

The App will see you now - ETools for Self-Health Management Event bei Google

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e-tools for self-health management
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Hosted by **GOOGLE**
Erika-Mann-Straße 33, 80636 München

The third in the Meetup series of the Start-up corporate Exchange, coordinated by the Digital Business Design Agency **BRAINS & HEARTS** and the International PR and Marketing Agency **apriori** will take place at the on **July 6th, 2017 at the Google offices**.

Start-up founders along with experts from well-established international companies will exchange ideas on the current challenges and opportunities in respect of **e-tools for self-health management**. We would like to invite you to join in on the discussion.

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START-UP CORPORATE EXCHANGE
Meetup

E-Tools for Self-Healthmanagement - apriori and Brains & Hearts Event@Google

München, 26. Juni 2017. Im Rahmen der Eventreihe „The Startup and Corporate Exchange“, die von der Digital Business Design Agentur Brains & Hearts und der internationalen PR und Marketing Agentur apriori nun bereits zum dritten Mal initiiert wird, findet am 6. Juli die Round-Table Diskussion zum Thema „The App will see you now – E-Tools for Self-Health Management“ bei Google in München statt.

Die Eventserie von Brains & Hearts und apriori hat sich zum Ziel gesetzt, wirtschaftsrelevante Themen und Herausforderungen gemeinsam mit Experten aus Startups und etablierten Unternehmen zu diskutieren. Dazu finden im 2-monatigen Rhythmus Events zu aktuellen Themenstellungen statt, die mit Best Practice Vorträgen sowohl Inspiration als auch Diskussionsgrundlage bieten und Gründer von Startups mit Experten aus Unternehmen zusammenbringen.

Dabei werden Themen wie „Creating an entrepreneurial mindset within your company“, „Big Data“ sowie „The App will see you now“ aus unterschiedlichsten Blickwinkeln beleuchtet.

Anmeldungen sind möglich über Meetup oder per Email an events@aprioripr.com.

Die Events finden auf Englisch statt.

Die Panel Speaker für die Diskussionsrunde am 6. Juli zum Thema „The App will see you now – E-Tools for Self-Health Management“ bei Google sind:

Prof. Marion Kiechle:

A practicing gynecologist, permanent teaching professor (Ordinaria) and director of the Gynecological Clinic at the Technical University of Munich's Rechts der Isar Hospital. She is distinguished as the first female doctor to hold the position of Department Chair of Gynecology at a German university. As one of the leading experts in breast cancer worldwide, Prof. Kiechle has received numerous awards. Dr. Kiechle will be speaking about her upcoming project Busenfreundin, a digital companion web app for women diagnosed with breast cancer for the first time.

Dr. Nicola Vona

Director of mathematical modeling at Ada Health. Nicola holds a PhD in mathematical physics, working on the foundations of quantum mechanics. After finishing his studies he joined Ada, a personal health companion app designed by a dedicated team of over 100 doctors & scientists, Ada knows thousands of symptoms and conditions, from a common cold to rare diseases. It offers a new approach to personalized health, supported by a sophisticated artificial intelligence technology. Nicola will be presenting the intricacies of such system and how it impacts the lives of patients as a new approach to health treatment.

Peter Stockhammer

Managing Director of Generali Vitality GmbH. Peter will present the new Vitality program of Generali insurance. He will give insights in the idea of their smart insurance initiative with the aim to educate clients to live a healthier life rewarded by discounts. Through the use of wearables and big data, the insurer supports clients before a claim with individual recommendations for a better life.

Sabine Fischer

Head of Health Products and Innovation at Munich Re. In her role, Sabine is responsible for Munich Re's digital health solutions and is supporting global clients in developing and executing a digital roadmap. Sabine is an expert in Digital Health and Health Economics working in consulting for many years prior to MunichRE. Sabine holds a Diploma in Social Sciences from the University of Erlangen-Nuremberg. Sabine will be speaking about the "Digital Doctor" – a solution that gives patients 24/7 convenient access to doctors.

Portrait

About Brains & Hearts

BRAINS & HEARTS is a digital business design agency. We combine Design Thinking + Lean-Start-up methods + Traditional Business Consulting to help our customers create viable and sustainable digital business models and bring products faster to market. We are a team of thinkers and makers from different nations who design, develop, research, write, create, and facilitate.

brainsandhearts.de/

About apriori international pr and marketing

apriori international pr and marketing is an international pr and marketing agency. We passionately develop creative ideas and innovative strategies with an enduring success and impact. Our services reach from Corporate PR to Digital Marketing and Event Strategies.

<http://www.aprioripr.com>

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