

TELEMEDICINE today

ADAC and Vitaphone set up a strategic partnership

for the development of programmes supported by telemedicine to enhance the health of over 16 million members

In line with a strategic partnership, the leading and globally present telemedicine provider Vitaphone GmbH (Mannheim) and the General German Automobile Club (ADAC Munich) are going to collaborate in future in the health promotion sector. The motto is: "Pole position for your health". The objective is to develop a prevention programme supported by telemedicine for over 16 million members and about 8200 employees – including 1650 road patrol drivers of the leading mobility service provider. The management and directors of the Automobile Club, with ADAC President Peter Meyer at the helm, were informed in detail of the possibilities and performance of the Vitaphone HealthCare Services. During a live demonstration, the recording of health data and values (e.g. blood pressure, weight, ECG), wireless data transfer to the medical

record of the Vitaphone Telemedical Service Center and the evaluation of this was shown. ADAC President Peter Meyer: "The subject of health with its many facets has accompanied us since

the foundation of the Club – be it in connection with the health of car drivers, air rescue, the foreign repatriation service or medical support when members fall ill abroad. For our employees

and members health is a subject that we want to tackle". "Pole position for your health" is the early identification of health risks using the latest means and a counteraction with competent support from Vitaphone HealthCare Services. The objective is, to maintain and enhance health and thus increase individual well-being", states Matthias Quinger, Managing Partner of Vitaphone GmbH.



Convinced by the services of Vitaphone HealthCare Services: ADAC President Peter Meyer

The German Heart Foundation raises the alarm: Care of Cardiac Patients at risk

The health fund - combined with the introduction of the standard benefit volume for physician's fee calculations - is a substantial risk for the cardiac care of heart patients. This is the conclusion reached by the German Heart Foundation in a recent statement. The successes of heart and circulatory medicine in Germany up to now have been ensured in the long term in medical practices and hospitals. Now, the care of these patients by specialists is in the balance. Its reason is the drastic reduction in fees for established cardiologists and the limiting of the number of patients they may



medicate. Every patient treated after attainment of this dictated limit must be cared for without a cost adjustment. If this situation continues, many practices will have to close due to lack of economic efficiency. The Heart Foundation has already expressed major concerns that patients, who urgently need to have an appointment with a cardiologist, have to wait weeks or

even months - with fatal consequences for their health. The situation in other specialist areas is similarly critical. Professor Hans-Jürgen Becker, Chairman of the German Heart Foundation, says, "The Heart Foundation is aware, that the financing of the health system is becoming more difficult and is only heightened by the unemployment that we can still expect to see. However, he cannot understand the inflation of administration and bureaucracy costs, which have been considerably increased by the introduction of the health fund. Here, money that is needed

for ill people is being squandered". Moreover, health insurance companies and public hospitals have reached undreamed-of levels for administration costs to the detriment of patient care. The German Heart Foundation is requesting the Federal Government to amend the fees reform. At the same time it is asking for the implementation of a "sensible" health reform, that will release the health system from its unnecessary bureaucratic burden and carefully use the means available in a goal oriented way. This is the only way to guarantee optimal patient care for the future.

Trade fairs & Congresses

We are soon to be present at these events and would be pleased to welcome you there. For detailed information, visit our website www.vitaphone.de



ARAB HEALTH 2010

January 25 to 28, 2010
Zabeel-Hall, Stand ZB 58
Dubai International Convention & Exhibition Centre



TeleHealth 2010 International Conference for ICT solutions in the health market

March 2 to 6, 2010
Hanover Congress Centre

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Future Care:
Quo vadis telemedicine in 2009?
"Without e-health, high medical standard cannot be sustained in Germany"

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Benjamin Homberg
Medizin - Service
Institut für Strategisches Marketing & Kommunikation
Karl-Straube-Straße 56, 46483 Wesel
Telephone: +49 (0)281 963014
E-Mail: Medizin_Service@t-online.de

Editorial Department:
Prof. Dr. med. Harald Korb (V.i.S.d.P.),
Carolin Baumann, Benjamin Homberg

vitaphone
Telemedicine

On behalf of
Vitaphone GmbH
Markircher Straße 22, DE 68229 Mannheim
Telephone +49 (0)621-178918-100
Fax: +49 (0)621-178918-101
E-Mail: info@vitaphone.de
www.vitaphone.de
CEO: Dipl.-Kaufmann Matthias Quinger
HRB 9388, USt-ID-NR. DE812913633

