



Healthcare Services and Prevention

in the Capital Region Berlin-Brandenburg



MRI scan in Carl-Thiem-Klinikum Cottbus



The MyRehab telerehabilitation system from Fraunhofer FOKUS

Clinics

Carl-Thiem-Klinikum
Cottbus
Charité – Universitäts-
medizin Berlin
Deutsches Herzzentrum
Berlin
Ernst von Bergmann
Klinikum
Helios-Kliniken
Immanuel Diakonie
Klinikum Frankfurt (Oder)
MEDIAN Kliniken
Ruppiner Kliniken
Sana Kliniken
Unfallkrankenhaus Berlin
Vivantes

Care facilities

advita Pflegedienst
Evangelisches
Johannesstift
LAFIM - Landesausschuss
für Innere Mission
Johanniter
Kursana Residenzen
ProCurand
Renafan
Vitanas

Associations and initiatives

Berliner
Krankenhausgesellschaft
Gesundheit Berlin-
Brandenburg
Gesundheitsstadt Berlin
Initiative Gesundheits-
wirtschaft Brandenburg
Kassenärztliche
Vereinigung Berlin
Kassenärztliche
Vereinigung Brandenburg
Landesgesundheits-
konferenz
Landeskrankenhaus-
gesellschaft Brandenburg
Verband privater Kliniken
und Pflegeeinrichtungen
Berlin-Brandenburg

Excellent care structures

Berlin-Brandenburg has a high-performance healthcare landscape characterized by over 130 clinics, 70 rehabilitation centers, around 770 stationary nursing homes and approx. 9,500 doctors. The healthcare services range from basic medical care to high-end medicine, and from prevention to rehabilitation.

The region is very heterogeneous, which is why it mirrors all the themes of Germany's healthcare landscape. These include sustainably safeguarding healthcare in remote rural regions, providing a sufficient number of healthcare alternatives for the growing number of elderly people and the needs-based distribution of healthcare alternatives in the metropolitan environment. Against this background, new healthcare concepts and tools such as innovative, cross-sectoral healthcare models, the use of telemedicine and ambient assisted living are becoming more and more important. The Berlin-Brandenburg region is developing into a pioneer in these areas.



»From world-class medicine and rehabilitation to care at all levels, the Berlin-Brandenburg healthcare region offers a top quality healthcare chain. As a result of the differences between the city and the rural region, Berlin-Brandenburg is particularly well suited for the development and testing of new approaches and innovations in cross-sectoral healthcare services.«

Dr. Jens Schick
Member of the Executive Board
Sana Kliniken AG



»Occupational healthcare management is becoming more and more important. It not only safeguards the health of employees and keeps them performing at top capacity, but is also a competitive edge in the search for skilled specialists. In the capital region, many companies – even small and medium-sized ones – are now aware of this challenge.«

Prof. Antje Ducki
Beuth Hochschule für Technik Berlin
University of Applied Sciences

New forms of prevention

Modern healthcare aims to avoid illness and disease whenever possible. The region tackles the entire spectrum when it comes to prevention. Its special focus is on occupational health promotion and prevention. Employers, unions, science and the health insurance companies cooperate closely in this area. Many digital economy start-ups support this trend, providing new solutions for digital prevention based on apps and gamification approaches.

Highly qualified specialists

The capital region features the highest concentration of universities and research facilities in the entire country. The skilled specialists of the future receive training for jobs in the healthcare industries in Berlin-Brandenburg's approx. 190 healthcare-related degree programs and the more than 60 jobs that require special training. The capital region is also known for having the highest share of highly qualified employees per capita in Germany. However, the region must also adapt the training content and forms to the future needs of the sector to compensate for the impending



The region offers many vocational education programs

- Over 130 clinics with approx. 35,000 beds
- Around 9,500 doctors
- A total of 70 rehabilitation centers
- 770 nursing homes
- 1,200 ambulatory care services
- Location of top-level health insurance industry associations

lack of skilled specialists. This means ongoing, sector-specific skilled specialist monitoring, the restructuring of job profiles, company-related safeguarding of skilled specialists, the systematic promotion of healthcare-related training courses among high school students and youths, and organizing the first job and career fair to be targeted to the healthcare industries: „Gesundheit als Beruf“ (Your Job in Healthcare).

