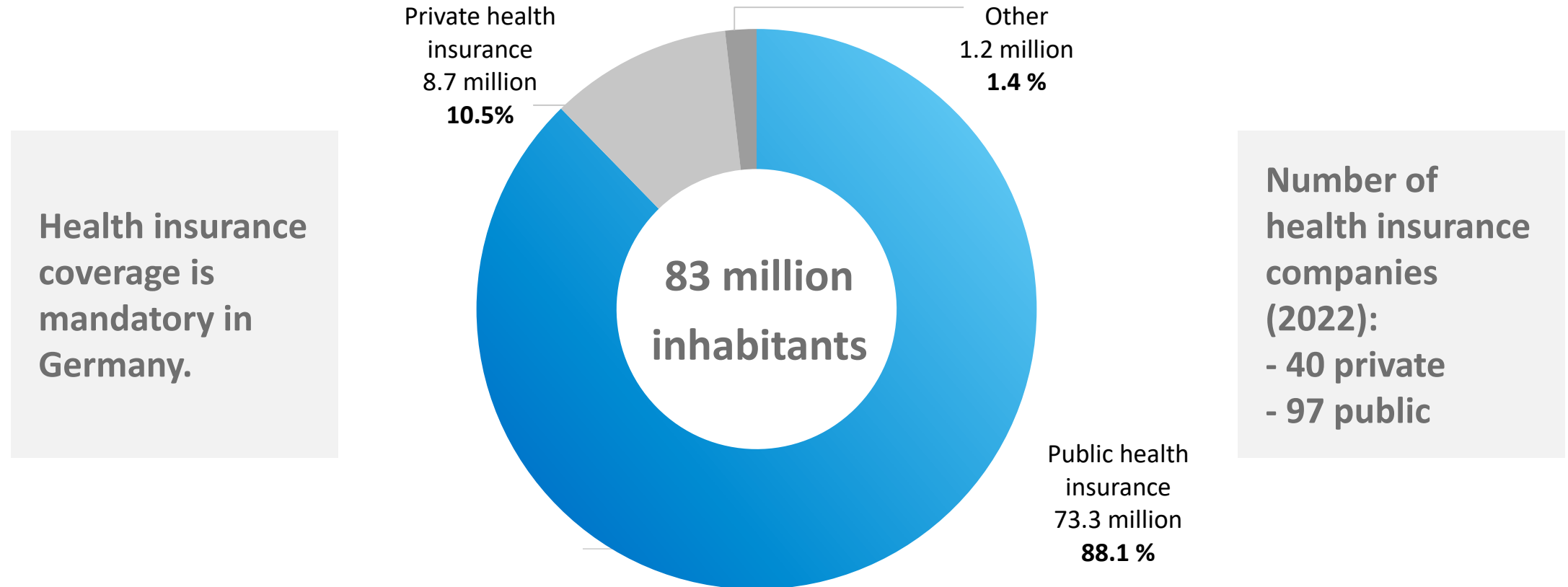
416,000
active physicians

18,000
pharmacies

7.5 million
employment in
healthcare

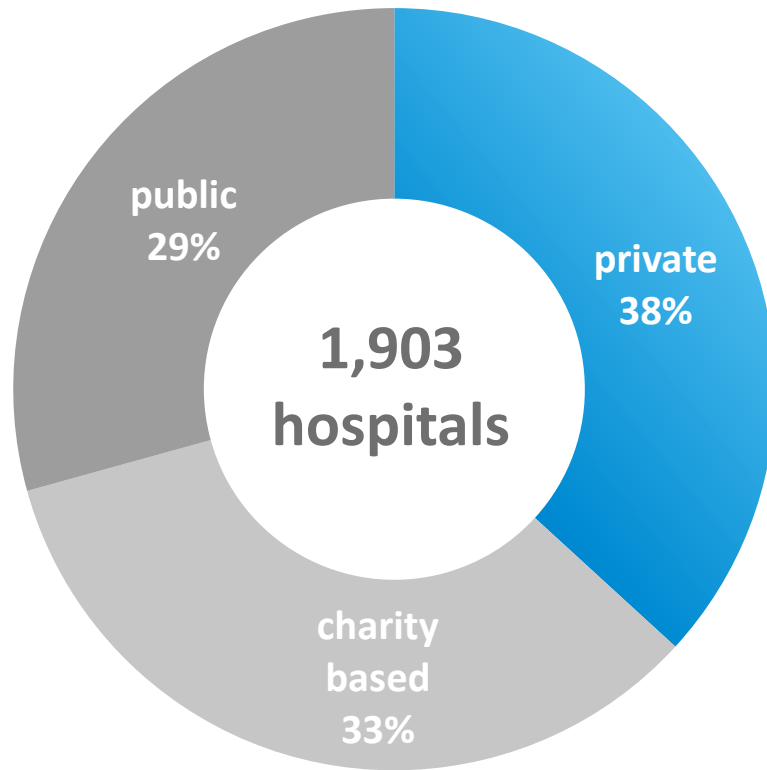
Health Insurance

Germany achieves almost universal health insurance coverage

