Digitalization of healthcare

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NEXTGEN CONFERENCE
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POLICY SPOTLIGHT
Healthcare & Life Sciences Committee

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Dear Readers,

Digitalization. When hearing this word, it’s easy to think of the Internet of Things, broadband expansion and the rise of social media. But how often do we stop to ponder the far-reaching implications this transformation has on every aspect of our lives — even on something as commonplace as a doctor’s visit? In this issue of commerce germany, we’re doing just that and focusing on the digitalization of healthcare.

Whether it’s through innovative apps that allow us to make better healthcare choices or the digitalization of patient records, artificial intelligence and innovative technologies are not only enabling state-of-the-art medical technologies but also paving the way for a more individual, patient-centered healthcare system on both sides of the Atlantic. As with all types of progress, everyone involved — business, government, science and society — have to work together, which is why our cover story not only highlights the development of e-health startups and established companies in the field but also regulatory changes such as the German Digital Care Act and the potential of new technologies for medical professionals.

In our Viewpoint, we delve further into the business perspective by highlighting Pfizer’s digital platform Land der Gesundheit, which fosters a debate on digitalization and healthcare competency, as well as ottonova, the first digital health insurance provider. We also hear from the world of science and academia in our interview with Professor Erwin Böttinger from the Hasso Plattner Institute (HPI), who talks about the role of artificial intelligence in healthcare and current projects at HPI’s US branch at the Icahn School of Mount Sinai Health System in New York City. And in our Policy Spotlight we take a closer look at AmCham Germany’s Healthcare & Life Sciences Committee.

But that’s not all this issue has to offer: In addition to focusing on the digitalization of healthcare, we’ve also taken the opportunity to share our takeaways from this year’s Annual Membership Meeting in Hamburg and our NextGen Conference held near Munich. What’s more, in the pages to come we also take a look at other policy highlights, including our recently released position paper on the occasion of the European elections as well as our US Leadership Visit in May in Washington, DC, and our participation in the SelectUSA Summit.

On the whole, it’s been a busy but fulfilling past few months for our organization. After all, whether it’s in our active discussions on digitalization and healthcare or transatlantic trade and investment, AmCham Germany provides a one-of-a-kind platform for our members to come together with stakeholders from government, academia and civil society in order to shape the transatlantic dialogue.

Best regards,

Frank Sportolari

President of
AmCham Germany
Save the date for our upcoming Transatlantic Business Conference.

**WHEN?** November 6–7, 2019

**WHERE?** Haus der Commerzbank and Spreespeicher, Berlin

Invitations with a detailed program will be sent out in September 2019. Take this opportunity to network with representatives from the transatlantic business community as well as from industry and government and discuss the future of transatlantic cooperation.

**CONTACT**

Mandy Elgner  
T +49 69 929104-30  
E melgner@amcham.de

www.amcham.de
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People-to-people diplomacy: NextGen at US Embassy

Members of our NextGen Initiative as well as AmCham Germany and US Embassy staff got together for a transatlantic exchange in the exceptional Quadriga Room of the US Embassy in Berlin. The event was graciously hosted by Deputy Chief of Mission Robin S. Quinville. While overlooking the Brandenburg Gate and Reichstag on the newly inaugurated Ronald Reagan Terrace, the attendees discussed transatlantic common values and the importance of the transatlantic alliance in a changing global order. All agreed that while the values and aims of a liberal democracy and topics such as freedom of speech are viewed similarly, notable differences exist between Germany and the US in terms of implementation. Understanding and explaining these differences is an ongoing process, with each generation finding its own answers in a constantly evolving world. AmCham Germany is proud to be playing its part in defining and living the transatlantic relationship on a daily basis.

This was a great opportunity to practice people-to-people diplomacy, an approach that AmCham Germany strongly supports and enables in its work as a transatlantic bridge builder.

Please read about our NextGen Conference on pages 12–13.

Digitalization: our latest video clip

Watch AmCham Germany’s latest video clip on digitalization.

Strengthening the future of AmCham Germany by creating and supporting an enthusiastic, young leadership team
The Chamber’s summer events: **Fourth of July**

Celebrating US Independence Day is a fun and traditional annual event for many AmCham Germany chapters. The Thuringia Chapter celebrated the Fourth of July for the first time with an exclusive tour through the UPS terminal that gave guests a look behind the scenes of the logistics world.

Our members in the Rhine-Main area also had a great time celebrating Independence Day, in their case on the beautiful terrace of Schlosshotel Kronberg. David Elmo, Deputy Consul General, also attended the event, stating that day: “I’d like to thank AmCham Germany not only for organizing this celebration, but for the incredible work you do every day. Your efforts and the businesses you support help us create a deeper partnership between Germany and the US in which goods and ideas are freely exchanged. For this, I want to extend a big thank you.”

In Stuttgart, members and friends of the Chamber met with the Stuttgart Reds baseball team. Many families attended and had a great time getting to know the team and the coaches. In Munich, AmCham Germany and the Amerikahaus München invited numerous guests to their annual Jazz Barbecue. While enjoying a typical American barbecue, guests heard music provided by Prof. Claus Reichstaller, the director of the Jazz Institute at the University of Music and Performing Arts Munich and a renowned jazz trumpeter, and ENJI & The Mongolian Rising Stars, a group of highly talented Mongolian students. The Dresden Chapter rounded off the summer events at the end of August with an International Business Barbecue.

We would like to thank all the sponsors of our summer and Fourth of July events!

**Kickoff meeting: Corporate & Business Law Committee**

German investments in the US have been rising for years and so has parent companies’ needs for a skilled workforce. The relaunched Corporate & Business Law Committee met to discuss recent developments in US business visa policies and obtained valuable insights from experts at the Department of Homeland Security (DHS) and United States Citizenship and Immigration Services (USCIS) about current adjudicative trends and common application issues. The speakers, who included Roland E. Lyons, Field Office Director, DHS and USCIS, at the US Consulate General in Frankfurt am Main, and David Iannella, Consular and Document Practice Manager at Fragomen Global LLP, provided an in-depth overview on inter-agency procedures and first-hand advice about how to achieve success in the business visa application process.

The meeting was moderated by the committee’s new chairs, Britta Weber of United Parcel Service and Dr. Robert Weber of White & Case. A lively discussion following the speakers’ presentation and the numerous questions for them demonstrated the effectiveness of the meeting as an excellent platform for networking and e.g. exchange on the topic of business visas.

**New Senior Adviser: Frank Samolis**

AmCham Germany’s senior advisers serve as points of contact for the Chamber, providing background information on a variety of topics for our membership and supporting our mission with their extensive networks.

Samolis co-chairs Squire Patton Boggs’s International Trade practice and advises clients on trade matters, e.g., trade law, policy and international negotiations. He represents US, non-US and multinational companies and sovereign governments before the Office of the US Trade Representative (USTR) and other US executive branch trade agencies. He has played an active role in legislative efforts related to recent key trade deals. Previously, he was appointed to the Industry Trade Advisory Committee by the USTR and the Secretary of Commerce and was counsel to the Subcommittee on Trade of the House Ways and Means Committee.
Annual Membership Meeting 2019

Different perspectives and future outlooks at many levels

AmCham Germany members gathered at Hamburg’s International Maritime Museum for a closing dinner full of atmosphere. Left, on the stairs, keynote speaker Peter Beyer.
AmCham Germany’s Annual Membership Meeting (AMM) took place in Hamburg on May 17. Around 250 members traveled to the Hanseatic City to review the past year, elect new members to the Chamber’s governing bodies and listen to best-practice sessions high above the city on the 23rd floor of the EMPORIO.

This year’s Annual Membership Meeting was accompanied by “Urban Supply Chain — The City of Tomorrow in a Globalized World,” a conference that presented business examples and innovative solutions regarding smart cities. Four best-practice sessions and a keynote address by Hamburg First Mayor Dr. Peter Tschentscher were among the highlights of the event.

