

# Digital Health

## Challenges and Chances in the Digital Health Market in Germany

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***Location  
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***New Federal  
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Transformation***

# Business Location Germany

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





# HEALTHCARE IN GERMANY

# Healthcare Market Germany

**€ 417 billion**  
healthcare  
expenditure

**12.5%**  
of GDP

**73 million**  
people have  
public health  
insurance

**9 million**  
people  
privately  
insured

**1900**  
hospitals  
**490k**  
beds

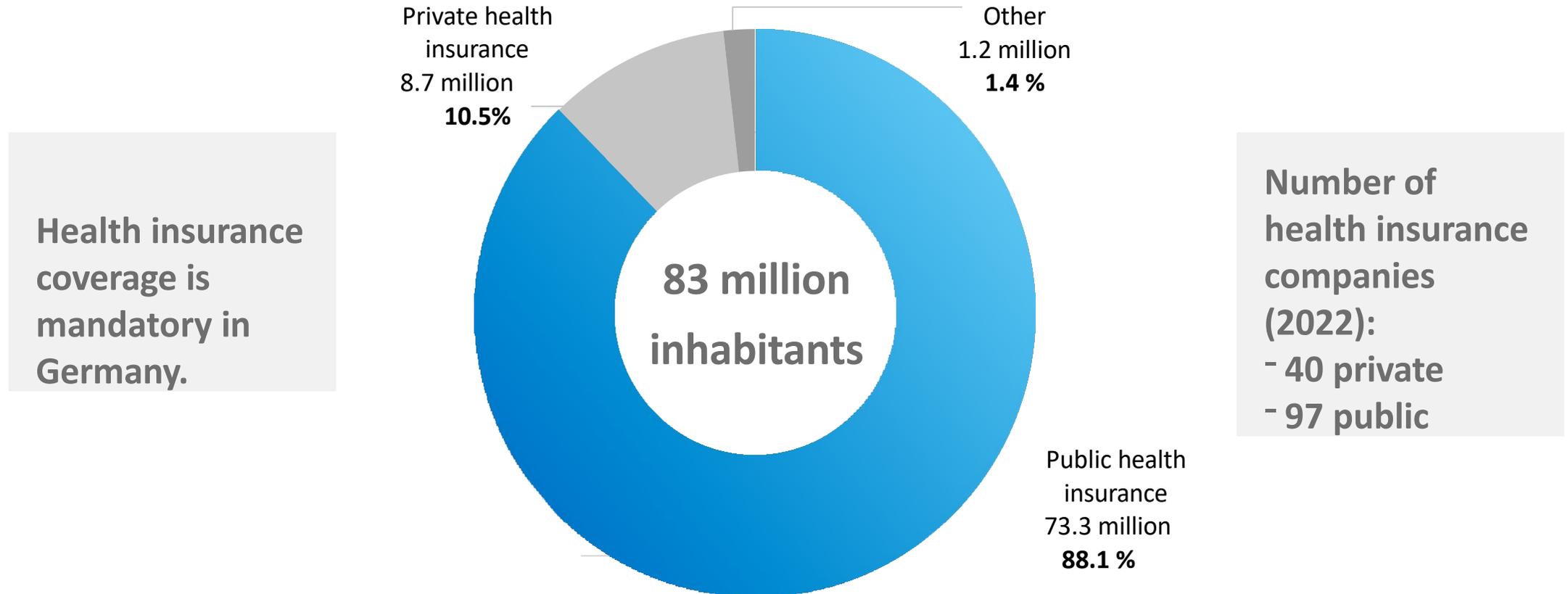
**409,000**  
physicians

**19,000**  
pharmacies

**7.5 million**  
employment in  
healthcare

