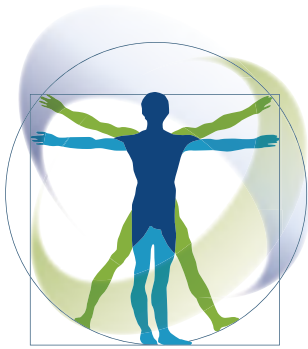




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www.health4punkt0.de



Health 4.0[®]

The Innovation Congress 2023

Innovation | Quality | Sustainability

SAVE THE DATE



23 and 24 March 2023 Cologne, Germany

With kind support of:



direkt gesund

Concept partners:



Netzwerk Deutsche GesundheitsRegionen e.V.



Deutsche Gesellschaft für Integrierte Versorgung im Gesundheitswesen e.V.



The Innovation Congress for the Health Market

- 1. Globalization of the health care market: Think global act local – How effectively do health care ecosystems work?**
- 2. Health regions in the field of tension between innovation and European regulation**
- 3. Increasing effectiveness and efficiency through networking and cooperation**
- 4. The future of hospitals in the digital world: Do we still need hospitals – and if so, what should they look like?**
- 5. Every person is unique: Individualized medicine under aspects of effectiveness and efficiency – Ethics and progress in competition?**
- 6. The Digital World of Health 4.0**
 - Telematics Infrastructure - Networking
 - IT security
 - Artificial intelligence as enabler and catalyst
 - Big data management (Gaia-x) for better decisions
 - Intelligent hospital information systems on the rise
 - Digas – short hype or new reality?
 - Dr. Who or the doctor in the computer
 - Customer versus patient orientation
 - Patient engagement
 - Telemonitoring
 - Patient portals
 - Gamification – Breaking new ground through play
 - Augmented reality – Possibilities and limits

programme committee

- Dr. Alexia Zurkühlen, Prof. Dr. Josef Hilbert, NDGR
- Oliver Stenzel, ScanBalt
- Klaus Niederländer, Director, AAL Association
- Dr. Michael Meyer, Dr. Albrecht Klöpfer, DGIV
- Dr. Hans Peter Dauben, VFDG

23 and 24 March 2023 Cologne, Germany



Become a **partner** **now!**

Secure excellent contacts with your target groups through presence **before, during and after** the congress.

Today, it is almost a fine art to deliver the right message to the right person, in the right dose, at the right time, in the right place. Initial information can be disseminated quickly and cheaply online, **but comprehensive knowledge** and detailed information can only be conveyed in personal conversations. Even more so, problems and perspectives can only be discussed in personal dialogue between the diverse participants. This **personal, trusting contact** often tips the balance in complex investment decisions and developments.

Time is a scarce commodity for all decision-makers in economy. For this reason, it is important to prepare decisions to be made with actors from politics, administration and science in a planned manner and to implement them efficiently.

For this purpose, we offer you the platform that **convinces through its impact** in terms of targeting, depth, breadth and sustainability.

Through a focused multi-channel address, we increase your brand awareness and form basis for you to establish **direct contacts with decision-makers** at the Innovationskongress **Health 4.0**.

With the Innovation Congress **Health 4.0**, we have created a platform exclusively

for the healthcare industry. **At this early stage we hereby invite you to join us as a partner.**

EHEALTHCOM

GP*
www.gesundheitsprofi.de

Management &
Krankenhaus
Zeitung für Ärzte und Gesundheitswesen

Health Care
Management
Management-
Zeitschrift

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medtech
ZWO

Medizinisch
Wissenschaftliche
Verlagsgesellschaft

WELT DER
KRANKENVERSICHERUNG

Pharma
Barometer
DIE ZEITSCHRIFT FÜR INNOVATION UND NACHHALTIGKEIT



Level 2 partnership

€ 2.290,-

Services:

- During the congress:**
- + Exhibition space (6m²)
 - + Company logo on the website
 - + Company logo in presentation during breaks
 - + 2 tickets stand supervision incl. evening event

Level 3 partnership

€ 4.990,-

Services Level 2 partnership plus:

- Before the congress:**
- + Company profile in the brochure
 - + Deployment or dispatch of brochures for your customers
- During the congress:**
- + Enclosure of your flyers/give-aways with congress documentation
 - + 2 tickets congress participation incl. evening event

Level 5 partnership

Services Level 3 partnership plus:

- Before the congress:**
- + 20 minutes lecture time in the plenary
 - + Company logo on the cover of the brochure and thus in all advertisements of our media partners
- During the congress:**
- + Exhibition space (8m²)

Your company has a presence:

- Invitation of the speaker to the Executive Dinner the evening before
- Participation of your stand supervision, your speaker and your guests at the evening event, which will take place on the first congress evening
- 8 tickets congress participation

Further information on the other partnerships is available on request.

Take your chance!

We will be happy to put together an individual offer for you.

As an active cooperation partner at Health 4.0 you have the opportunity to generate new contacts in the healthcare market and to expand existing ones. The massive pre-advertising guarantees you sustainable communication with your target group via various communication channels.