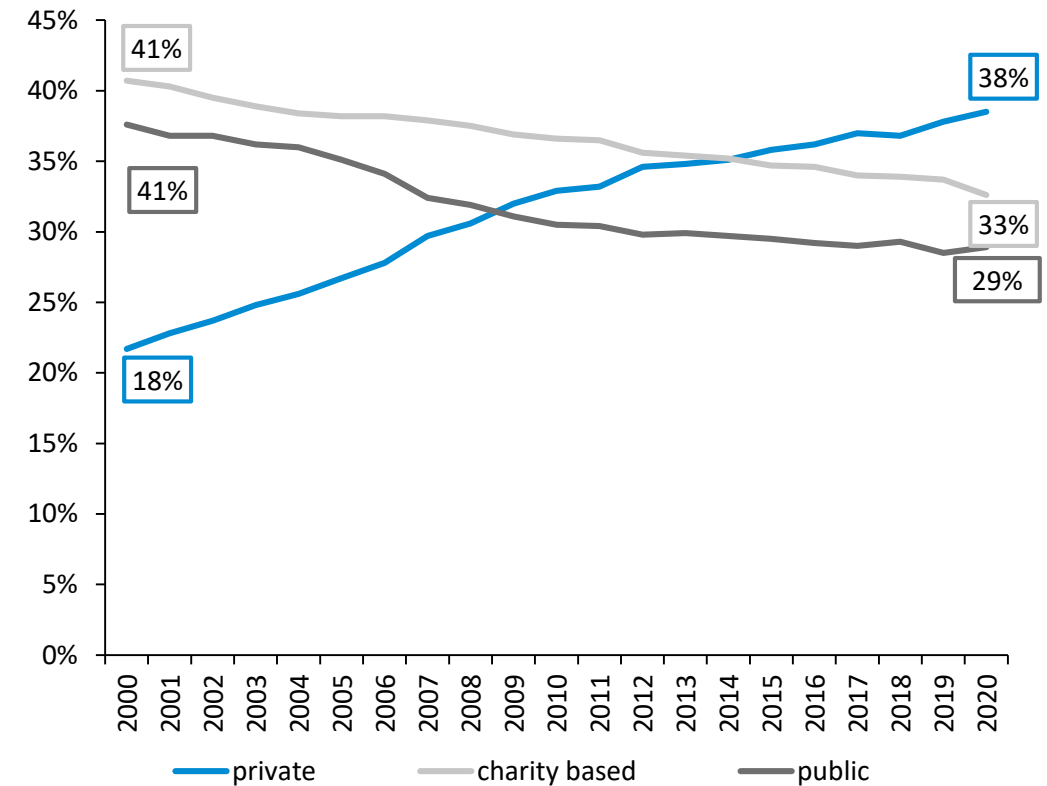


Number of Hospitals and Ownership

The share of privately owned hospitals continues to rise



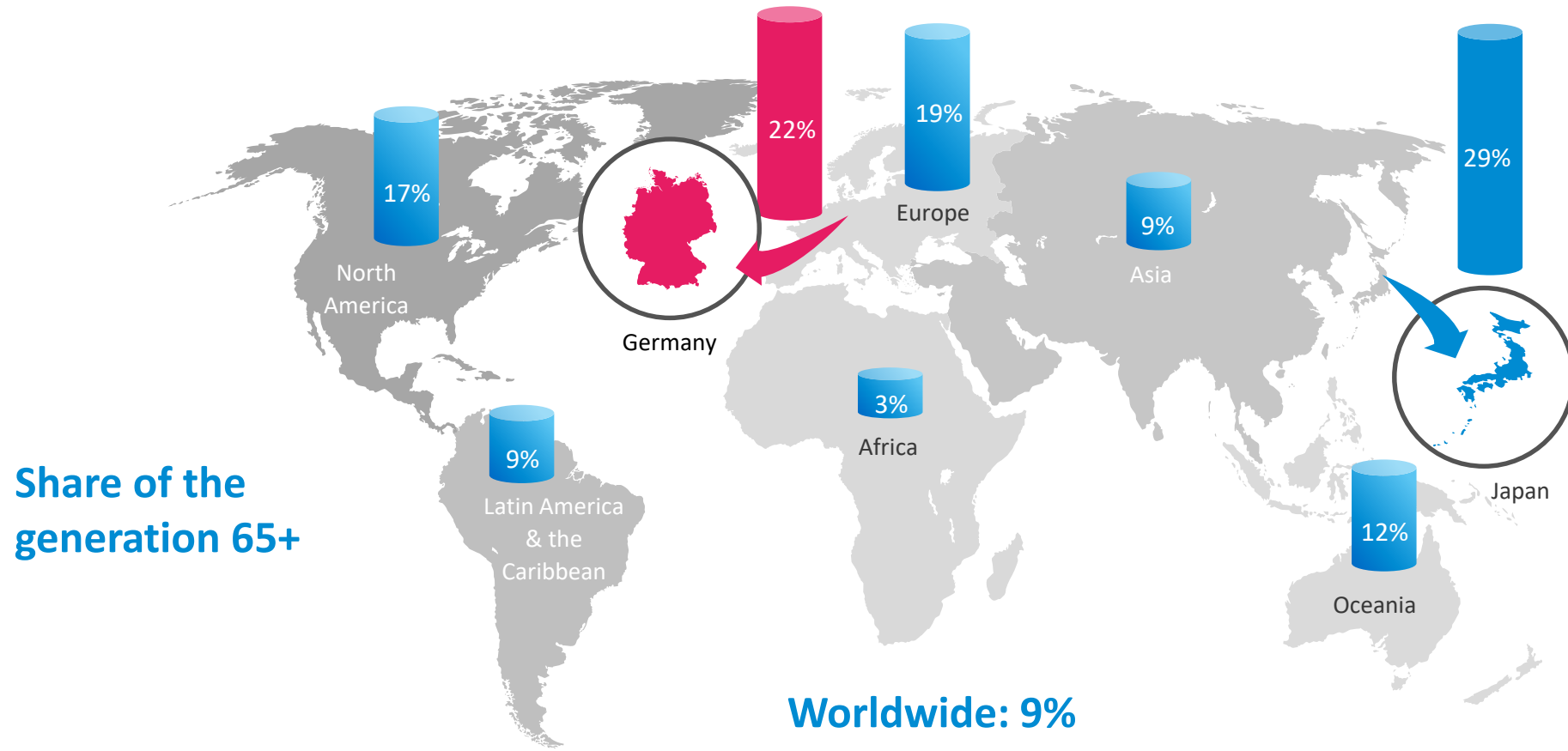
Source: German Hospital Federation 2022



Source: German Hospital Federation 2022

Demographic Change

The German population is one of the “oldest” worldwide





DIGITAL HEALTH



Market Volume Digital Health 2026

Europe
239 billion Euro

Source: Roland Berger 2021

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Market Volume Digital Health 2026