Health IT

With its well-developed IT, life sciences and clinic infrastructure, the capital region offers excellent conditions for developing and applying digital processes and products. Around 100 companies in the region, including clinics, research institutions and telemedical centers, are already developing products and services in the medical-care-related computer sciences and telemedicine. The technical opportunities of Health IT are the foundation for modern medical care, due in particular to their ability to bridge geographical distances in rural areas. Mobile applications for health and fitness are also a segment with a strong growth trend. Health apps have a 15% share of the overall



»From my viewpoint, Berlin is not only the digital capital, but it is also on the way to becoming the »European digital health capital.«

Dr. Markus Müschenich
Managing Partner and Founder
Flying Health – die Startup Manufaktur



»With its around 1.75 million customers and approx. 5,000 employees, AOK Nordost is the largest health insurance company and one of the largest employers in the region. Our top priority is safeguarding and improving the population's healthcare services. We have outstanding partners from science and business for a number of innovative projects here.«

Frank Michalak
Chairman of the Board
AOK Nordost

app market, and are a focal area of the start-up scene in the capital region – also known for its dynamic growth.

Health policy center

When it comes to healthcare policy, Berlin-Brandenburg is Germany's decision making center – parliament, the federal government, state representations, embassies and top-level associations all work here and make strategic decisions for the entire country's healthcare future. The German healthcare system's framework conditions are defined in Berlin. This environment invites companies, special-interest groups, capital region offices, etc. to actively contribute to the healthcare system.

Healthcare research

Alice Salomon Hochschule
Berlin School of Public Health
Beuth Hochschule
Centrum für Human- und Gesundheitswissenschaften der Charité
Centrum für Sportwissenschaft und Sportmedizin Berlin (CSSB)
DIfE – Deutsches Institut für Ernährungsforschung
IGES Institut
Innovationszentrum Technologien für Gesundheit und Ernährung IGE
Institut für Sozialmedizin, Epidemiologie und Gesundheitsökonomie der Charité
TU Berlin
Uni Potsdam, Institut für Ernährungswissenschaft

Rehabilitation

Asklepios Fachklinikum Brandenburg
FocusReha
Fontana-Klinik
Bad Liebenwerda
Medical Park Berlin
Humboldtmühle
Reha Vita
RZP Rehasentrum Potsdam
Vitalis Brandenburg

Digital Health | E-Health

Caterna
Clinpath
Emperra
Goderma
Health 2.0
NeuroNation
machtfit
medexo
medlanes
Welldoo



HealthCapital
BERLIN BRANDENBURG

Our aim: your success!

Berlin and Brandenburg support the focal areas Innovative Patient Care & Rehabilitation as well as Health Tourism & Prevention with an economic policy developed across state borders in the Healthcare industries cluster. The cluster is managed under the aegis of Berlin Partner for Business and Technology and ZAB ZukunftsAgentur Brandenburg.

Our aim is to provide comprehensive support to companies and scientific institutions interested in inward investment or further development in the capital region.

We are ready to assist you with:

- Finding a site
- Funding and financing
- Technology transfer and R&D cooperation
- Cooperating in networks
- Recruiting personnel
- Developing international markets

Reach out and contact us!

www.healthcapital.de

PHOTOS: Cover: Folia/contrastwerkstatt. Inside: Susanne Ramisch, Fraunhofer FOKUS, Volker Döring/BILDART
DESIGN: Büro Watkinson, Berlin. PRINT: LASERLINE, Berlin

© January 2015



Berlin Partner für Wirtschaft und Technologie GmbH

Fasanenstraße 85
10623 Berlin
www.berlin-partner.de
Twitter: @BerlinPartner

Contact:

Harald Mylord
Tel +49 30 46302 526
harald.mylord@berlin-partner.de



ZAB ZukunftsAgentur Brandenburg GmbH

Steinstraße 104-106
14480 Potsdam
www.zab-brandenburg.de

Contact:

Bastian Kuhse
Tel +49 331 20029 257
bastian.kuhse@zab-brandenburg.de

Investing in **your** future!



Publisher: Berlin Partner for Business and Technology in cooperation with ZAB Brandenburg Economic Development Board, commissioned by the Berlin State Senate Department for Economics, Technology and Research and the Brandenburg State Ministry for Economic Affairs and Energy. Funded by the State of Berlin and The State of Brandenburg as well as the Investitionsbank Berlin, cofunded by the European Union – European Regional Development Fund.