Name:	First name:	
Company:	Position:	
Address:		
Postcode/City:		
Phone:	Fax:	E-mail:

For further information for partnerships, please contact:

Michael Hamacher, Tel. +49 (0)2421 12177-10, Fax +49 (0)2421 12177-27, hamacher@mcc-seminare.de
MCC - The Communication Company · Scharnhorststraße 67a · 52351 Düren · www.mcc-seminare.de



Additional online services

- **Promotional clip (max. 30 seconds), to be played during the breaks of the congress.**
- **In addition to the company presentation on the homepage, the partner will have the opportunity to expand his presentation. This can be done for example, with the help of a video or text file.**
- **Display of your logo or a chart designed by you (1 PowerPoint slide) during the breaks.**

The services listed above are only possible in connection with a previously concluded partnership for this congress. The services can only be used in agreement with MCC and must be (technically) feasible at the respective venue. The content must be submitted to MCC in good time and must comply with the correspond to the respective specifications.





Why you should participate in this congress:

The basic idea of the Health 4.0. is the comprehensive reflection of the current situation and the development of scenarios for the future in all important areas of the health service.

In the dialogue between economy, politics, administration and players within the health service, hindrances in the development of the health service can be addressed and overcome. In the future, improved targeted and solution-driven focus will be required that above all can be quickly and holistically implemented within the global health ecosystem.

The **Health 4.0** is not just a dialogue-driven event, but is also focused on results.

Participation fee: (All prices plus VAT)

The participation fee for the two-day event (incl. congress documents, invitation to dinner, lunch, break-time drinks and small snacks) is **€ 1,695,-**

Participation conditions:

Please simply fill in the registration form and fax it or send it back as soon as possible to the MCC. You can also register by email (mcc@mcc-seminare.de). Your written registration is binding. After your filled-in registration sheet has been received by the MCC you will immediately be sent a confirmation and an invoice – as long as places are still available. If this is not the case, we will inform you immediately. You can either transfer the participation fee to the account given in the invoice or send us a crossed cheque.

Buy 2 - Get 3! Register three persons from your company and the third person goes free of charge.

Please note: You can only participate if the participation fee has already been paid or will be paid at the event. Even in the event of non-participation, the congress fee will be due in full after the cancellation deadline. The place of jurisdiction is Düren. Cancellation of your registration must be made in writing. Should you cancel your registration up to and including 23 February 2023, we will charge a one-time processing fee of € 150,- plus VAT. The participation fee you have already paid will be fully refunded minus the processing fee. Should you cancel your registration after 23 February 2023, the participation fee cannot be refunded. However, it is of course possible to replace the participant by another person. Please inform us of the name of the substitute participant at least three days before the event. MCC will conduct the event to the best of its knowledge and with the generally accepted technical standards. From time to time there may be unforeseeable disruptions. We apologise for any inconvenience and will intervene immediately to remedy the situation. Our general terms and conditions apply and are available on request. Your company-related data will not be passed on to third parties. Cooperation partners, participants and exhibitors are considered as third parties. Unless otherwise specified by you, we will inform you in the future about our products and events by fax/e-mail. You can revoke your consent at any time. With your registration you acknowledge the conditions of participation and agree that your event-related data and the data on your company in the list of participants and on the name badge for this event may be shown to all event participants.

Date and event location:

The congress will take place on 23 and 24 March 2023 at the

Maritim Hotel Cologne

Heumarkt 20 · 50667 Cologne

Tel.: +49 (0)221 2027-0 · Fax: +49 (0)221 2027-826

Email: info.kol@maritim.de

Room price: from € 149 in single room incl. breakfast

Room reservations:

A limited number of rooms are available for the event. MCC participant are entitled to special conditions. Please book in advance with the reference "MCC".

Data protection:

Detailed information on data protection and the handling of personal data can be found in the general data protection statement on our website <http://www.health4punkt0.com/datenschutzbestimmungen/>.

Organiser:



MCC - The Communication Company

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Fax: +49 (0)2421 12177-27

Email: mcc@mcc-seminare.de

Internet: www.mcc-seminare.de

pa & c

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Internet: www.ernst-martin-walsken.de

The organizer reserves the right to programme changes of content, time and location for urgent reasons. We assume no liability for printing errors!

REGISTRATION:

(All prices plus VAT)

- Yes**, I/we will participate in the congress at the participation fee of **€ 1,695,-** (per person) on 23 and 24 March 2023.
- Yes**, I/we participate at the ***Special rate for employees** (§59 HGB) from **statutory health insurance or private health insurance as well as health associations** for **€ 895,-** per person.
- Yes**, I/we participate at the ****Special price for employees** (§59 HGB) from **rehabilitation facilities, hospitals and registered doctors** for **€ 495,-** per person.
- Yes**, I/we hereby register for the **online event** at the price of **€ 795,-** and will receive the access data a few days before the congress.
- Yes**, I/we hereby register for the **online event** at the ***special price for employees** (§59 HGB) from **statutory health insurance or private health insurance as well as health associations** of **€ 495,-** and will receive the access data a few days before the congress.
- Yes**, I/we hereby register for the **online event** at the ****Special price for employees** (§59 HGB) from **rehabilitation facilities, hospitals and practising doctors** of **€ 395,-** and will receive the access data a few days before the congress.
- Buy 2 - Get 3!** Yes, I/we register three persons from one company and receive a free ticket for the third person. (Offer not valid online event).
- Yes**, I/we would like to receive the invoice and registration confirmation in PDF format by e-mail.
- Please send me the event brochure.

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Title, Name	First Name	
Position	Department	2
Title, Name	First Name	
Position	Department	3
Title, Name	First Name	
Position	Department	
Company		
Address		
Post code, city, country		
Telephone	Fax	
Email		
Date	Signature and firm stamp	

Please also pass this invitation on to interested colleagues.