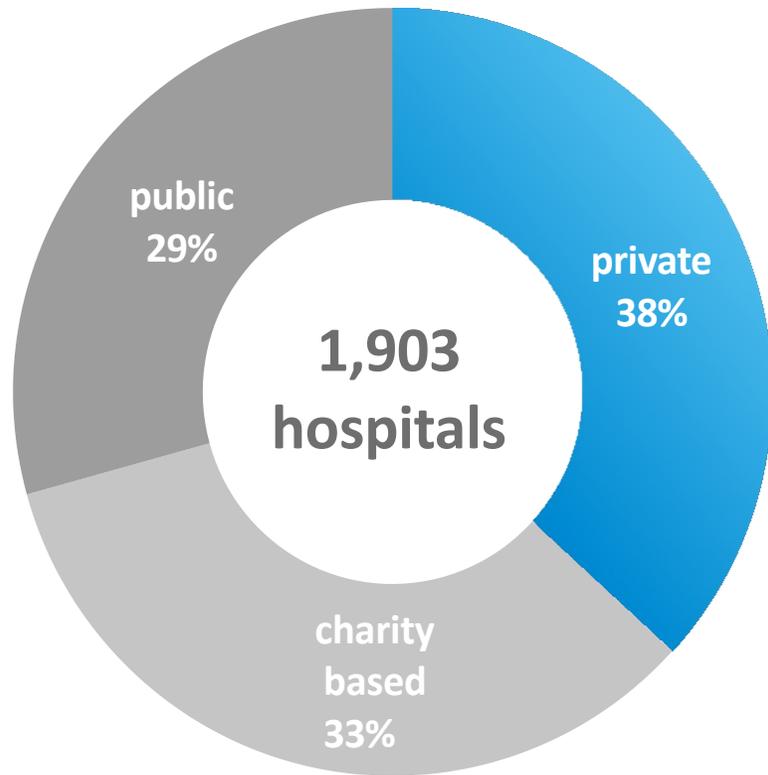
# Health Insurance

## Germany achieves almost universal health insurance coverage

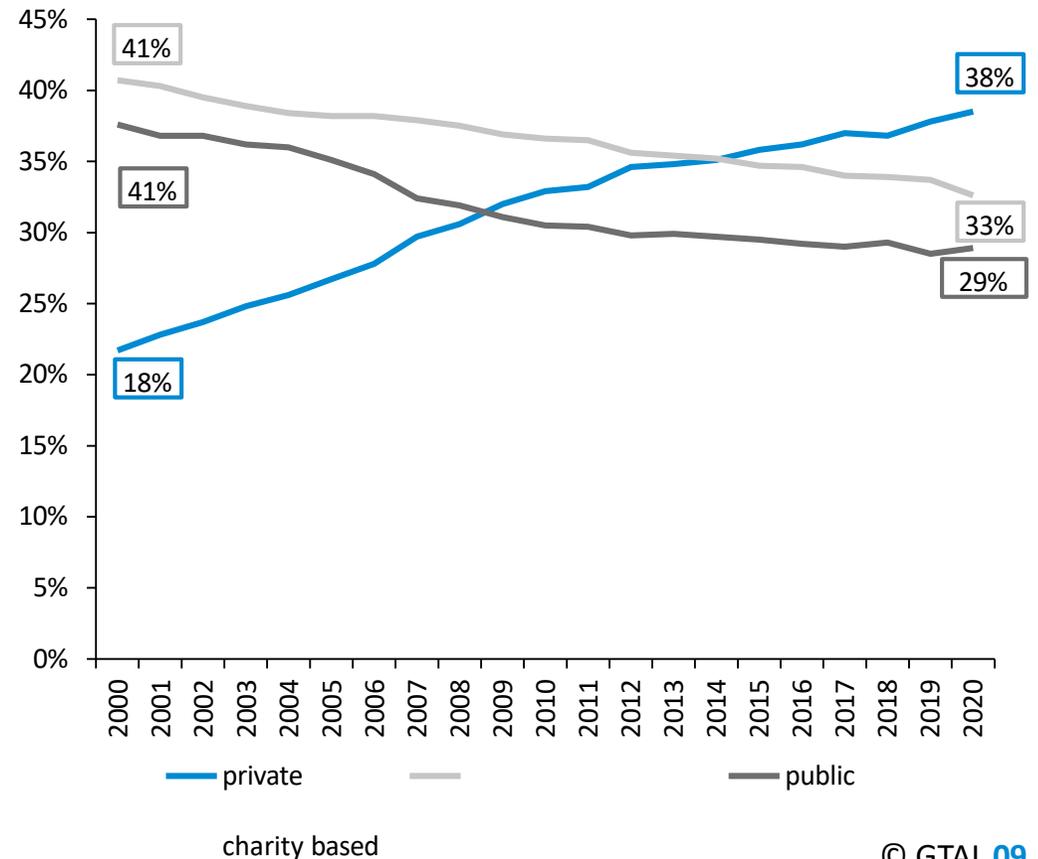


# Number of Hospitals and Ownership

The share of privately owned hospitals continues to rise



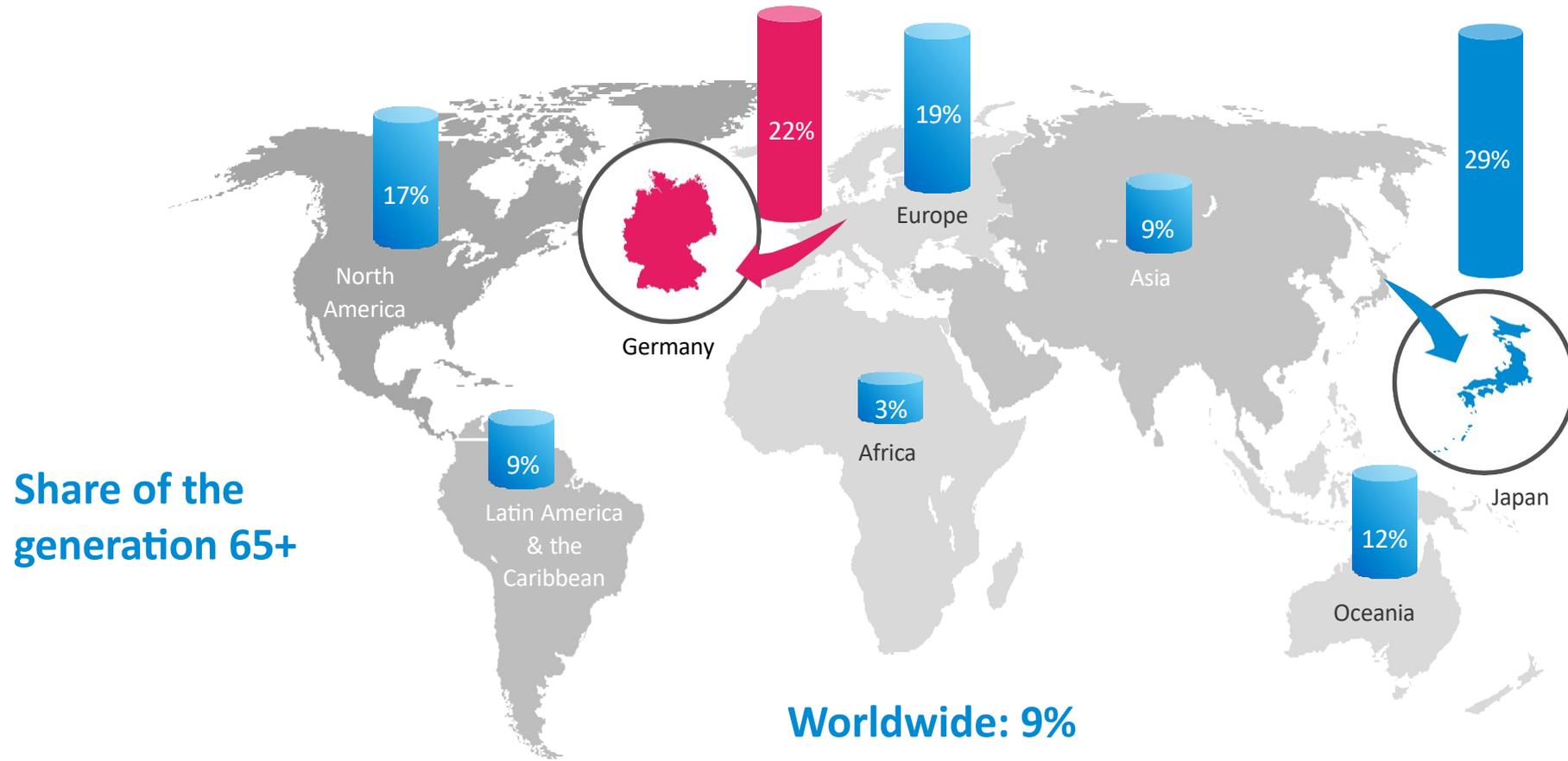
Source: German Hospital Federation 2022



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# Demographic Change