With some pride and perhaps some regret, Tschentscher noted that Hamburg was “the largest city in Europe that is not also a capital.” Hamburg’s initiative to become a smart city was naturally also focused on its harbor: The city hosts Germany’s largest seaport and the third-busiest container port in Europe, generating $25 billion (€21.8 billion) nationwide. A major transportation center, Hamburg’s port welcomes about 10,000 ocean-going ships every year, more than 1,300 freight trains per week and around 40,000 trucks every day.

Ulla Maren Kaeding, Ford Werke AG, and Sandra Horst, consultant: “The AMM content is very relevant and relatable. After all, the change in infrastructure concerning smart cities is affecting our businesses. And: A lot has changed at AmCham Germany. We appreciate its work in terms of maintaining US-German business and trade ties.”

Hamburg’s port developed a smart solution to the traffic jams experienced by truck drivers outside the port’s gates: The drivers receive a message on their smart phones that indicates a 60-minute time slot when they can pick up their goods. Thanks to this innovation, traffic jams have become a thing of the past.
“What do you associate with smart cities? What is your idea of a smart city?” During the conference, Eveline Metzen, General Manager of AmCham Germany, asked participants to take part in an online survey using their smartphones. Mobility and connectivity were among the terms mentioned most. Many participants also connected mobility to e-mobility, green logistics and self-driving cars.

Interactive participation

At the meeting’s closing dinner, AmCham Germany’s members gathered at Hamburg’s International Maritime Museum to reflect on the new input and topics that were discussed earlier in the day.

An emotional plea for the relevance of US-German relations was delivered by Peter Beyer, Member of the German Parliament and Coordinator of Transatlantic Cooperation at the German Foreign Office: “We are confronted with some pressure from across the pond,” he explained. “People here and there expect us to face the difficulties and present solutions.” It’s a plea that is falling on fertile soil when it comes to the persistent work of AmCham Germany servicing its multiple stakeholders in the area of transatlantic relations.

Best-practice sessions on smart cities

During the best-practice sessions, AmCham Germany members had the opportunity to provide information on how their companies’ innovations for establishing smarter cities and/or their specific contributions to Hamburg. Shell Deutschland, Equinix Germany, Siemens and KPMG presented various ideas and solutions to achieve one goal: a cleaner, green, smart, livable city.

Dr. Andreas Lohbeck, CMS Hasche Sigle Partnership: “I realized how many of us don’t yet have the subject of smart cities on our radar, even though it’s very relevant.”

Interactive participation

What do you associate with smart cities? What is your idea of a smart city? During the conference, Eveline Metzen, General Manager of AmCham Germany, asked participants to take part in an online survey using their smartphones. Mobility and connectivity were among the terms mentioned most. Many participants also connected mobility to e-mobility, green logistics and self-driving cars.

Best-practice sessions contributed many new perspectives and ideas regarding smart cities. The interested audience above included (from left) Stefan Kraft, Fresenius Medical Care AG & Co. KGaA; Stephanie Kraft; Joachim Wittner, Bollore Logistics Germany GmbH, and Gabriele Hässig, Procter & Gamble Germany GmbH.

Interactive participation

Enjoying an exciting event (from left): Kristina Schreiner, Siemens AG, and Annelies Peiner, nushu GmbH, both members of the NextGen Initiative.

High above the rooftops of Hamburg: New AmCham Germany Senior Adviser Frank Samolis, Squire Patton Boggs (center), talking to members of the NextGen Initiative Dominick Kennerson, Bayer AG (left), and Michael Röhrl, Texas Instruments Deutschland GmbH.

Michael Pomrehn, Shell Germany: “The event’s lineup was outstanding. Congrats to AmCham Germany.”
mCham Germany President Frank Sportolari kicked off the May Annual Membership Meeting in Hamburg by taking a look back at the Chamber’s achievements over the past year. AmCham Germany’s mission is to maintain German-American dialogue on a political and strategic level by advocating its members’ interests and this work proved fruitful: Top-level meetings with US and German political officials helped forge new relationships and maintain old ones. One such event, titled “In Trade We Trust — Shaping the Global Marketplace in Times of Disruption,” was the Transatlantic Business Conference in November 2018. In times when economic protectionism is becoming a viable alternative for some, it’s of great importance that we remind political actors on both sides of the Atlantic about the transatlantic values that have brought peace and prosperity to our continents over the past 75 years.

The voice of reason

In her annual report, General Manager Eveline Metzen referred to the increasingly important role AmCham Germany is playing in terms of providing expert advice on business trade and transatlantic relations as well as the Chamber’s substantial presence in national and international media. “For the media, we naturally represent the voice of our stakeholders and, increasingly, a voice of reason,” Metzen explained.

New Executive Committee members elected

Sabine Bendiek will represent AmCham Germany as the new Executive Vice President. She has been a member of the Chamber’s Executive Committee since 2017 and a member of the Board of Directors from 2013 to 2015. Bendiek also remains active in the digital organization Bitkom.

Other new additions to the AmCham Germany Executive Committee include Dr. Donatus Kaufmann and Warren Marine. Kaufmann was elected as Vice President, Marine succeeds Armin Slotta, who previously served as AmCham Germany Treasurer.

Rothblum appointed Diversity Champion

The role of Diversity Champion at AmCham Germany has rotated to a new individual: Dr. Sylvia Rothblum. She succeeds Bianca Bourbon, Executive Director of Coca-Cola Germany headquartered in Berlin. Rothblum is in charge of diversity and transparency within AmCham Germany’s governing structures and will foster these topics within the Chamber’s membership. She has been a member of the Chamber’s Executive Committee since 2018 and was previously active in its Board of Directors.
Managing an intercultural environment
and good storytelling

These two skills are necessary to successfully conduct transatlantic business, so NextGen participants also had the chance to attend two workshops: Reavis Hilz-Ward, coach and speaker for intercultural business management, headlined one, and Veit Etzold, strategy and storytelling expert and bestselling crime novel author, headlined the other. “You don’t have to change yourself. Be authentic, but be aware that somebody might be trying to reach you in a different way,” Hilz-Ward said during her workshop. Both workshops made it clear to participants that telling their company’s story in a sweeping way not only enhances their ability to be creative but also to sell the company. Of course, storytelling is also linked to journalism, so Stefan Kornelius, Chief Editor for Foreign Affairs at Süddeutsche Zeitung, met with the NextGen group to talk about the changing media landscape in Germany as well as current developments in German politics.

One objective of the conference was to bring new NextGens into contact with AmCham Germany members. One of them is Belchem GmbH, a Mittelstand chemical company based in Freiberg, Saxony. Dr. Robin Richter, CEO of Belchem, discussed the challenges faced by a Mittelstand company when scaling its business and conducting transatlantic business. In his remarks, he also pointed out the cultural differences between the US and Germany: “The US is an early adapter when it comes to new business ideas. Germany can learn a lot from this approach,” Richter said. Belchem’s export rate is 65%, 85% of which involves its business with the US.
AmCham Germany partnered with its member Allianz to hold the conference at the company’s offsite location at Lake Starnberg. Claudia Donzelmann, Global Head of Regulatory and Public Affairs at Allianz, welcomed the group on their first day, and pointed out in her keynote that the relationship between business and politics is undergoing fundamental changes and that transatlantic young leaders should have a deep understanding of the different factors that influence these changes.

This year’s site visit took place at the Microsoft Germany headquarters in Munich. The group met with Anna Kopp, Head of IT at Microsoft Germany, who discussed the factors that are determining the transformation of work: people, locations and technology. “We have to keep in mind that the changing workplace should accommodate individual working habits,” Kopp said, emphasizing the emotional aspects of a changing work culture.

Besides visiting various companies and engaging in conversations, discussing politics was also part of the agenda: Dr. Tobias Lindner, Member of the German Parliament and Spokesperson for defense policy for the Alliance 90/The Greens parliamentary group in the Bundestag, introduced the group to current political challenges in transatlantic security policy. Tyson Barker, Program Director of Transatlantic and Digital at the Aspen Institute Germany, also attended the conference where he spoke about the 2020 US presidential elections as well as the complicated dynamics and developments within the Republican and Democratic parties.

