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.