Germany
59 billion Euro

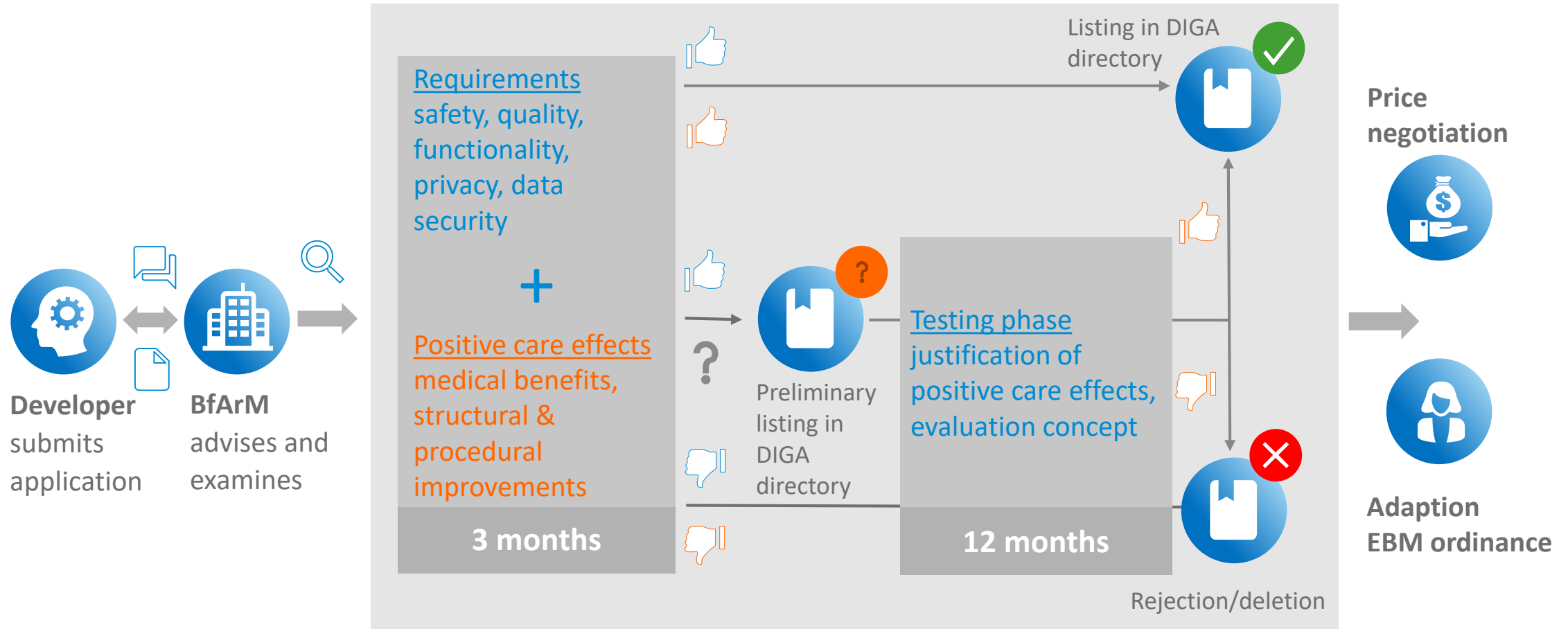
Source: Roland Berger 2021

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Digital Health Care Act

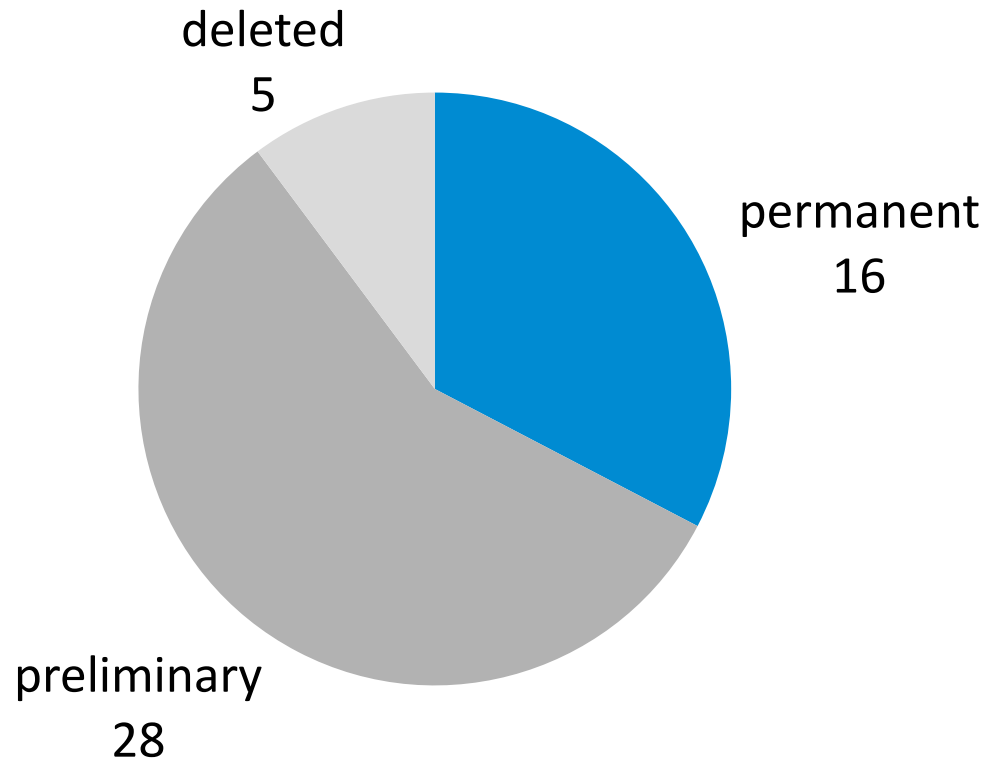
Improving care with
digital health applications (DIGAs)