The German population is one of the “oldest” worldwide



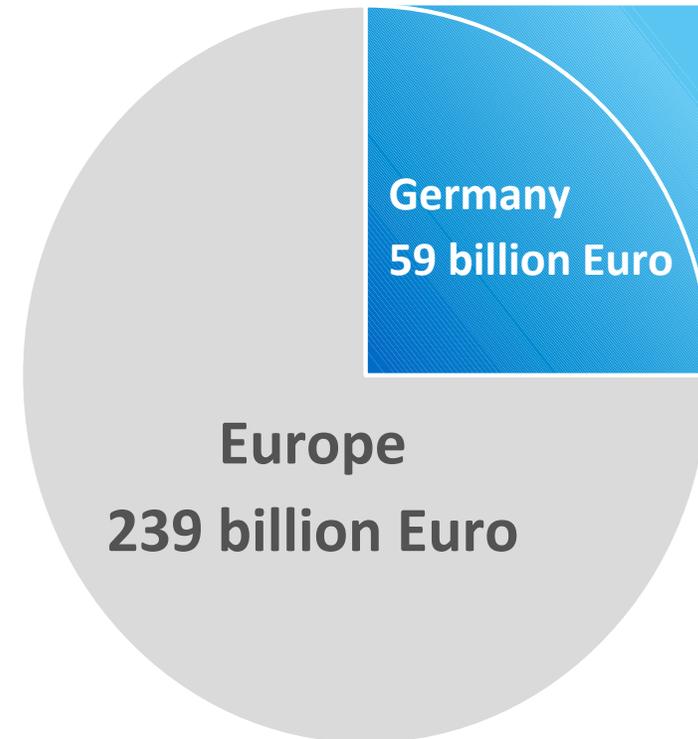


# DIGITAL HEALTH



# Market Volume Digital Health 2026

In 2026, 12% of total healthcare spending will be on digital products/services





# Digitalization

Electronic patient records

Digital exchange of health data

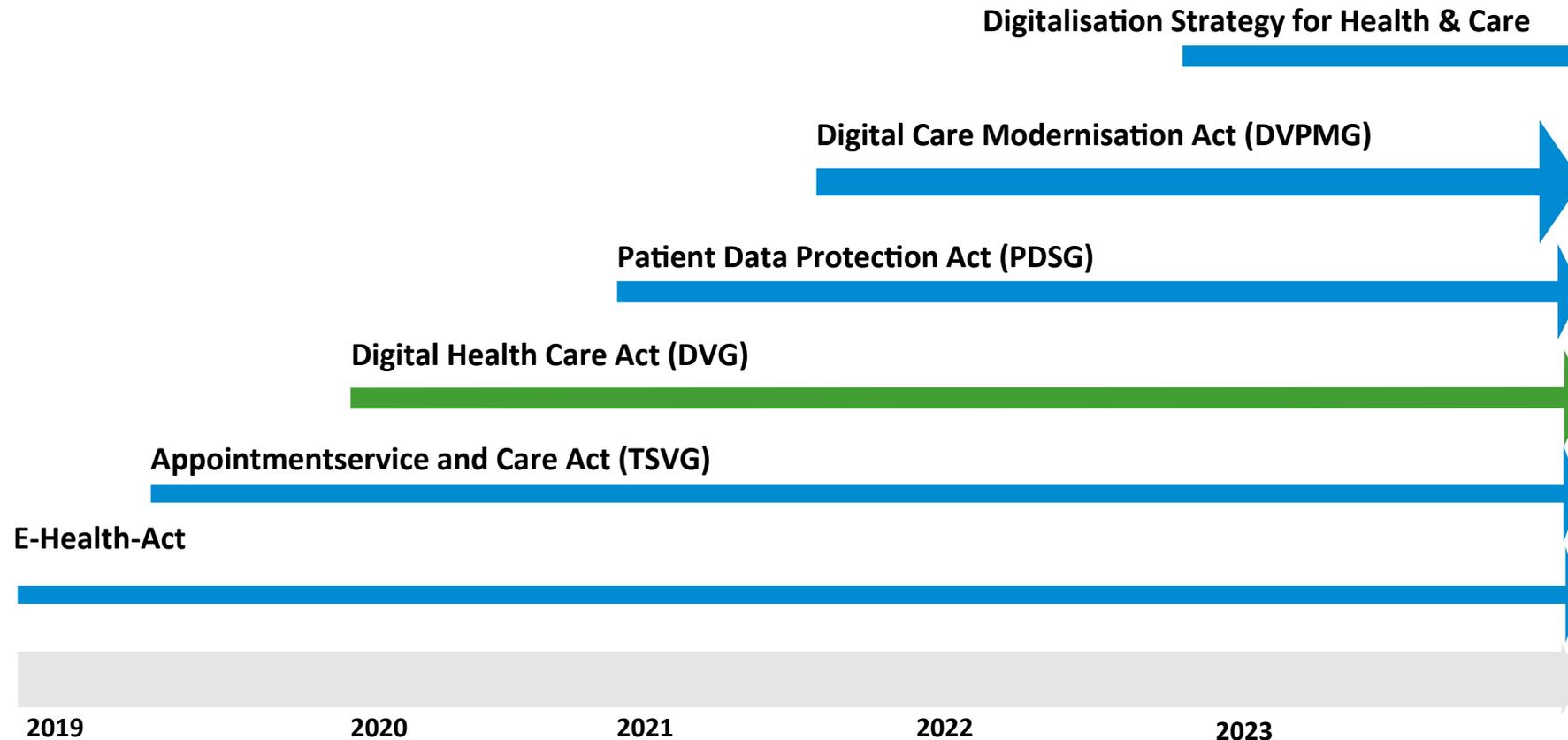
Telemedicine (monitoring, consultation)