NRW State Secretary calls for telemedical care culture

Telecardiology perfectly suited to portal hospital concepts

Rural hospitals gain competence in diagnostic

Even if telemedicine is still far from being integrated into the everyday clinical reality, it is considered by doctors, cost reimbursement companies, health economists and representatives of the health sector to be an important instrument for shaping future diagnostics and patient care in a more efficient, more professional and more economic way not only in the out-patient sector but also in hospitals. However: the use, and with it the financing of telemedical functional diagnostic and telemonitoring in the care management of people with chronic diseases, being a nationwide application in control supply, is not the focus of cost reimbursement companies. The reason: the problems related to the introduction of the health fund. Thus, many sensible and good ideas for using telemedicine in hospitals have finally faltered on the issue of financing and continue to be used in a limited way in individual cases e.g. in telecardiological functional diagnostic. This is the conclusion of the convention "Clinical telemedicine – telemedicine for the hospital: pilot projects and business models", hosted by the Centre for Telematics in Health Care (ZTG) together with the Hospital Society of North Rhine Westphalia (KGNW) and supported by Vitaphone, amongst others. "Despite all resistance and obstacles, in future it must be the goal of the efforts of all those involved to build a telemedical care culture", commented Dr. Walter Döllinger, State Secretary at the Ministry for Employment, Health and Social Affairs of the land of North Rhine Westphalia. NRW would like to play a leading role in this area on a national level. With CorBene, NRW has created, for example, the largest, trans-sector, nationwide care programme for over 3000 patients with cardiac insufficiency, to whom telemonitoring has been a firm part of their therapy.

A benefit for innovative hospitals

"Clinical telemedicine is still in its infancy - despite perfected and available technologies", determined Richard Zimmer, Managing Director of the Hospital Society of North Rhine Westphalia. However, due to the telematic infrastructure, the basis for an intersectoral and trans-sector networking has been established. Richard Zimmer: "Innovative rural hospitals will benefit in a particular way from the future portal clinic concept, they will secure their location by bringing together long-distance medical competencies and diagnostic long-distance competencies".

For example: patients with arrhythmia obtain a tele-ECG card or a tele-ECG loop recorder for diagnostic from the internal department of a primary health care hospital in the suburbs that doesn't have its own cardiology department. The ECGs taken from the patient under normal

circumstances are automatically transferred to a portal clinic with a cardiology department and analysed there. Then, the necessary therapeutic measures are determined locally with the patient's doctor. The result is precise telecardiologic functional diagnostics and constant referrer loyalty, an increase in competence for rural hospitals, a high level of efficiency and economic effectiveness as well as a low burden for patients.



State Secretary Dr. Walter Döllinger



Prof. Klaus Pethig



Head Doctor Thomas Lawo

Excellent ECG quality

This was also confirmed by Dr. Thomas Lawo, Assistant Medical Director at Medical Hospital II, the Clinic for Cardiology and Angiology, at University Hospital "Bergmannsheil" in Bochum in his dissertation in the "Forum 1 Telecardiology". He uses the Vitaphone Tele-ECG-Card 100 IR for the diagnostic examination of patients with symptomatic arrhythmia. "The system has been technically perfected, the quality of the ECG transferred is excellent and the accuracy is impressive at over 80 percent compared to the long-term ECG. Normally, within 14 days we know the cause of the arrhythmia and can treat it adequately!" Another advantage is that the patients can be released to their home environment after conclusion of the clinical cardiological diagnostic, thanks to the tele-ECG card. Thus, in-patient beds remain continuously available for new patients.

Telemonitoring reduces costs

Not only telecardiological functional diagnostic has advantages for hospitals. Participation in telemedically supported care programmes for chronically ill people, for example for people with heart failure makes also sense. Prof. Klaus Pethig, chief physician at the Medical Clinic for Cardiology at the Evangelic Hospital in Hamm, presented, amongst others, figures from the study "Outpatient hospital management on cardiac patients: telemedicine v. standard therapy (CHF)", carried out at the University Hospital of Jena. Over a period of about one year, a total of 185 patients from NYHA categories I-III were observed and compared with one another. 95 of them were supported by telemedicine, 90 patients from the control group were given the standard therapy without telemonitoring. The result: 1328 hospital days for patients in the control group compared with 424 hospital days for patients with telemonitoring. The costs for in-patient stays amounted to 1,371,408 Euros (average value 15,238 Euros per patient) for patients without telemonitoring. For telemedical supported patients, this dropped to in total 317,033 Euros in the same period. On average, 3523 Euros were spent per patient. Prof. Klaus Pethig says, "Telemonitoring is real technical progress in saving costs".

NRW: model region for telemedicine

"Telemedicine is too grown-up for projects and is not sufficiently accepted as part of the national offer in hospitals and medical practices yet! Therefore, it still needs public support", says Rainer Becker, ZTG area manager. He has continually asked for the institution of a "model-region for telemedicine" in NRW for tests in standard care with the involvement of out-patient and in-patient service providers. The NRW land government shares this idea; it considers the promotion of telemedicine to be a contribution to practical health, social policy and economic policy concerning the further development of the health care location NRW.



