



# Digitizing in the Health Care System

COOPERATION BETWEEN AOK INTERNATIONAL CONSULTING AND NORTAL





## Advanced training

***Estonia is the leading country in Europe when it comes to digitizing administration, health care system or any other aspect of life. Therefore we provide a one-week training in Tallinn to learn from our partner Nortal.***

Nortal is an international technology company with Estonian roots; specialized in strategic transformations and significantly involved in the digitization of Estonia's public administration and ehealth.

The trainers will provide their knowledge in input presentations, interactive workshops and guided group work sessions. Site visits will complete the seminar with insights into practical digital workflows.

### **Target group**

Professionals and managers in the German health care system who are directly involved in the digitisation of processes or products in their company.

Specialists and managers from areas such as communication, marketing or HR, who work at interfaces for the digitization of products or processes in their companies.

### **Learning Objective**

You will learn how to evaluate and assess a digital project and how to structure the process. By this seminar you will be able to detect priorities and influencing factors in such projects and how to handle them.

## Topics

### Topic I

#### My goals:

- What is my target and demand for digitizing?
- How do I evaluate digital options and how do I prioritise them?
- How do I determine and control the complexity and how do I prioritize steps in digital projects?
- How do I evaluate what to focus on in digital projects?
- When do I mobilise internal resources for it and what should be outsourced?

### Topic II

#### Technical infrastructures for Applications & Cybersecurity

- How do I choose a technical infrastructure?
- A processual view of cyber security (Dataownership, Cloud Computing, etc.)

#### E-Health: specific tools and technologies

- Electronic patient file
- Electronic health record
- E prescription
- Mobile services
- Applications
- Cross-sector data transfer and services

#### Excursion

- Connecting healthcare apps to communicate
- Blockchain (technology and application areas)
- AI – What can AI do, what can it not do?
- Connectivity - 5G (low latency, high speed by shortening transfer distances)

### Topic III

#### Digital Change

- Authentic example of the change of perspective at CEO level
- Reliability of the management - Innovative despite security
- Importance of the triad of technology, processes and HR
- Staff qualification for the digital change: Empowerment to Perform
- Pricing models of applications – Saas, Paas, IaaS, Fixed price
- Future of healthcare – trends affecting the sector and how can we cope

### Topic IV

#### Service design and design thinking

- How to get things done and quickly
- Innovation as a process and simplifying complex problems – how it can be done
- Efficient approach to problem solving and where to apply
- Empathize, define, ideate, prototype, validate – application of the design thinking in the software delivery

### Topic V

#### Agile Project Management - What is new in the digital change and how do I have to address this?

- Agile ways of working: Scrum, Kanban, Lean – when and how
- Product vs project thinking
- From an idea to actual product – lifeline of a product delivery
- Smart client - what client needs vs what client wants
- Applying agile ways of working to everyday life



### Date

04.05.2020 – 08.05.2020

### Duration

5 days

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### Location: Tallinn, Estland

Welcome Dinner: Restaurant „Platz“, Roseni tn 7, 10111 Tallinn

Hotel: Hestia Hotel Kentmanni, Kentmanni 13, 10116 Tallinn

Nortal and conference room in the same building and site visits in Tallinn, Estonia

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### Price

3.995,- Euro, Teams (3 or more) registration: 10 % discount

Incl. training, training material, accommodation (5 nights), breakfast (5x), lunch (5x), welcome dinner (1x), transfers acc. to program, German facilitation on site and participation certificate

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### Format

General Training with interactive parts and group/teamwork on 3.5 days and site visits on 1.5 days

Number of participants: 9 – 15

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### Languages

Partly in German, partly in English

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### Next steps

Plan and design with us and our partner Nortal tailor-made workshops and/or coachings to gain knowledge on digitizing in ehealth with all its facets.

The other option is to gain insights regarding your current situation and challenges and how to overcome them by creating a successful digital roadmap.

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### Contact

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