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HS24 - Dissemination Workshop I

During Medica 2005 (Duesseldorf, Germany, November 16-19, 2005), Ericsson has been organizing and carrying through a dissemination workshop as it is foreseen in the HS 24 project plan (D5.4).

Medica is the world's largest trade fair and exhibition for Medical Technology, IT & Communication Technology in healthcare. HS 24 has been present with a booth, where visitors had the chance to experience the mobile patient monitoring system in a live demo setting. Moreover, two HS 24 presentations have been given during a symposium (Medica Media) on telemedicine, taking place on November 16. Presentations were entitled:

- „Erfahrungen bei der Entwicklung und Markteinführung einer mobilen Patientenmonitoring Lösung“
- „Erfolgsfaktoren für die Marktakzeptanz mobiler, telemedizinischer Lösungen“

On November 18, between 10:30 and 15:30, Ericsson carried through the above mentioned dissemination workshop.

The workshop's title

“Mobile Health Solutions- this is not an isolated decision”

reflects very much the goal and intention of the session, which clearly was to bring together representatives of all relevant members of the healthcare value chain. Invitations had been sent out in advance to health insurers, mobile network operators, media companies and medical service providers. Moreover, information leaflets had been printed in order to inform Medica visitors directly as they were passing by the booth.

The different speakers were selected to cover as many parties, interests and experiences from within the healthcare value chain as possible:

- Dr. Bernhard Clasbrummel, Bergmannsheil Klinik, Bochum, Germany: An implemented service concept for mobile wound monitoring
- Gerd-Peter Buyken, Bergbau Berufsgenossenschaft, Bochum, Germany: The health insurers' point of view on mobile healthcare
- Iddo Bante, University of Twente, Enschede, The Netherlands: Taking mobile healthcare from vision to market implementation
- Albert Alonso, Hospital Clinic, Barcelona, Spain: Lessons learned from the MobiHealth and HS 24 trials
- Rainer Herzog, Ericsson Enterprise, Ismaning, Germany: Success factors for integrated mobile healthcare services

Present in the audience were amongst others, representatives from Vodafone and Tomorrow Focus (media company belonging to the Burda group; drivers of new approaches and initiatives in healthcare).

In comparison to other workshops and symposia during Medica 2005, Ericsson / HS 24 managed to bring together the most relevant parties when it comes to implementing telemedicine in the healthcare market place. The different roles, responsibilities, processes, requirements and value propositions were discussed intensively and analyzed with regard to establishing factors for a successful market entry and penetration, as well as to establishing sustainable business models.

The discussions and exchange of opinions re-confirmed the approach of HS 24 and Ericsson (as the prime industrial partner) to create value propositions and clear benefits for everyone involved in the healthcare value chain and to conduct a thorough analysis of the respective underlying processes that tie together the different parties. In this respect, the results directly link into the proposed draft business model framework and to the assumptions onto which the business model is based upon (please also see D2.2 – Draft Business Plan).

Special emphasis has been given to the fact that payers/health insurers should be properly included in validation scenarios to secure health economic outcomes and impacts can be deducted from the trials, as these are a major prerequisite for payers to use telemedicine solutions in a routine setting.

The dissemination workshop has been accompanied by a press release on HS 24 and the related activities, issued by Ericsson in Germany. Respective articles could be placed in two nationwide daily newspapers in Germany (“Die Welt” and “Berliner Tagesspiegel”) as well as in a couple of smaller publications.

Enclosures:

1. CD with workshop proceedings and presentations
2. Information leaflet with workshop programme
3. Press folder