

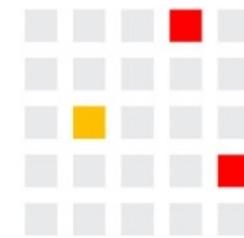
HIMSSimpact 2018, HealthCapital Session 2  
Potsdam, 18.10.2018

**digisolBB**  
digital solutions made in Brandenburg



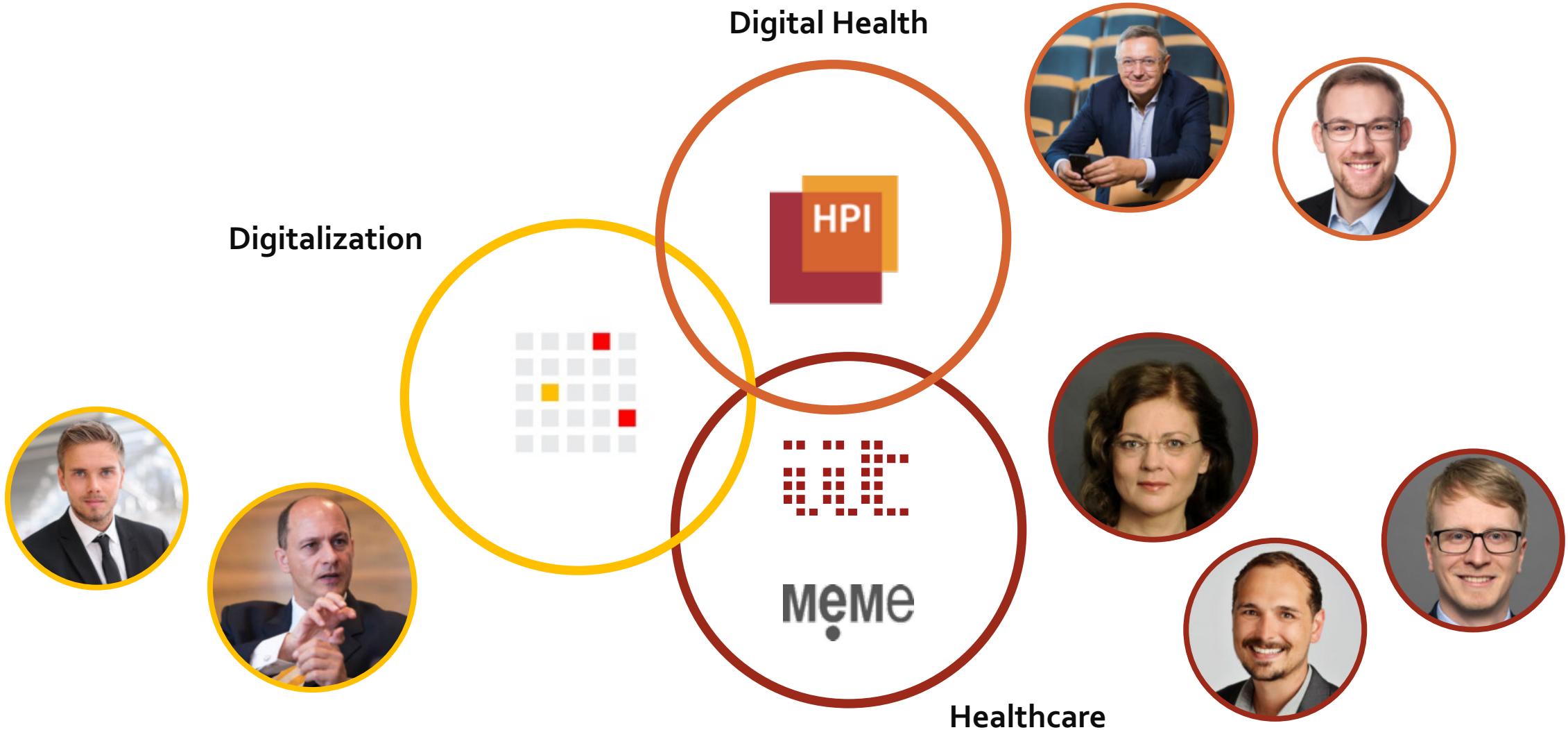
