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## **MEDICA 2014: Education Conference – Where Medicine and Technology Meet**



This year's MEDICA Education Conference, part of the industry show MEDICA 2014 in Düsseldorf (November 12th through 15th) is dedicated to the interrelations between medicine and technology.

The conference theme is "Medicine meets technology – technology meets medicine". As an academic conference, the event addresses physicians and medical professionals, scientists, industry representatives, and hospital executives. Numerous symposiums, seminars, and workshops provide professional insights on the latest technology and innovations benefiting patients today. Another important focus will be on the impact of medical research on technological developments.

Medical progress is often closely linked to technological innovations. Cardiac catheters, joint replacements, modern imaging techniques – none of these would be possible without the integration of technology and medicine. As part of the world's leading medicine industry show MEDICA, where approximately 4,500 exhibitors present their latest developments, MEDICA Education Conference 2014 brings together international scientists, physicians, medical professionals, hospital sourcing experts, developers, and manufacturers to discuss the mutual impact of technology and medicine. Each of the four conference days is dedicated to one topic: The professional education event, designed by the German Society for Internal Medicine (Deutsche Gesellschaft für Innere Medizin/DGIM) in cooperation with Messe Düsseldorf GmbH, will focus on infection and inflammation, telemedicine and robotics, gastrointestinal oncology, and interventional medicine, respectively.

Of these, it is especially the topics "telemedicine and robotics" (a thematic addition for the target group to the MEDICA Health IT Forum) and "interventional medicine" that consider the impact of technological innovations on scientific and medical progress and their role in medicine. Doctors of various specialties will learn about new, faster, more reliable and potentially more cost-efficient ways of patient care based on advanced information technology. The example of robotic surgery illustrates the opportunities of robotics for medicine. Plastic surgeons increasingly rely on computer-assisted surgery for reconstructions. During these highly complex operations, surgeons use computer-generated 3D simulations to faithfully reconstruct damaged facial tissue and other body parts. Technological developments also impact other medical specialties.

An increasing number of specialists, including radiologists and cardiologists, also employ "interventional" techniques. They use modern technology such as cardiac catheters not only for diagnosis but also in treatment. More and more often, interventional approaches even allow for direct treatment during diagnosis. Thus, a stent may be used to widen the artery or a blood clot may be "pulled out" during a vascular constriction diagnosis.

"The program for the MEDICA Education Conference is designed to bring together all major medical specialties and allow them to benefit mutually in employing the latest technology," said Professor Dr. med. Hendrik Lehnert, director of the medical clinic I of the University Hospital Schleswig-Holstein (Lübeck), who was named president of the congress by DGIM. This requires an exchange between medicine and industry, Lehnert

explained. "In order to benefit from technological advancements, doctors need to know which innovations are available for any particular medical application. And conversely, technology developers must depend on impulses from sciences and the day-to-day work in clinics and medical practice to create new innovations."

MEDICA Education Conference 2014 is designed as a four-day, full-time continued scientific training. As part of the world forum for medical technology MEDICA, the conference is international in scope. Numerous speakers from around the globe have been invited to Düsseldorf to share their knowledge and experiences in an active exchange. Simultaneous translations will allow international guests to participate in many of the sessions.

Participants of MEDICA Education Conference can also combine their attendance with a visit of the industry show. This strengthens the link between theory and practice. "This degree of international and interdisciplinary interconnection is seldom found in a continued training event of this caliber," Hendrik Lehnert says. "I am positive that our conference concept delivers a high value to MEDICA visitors, with insights that directly benefit their work in the hospital, medical practice, and laboratory."

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