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# PRESS RELEASE

**Digital Health Days - a conference aiming to shape the future of healthcare**

*Now in its 4th year, Digital Health Days is well established as one of Europe’s leading events in the field. The following statement by Anders Ekblom, chairman of Karolinska University Hospital holds truer than ever: “When medicine and digitalisation meet we see how a disruptive force is created in the health care space.”*

The disruptive force is in part driven by the healthcare consumer’s engagement in their own health and the theme for this year’s Digital Health Days is *“the rise of the consumer”.* Thus, topics covered include *Rise of the Health Care Consumer* presented by Robin Farmanfarmaian, *Engaged patients is central in new health care system - to walk the talk* by TED visionary and patient empowerment advocate Lucien Engelen and Rupert Dunbar-Rees and *The Risk and Opportunity of Self-Reliant Patients for the Health Care System* by Jarno Alastalo and Sebastian Sujka.

The important issues of security and personal integrity are covered in the session *Digitalization of Industries and Calculating Risk* by Daniel Akanine. If you are particularly interested in how different stakeholder’s shared and conflicting goals will impact the implementation of new solutions, you should come and listen to Faz Bashi from the Bay Area talking on the theme *Risk & Opportunities for Life Science.*

The two sessions *The Paperless Hospital - A Safer Place* (speaker Morten Elbæk Petersen) and *Stop Wailing- Get Engaged* by Kimberlie Cerrone will cover how digitalization can be implemented in practice both within the hospital and in the home setting.

Some of *the latest digital health solutions for consumers on the market* will also be presented and in another session, *entrepreneurs will be asked bold questions about their* *new innovations by a team of investors in a “Dragon’s den”.* To succeed in growing start-ups is to a large extent a matter of mastering a number of challenges in a business and regulatory environment adopted for yesterday’s solutions. The session *Challenges for European Startups - Regulations, Recruitment and Sales* with Jeremy Cummins as a speaker is a “must attend” sessions for business leaders in young digital health companies.

**The premier digital health event in Northern Europe**

Digital Health Days 20-22 September in Stockholm is ranked as the premier event in Northern Europe to connect and partner-up with international Digital Health entrepreneurs. This year’s program is more international than ever with globally respected experts from across the whole spectrum of digital health from e.g. Silicon Valley and London, both being global hotspots for digital health enterprises. The speaker’s profiles are published on <http://www.digitalhealthdays.se/program/on-stage/confirmed-speakers>.

*For further questions* [*www.digitalhealthdays.se*](http://www.digitalhealthdays.se) *or please contact:*Nima Jokilaakso, nima.jokilaakso@stockholmsmassan.se, +46 8 749 44 50