# digital solutions made in Brandenburg

Alexander Gleiß

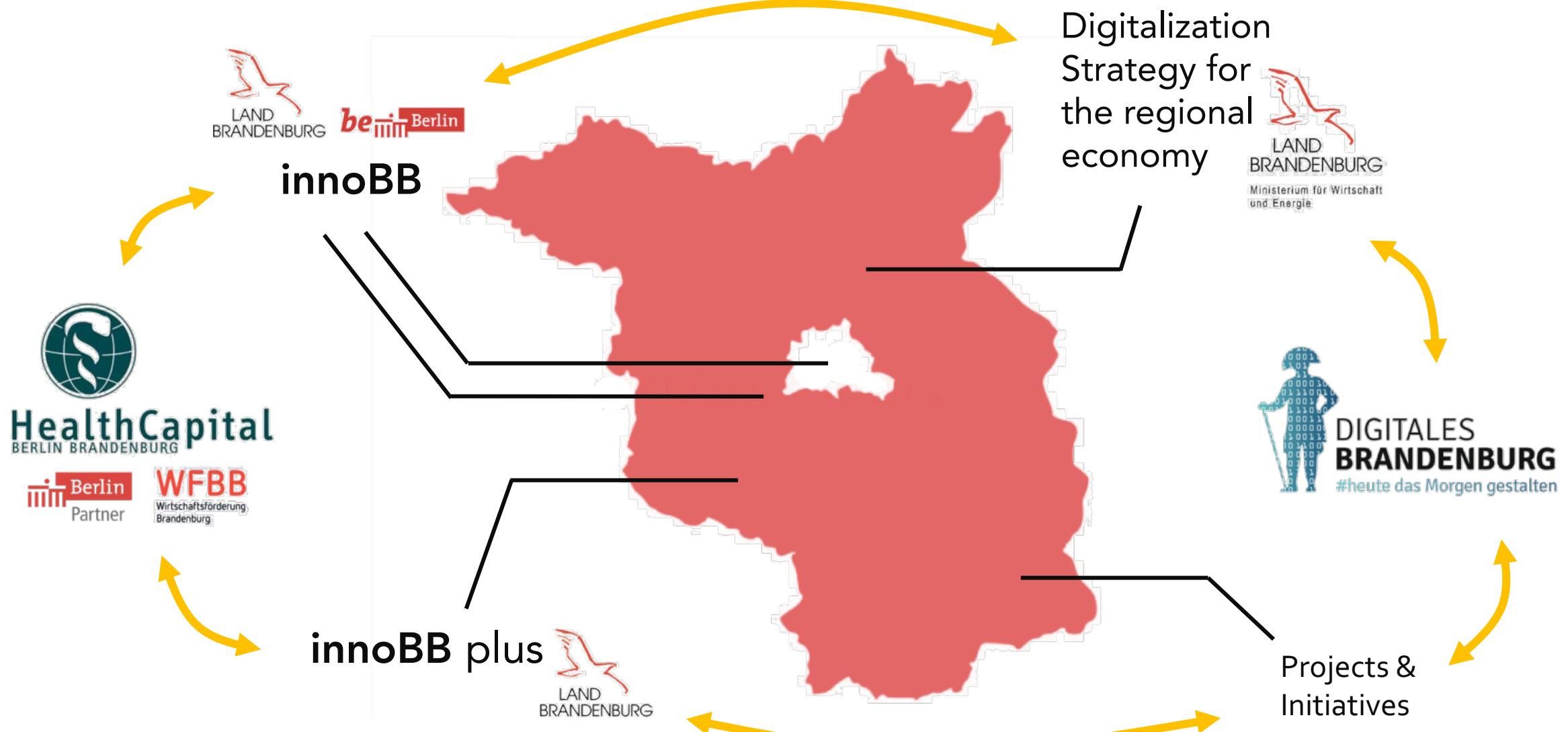


**Lehrstuhl für Wirtschaftsinformatik und  
Digitalisierung**  
*Universität Potsdam*

# Project consortium

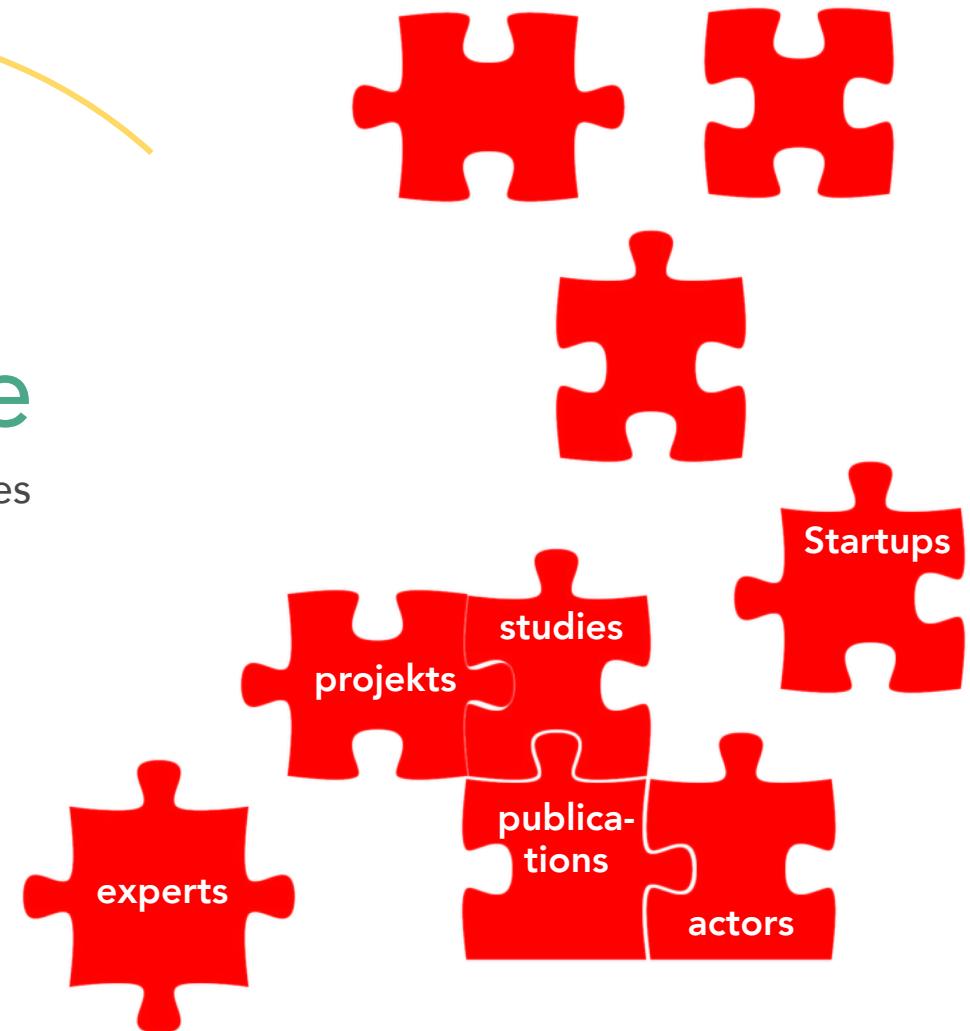


