

Premiere for the “Health Insurance Innovation Prize”: adesso announces the winners at Health Executives Day 2018

Hamburg, 2. March 2018

Yesterday evening, the Health Executives Day 2018 organised by adesso and its insurance subsidiary adesso insurance solutions presented its first innovation prize for the German health insurance sector: the Health Insurance Innovation Prize 2018 for innovative product and service solutions in the fields of statutory and private health insurance went to the companies ottonova and Central.

An independent jury comprising experts from the insurance industry and healthcare sector selected two equally outstanding digitalisation ideas to be the winners out of five finalists from the German health insurance industry. The chairman of the jury, Prof Dr Peter Maas from the University of St. Gallen remarked: “Two approaches were so convincing – each in their own way – that we couldn’t decide on just one winner. Our two winning leaders clearly show how innovative the healthcare sector currently is.”

The two private health insurance companies ottonova and Central were able to win the jury over with their solutions: [ottonova](#) demonstrates how to apply the opportunities presented by digitalisation to private health insurance particularly consistently. The customer benefits in terms of service – for example, when it comes to availability – support and transparency, as well as from telemedical consultations and, ultimately, from a lean cost structure, which enables consistent digital processes.

[Central’s](#) development is an interactive care concept for diabetics. This project shows how systematically combining old and new media can accompany and support people with certain pathologies and motivate them to take up a more healthy lifestyle. The online portal, telemedical vital data and patient care modules interact through telecoaching to provide an innovative, successful e-health application.

In addition, the winner of the special SmartIdea prize was presented: [DOCYET GmbH](#) is a young start-up whose solutions simplify access to medical care using a chatbot – also abroad and across linguistic barriers.

This year, the adesso symposium Health Executives Day 2018 took place for the third time. Each year, it brings together decision-makers from the statutory (GKV) and private (PKV) health insurance sectors to highlight and categorise changes to the healthcare sector that are being driven by innovative technologies – because German health insurers are in the midst of a digital revolution. Competitiveness decides the choice of digitalisation strategy – on this experts agree.

The CEO of MDK Sachsen-Anhalt, Volker Reiboldt, outlined yesterday how the association for medical services in Germany, or MDK Gemeinschaft, is equipping itself to face the future. In order to perform its consultation duties for statutory health and nursing care insurance as well as possible, MDK Gemeinschaft is currently developing new, innovative and highly flexible industry software with adesso's help. The first module will be put into productive use as early as late 2018/early 2019.

Alongside Reiboldt, the other speakers also showed the impact that digitalisation is having on healthcare sector. For example, Dr Magnus Kobel from MAGNUM EST Digital Health GmbH informed the audience about how a prevention app had the ability to provide health insurers with additional digital customer touchpoints. At DAK Gesundheit, in turn, the "Digital Factory" was promoting change in its role as an internal incubator and "creating the necessary digital mindset", as Franz-Helmut Gerhards, Chief Digital Officer at DAK Gesundheit explained in his talk.

There is more information to be found about yesterday's Health Executives' Day 2018 at <https://www.adesso.de/de/verschiedene-formate/hed/hed-2018.jsp>.

approx. 3,920 Letters

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adesso was founded in 1997 in Dortmund and currently employs about 5.000 members of staff. The share is listed on the regulated market. Among the most important customers in the banking segment are Commerzbank, KfW, DZ Bank, Helaba, Union Investment, BayernLB and DekaBank, in the insurance segment Munich Re, Hannover Re, DEVK, DAK, Zurich Versicherung, Medizinischer Dienst der Krankenversicherung (MDK-IT) as well as cross-industry Daimler, Bosch, Westdeutsche Lotterie, Swisslos, DZR Deutsches Zahnärztliches Rechenzentrum, TÜV Rheinland, Beschaffungsamt des Bundesministeriums des Innern.

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