Health Information Technology: 
Electronic Medical Records and Beyond

From mobile health applications to medication adherence algorithms, electronic medical records (EMRs) will have a significant impact on the future of health care. Panelists from health service, ICT, pharma, and health care policy will discuss EMR opportunities and challenges on October 17, 2012, 6:30 p.m., at the German Center for Research and Innovation New York. Follow live on Twitter @gcri_ny (hashtag #EHRs).

NEW YORK (October 12, 2012) - Electronic medical records (EMRs) have the potential to transform the delivery and application of medical services. Ranging from remote patient monitoring to patient understanding via social media, innovations in electronic health care are patient-focused, efficient, and highly integrated. Whereas some regard the implementation of EMRs as a costly initiative, others foresee its capacity to enhance the quality of health care, to detect trends, and to even stop epidemics. Developments in health information technology promise to improve the cross-connectivity of health information platforms, the accessibility of health records, the quality of care, and patient safety. EMRs, in particular, allow health care providers to collect, store, retrieve, and exchange information electronically. Yet these advantages are countered by privacy, financing, and timely implementation concerns.

The discussion will be moderated by health care law and policy expert Bruce Merlin Fried. The panelists represent three major German players in the global health care industry: Dirk Feldman, Director Strategy at Siemens Health Services, will present Siemens’ responses to the challenge of accountable health care innovations. Bernt C. Klein, Senior Vice President Americas at Detecon Inc. of the Deutsche Telekom Group, will discuss how mobile apps will revolutionize the health IT ecosystem. Prof. Dr. Wolfgang Renz, Corporate Vice President for Business Model & Healthcare Innovation at Boehringer Ingelheim, will address the relationship between medication adherence and electronic health record algorithms.

The discussion will take place on Wednesday, October 17, from 6:30 to 8:30 p.m., at the German House New York (871 United Nations Plaza, First Avenue, btw. 48th & 49th Streets). To RSVP by October 15, click here.

Unable to attend? Follow @gcri_ny and the hashtag #EHRs for live tweets.

A video recording will be available on www.germaninnovation.org shortly after the event.
The event is co-sponsored by the **German American Chamber of Commerce (GACC)**.

**The German Center for Research and Innovation** (GCRI) provides information and support for the realization of cooperative and collaborative projects between North America and Germany. With the goal of enhancing communication on the critical challenges of the 21st century, GCRI hosts a wide range of events from lectures and exhibitions to workshops and science dinners. Opened in February 2010, GCRI was created as a cornerstone of the German government’s initiative to internationalize science and research and is one of five German Houses of Research and Innovation worldwide.

**Contact:**
Andrea Deierlein
Communications Officer
[Deierlein@GermanInnovation.org](mailto:Deierlein@GermanInnovation.org)
(212) 339 8606, ext. 302
[www.GermanInnovation.org](http://www.GermanInnovation.org)