

Meeting Point of the Hospital Industry in Difficult Times



Medica and 47th German Hospital Day – the VKD is again there with its own stand

In uncertain and economically difficult times, the healthcare industry is meeting in Düsseldorf from November 11 to 14. The 47th German Hospital Day in the capital of North Rhine-Westphalia is also an important date in the calendar for decision-makers from the commercial management of hospitals. The four-day conference always takes place at the same time as MEDICA, the leading information and communication platform for the medical technology industry and its suppliers.

The central theme for the participants from the hospitals describes the situation clearly and precisely: "Orientation in the revolution". It is about nothing less than the future of hospitals and thus also of health care as a whole. Numerous lectures and discussions on the current situation by hospital representatives and politicians will deal with the upcoming structural changes, but also with the associated challenges, problems and uncertainties. The most important topic is the hospital reform called "revolution" by the Federal Minister of Health, which was passed by the Bundestag on October 18th.

The health policy launch event on November 11, which will also be attended by Federal Health Minister Prof. Karl Lauterbach, will be entirely dedicated to this reform.

The Association of Hospital Directors in Germany (VKD), as a shareholder of the German Hospital Association (GDK), is also contributing with its own programme and its own contributions from a practical perspective. VKD President Dirk Köcher will position himself as a source of inspiration at the opening event and at the preceding GDK press conference for the VKD.

In the course of the rest of the programme – especially on the second day of the conference – the VKD will explicitly express its hospital policy messages and its positions on hospital reform.

The theme of this second day of the conference is "People make medicine". The VKD is mainly involved in the second block in the afternoon. A look back shows what has happened since the hospital day in 2023. Even then, the economic crisis of hospitals was an important topic. How far has politics come with the economic stabilisation of hospitals?

The President of the Association of Hospital Managers in Germany (VKD), Dirk Köcher, Dr. Axel Paeger of the Ameos Group, Ulrich Hornstein of HC&S and, from the perspective of the health insurance companies, Marin Atelj of Barmer will discuss steps to secure hospitals in the short term. VKD Vice President Wolfgang Mueller will then analyse North Rhine-Westphalia's hospital planning and its suitability for the entire Federal Republic. The session will be moderated by Andreas Tyzak, member of the VKD Executive Committee and press spokesman for the association.

The close connection between MEDICA and Hospital Day also enables conference participants to find out about the latest trends in research and product development in the healthcare industry. They have the opportunity to talk to exhibitors and exchange ideas with colleagues from other hospitals, but also to find out about the positions of politicians and to get involved in discussions themselves.

Meeting point VKD exhibition stand

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On all conference days, the VKD will traditionally be the contact person at its own stand for members, supporters, partners from other associations and interested parties as well as company representatives present at the trade fair.

VKD Managing Director Dr. Jens-Uwe Schreck: "As every year, we want to be a place for exchange, discussions, information and individual conversations. For visitors who want to find out more about the association, we have interesting material about the VKD, its activities and structures, including the latest VKD practical reports with interviews with leading VKD members on hospital reform. We provide information about our association, its positions, services, offers, partnerships and joint events with the German Hospital Institute. But our visitors are always interested in exploring common interests and talking about projects. But we are also always a place of calm in the often exhausting conference and trade fair events."

Recording VKD

The VKD stand in Hall 12/A64 is located very close to the conference venue, the 47th German Hospital Day, also in Hall 12/A70-G71.

The VKD session on Tuesday, November 12, 2024, will take place from 2 p.m. to 5:30 p.m. in Hall 12.

Detailed information on the conference programme and further information can be found at www.deutscher-kliniktag.de Tickets for a free visit to the German Hospital Day and the associated free admission to the MEDICA trade fair are available at <https://eveeno.com/deutscherkrankentag> bookable.

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