# Political framework

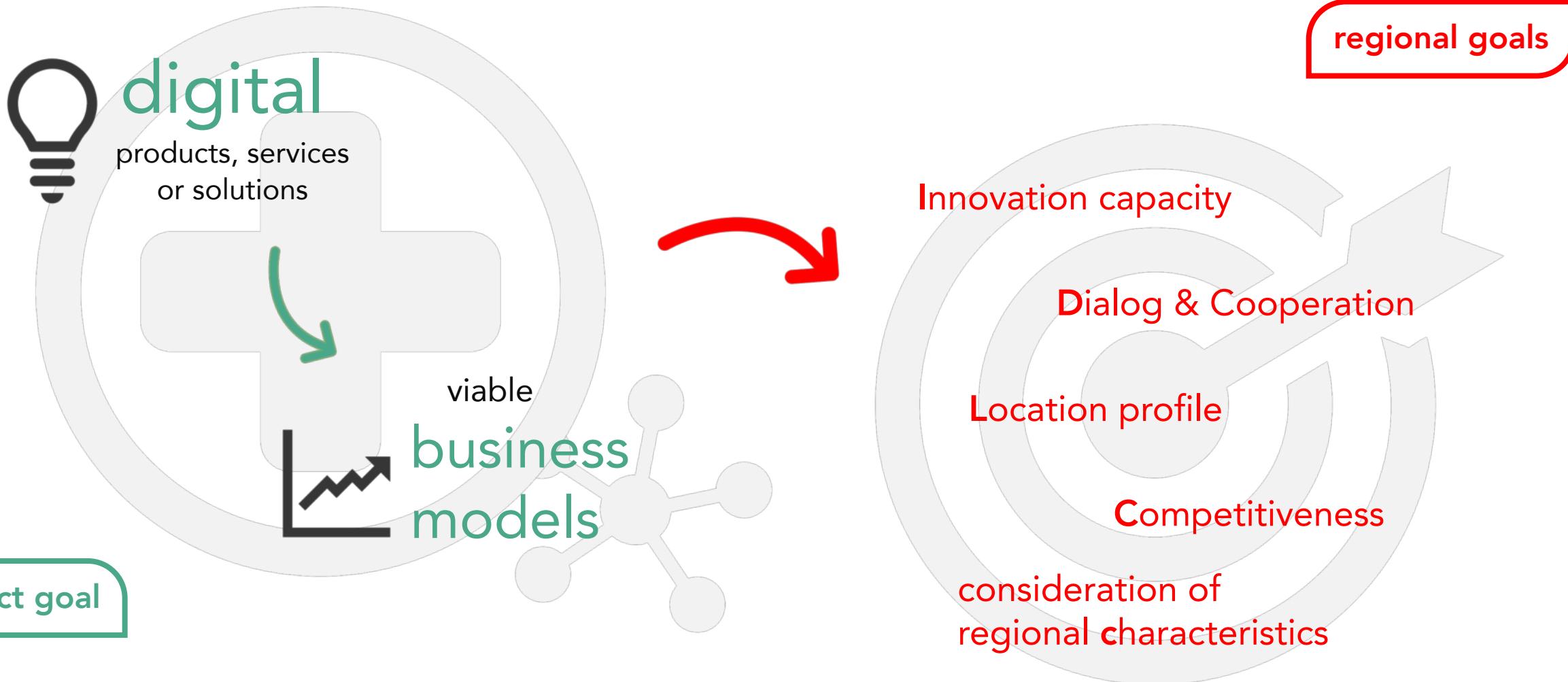


# Preconditions

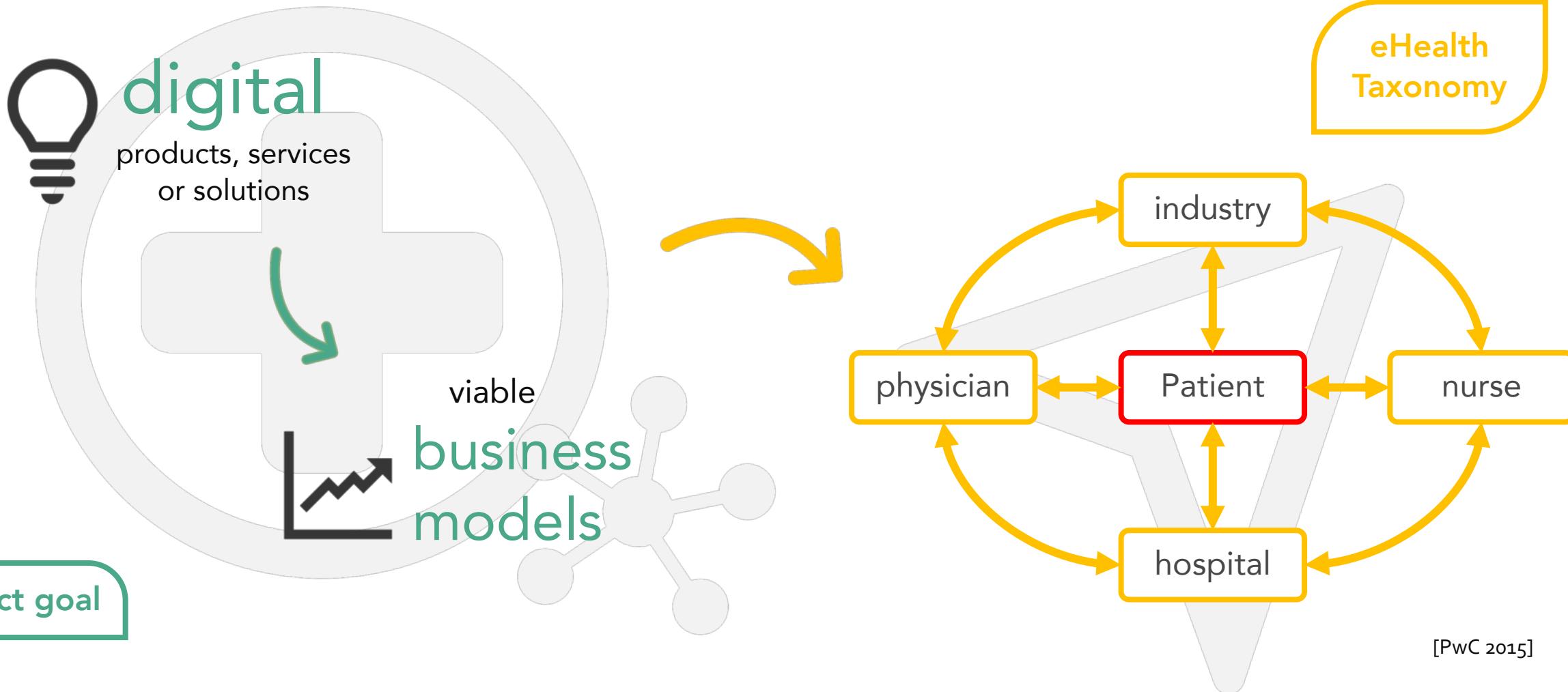
- › demographic change
- › regional disparities
- › healthcare market
- › funding & subsidies
- › economic structure



