



# DMEA 2025 reinforces need to act

As the healthcare industry looks to improve outcomes for their customers, the role of digitalisation and emerging technologies has increased considerably. The industry is still weighed down by administrative tasks and the potential of digital solutions to alleviate this is very clear. There is high demand from healthcare providers for optimisation and improved efficiency. The digitalisation journey requires clear strategies for data, cloud and AI, targeted investment in emerging technologies and, at the same time, needs to comply with increased regulation in the area of data privacy and data security.

DMEA (Digital Medical Expertise & Applications), Europe's leading Digital Health Conference and Trade Fair is one of the most important platforms for industry-wide exchange and targeted networking. It also offers a comprehensive market overview of the healthcare industry.



From April 8-10, 2025, experts from the digital health industry, including hospitals, medical suppliers, technology providers and government agencies, amongst others, met in Berlin to network with each other, exchange information and share knowledge about new products and trends in digital health. While participants are busy with business operations throughout the year, the annual DMEA event offers a great opportunity to be inspired, to delve deeper into the digitalization topic and to take away relevant ideas for their own digital agenda.





# What are the current challenges of the healthcare industry?

Healthcare providers are looking to improve the customer experience and outcome for their patients. In this process, many providers such as hospitals, clinics, doctors and pharmacies etc. are faced with similar challenges. Their work is becoming ever more complex and needs to factor in multiple dimensions such as the demographic changes of aging societies, emerging technologies and increasing regulatory pressure, especially in the area of data privacy and data security. Financial constraints mean cost effective solutions need to be sought and efficiency needs to be prioritised. There is also a shortage of skilled workers in the healthcare industry. This means that the existing talent pool needs to be expanded, and appropriate training and development opportunities provided.

Healthcare providers also continue to be burdened with administrative tasks that entail considerable expense. Until now, digitalisation has been seen more as an IT topic and attempts have often been made to improve existing business processes. In the future, however, digitalisation in many

healthcare organisations should be driven forward jointly by business and IT, whereby new business processes must be defined in order to meet the needs of users.

Many providers are also facing end of life for old IT systems/software and will need to re-invest – for example – end of support for SAP R/3 and migration to SAP S/4HANA. An additional challenge is the co-operation and exchange between different healthcare providers – both could improve, and interoperability of data is still lacking. In summary, this means that existing digital solutions seldom relieve the huge administrative burden and there is clear potential for greater efficiency.





# What were the digital health trends at DMEA this year?

While many trends at DMEA 2025 were already well known, the urgency to implement them has increased. In a changing landscape, there is high demand for optimisation and improved efficiency. AI and cloud are still seen as comprehensive elements to address efficiency challenges. The trend for [hospital and care-at-home solutions](#) has increased in the context of an ageing society. There is a great need for interoperability platforms for the timely and secure exchange of relevant data between patients, healthcare providers and payers.

Leveraging the full potential of automation and AI, for example in complaints management and medical diagnostics, was also discussed, as was the choice of a cloud strategy. This strategy should be compatible with electronic patient dossiers (EPDs) to enable access to patient data in the cloud, facilitate its exchange and keep the data private and confidential. Another trend was how to profit from telemedicine by optimising workflows and reducing cost by decreasing unnecessary doctor visits and hospital stays. Overarching all trends, improving data protection, IT security and operational resilience remain a key focus.



## What healthcare providers need to do now?

Healthcare providers need to act now to remain competitive in future. Technological innovations are rapidly advancing and emerging technologies are transforming the industry extensively. There are only a few healthcare providers that have already digitised extensively, the majority are still at the beginning of their digitalisation journey. They are feeling increased pressure to decide on the right strategies – data, cloud and AI – and appropriate investments need to be made in the right solutions that are fit for purpose.

**To get started:** Firstly, define your overall digital strategy (e.g. your mission, vision, values and goals) for your organisation. Secondly, evaluate and decide on the cloud approach that works best for you (e.g. private, public or hybrid cloud) to promote collaboration and improve the patient experience. Thirdly, start to prioritize the AI applications first to avoid uncontrolled proliferation. Then carry out the first AI pilot projects to gain valuable experience that will help you to increase efficiency and secure your competitiveness in the long term. Data governance and data security have to be taken into account at every step of this journey.



The gap between those healthcare providers that are ahead of the curve in the digital transformation and those who have not yet started is widening. Over time, it becomes more expensive and riskier to catch up. Successful healthcare providers are acting now to stay competitive.



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