

Messe Düsseldorf develops strategic concept “MEDICA 2015” with partners

Advisory board with new leadership

Health care systems are undergoing fundamental changes around the globe. These result in new challenges for medical device manufacturers concerning the marketing of their products. To be able to also assist the producers of medical devices, systems and solutions optimally in the implementation of their market development strategies in future Messe Düsseldorf as the organiser of MEDICA has commissioned the study “MEDICA 2015” with consultants Droege & Comp. Droege & Comp. has been consulting companies in the health care sector for many years now and is also a cooperation partner of the industrial associations BVMed, SPECTARIS and ZVEI.

The “MEDICA 2015” study has taken stock of the so-called mega trends that will strongly influence medical care in the coming few years: rising morbidity based on higher life expectancy in conjunction with global population growth, increasing health consciousness, stronger globalisation of the health market, changes in the regulatory frameworks as well as the associated provisions, further developments in new technologies, the growing importance of E-health, stronger growth in the private health sector and growing pressure to be efficient in the health care system.

Summing up the findings, Wilhelm Niedergöcker, Managing Director at Messe Düsseldorf, explains: “The results of the study contribute to strengthening MEDICA in its role as a cross-discipline platform for the health industry and to consolidate its status as a leading international trade fair.”

The concept includes a consistent focus on products and services for MEDICA. Global aspects will be taken into account just as much as the specifically European dimension such as the on-going harmonisation of care processes within the European Union.

Also planned is an extension to the international series of seminars at the MEDICA Congress.

Jochen Franke new Chairman of the MEDICA Advisory Board

The strategic concept “MEDICA 2015” based on the results of the study will be implemented in close coordination with the MEDICA Advisory Board in its new line-up at its first meeting in 2009. Jochen Franke, General Manager of the Healthcare Division at Philips GmbH, was appointed Chairman of the Board. Deputy chairpersons include Michael Koller, Managing Partner of Münchner Medizin Mechanik GmbH, and Prof. Dr. Werner A. Scherbaum, President of MEDICA – Deutsche Gesellschaft für Interdisziplinäre Medizin e. V. “The Advisory Board has set itself the task of making the MEDICA 2015 concept a success. By covering a wide variety of core competences within the Advisory Board we can assure that all aspects of the changing health care market are catered to,” says Jochen Franke.

For information online go to <http://www.medica.de>