This year’s NextGen conference was a unique opportunity for rising young leaders to network with their peers across sectors as well as to meet political and business leaders and top members of the media. Many team activities, such as raft building, helped the group coalesce and established a special conference atmosphere. All participants agreed that successfully conducting transatlantic business requires a deep understanding of the transatlantic partnership. Creating this understanding and generating future transatlantic ambassadors are the goals of AmCham Germany’s NextGen Initiative.

Dr. Sylvia Rothblum, Vice President and Diversity Champion of AmCham Germany as well as a member of the NextGen Selection Committee, welcomed participants to the conference and the NextGen Initiative. She emphasized: “It’s our goal that our NextGens become ambassadors for transatlantic friendship in their companies and that they learn what it takes and what it means to be a business leader.” Pictured here are Rothblum (left) and Eveline Metzen, General Manager of AmCham Germany.
How artificial intelligence and innovative technology disrupt healthcare on both sides of the Atlantic
Scientists, companies and startups all over the world are inventing disruptive ideas to digitalize healthcare. Especially in the US and Germany, innovations are on the rise that could change the way we engage with our health, what services and products we use in the future, and how doctors treat their patients. Digitalization in healthcare has a lot to offer but it also faces challenges.

Digitalization. It’s here. It’s now. It’s you,” is the core message of AmCham Germany’s recently published film about digitalization. It therefore comes as no surprise that digitalization has also found its way into healthcare. No one would deny the fact that the current disruption and transformation in this sector is revolutionary and, across all industries, surely the one that affects our societies most: A 2018 PwC survey determined that 54% of people worldwide would be willing to engage with artificial intelligence (AI) in medicine.* Passionate digital health startups, e-health companies, scientists and politicians are promoting innovations in healthcare technology that contribute to increasing the quality, affordability and convenience of healthcare on both sides of the Atlantic. And when applying new technologies to healthcare products and services, both Germany and the US can learn a lot from each other. Both business locations hold huge potential. In many of their analyses of digitalization in healthcare, the European Public Health Alliance has stated that digital healthcare could result in a conversion toward a patient-centered system, advantages for the healthcare workforce and much more.

“Digitalization is the biggest opportunity to improve people’s health and increase efficiency in the healthcare system,” says Chantal Friebertshäuser, Managing Director at MSD Germany. MSD is a research-oriented pharmaceutical company and member of AmCham Germany that faces many challenges in keeping up with the speed of digital transformation. “One of our biggest tasks is the acceleration of our organization and our processes. We are aware that this demands a great deal of change on many levels,” Friebertshäuser says. Digital transformation in healthcare is therefore also closely linked to change management and adjustment of a company’s mindset. Another essential task for MSD is to work with AI and deep data: “Connectivity of data can help break silos for

*Digitalization in healthcare overview by PwC: www.pwc.de/de/gesundheitswesen-und-pharma/digitalisierung-im-gesundheitswesen.html
research and patient care,” Friebertshäuser explains. "Our data has been developed over several years, and we are actively investing in our legacy environments to ensure our foundation is set for the future."

Not only well-known companies are keeping up with innovation in e-health, but also many startups have been founded in this area. Florian Bontrup, entrepreneur and CEO of Docyet, has been contributing to the transformation in healthcare with his Leipzig-based startup for more than two years now. Together with his cofounder and 15 employees, Bontrup created a digital health platform that helps patients access local and digital health services and make better healthcare decisions. Docyet provides a cohesive patient journey supported by an AI-based decision support system that improves healthcare for both the patient and for the insurance provider. "I had an initial idea of how Docyet could work when I became sick on vacation in China," Bontrup says. "It was extremely difficult to find a doctor or any information about medical treatment."

The situation in Germany is not that different when looking closer. When people become sick, they ask Google about their symptoms and then go to a doctor or even to the emergency room. "That’s why we need reliable online platforms that can inform patients and help them make an informed decision on the next steps they should take," the startup-founder explains.

The political framework for digital healthcare

But working on his vision to help patients and contribute to a successful healthcare system is an everyday challenge for Bontrup. When founding a healthcare startup, entrepreneurs have to keep up with the many rules and regulations in Germany. "It’s a good characteristic of our country that we have so many regulations in the healthcare sector because it ensures that products and services are implemented safely," Bontrup says. However, before Federal Minister for Health Jens Spahn (CDU) submitted the Digital Care Act (Digitale Versorgung-Gesetz) in July, it was very hard to establish digital innovations in healthcare. The DVG will enable doctors to prescribe use of apps and offer online consultations and public health insurance carriers will be able to use venture capital to invest into healthcare innovations. "We use digital products and services to improve healthcare for patients and to make doctors’ work easier," Spahn said in a statement about the new law.
However, passing the DVG is only one of the few steps political leaders have taken to support digitalization in healthcare. "Of course, we’d like to see improvements happen a lot quicker," Bontrup says. "We can’t afford to fall behind as we currently see in the automotive sector. We have the largest automotive companies in Germany, but the first self-driving car was established in the US." This development clearly shows that innovation happens where it is allowed to be tested or used, and it should serve as a wake-up call for regulators and political leaders across the political spectrum. "If we can’t test our products here, innovation will happen elsewhere," Bontrup states.

The e-health motor: Artificial intelligence

The power of AI is the key to success when digitalizing healthcare. Startups with innovative ideas such as Docyet will surely also disrupt the US healthcare market. Establishing new products and services in healthcare can be a sensitive topic when founding a new company. Nevertheless, the US is among the easiest countries to do so, states Pat A. Basu, President and CEO of the Cancer Treatment Centers of America. Basu served as a White House fellow and senior adviser while helping to execute portions of former President Barak Obama’s economic and health agenda. "There is tremendous access to capital and expertise, which makes founding a company financially feasible. And the bar to get started from a legal, regulatory and tax perspective is lower than in many nations," Basu says. That is one of the reasons why e-health is developing so rapidly in the US. But technology is only one factor in this context: ‘At this point, the technology may no longer be the limiting factor; rather, the behavioral changes around adoption,

A challenge for the healthcare industry: The Medical Device Regulation

The Medical Device Regulation (MDR) came into force in May 2017 and, after a three-year transitional period, will apply from May 26, 2020. The MDR aims to ensure more patient safety, better protection of public health and the creation of a modernized and more solid EU legal framework.

Some changes that will apply in 2020 are, for example, the Unique Device Identification (UDI), a product number that can only be assigned once for each medical device. Moreover, clinical evaluations and trials will be tightened up: With the introduction of the MDR, clinical data must continue to be collected, documented and evaluated — even after market introduction — and also provided for products that have already been on the market for a long time. Furthermore, there is a higher classification for some medical devices.

The MDR poses a number of challenges for manufacturers: The new EU regulatory framework will significantly complicate the process of placing medical devices on the market and lead to considerable additional regulatory and cost-intensive efforts. Yet the biggest problem is that the regulatory system is not ready to function. There is, as just one example, a lack of necessary certification bodies. If this problem isn’t solved, thousands of medical devices will become noncompliant and will not be authorized for use by surgeons, doctors, hospitals and patients as of May 26, 2020.
the resistance from those who stand to lose and certain regulations are more the likely factors to slow adoption than the technology itself,” Basu explains. He believes that data and analytics programs will help lead to cures and far earlier detection of cancer in the next three to five years.