Fast Track into the DIGA Directory



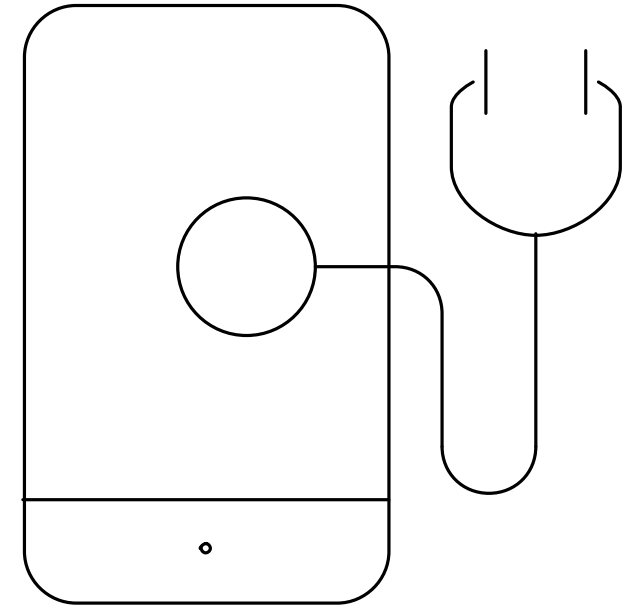
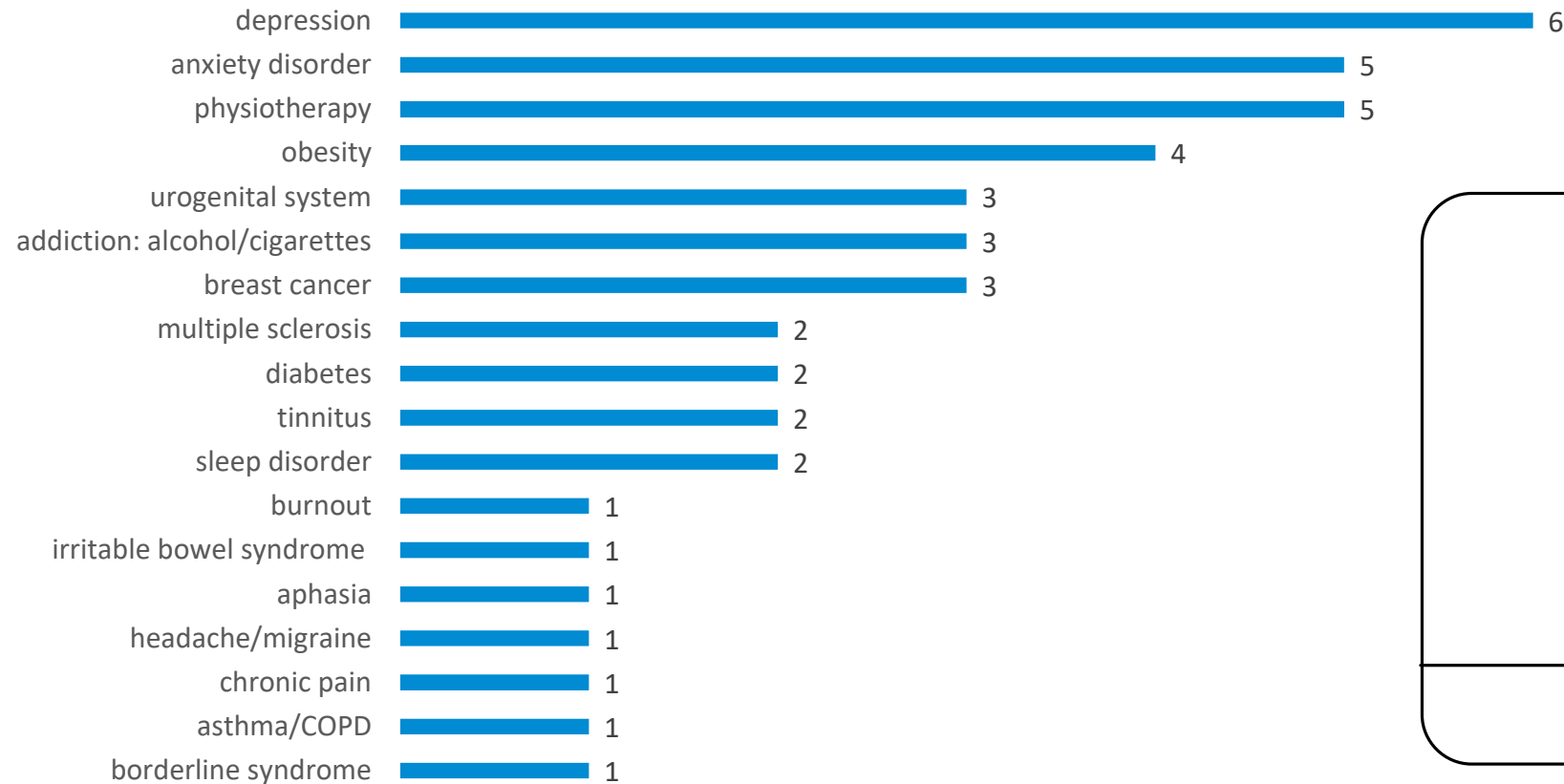
DIGA Directory

Currently there are 44 medical apps in the directory.



Apps on Prescription

Medical disorders by number of apps in DIGA directory



Let's Meet at DMEA 2023

Panel: Digital Health across Borders – Experiences from the International Delegations

When: Wednesday, 26 April 2023, 5 pm

Where: _Stage B (hall 5.2)

This panel will feature representatives from Israel, France, Denmark, Finland and the Netherlands discussing current digital health developments in their home countries and sharing their expertise regarding international cooperation and exchange.

Contact Us

Germany Trade & Invest is the economic development agency of the Federal Republic of Germany. The company helps create and secure extra employment opportunities, strengthening Germany as a business location. With more than 50 offices in Germany and abroad and its network of partners throughout the world, Germany Trade & Invest supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany.

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Time for Q&A

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