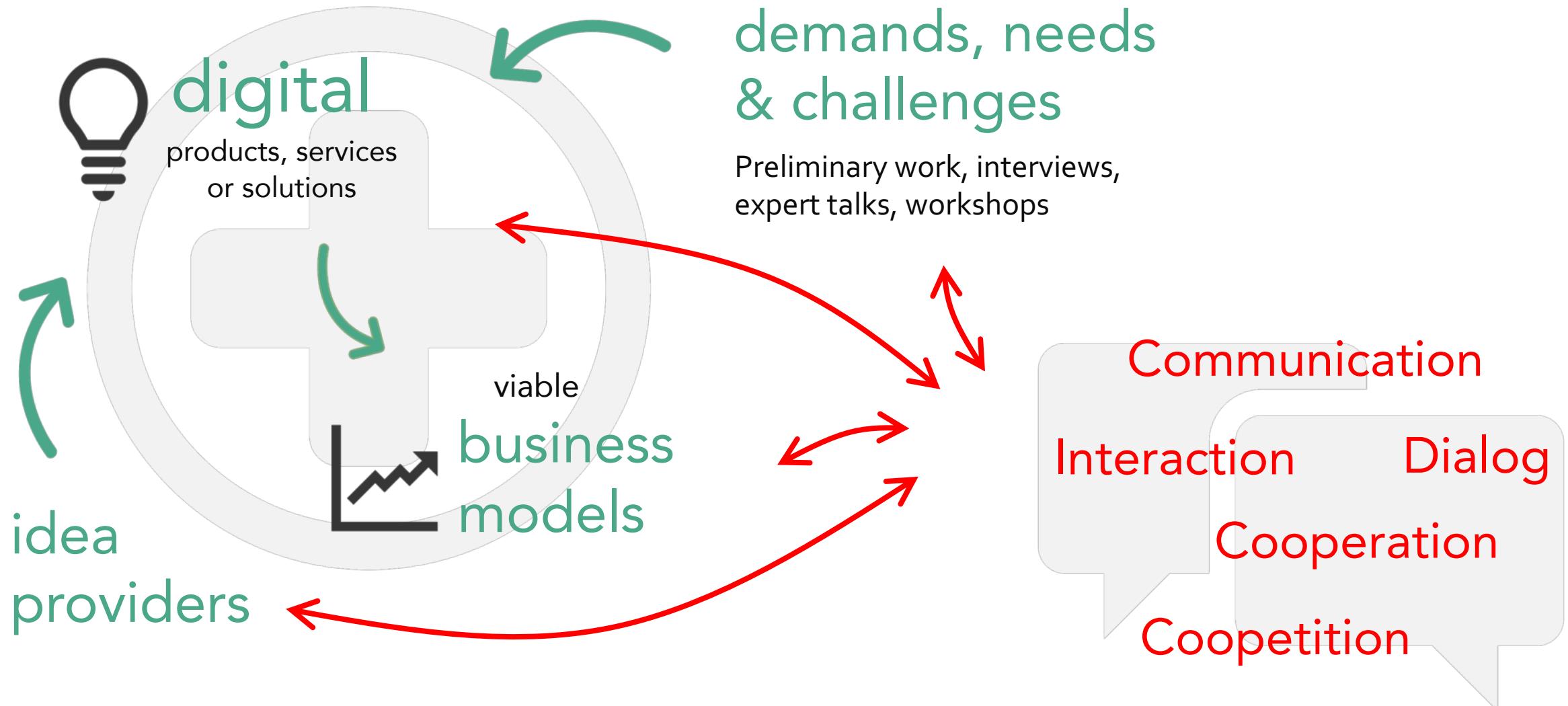
# Project goals



# Starting point



# How can we find or create solutions?



# Assessment of potential solutions



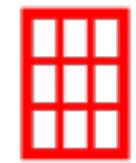
target group



level of  
innovation



cross  
cluster



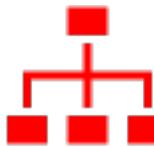