**AI can lead to better and quicker outcomes and lower costs**

Digitalization in healthcare has become a prime concern for companies, as Ariane Schenk, Pharma and E-Health Consultant at the digital organization Bitkom, says: “Digitalization is no longer a secondary aspect of health, but a necessary priority in a comprehensive health economy.” AI can lead to better and quicker outcomes and lower costs when it comes to pharmaceutical research and the early detection of diseases and their diagnosis and treatment, Schenk explains. Bitkom works on many projects and initiatives in e-health, including, for example, providing platforms and an ecosystem for close communication between health and pharmaceutical companies and software and analytics companies to realize the maximum potential of AI for the healthcare sector. This progress creates many advantages for the patient: “There are already many health-related apps that help people stay healthy, become active or monitor their own heart rate or weight. Patients in rural areas and people with reduced mobility can video chat with their doctors and order medicine online,” Schenk outlines. She also agrees with many startups and companies when they assert that Germany needs a reliable, easy-to-access regulatory framework, further stating: “We need more acceptance and awareness for AI-related technologies. This applies not only to patients, but also to doctors and users.”

**AmCham Germany’s policy activities in healthcare**

Not only enthusiastic startups work on healthcare innovations but also established companies and members of AmCham Germany, such as Medtronic. As a global leader in medical technology, Medtronic was founded in 1949 and has always kept up with new technological developments in healthcare. “We currently work with AI in our diabetes unit in particular,” says Dorothee Stamm, Government Affairs Manager at Medtronic and Co-Chair of AmCham Germany’s Healthcare & Life Sciences Committee. Even a well-established, successful company like Medtronic faces challenges in the digitalization of healthcare: “The current reimbursement system in Germany is not designed for digital medical devices,” Stamm states. “In some cases, it can take up to 10 years before new products or therapies receive coverage by the health insurance system and thus become available to all insured individuals. This long process stands in stark contradiction to the speed of digital developments.” To work on these issues and develop a suitable political framework, the Healthcare & Life

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**Patients are open to digital options**

Which of these digital options have you already used or can you imagine using in the future?

<table>
<thead>
<tr>
<th>Digital Option</th>
<th>I have already used this option</th>
<th>I could imagine using this option in the future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination results on CD</td>
<td>55%</td>
<td>26%</td>
</tr>
<tr>
<td>Reminder of appointments or preventive medical checkups by SMS or e-mail</td>
<td>27%</td>
<td>39%</td>
</tr>
<tr>
<td>Online appointment</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>Communication by e-mail with doctors or hospitals</td>
<td>15%</td>
<td>36%</td>
</tr>
<tr>
<td>Communication with the doctor or practice team through chat or messenger, e.g., WhatsApp</td>
<td>10%</td>
<td>41%</td>
</tr>
<tr>
<td>Telemedical monitoring of one’s own health condition</td>
<td>3%</td>
<td>47%</td>
</tr>
<tr>
<td>Consultation provided through telemedicine by doctors who are abroad</td>
<td>1%</td>
<td>49%</td>
</tr>
<tr>
<td>Operations remotely supported by the specialist using video chat</td>
<td>52%</td>
<td>58%</td>
</tr>
</tbody>
</table>

The survey was conducted by Bitkom Research on behalf of the digital association Bitkom. A total of 1,005 people in Germany aged 16 and over were interviewed by telephone, including 826 Internet users.
Communication with a doctor via chat: Patients are open to digital options like this.

**Policymakers must ensure that unnecessary barriers to market access be removed**

Digitalization in healthcare can only be successful within a reliable, open-minded political framework that enables entrepreneurs, companies and scientists to work together across the Atlantic.

Companies like Medtronic and startups like Docyet both agree with Stamm when she suggests, “Policymakers must ensure that unnecessary barriers to market access and to reimbursement be removed and that processes become generally faster and more transparent.” It’s not only possible that startups could invent their ideas in other countries than Germany, but also bigger companies could withdraw from the German market. That would not only weaken the economy, but also result in patients no longer having access to innovative healthcare products.
Debating the future of healthcare

Land der Gesundheit (land of health), an internet platform developed by the pharmaceutical company Pfizer Germany, is a forum for discussing key healthcare issues.

What can the German healthcare system learn from others? Vaccinations in pharmacies — a good idea or a reckless blunder? And is a German culture of mistrust sabotaging efforts to digitalize the healthcare system? These and many other questions are to be discussed and debated on this platform.

A digital forum for sharing views

When Pfizer developed www.landdergesundheit.de two years ago, the company created a digital forum for sharing views on the future of the healthcare system. It focuses on important issues in healthcare, such as digitalization and other advances, participation and the education system. This is a place for physicians, scientists, entrepreneurs and other players in the healthcare sector to share their ideas and experiences and be interviewed about their insights and the steps they would take to advance the cause of healthcare. Members of the Pfizer workforce also contribute to these discussions. The platform’s users are free to join in whenever they please, picking up the threads of ongoing conversations and speaking their minds in the comment columns.

Changing communication habits

The forum was born of the desire to better connect stakeholders in the healthcare system and make allowances for the changing nature of corporate communications. “Powerful communities have emerged on the internet, giving rise to a whole new type of expert,” says Jutta Klauer, Project Manager and Senior Manager for Digital Communications at Pfizer. The company has responded to social media and changing communication habits by enabling an unprecedented way of interacting with the platform.

Land der Gesundheit is about learning and having a formative hand in shaping the healthcare system’s development. To this end, Pfizer also engages in other social media channels alongside the debate platform. The enterprise addresses the platform’s topics on Facebook and Twitter, where it is also exposed to ideas and suggestions to be taken up on landdergesundheit.de. “We learn a lot on Land der Gesundheit — about patients, about players in the healthcare system and about us. It resonates with many voices, which tells us much about how we are perceived and what we can change,” Klauer says.
Customer first: A requirement for the modern health-insurance industry

Over the past several years, digitalization has rapidly changed the way users perceive and interact with daily services. However, insurance, one of the largest industries in Germany, has been lagging behind.

Dr. Roman Rittweger
Founder and CEO at ottonova Holding AG
www.ottonova.de

Maintaining a long-established structure, the German private-insurance industry has not kept up with the times; rapid optimization, digital convenience and general customer centricity have been close to nonexistent in this sector. The main hurdles are legacy systems, slow applications and closed infrastructures.

It has become not only necessary but crucial for the industry to invest in overcoming such challenges. Regardless of complexity, in the end the German health-insurance system needs to deliver value. It should be a pleasure to interact with one’s insurance, not merely an obligation. By utilizing new technologies, we can recreate the standardization of interfaces with the simple overall goal of addressing the needs of customers from their point of view.

IT infrastructure as ultimate driver for customer satisfaction

The underlying driver for innovative structures is a scalable, open-sourced and modern IT infrastructure. With attempts to intensely modernize pre-existing systems, the industry is often adding more complexity than productivity. By shifting the focus away from modification and toward ingenuity, newly built platforms can give a variety of existing solution providers a fresh start.

These solutions can then be interlinked with private as well as public operations to eliminate further complexity through the use of state-of-the-art technology.

At ottonova, we use our one-app system to act as key health-platform orchestrator, ultimately transforming and shrinking the value chain. This enables users to chat directly with our support staff and service providers about a multitude of topics. It hosts all insurance-related documents and data in an easy-to-navigate timeline as well as offers a multilanguage video-chat system with qualified doctors.

Through implementation of an intuitive and user-friendly application, contact with health-insurance providers can be convenient, unique and always meet the needs of individuals. All of these features put the customer at the center of attention — not the insurance as it used to be.
How important to patients is digital transformation in healthcare and how can it help to improve healthcare in general?

Digital transformation in healthcare is essential to improving the quality and efficacy of healthcare and outcomes for patients. Many processes in healthcare today could produce better outcomes if digital tools and solutions were included. Artificial intelligence and robotics are certainly two of those areas that will have a profound impact on healthcare in the future.

In both the US and Germany, many startups and young companies are emerging that design apps and other tools to help patients with their healthcare. How can artificial intelligence, for example, be used to improve healthcare?

There are many ways artificial intelligence can be used to improve healthcare. Think about the case when a person seeks medical attention because he or she doesn’t feel well. A doctor has to consider the described symptoms and the condition of the person and decide whether or not it’s a serious medical situation that requires urgent intervention. This can also be done by artificial intelligence with the help of algorithms that are trained to do what doctors have been trained to do over many years: that is, to ask questions about the condition of the person, to consider the history of the person and to then come up with a preliminary diagnosis. And this is just one example of how software companies are already bringing AI to the practice of medicine.

