

True Innovation is an Idea Turned into Value*

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ABSTRACT

The session “El Futuro Es Nuestro”, held at the DigiHealthDays-2024 in Pfarrkirchen, Germany, explored the transformative power of true innovation in healthcare. Hosted by Lemonmint in collaboration with i-xpand, the session featured a keynote by Hal Wolf, CEO and President of HIMSS, and highlighted the importance of turning ideas into tangible value. Student-led presentations showcased innovative approaches to addressing local healthcare challenges, emphasizing the balance between purpose and practical application. Participants discussed how meaningful innovation can impact healthcare systems, patient outcomes, and future industry leaders.

KEYWORDS

Healthcare innovation, digital health, patient outcomes, start-ups, global transformation

1. Introduction

The DigiHealthDayS-2024 at the European Campus Rottal-Inn (Deggendorf Institute of Technology) in Pfarrkirchen, Germany, featured a transformative session titled “El Futuro Es Nuestro”, hosted by Lemonmint and i-xpand. This session brought together experienced leaders and emerging voices in healthcare innovation to explore how ideas can be transformed into meaningful value. Hal Wolf, CEO and President of HIMSS, delivered a keynote on the critical interplay between people, processes, and technology in driving impactful innovation. The session offered students an opportunity to gain real-time insights and engage with Wolf and other leaders about their projects. The event emphasized that true innovation requires not only fresh ideas but also a purpose-driven approach and practical implementation.

2. Key Considerations

Hal Wolf emphasized the distinction between data and information, reminding participants that the true value lies in the insights derived from data. He stated: “Data itself is merely ‘0s and 1s on a server’, but the information it contains holds the keys to improving health and care.” This perspective framed the discussion around innovation as a process of delivering tangible outcomes that address pressing healthcare challenges.

Armin Scheuer, CEO and Founder of Lemonmint, highlighted the importance of translating innovation

**INTERACTIVE DISCUSSION – “El Futuro Es Nuestro”: Uniting Innovation and Experience Hosts: Pilar Fernández Hermida (i-Expand, UK/UAE) & Armin Scheuer (Lemonmint, Germany) Featured Speaker: Hal Wolf (CEO of HIMSS, USA) Presenters – MDH Students: Hazel D’Couto (India), Peachapong Poolpol (Thailand), Rupa Ramachandran (India), Hong Ear (USA).*

into actionable solutions. He stressed that innovation must go beyond theoretical concepts and focus on creating real-world impact, particularly in healthcare systems where patient outcomes depend on practical implementation. “Innovation is not just about having great ideas”, Scheuer said: “It’s about transforming those ideas into measurable value that resonates with the needs of healthcare providers and patients”.

Student-Led Innovations:

Several presentations by students highlighted how local innovations can solve critical healthcare issues:

- **Hazel D’Coutu:** Proposed strategies to enhance diabetes management in rural Kerala, India, where low digital literacy and limited outreach hinder care access for the elderly.
- **Huohong Ear:** Advocated for global expansion of data-sharing frameworks like the US TEFCA™ (Trusted Exchange Framework and Common Agreement™) initiative to overcome regulatory and cultural barriers.
- **Rupa Ramachandran:** Presented a creative proposal to involve men in menopause awareness campaigns in rural India using solar-powered digital posters at ATMs (automatic teller machines).
- **Peachapong Poolpol:** Addressed inefficiencies in Thailand’s patient referral system caused by inconsistent hospital information systems, proposing streamlined data exchange strategies.

Pilar Fernández Hermida, CEO and Founder of i-expand, highlighted the dual challenge for start-ups: creating impactful solutions while navigating complex regulatory and market environments. She stressed the need for practical approaches to scaling innovation sustainably.

3. Future Directions

The session underscored the importance of fostering a culture of high-quality data capture within healthcare systems. Key recommendations included:

- Encouraging healthcare providers to prioritize actionable insights over raw data
- Involving patients and citizens in developing ethical frameworks for health data use
- Supporting start-ups in balancing innovative solutions with regulatory compliance and sustainability

Armin Scheuer also emphasized the need for greater collaboration between industry leaders and emerging innovators. He proposed creating mentorship programs and innovation hubs that allow experienced professionals to guide the next generation of healthcare leaders in transforming ideas into scalable solutions.

4. Conclusion

“El Futuro Es Nuestro” provided a platform for meaningful exchange between experienced leaders and emerging innovators. The session reinforced that true innovation emerges when ideas are transformed into practical, impactful solutions that address real healthcare challenges. By bridging purpose and action, events like this pave the way for the next generation of healthcare professionals to lead transformative change.