cluster sector



company  
size



market  
segment



proceeds  
options



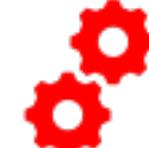
maturity level



technology  
focus



cooperation  
potential

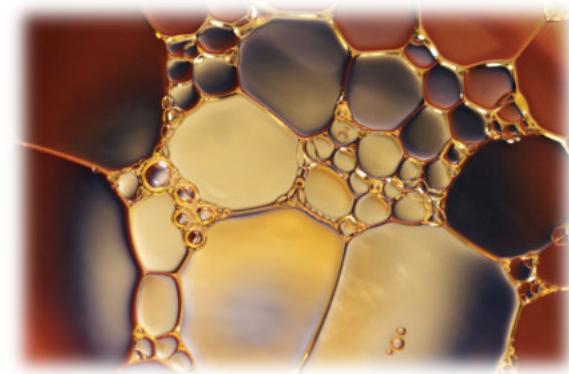
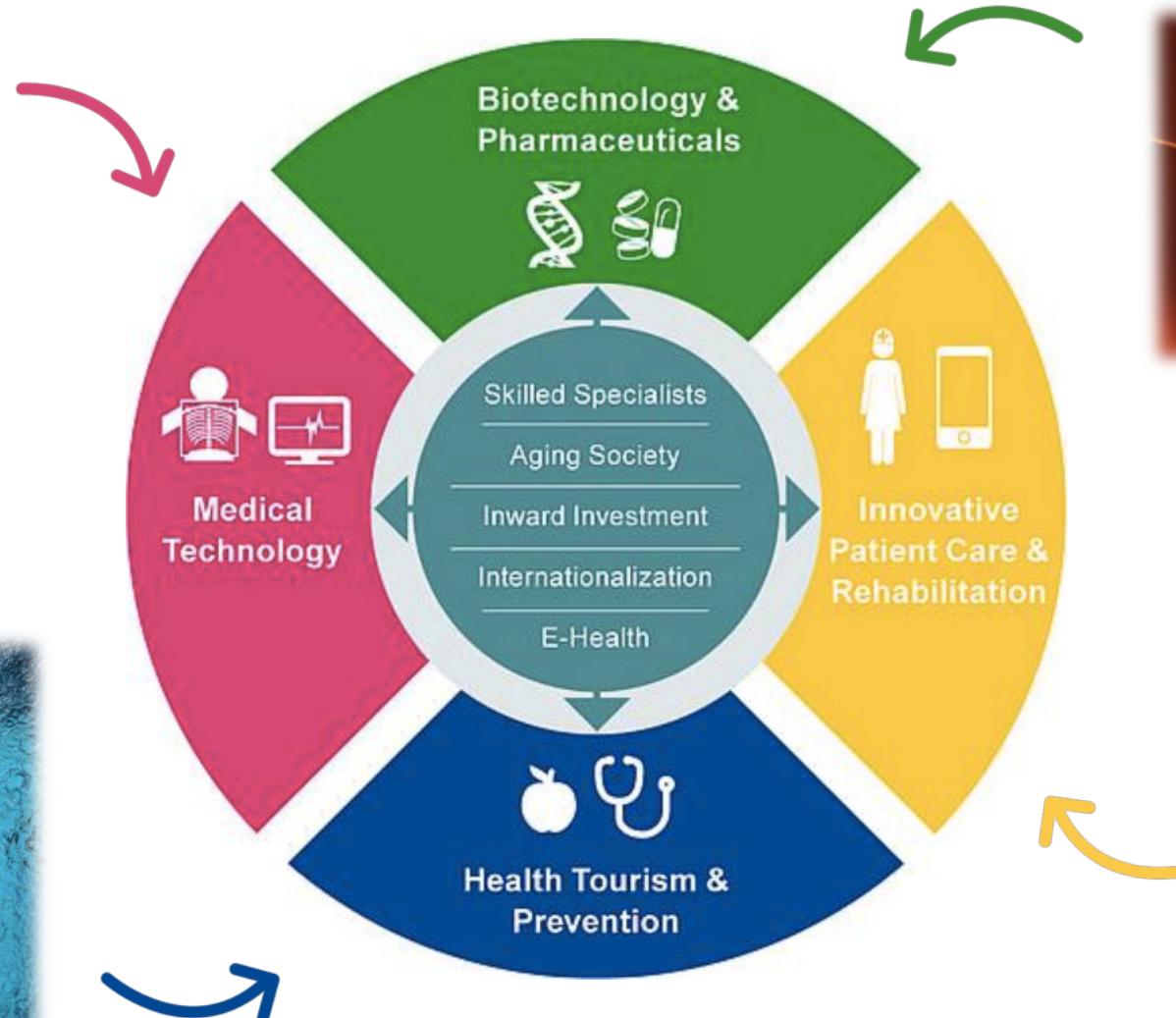