The Hasso Plattner Institute for Digital Health at Mount Sinai was established in March this year. What are some of the concrete projects you are working on at the institute?

We have two main projects that will support many issues in digital health. We are establishing a digital cohort in which patients are given apps and equipped with sensors. That enables us to collect data outside of the medical-care context that is relevant to the understanding of a person’s health problems. This new data will be connected to the data in the patient’s electronic health record as well as to genetic data. This is a groundbreaking new type of cohort to better understand health and disease issues as well as treatment responses.

The second big project will bring together digital-engineering, technology and health-informatics experts to develop a health data platform that allows an AI-driven digital health ecosystem to be implemented.

As a transatlantic business organization, we would like to ask: What can Germany and the US learn from each other when it comes to digital medicine and e-health?
The basic organization and composition of the healthcare systems in the US and Germany are fundamentally different and each has certain disadvantages and advantages.

Germany could learn how the market-driven US healthcare system manages to be the most innovative in the world. The US could examine features of the highly regulated German healthcare system to learn about how to implement a citizen-wide health insurance system and create open access to quality healthcare.

**How can Germany and the US work together to develop new innovations in digital medicine?**

I see many opportunities for co-innovations and co-development by connecting German and US entities. Our newly formed cooperation is one example of bringing Hasso Plattner Institute’s excellence in digital engineering, AI and digital technologies to a world-renowned academic institution such as the Mount Sinai Health System in New York. Here, German technology- and engineering-driven companies can benefit from the openness and accessibility of the healthcare systems in the US. And the US system can benefit from the highly developed technology and engineering capabilities of many German companies.
Every year, President Frank Sportolari and General Manager Eveline Metzen travel to Washington, DC, with a delegation comprised of AmCham Germany members to meet with key stakeholders from politics, think tanks and media. As a transatlantic organization, it is vital we represent our membership’s voice both in Germany and in the US and respond to and engage with developments in the business and political communities. This Leadership Visit offers the perfect opportunity for our patron, executive and Mittelstand members to connect with representatives of the current US administration, Congress and Cabinet departments to discuss policy developments and address any issues their sectors or companies are facing.

As AmCham Germany representatives travel to the US on a regular basis, we have established an extensive network of relevant stakeholders in Washington, DC; New York City; Silicon Valley; and other regions of the US. Participants of the Leadership Visit are able to connect with strategically important politicians and policymakers to receive information about the status of certain developments or to share their opinions. American politicians are accustomed to meeting with business leaders and appreciate hearing from the German business community.

Unique to this year’s trip in May 2019 was the participation of two of our Mittelstand members: Bilstein Service GmbH and Belchem GmbH. Both are affected by current and potential tariffs imposed by the US. Many meetings during this visit focused therefore on the unwanted consequences of tariffs and what this means for companies in Europe. The delegation also talked with stakeholders about the US-EU free trade agreement, including the importance of agriculture, which remains central to the discussions.

We encourage our patron and executive members to consider attending next year’s trip, which will presumably take place in the spring of 2020. Not only do participants have the chance to deep dive into the Washington, DC, bubble, but they are also able to build a lasting network in the US and with other AmCham Germany members.

Dr. Robin Richter, CEO, Belchem GmbH: “Today, exporting companies that deal with transatlantic customers or suppliers cannot rely on stable business conditions anymore. This is especially true for small and medium-sized enterprises (SMEs), which are extremely affected by unpredictable, prohibitive tariff policies on both sides of the Atlantic. In such uncertain times, even SMEs need to be proactive in building new bridges, taking part in free trade initiatives and growing their networks. The AmCham Germany membership provides an excellent opportunity for SMEs to cooperate and learn from the best-practice examples of larger multinational entities and, in particular, to deepen and develop their transatlantic partnerships.”

Marc T. Oehler, CEO, Bilstein Service GmbH: “Getting insights from the current US administration as well as from other senior decisionmakers in Washington, DC, beyond the official statements and tweets of the White House and the US government has been extremely supportive in understanding the US view on politics in Germany, Europe and the rest of the world much better. To see that at least some of the US government’s approaches are seen critically in both political parties was very encouraging for a company like ours that recently invested approximately $130 million in a greenfield project in Kentucky.”
Being part of the Summit’s German delegation was beneficial for AmCham Germany in many ways: getting to know the needs and major challenges investors face when doing business in the US, accompanying our members through direct contact to US economic development offices (EDO), exchanging best practices with other AmChams present at the Summit, and strengthening our ties to our senior advisers in the US.

Five Cabinet members, two advisers to President Donald Trump and eight US governors praised the US as the most attractive investment destination in the world. Larry Kudlow, Ivanka Trump, Steven Mnuchin, Ben Carson, Rick Perry, Sonny Perdue and Wilbur Ross pitched to around 3,100 company representatives from 79 countries to attract foreign direct investment to the US. The undisputed message: “The US is the premier location to do business.”

In the Summit’s exhibition hall and the various matchmaking rooms, 49 US states were in fierce competition with each other to win potential investors. Market forces were at work: During the three days, investors had the opportunity to explore optimal business-development possibilities in the individual states, ranging from tax benefits and first-class market infrastructures to excellent workforces and close proximity to research facilities. The art, however, lies in tailor-made packages, because every investor demands customized solutions. As one entrepreneur in the German delegation put it: “Nowhere else do you have such direct contact with all US states and government officials as well as have the opportunity to compare and negotiate funding offers immediately. That’s why this summit is worth the trip.”

SelectUSA Investment Summit 2019: Fierce competition over potential investors

AMCHAM GERMANY’S MISSION IS TO ENABLE NEW TRANSATLANTIC INVESTMENT AND SERVE AS A FACILITATOR FOR OUR MEMBERS TO DO BUSINESS IN THE US AND GERMANY. WITH THIS IN MIND, MARKUS MILL, HEAD OF MEMBERSHIP DEVELOPMENT AND SERVICES AT AMCHAM GERMANY, ATTENDED THIS YEAR’S SELECTUSA INVESTMENT SUMMIT IN WASHINGTON, DC, FROM JUNE 10 TO 12.

SelectUSA Investment Summit

The summit brings together global companies and economic developers from across the US — all for one purpose: to connect global businesses to local investment opportunities. According to SelectUSA, the official organizer of the Summit, participants of past Investment Summits have announced $103.6 billion in greenfield foreign direct investment (FDI) into the US, supporting more than 167,000 US jobs.

The 2020 SelectUSA Investment Summit will take place in Washington, DC, on June 1-3, 2020.

More information is available here: www.selectusa.gov
Twitter: @SelectUSA and #SelectUSASummit
USA: Most popular FDI destination

The US is a popular investment location, and Germany is one of the largest investors there. After all, Germany is responsible for almost one-tenth of all jobs created in the US by foreign investors and is therefore an important partner.

