

Berlin, 16 March 2022

Digi Derma Campus 2022-2025:

Memorandum

A BVDD mentoring program for Digi Tech companies and dermatologists

Preamble

BVDD and derma-affine Digi Tech companies are united by the will to continuously improve the care of our patients. We are firmly convinced that BVDD and innovative software companies can achieve so much more and create synergies by working together than each of them can do alone. Because there are still gaps in knowledge, hurdles and reservations on the part of developers and users, which are further complicated by regulatory obstacles, outdated framework conditions in the healthcare sector and difficulties in market access.

Our Digi Derma Campus aims to change this. As a mentoring program, the Campus provides an ongoing venue for exchange, convergence and growth between dermatology and interested digi-tech companies.

Based on a joint stocktaking during the kick-off workshop on March 16, 2022, we set the frame for a more intensive, structured discourse and agree on the following elements and rules of the game in the Campus:

Formal propositions:

- Campus Membership is low-threshold - an informal application to BVDD is sufficient.
- Dissemination and PR: BVDD places the Campus on its website under the new heading "Mitmachen!! ("Join in!").
- Frequency: Campus members meet 2-3 times a year, including once on the occasion of the Digi Derma Day.

Possible Formats:

Dermatologists & derma-affine Digi Tech companies:

- Exchange live and on campus platform to test readiness / fit-to-practice of device, service or platform
- Matching derma practices with Digi Tech companies via calls in BVDD presidential newsletters and via the association's magazine Der Deutsche Dermatologe (German Dermatologist)
- Sponsorships or similar. Derma practices/clinics/MVZs may "adopt" a Digi Tech company
- Digi Tech companies may do some short stay job shadowing / internship in selected practices
- Nationwide roadshow: Digi Tech companies can present themselves at regional association meetings upon BVDD's recommendation / letter of endorsement.
- Likewise, Digi Tech companies may approach health care providers and other stakeholders upon BVDD's recommendation / letter of endorsement.

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Digi Tech to Digi Tech (BVDD-independent):

- Digi Tech companies can form tandems independently
- Digi Tech companies can organize peer visits and study tours

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Benefits of membership in the Digi Derma Campus:

- Participation in professional conferences of the association
- Short portraits of the Digi Tech companies in the President's Newsletter
- Advertorials in the President's Newsletter
- Access to a pool of mentoring-affine practices
- Interviews "Five questions to..." in the German Dermatologist" (already started)
- Use of the Digi Derma Campus logo and seal for social media postings, publications, marketing
- Networking in the Berlin health policy landscape
- Introduction to regulation and market access for medical devices, app services ("DiGAs"), plattformen & co.
- Short line to the BVDD board / to the special advisor Digital Health / to the chief executive (depending on the scope against payment)
- Individual offers for projects and cooperations
- BVDD's recommendation / letter of endorsement.

What is expected from Digi Tech Campus Members

- Participation in the above meetings
- Postings / announcement of campus membership on social media.
- Proactive communication with BVDD, including regular feedback on product development, acceptance practices, funding rounds, competitions, media response
- Involvement in selective contracts or similar, own activities (practice visits, tandems, participation of digi tech and derma tech conferences)

Next steps

The Digi Derma Campus and this memorandum are communicated to the public via various media.

The Campus Commitment may lead to joint political demands:
Digi Tech industry and BVDD formulate positions, expectations, proposals to politicians.

Context and looking ahead: BVDD's Digital Strategy

BVDD is clearly visible as an important player in the market and is widely appreciated as a valuable partner for access to the first and also second healthcare market.

The BVDD is considered a pioneer in the field of digital transformation in political Berlin, in the digi-tech industry as well as in the medical self-government:

- With its expertise, the BVDD is in demand in the interoperability directory of Gematik, in the committee "Digitization in Healthcare" of the BÄK, in various discussion groups in Berlin and with pharmaceutical companies.
- With the series of telemedicine symposia since 2015, the BVDD has earned a reputation as an idea generator and the expert group as a multi-professional, cross-sector and cross-stakeholder thinking expert group.
- BVDD has taken the lead in developing, together with the DDG, the first S2k guideline on telemedicine for our specialty, published in 2021.
- BVDD was instrumental in introducing video consultations to the primary care market.
- BVDD successfully accompanied a start-up to become the market leader in the DACH region for store-and-forward consultations in dermatology.
- BVDD is in active exchange with creative minds in our own field as well as with Digi-Derma-affine start-ups, digi-tech companies, investors and business angels. We have professionalized and consolidated the contacts via the Digi-Derma Start-up Cafe since 2020.
- As an innovative association, BVDD observes international good practice and trends in digital health, artificial intelligence and personalized medicine - developments that do not stop at borders any more than they stop at the specialist group of dermatology. We always pay special attention to the preservation of the specialist standard.
- As a pioneer among the groups of specialists, BVDD proactively shapes developments, focuses on opportunities and redefines the self-image as specialists in the digital age.

"My pleasure and my duty"

DigiDermaDay 2021 distinctly showed that what is feasible finds its way into health care, especially if it is user-friendly.

To us, the notion "user-friendly" goes beyond "convenient for patients": it also means easy to use and easy to integrate into clinical practice. What is more: only if we are proactive we can help shape and co-create these applications – and not leave the field to "tech giants" that typically are not rooted in medicine and health care.

External factors such as the Covid pandemic and lockdown, growing ease with digital media, and rising demand for rapid, reliable diagnostics and treatments are all accelerating the advance of digital care in medicine.

Low-threshold access to digital diagnostics via apps, as well as access to the doctor, will continue to move away from clinics toward the patient, turning increasingly mobile, too. The key words here are hybrid care, digital care, structure-independent care / infrastructure-independent care, etc. ...