value  
creation

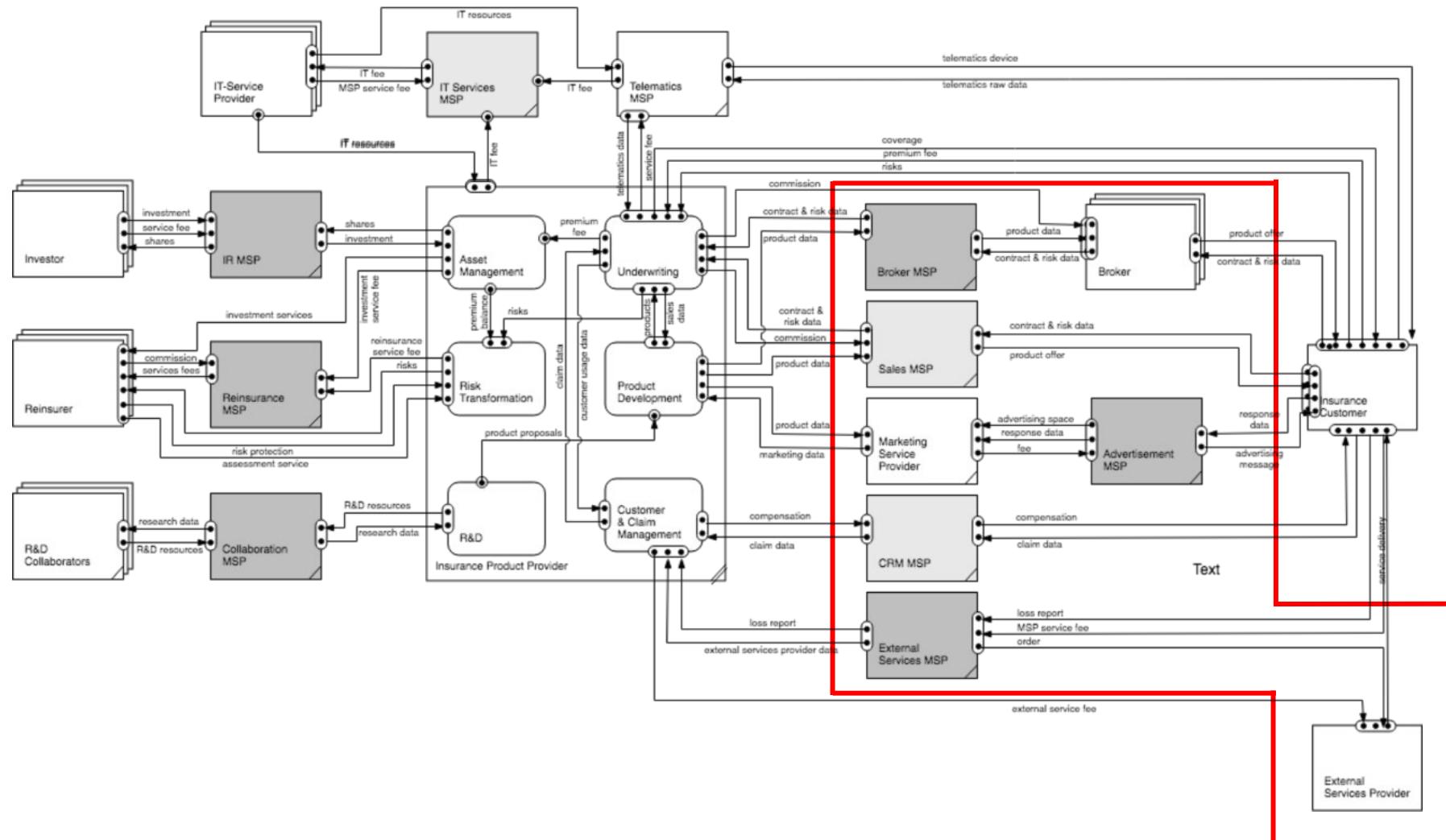


treatment  
phase

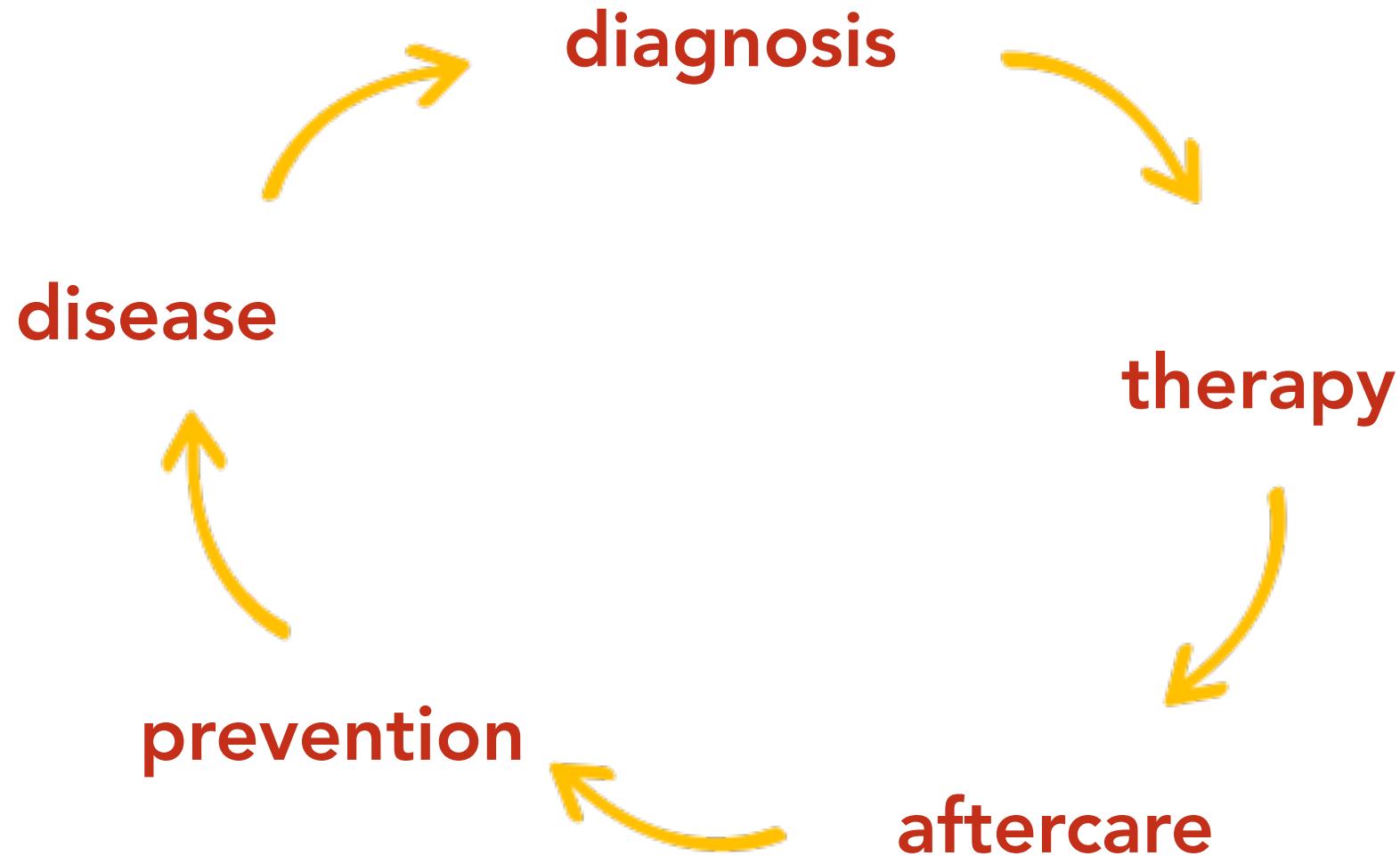
# Assessment frameworks: cluster



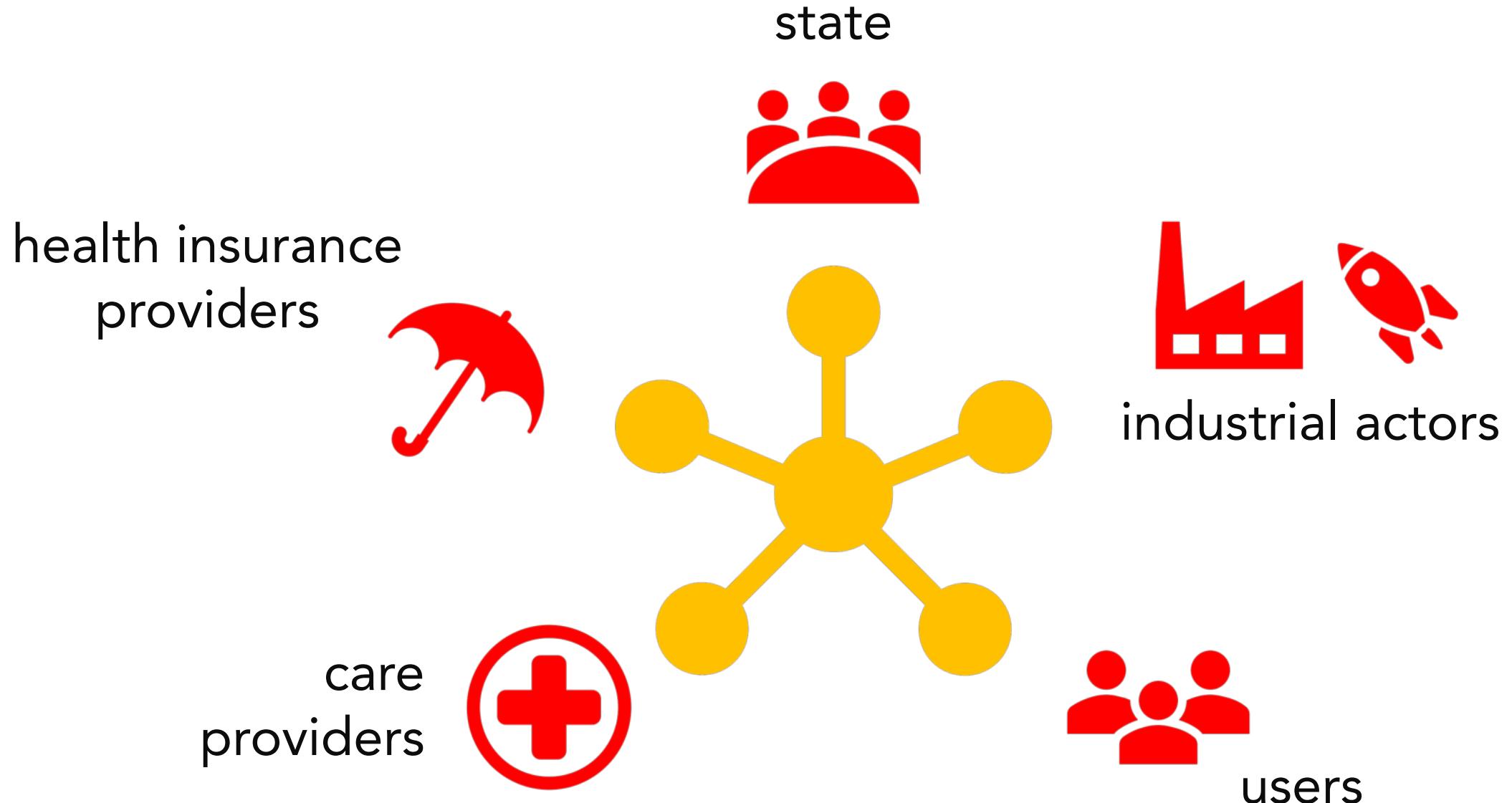
# Assessment frameworks: value creation



# Assessment frameworks: treatment phase

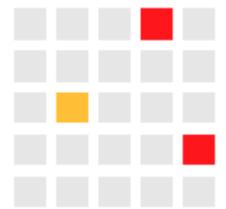


# Participative approach



# Kick-off event at HPI D-School





# Thank you for your attention

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gleiss@uni-potsdam.de

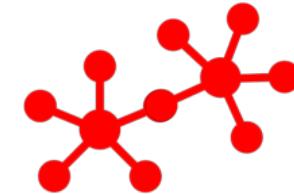
digisol-bb.de (German only)



target group