Home of the largest amount of foreign direct investment (FDI) in the world
(Source: UNCTAD; year end 2018)

SUPPORTING US JOBS
7,087,900
Number of US workers employed by US affiliates of majority foreign-owned firms in 2016

INVESTING IN INNOVATIVE R&D
$60.1 billion
Value of research and development (R&D) spending by US affiliates of majority foreign-owned firms in 2016

EXPANDING US EXPORTS
$370 billion
Total contribution to US goods exports by majority foreign-owned firms operating in the US in 2016

Foreign direct investments

Largest sources of FDI in the US (by UBO)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>2018 position in M$</th>
<th>Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UK</td>
<td>597,219</td>
<td>13.7%</td>
</tr>
<tr>
<td>2</td>
<td>Canada</td>
<td>588,399</td>
<td>13.5%</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>488,714</td>
<td>11.2%</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>474,472</td>
<td>10.9%</td>
</tr>
<tr>
<td>5</td>
<td>Ireland</td>
<td>385,322</td>
<td>8.9%</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>326,437</td>
<td>7.5%</td>
</tr>
<tr>
<td>7</td>
<td>Netherlands</td>
<td>228,144</td>
<td>5.3%</td>
</tr>
<tr>
<td>8</td>
<td>Switzerland</td>
<td>222,491</td>
<td>5.1%</td>
</tr>
<tr>
<td>9</td>
<td>Belgium</td>
<td>84,661</td>
<td>1.9%</td>
</tr>
<tr>
<td>10</td>
<td>Spain</td>
<td>76,380</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

Fastest-growing sources of FDI in the US

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>2018 position in M$</th>
<th>CAGR 2013–2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Argentina</td>
<td>4,896</td>
<td>57.9%</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>60,182</td>
<td>35.2%</td>
</tr>
<tr>
<td>3</td>
<td>Thailand</td>
<td>2,056</td>
<td>35.0%</td>
</tr>
<tr>
<td>4</td>
<td>Ireland</td>
<td>385,322</td>
<td>34.2%</td>
</tr>
<tr>
<td>5</td>
<td>Chile</td>
<td>3,483</td>
<td>23.9%</td>
</tr>
<tr>
<td>6</td>
<td>Singapore</td>
<td>54,227</td>
<td>23.0%</td>
</tr>
<tr>
<td>7</td>
<td>Bermuda</td>
<td>60,750</td>
<td>21.0%</td>
</tr>
<tr>
<td>8</td>
<td>Belgium</td>
<td>84,661</td>
<td>20.1%</td>
</tr>
<tr>
<td>9</td>
<td>Turkey</td>
<td>2,357</td>
<td>17.2%</td>
</tr>
<tr>
<td>10</td>
<td>Canada</td>
<td>588,399</td>
<td>17.1%</td>
</tr>
</tbody>
</table>

Source: US Bureau of Economic Analysis (BEA)
Notes: UBO refers to ultimate beneficial owner.
CAGR refers to compound annual growth rate.
The table “Fastest-growing sources of FDI in the US” ranks markets with 2018 FDI stock in the US greater than $1 billion.
Germany’s commitment in the US

#4
FOURTH LARGEST SOURCE OF FDI IN THE US IN 2018
(Source: SelectUSA; update: May 2019)

SUPPORTING US JOBS
692,200
Number of US workers employed by US affiliates of majority German-owned firms in 2016

INVESTING IN INNOVATIVE R&D
$7.8 billion
Value of research and development (R&D) spending by US affiliates of majority German-owned firms in 2016

EXPANDING US EXPORTS
$40.1 billion
Total contribution to US goods exports by majority German-owned firms operating in the US in 2016

SUPPORTING GERMAN JOBS
701,300
Number of German workers employed by German affiliates of majority US-owned firms in 2016

INVESTING IN INNOVATIVE R&D
$8.9 billion
Value of research and development (R&D) spending by affiliates of majority US-owned firms in 2016

Comparing how many jobs German companies create in the US with the number of jobs the US creates in Germany, Germany reveals a very balanced picture. With regard to investments in R&D, the US is ahead by approximately $1.9 billion.

Development of German FDI in the US (in M$)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>284,818</td>
<td>327,995</td>
<td>356,982</td>
<td>371,148</td>
<td>405,552</td>
<td>474,472</td>
</tr>
</tbody>
</table>

Development of US FDI in Germany (in M$)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>111,724</td>
<td>114,421</td>
<td>120,519</td>
<td>133,696</td>
<td>136,128</td>
<td>140,331</td>
</tr>
</tbody>
</table>

Sources: US Bureau of Economic Analysis (latest available data as of May 10, 2019), fDi Markets (data from April 2009 – March 2019)
German companies as job engines

German companies are active in every US state. But there are clear differences in the distribution of foreign direct investment. California and Texas are responsible for the majority of American economic growth, so they also have the largest investments. German companies can still be found in locations where they have been present for decades such as Schaumburg (Illinois) and Spartanburg (South Carolina).

Foreign direct investment jobs: Germany

Top 10 US states where German companies create jobs

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>California</td>
<td>65,500</td>
</tr>
<tr>
<td>2</td>
<td>Illinois</td>
<td>42,200</td>
</tr>
<tr>
<td>3</td>
<td>Texas</td>
<td>41,200</td>
</tr>
<tr>
<td>4</td>
<td>Pennsylvania</td>
<td>39,500</td>
</tr>
<tr>
<td>5</td>
<td>Michigan</td>
<td>38,000</td>
</tr>
<tr>
<td>6</td>
<td>North Carolina</td>
<td>32,900</td>
</tr>
<tr>
<td>7</td>
<td>Ohio</td>
<td>30,900</td>
</tr>
<tr>
<td>8</td>
<td>Florida</td>
<td>28,800</td>
</tr>
<tr>
<td>9</td>
<td>South Carolina</td>
<td>27,400</td>
</tr>
<tr>
<td>10</td>
<td>New Jersey</td>
<td>25,100</td>
</tr>
</tbody>
</table>

Source: US Bureau of Economic Analysis; on the basis of available data. Last updated: July 30, 2018
German-American Trade

**German-American trade in goods and services**

![Graph showing US exports to Germany and German exports to the US from 2009 to 2018.](image)

**+6.9%**  
Growth of US exports of goods and services to Germany in 2018

**+4.2%**  
Growth of German exports of goods and services to the US in 2018

**3.7%**  
In 2018, exports to Germany accounted for 3.7% of total US exports

**Exports by type (2018, in B$)**

<table>
<thead>
<tr>
<th>US exports to Germany</th>
<th>German exports to the US</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Capital goods except automotive</td>
<td>1 Capital goods except automotive</td>
</tr>
<tr>
<td>2 Industrial supplies and materials</td>
<td>2 Automotive vehicles, parts, and engines</td>
</tr>
<tr>
<td>3 Other business services</td>
<td>3 Consumer goods except food and automotive</td>
</tr>
<tr>
<td>4 Consumer goods except food and automotive</td>
<td>4 Industrial supplies and materials</td>
</tr>
<tr>
<td>5 Automotive vehicles, parts, and engines</td>
<td>5 Transport Services</td>
</tr>
<tr>
<td>Other goods and services</td>
<td>Other goods and services</td>
</tr>
</tbody>
</table>

In 2018, US exports to Germany were $159.8 billion, up 6.9% from 2017. German exports to the US were $92.4 billion, up 4.2% from 2017.

Source: US Bureau of Economic Analysis

More information about SelectUSA  
[www.selectusa.gov/data](http://www.selectusa.gov/data)
After the European Parliament election in May 2019, AmCham Germany conducted a survey to ask what members expect from the new EU Parliament. We present two of the results here.

**Do you expect concrete policy changes to happen given the results of the European elections?**

- Yes: 45%
- No: 40%
- Unable to tell: 15%

**In what areas do you see the biggest need for action in Europe?**

- Conclusion of a US-EU free trade agreement and the removal of tariffs and counter tariffs: 51%
- Further strengthening of the EU joint foreign and security policy: 47%
- Promotion of migrant integration and a common refugee policy: 44%
- Stronger integration of the EU internal energy market and climate policy: 41%
- Completion of the digital single market: 35%
- Harmonisation of financial markets and further stabilisation of the Eurozone: 35%
- Increased support for startups and promotion of innovation: 21%
- Strengthening of workforce development and education: 18%
The European Union has been undergoing profound changes since the elections in May and the appointment of Ursula von der Leyen as new President of the European Commission. Many challenges await the new President and her Commissioners when they take office on November 1.

During the next legislative period, AmCham Germany believes that it is essential to prioritize the improvement of transatlantic economic and trade relations as well as to create a more competitive political framework for companies. That is why our different policy committees published concrete recommendations for action that our membership considers indispensable for a successful subsequent legislative period.

The partnership between the European Union (EU) and the US has been a success story. This success is based on domestic markets with strong international businesses as well as common values such as freedom, democracy and rule of law in both the EU and the US. In order to continue economic success on both sides of the Atlantic, one of AmCham Germany’s central calls upon the next European Commission is to complete the digital single market and work toward a transatlantic free trade agreement. Cross-border trade in services also needs to be strengthened as well as financial market integration.