DiGAs (medical apps on prescription)

Electronic prescription system

Health Data for Research and  
Development

# Regulatory Changes and Digital Health Care Acts 2019-2023



# Digital Health Care Acts



**Doctors are allowed to prescribe DIGAs  
(e.g. medical apps)**



**Tele-consultations will be  
strengthened**

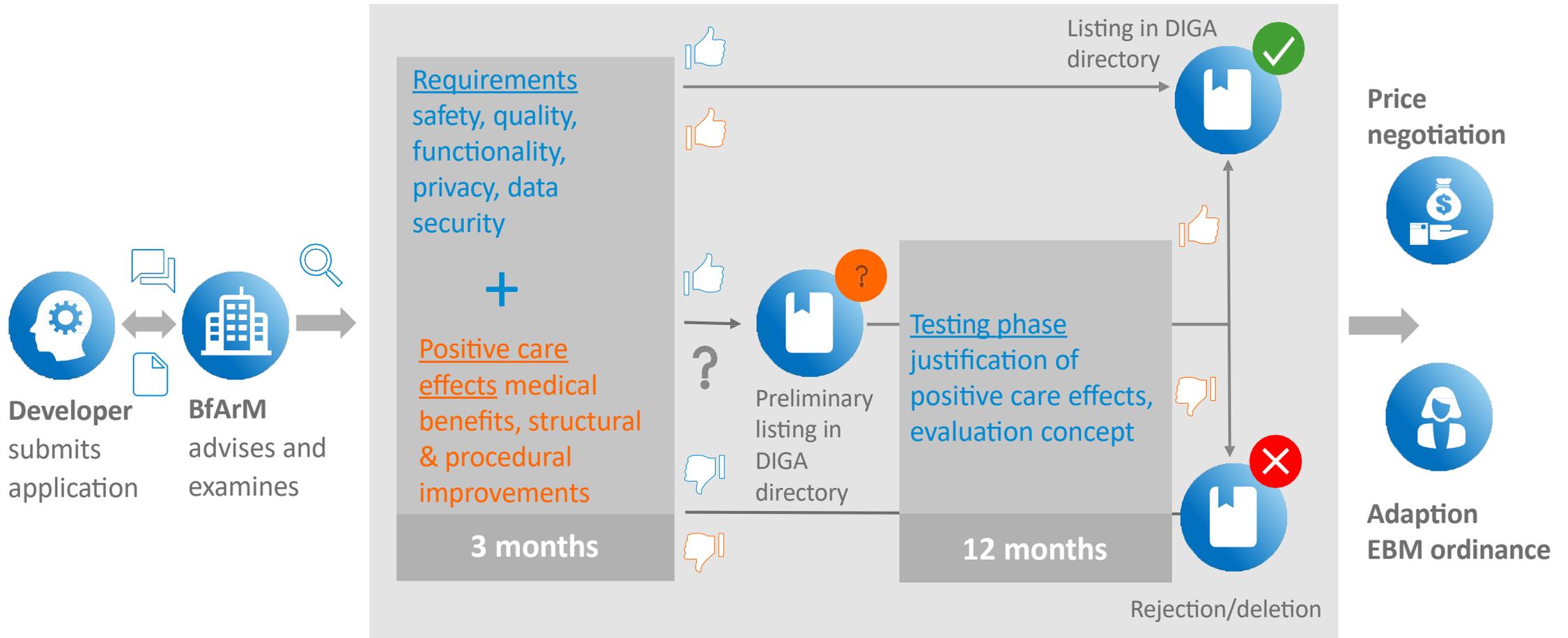


**Access to an electronic health record for  
every insured person**



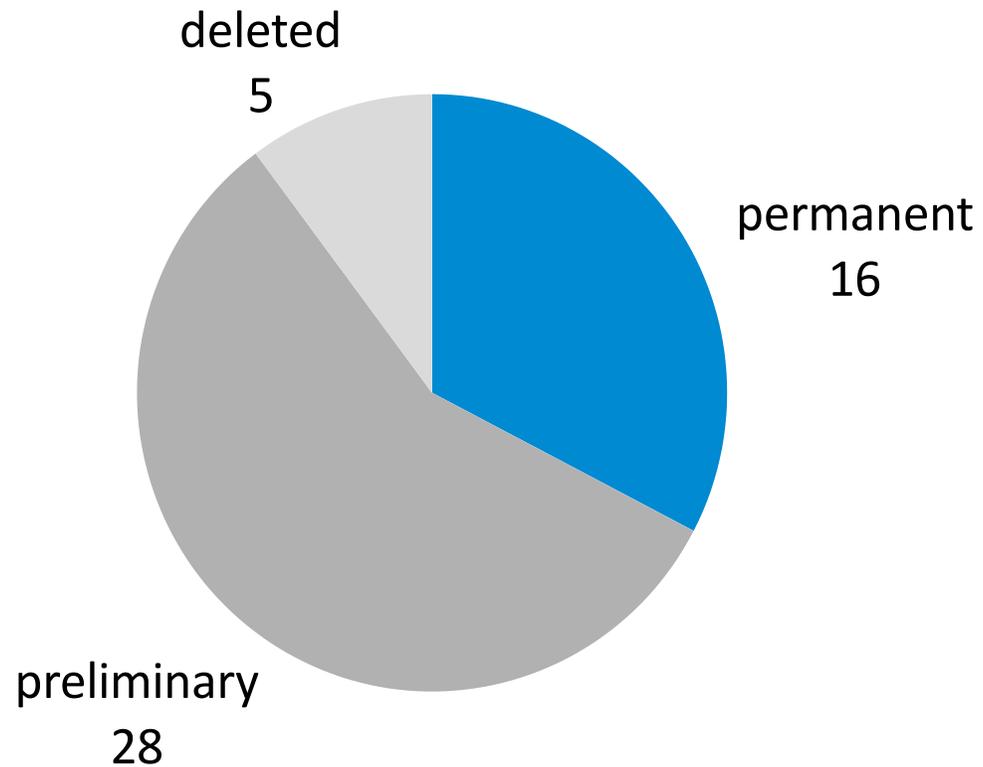
**Improved access to patient data  
for research**