level of  
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cross  
cluster



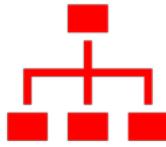
cluster sector



company  
size



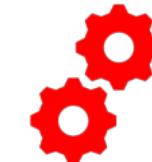
market  
segment



proceeds  
options



maturity level



value  
creation



technology  
focus



cooperation  
potential



treatment  
phase

# Das Konsortium



**Prof. Dr. Key Pousttchi**

- SAP-Stiftungslehrstuhl für Wirtschaftsinformatik und Digitalisierung
- Digitale Prozesse, Wertschöpfung, Geschäftsmodelle, mobile Systeme



**Prof. Dr. med. Erwin Böttinger**

- Direktor des Digital Health Center am Hasso-Plattner-Institut
- Digital Health, Personalisierte Medizin, Bioinformatik



**Dr. med. Monika Huber**

- Leiterin der Gruppe "Gesundheit" in der VDI/VDE IT
- Public Health, Versorgung, Gesundheitsökonomie



**Alexander Gleiß**

- Digitale Prozessketten, Plattformen, Geschäftsmodelle, Wertschöpfungsnetze



**Jan Philipp Sachs**

- Digitale Lösungen im Gesundheitswesen und in der Versorgung



**Stephan Krumm**

- Digitalisierung im Gesundheitswesen, digitale Gesundheitsdokumente



**Dr. Meiko Merda**

- Public Health, Pflege, Workshops, Trainings