“The transatlantic partnership is the basis for prosperity and security in Europe.”

Frank Sportolari, President of AmCham Germany

These concepts are also closely linked to an innovative energy and climate policy. The EU and US should work together on reducing greenhouse gas emissions. To achieve this goal, effective efforts in all economic and social sectors are necessary. The strengthening of international cooperation mechanisms to identify the lowest CO₂ mitigation costs must therefore also be tackled once again.

In general, a long-term successful economic policy must be grounded in an intact ecological and social environment. For this reason, impacts on environmental and social sustainability of the individual member states, the EU and the rest of the world have to be taken into account in all political endeavors. Climate change, the transformation to a recycling economy and global societal differences pose particular challenges.
At AmCham Germany, the Healthcare & Life Sciences Committee (HLSC) is the platform for all member companies involved in the healthcare sector, such as pharmaceutical research companies, medical technology and diagnostics as well as IT firms and the consumer health sector. The committee addresses current healthcare policies and topics and engages in stakeholder discussions on the future of the German healthcare market.

The HLSC pursues the goal of making its voice heard and has established clear, constructive and open dialogues with all relevant policy- and decisionmakers on various levels. Regular policy committee meetings take place in Berlin as well as state-level discussions with representatives of the economic and healthcare ministries have reinforced AmCham Germany’s positions. All major developments such as the ongoing pharmaceutical dialogue and the implementation of the Medical Device Regulation are monitored closely and commented on in position papers and statements. Focusing on regulatory issues related to healthcare and pharmaceutical products, the committee seeks to promote a balanced regulatory market, a friendly investment climate, and research opportunities within Germany. Planning security and a sustainable regulatory framework must be guaranteed in order to ensure investment and innovation by the healthcare industry.

The healthcare industry is one of the most important drivers for the German economy. Not only does it have a considerable significance for Germany as a business location, the healthcare industry provides employment opportunities and promotes innovation and research.
Among other relevant topics for the committee, digitalization has been a key issue over the last years. It has tremendously transformed healthcare in the past decade. The committee agrees that one of the key aspects for a sustainable healthcare system is digitalization, but in order to exploit its full potential, many regulatory issues have to be solved. Regulations are not yet ensuring that market access and reimbursement for digital healthcare solutions are guaranteed. It is important to implement coherent policies that enable innovative digital healthcare solutions and make sure that companies are not leaving the German market because regulations are unclear or restrictive.

**Federal Ministry for Health supports digitalization in the healthcare sector**

In addition, the HLSC sees a need for increasing acceptance and trust for digital innovations especially in the area of healthcare in order for patients to benefit. The German government has made significant steps to boost its digitalization efforts by establishing a department for digitalization within the Federal Ministry for Health. Further measures, such as the establishment of the Health Innovation Hub are taken to ensure that healthcare and the digital industry are cooperating and working together to help fight and prevent diseases for the benefit of patients.

**POLICY TOPICS OF THE COMMITTEE**

- Challenges of demographic change
- The future of patient and integrated care
- Personalized therapy
- Prevention
- The approval process for medical devices and pharmaceuticals
- Digital transformation in healthcare and life sciences
- Intellectual property rights

**THE HEALTHCARE & LIFE SCIENCES COMMITTEE**

is chaired by Dorothee Stamm, Medtronic GmbH; Dr. Gerd Kräh, Lilly Deutschland GmbH; and Günter Fortmann, SFM GmbH LAWG.

It holds regular meetings with political stakeholders. This year, the committee has already met with:

- Thomas Müller, Head of Directorate General 1 Drugs, Medical Devices, Biotechnology, Federal Ministry for Health
- Prof. Dr. Andrew Ullmann, Member of the German Bundestag, FDP Parliamentary Group
- Mark Hauptmann, Member of the German Bundestag, Head of the Young Group of the CDU/CSU Parliamentary Group
- Harald Kuhne, Head of the Central Department, Federal Ministry of Economic Affairs and Energy
- Thomas Rachel, Member of the German Bundestag, Parliamentary State Secretary at the Federal Ministry of Education and Research
- Karin Maag, Member of the German Bundestag, CDU/CSU Parliamentary Group
- Martin Weiland, Head of Group 31 Social, Healthcare and Labor Market Policy, Federal Chancellery
Political voices from Germany

The US and German healthcare systems are quite different. With regard to e-health, what can the German healthcare system learn from the US healthcare system and vice versa? How would patients benefit from e-health and what are the benefits for insurers?

The US healthcare system offers excellent medical treatment — but all too often only for those who can afford it. In Germany, however, everyone has access to modern and extensive healthcare, even if innovations take a lot of time to be implemented. While the German healthcare system is still mostly nondigital, telemedicine is widely accepted in the US. However, US hospitals are far more affected by data breaches. This is where the slower German approach may turn out to be more secure in the end. What both systems seem to have embraced is that e-health has a lot of potential for medical staff and, above all, patients.

Maria Klein-Schmeink, Alliance 90/The Greens
Member of the German Parliament
Speaker for Public Health Policy and Member of the Alliance 90/The Greens Health Committee

Unfortunately, in Germany we sometimes tend to focus on the risks of innovation instead of the potentials; but luckily, this culture is changing. Germany can learn a lot from the American entrepreneurial spirit. Digitalization of our healthcare systems will boost research, improve medical care for patients and reduce bureaucracy for insurers. The US healthcare system has developed in an impressive approach to this over the past several years. Especially in the private sector, innovation cycles have become much shorter.

Tino Sorge, CDU/CSU
Member of the German Parliament
Full Member of the Committee on Health in the German Parliament, Rapporteur for E-Health
In your opinion, what makes Germany such an attractive investment location for US companies?

Germany has a mature industrial structure with a strong focus on the automotive and manufacturing sectors. Its robust mid-market segment as well as its excellent global players have been the backbone of economic growth and stability, especially over the past decade. All of these companies are handling vast amounts of industrial data. For this reason, Germany is a very attractive region for investment opportunities related to Industry 4.0, connected mobility and the development of digital capabilities in general. In addition, Germany offers a sound infrastructure, extensive know-how from research institutions and a very skilled workforce.

What opportunities and challenges does the transatlantic relationship currently face?

It is more important than ever that both sides of the Atlantic reflect on the significance of our past and the importance of our current and future relationship. The EU-US partnership not only is the anchor of global stability, peace and prosperity, but has seen its respective economies become more intertwined than ever before. On the back of this, millions of jobs have been created on both sides of the Atlantic. I personally believe that the deep foundation of our relationship will help to address existing points of contention around climate change and trade in the long term. Global issues such as climate change are critical for future generations and can only be solved jointly. A continued open dialogue will be the key to success.

What is your favorite place in the US or Germany and why?

I love California. Apart from the vibrant flair of San Francisco and the Bay Area, the beauty of the national parks — especially Yosemite — simply cannot be matched. I have spent a lot of time there with my family hiking through the hills around Yosemite Valley. All of us, and especially my children, enjoyed the giant redwoods and the breathtaking views.
Welcome new members

FROM MAY TO SEPTEMBER 2019

EXECUTIVE MEMBERS

IDA Group
Holger Knappenschneider
CEO
Berlin

Corporate Members

Adecco Germany Holding SA & Co. KG
Markus Haase
Bastian Krapf
Sebastian Krol
Stefan Liebl
Michael Vorderstraße

Allianz SE
Dr. Andreas Funke
Hartmut Mai

ALTANA AG
Jan Bir

Bain & Company Germany, Inc.
Dr. Nikola Glusac

BDO AG Wirtschaftsprüfungsgesellschaft
Frank Scholl

Biogen GmbH
Dr. Micha Wirtz

Deutsche Shell Holding GmbH
Dr. Thomas Zengerly

DRÄXLMAIER Group
Jürgen Otto

Dürr AG
Dr. Lars Friedrich

Eurofactor GmbH
Klaus Burkert
Stephan Mett

Fragomen Global LLP
Global Immigration Services
David Iannella

Corporate Members

AHP International GmbH & Co. KG
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Berlin

MCF Corporate Finance GmbH
Dr. Christoph Stoecker
Partner
Hamburg

Orange Hive GmbH
Audrey Shankles
Business Development Manager
Frankfurt am Main

Pinkerton GmbH
Klaus Pfeifer
Director Germany
Oberursel

Wellington Management Europe GmbH
Susanne Ballauf
Country Head Germany/Austria
Frankfurt am Main

INDIVIDUAL MEMBERS

Erich Zuri

IDA Group
Holger Knappenschneider
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Berlin

As an international consulting agency headquartered in Berlin and Brussels, IDA benefits from AmCham Germany’s unique networks both in Berlin and Washington, DC. Our membership will help us to better serve our transatlantic clients, provide us access to policymakers and give us credible communication channels. AmCham Germany shares our belief that effective dialogue is built on trust and mutual understanding.