# Fast Track into the DIGA Directory



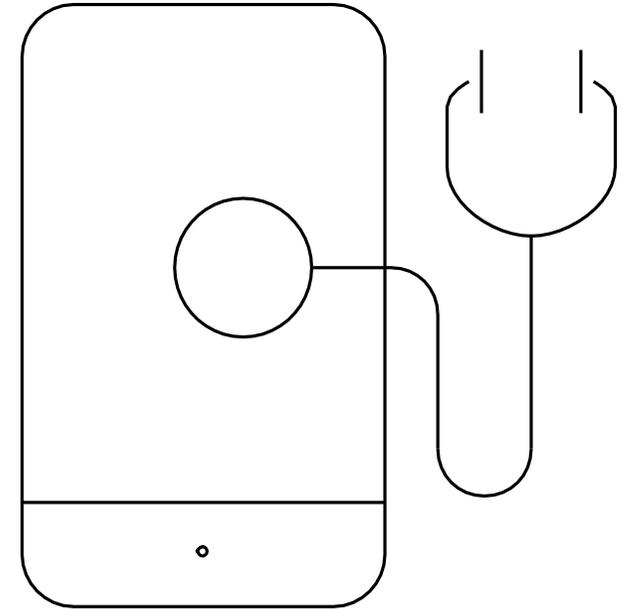
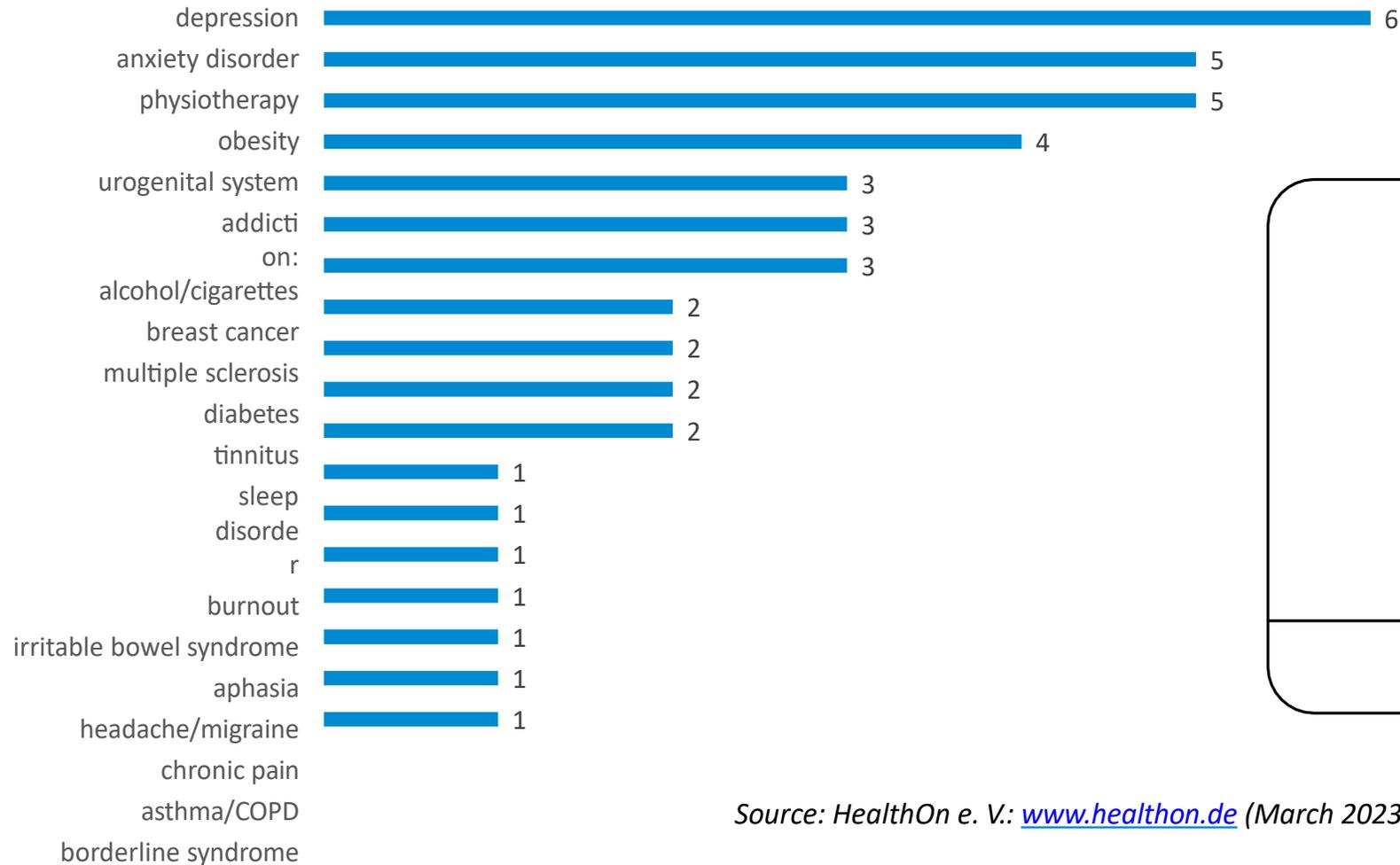
# DIGA Directory

Currently there are 44 medical apps in the directory.



# Apps on Prescription

## Medical disorders by number of apps in DIGA directory



Source: HealthOn e. V.: [www.healthon.de](http://www.healthon.de) (March 2023)

# Contact Us

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