

Join the HEALTHINAR workshop day “Digital Healthcare” on 18 September 2015!

After the great success of [our panel discussion event in June](#) 2015, we received a great amount of positive feedback, but also several requests that wished for a more in-depth analysis of the topic “Digital Healthcare”. To satisfy this interest, we are now organizing a workshop day, consisting of four 2-hours-sessions which will be covering topics like social media strategy, medical- and wellness apps, visual communications as well as digital worklife. Starting from 8.30am, the following selected professionals will provide inspiration and guidance throughout the group work sessions:

Speaker #1: Esther Stüdtli, CEO Stern-Design

Workshop: „Denn Sie wissen, was Sie tun“

This session is about visual communication and intervention in healthcare. The goal of this workshop is to sharpen the perception and to create awareness for professional use of visual communication elements which stimulate all the senses. We will develop theoretical knowledge and test the possibilities of practical application of various concepts and techniques.

This workshop features a guest speaker from Bern University of the Arts (HKB) who will give us some input about Health Care Communication Design.

Speaker #2: Manuel Heuer, COO dacadoo

Workshop: “Gesundheits Apps: Gefahr oder Chance?”

The workshop discusses threads and opportunities of medical and wellness-apps. Besides reviewing some fascinating developments within the digital healthcare sector, Manuel Heuer will provide insights into the work of app developer dacadoo and discuss with us some challenges which the start-up is currently facing. An interactive group work session about go-to-market strategies will be the hands-on aspect of this workshop.

Speaker #3: Kamales Lardi, Managing Partner Lardi & Partner Consulting

Workshop: “Digital Transformation in Healthcare”

In this workshop session, we will look at digital transformation in the healthcare industry and some of the key developments that have created a new ‘Healthcare 2.0’. Additionally, we will also deep dive into social media strategy to gain a practical understanding of this medium could be utilised to gain sustainable business value in the healthcare industry. This workshop will be mainly held in English.

Speaker #4: Thomas Kupferschmied, Brandarchitekt & Designer werkstatt für gediegene kommunikation

Workshop: „Total digital – einfach genial.“

Digitalisation has changed our society, the way we work and how we communicate with each other. Those who are aware of the fascinating opportunities and challenges will be able to gain great benefits from this development. Working independently from time and space provides new freedom and the easy exchange with colleagues and clients can simplify processes. This workshop explores the fascinating opportunities of a digital working environment.

This exclusive event gives you the opportunity to gain exciting insights and inspirations, to discuss current concepts and their practical benefits and to exchange opinions and experiences with other healthcare professionals. The innovative venue of our new partner Impact Hub Zurich provides the perfect location for this event.

Registration and ticketing for this event will be available soon.

If you have any questions please get in touch with Sunjoy Mathieu
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