Holger Knappenschneider
CEO
IDA International GmbH
www.idagroup.global

Imprint

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Eveline Y. Metzen
General Manager
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60313 Frankfurt am Main
www.acc-verlag.de

Editorial and business offices
Ines Ceylan
Daniel Hawk
Katharina-Luise Kötter
Patricia Limburg
Phone +49 69 929104-40
Email presse@amcham.de
www.amcham.de

Editorial support/Report AMM 2019
Lia Petridou

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Advertising administration
Sabine Karbowy
Phone +49 6127 9993150
Email skarbowy@acc-verlag.de

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Do you need information to support your daily German-American business operations? AmCham Germany offers a variety of member services to help you overcome obstacles that may occur in transatlantic activities.

**Exclusive referrals**
Every day, AmCham Germany’s services department receives numerous inquiries about transatlantic topics and industries. The topics are wide ranging and include investments on both sides of the Atlantic, incorporation of businesses in the US and in Germany, location of professionals that deal with US tax regulations, and selections of interpreting services and distribution partners, to name just a few. We respond by identifying suitable business partners, consultants, organizations and contacts at government organizations within our membership and provide exclusive referrals to those experts.

**Navigated networking**
Successful enterprises embrace direct exchanges about specific topics. AmCham Germany connects decisionmakers either virtually or in person at our events, thus enabling direct communication with peers to share and learn from mutual experiences.

**US business visa advice**
As the volume of German investments in the US has continued to rise over the years, demand for business visas for German employees has also increased. AmCham Germany guides members over bureaucratic hurdles and provides advice on the most common US business visa categories. Numerous member companies have already benefited from our excellent relationship with US consular sections and obtained expedited appointments and personal instructions.

**Global entry**
As members of the Global Entry program, business travelers and individuals profit from accelerated entry into the US. AmCham Germany provides assistance with the oftentimes challenging application process and connects applicants with US Customs and Border Protection officers at the consulates.

**Job openings**
Announcing vacancies on the AmCham Germany website is free to our members. One of the most frequently visited sections of our website, these pages have helped various members successfully fill open positions with job seekers using the site.

**Ask for more detailed information:**
Membership Development & Services team
membership@amcham.de
Holding steadfast to our mission during changing times

Whether it’s tariffs, relations with China, Russia and Iran, or the polarization of political parties, the transatlantic political arena is changing and the effects on businesses and the economy continue to be massive. That’s one reason we’ve decided to dedicate our next issue of commerce germany to the topic of geopolitics. After all, the unipolar world that emerged under US leadership after the Cold War has given way to a multipolar system in which regional and international actors have caused power shifts across the board.

Because these dynamics bring about an array of challenges for businesses, they make organizations like ours — organizations that foster international dialogue, cooperation and a free and fair business climate — all the more important. During our Leadership Visit to the US in May, for instance, we were dedicated to promoting exactly these values.

During our trip with a group of members from multinational corporations, the German Mittelstand and prestigious law firms, we gained first-hand insights into US trade policy and the Trump Administration’s current political agenda. For participating companies, it was an excellent opportunity to receive local advice and guidance on doing business in the US — in particular, this benefited members who have recently been affected by US tariffs for whom we always have an open ear.

While the topic of geopolitics will continue to feature in our upcoming trips to the US and in our meetings with government representatives on both sides of the Atlantic, it will also be discussed at this year’s Transatlantic Business Conference on November 6–7 in Berlin. With the title “Building the Power to Compete in the 21st Century” and a great lineup of speakers, site visits, panel discussions and breakout sessions, our conference will undoubtedly be one of this year’s highlights. Until then, we encourage you, as always, to reach out to us with any questions, comments or concerns you may have. We look forward to seeing you at the latest in November in Berlin!

Best regards,

Eveline Y. Metzen
General Manager of AmCham Germany

In our next issue

- Geopolitics and Defense
- 13th Transatlantic Business Conference
- AmCham Germany: Diversity at work
- Report on AUSA Dinner

For more information
Sabine Karbowy
Phone  +49 6127 9993150
Cell phone  +49 171 7579768
skarbowy@acc-verlag.de

Barbara Bohnke
Cell phone  +49 178 7988882
bboehnke@acc-verlag.de

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### Upcoming event highlights

**AmCham Germany**

#### SEPTEMBER

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| 17/18/19    | **Expert Briefing**
|             | Mazars GmbH & Co. KG
|             | Options for investing into the US and relevant tax planning considerations         |
|             | SEP 17: DÜSSELDORF  
|             | SEP 18: HAMBURG  
|             | SEP 19: FRANKFURT/M  |
| 19          | **Discussion**
|             | David Frum
|             | Staff Writer, The Atlantic     |
| 24          | **Business After Hours**
|             | Dr. Ralf Rieken
|             | COO, Uniscon GmbH — a member of TÜV Süd                           |
|             | Berlin  
|             | Munich  |
| 24          | **Business After Hours**
|             | Visit to US Africa Command Headquarters                                     |
|             | Stuttgart |

#### OCTOBER

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| 09          | **AmCham Germany Forum**
|             | Prof. Dr. Heribert Hirte, Dr. Thomas Mayer, Melinda Davis (USA), Tobias Kuehl (USA)
|             | Managing a new approach to US-German relations                                     |
|             | Cologne  
| 15          | **AmCham Germany Forum**
|             | Dr. Donatus Kaufmann
|             | CEO, thyssenkrupp AG
|             | Global megatrends and thyssenkrupp value propositions                                |
|             | Munich |
| 30          | **Business Luncheon**
|             | Cem Özdemir
|             | Member of the German Parliament, Alliance 90/The Greens          |
|             | Stuttgart |

#### NOVEMBER

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| 6–7         | **13th Transatlantic Business Conference**
|             | Building the Power to Compete in the 21st Century                                    |
|             | Berlin |
| 18/28       | **Thanksgiving Dinner**
|             | NOV 18: DÜSSELDORF  
|             | NOV 28: FRANKFURT/M  |
| 18/28       | **Business After Hours**
|             | Dirk Hoke
|             | CEO, Airbus Defense and Space                                                      |
|             | Berlin  
| 02          | **Transatlantic Evening**
|             | Dr. Ralf Rieken
|             | Facebook and beyond: Is there a safe journey toward cloud services?                |
|             | Stuttgart |
| 04          | **Transatlantic Evening**
|             | Visit to US Africa Command Headquarters                                              |
|             | Stuttgart             |
Do you know what a Bembel is?
If not, this is not a bad thing. However, what you should be aware of is how we can support your company in Hessen with its future expansion!

We can assist your company with access to the local ecosystem including contacts at all levels and across a broad range of industries. With our support, you will be given access to customized technology and location consulting, European-focused consulting and funding advice.

Join us on the road to success!
Our experts are here for you. And we can also explain what a Bembel is …

Hessen Trade & Invest GmbH
Konradinerallee 9
65189 Wiesbaden, Germany
+49 611 95017 8203
info@htai.de

www.invest-in-hessen.com