In Focus

Nowadays really good news are seldom. A good news surely is, that North Rhine Westphalia as the first federal land has become a model region for telemedicine in east Westphalia – in Lippe. The sustained commitment of the NRW land government to telemedicine is a clear political signal. With this model region, with the right conception on the basis of generally accepted quality standards, an important contribution to national acceptance of telemonitoring and telemedical services as a cornerstone for therapy in the care of chronically ill patients has been created.

Dr. Walter Döllinger, State Secretary in the NRW Ministry for Employment, Health and Social Affairs, calls for a "telemedical care culture". He's right! Even if we are still far from it, this is the right goal. It will be exciting to see what effect this development has nationwide.

A new record has been set for CorBene: Over the last few weeks the number of patients supported by CorBene has increased to over 3200. CorBene is the biggest nationwide telemonitoring-supported care model for people with cardiac insufficiency in NRW and the Saarland insured by company health insurance funds. For them - and the doctors treating them - the telemedical care culture is a daily reality with the support of Vitaphone thanks to the innovative, forward thinking and sustained thinking reimbursement companies. Some more good news! So you see something is moving in the Republic – let us work on it together so that even more patients can enjoy the telemedical care culture ...

Best regards,

Prof. Harald Korb
Medical Director

Medical record sheets for patients with arrhythmia

Diagnosing arrhythmia is not always easy and sometimes it requires a lot of creativity and imagination. The essential basis for this is a comprehensive medical record that is as structured as possible. The better the patient is prepared for the appointment, the more precisely he can answer the necessary questions. A medical record sheet for patients with arrhythmia is now available in the domain of the Vitaphone practice service. This fully supports this process. The patient may complete the sheet in the waiting room already.

The cardiologist treating him thus obtains, amongst others, a first overview of the risk factors, previous illnesses and hospitalisations due to heart rate problems and the quality of the patients life. The medical record sheet has been developed in collaboration with Prof. Hans-Joachim Trappe, Director of Medical Clinic II (Cardiology and Angiology), Marienhospital



Herne, Clinic of Ruhr-University Bochum. There it has been tested. You can obtain 40 medical record sheets for patients with arrhythmia as a block for free. The individual questionnaires can be easily separated. To order them simply use the coupon on page 4.



Prof. Gerd Heusch and Prof. Stefan Sack

Fascinating: if the finger turns blue, is the heart out of beat?

For the first time, patients and doctors report together on experiences with telemedicine at the 75th DGK annual convention



Barbara Langer in discussion with Prof. Harald Korb



Doctor Detlef Bernd Gysan



Michael Böhm, Moderator, Prof. Harald Korb, Dr. Jin-Hong Gerds-Li (f.l.t.r.)



Aasar-Sabrina Nahr in discussion with Prof. Hans-Joachim Trappe

If the finger turns blue, is the heart out of beat? Ablated twice and still arrhythmia? Cheated death, suffering from heart failure but despite this with a lot of courage to face life? Unusual as well as fascinating and relevant for the participants, the programme of the symposium "Telecardiologic functional diagnostic and telemonitoring in care management – cardiologists and their patients in dialogue" was presented under the patronage of the Federal Association of Registered Cardiologists (BNK) in Mannheim.

This year for the first time we are breaking new ground. In the history of the DGK this is an unusual path to scientific progress: we are not talking about patients, but with them - about their suffering, their diagnosis, and, of course, about their successful treatment, which telemedicine has contributed to", said Prof. Gerd Heusch, President and Outgoing President of the DGK welcoming the many visitors at the symposium supported by Vitaphone. The medical history of Aasar-Sabrina Nahr was unusual. On holiday, she suddenly noticed a numb feeling in one of her fingers. Returned home she went to see her family doctor. He referred her to a hospital specialising in rheumatology. The diagnosis: suspected Raynaud Syndrome. The subsequent examinations, which were carried out as an in-patient, did not confirm the suspicion of an illness related to a rheumatic disorder. Moreover, in the meantime the finger had lost all feeling and had also begun to turn blue. "We intervened as a council", said Professor Hans-Joachim Trappe, now treating the patient as its cardiologist. It quickly became clear that the numb feeling and the blue discoloration had a clear cause: vessel blockage as a result of a thrombosis. The lyse therapy immediately carried out dissolved the vessel blockage. Feeling then returned to the affected finger. "Now it was necessary to clarify the cause of the event, which nearly led to the patient losing a finger due to a wrong diagnosis", reported Prof. Trappe. Apart from an increased pulse rate, the ECG-findings seemed to be normal. Moreover, the patient had never complained of arrhythmia. An atrial fibrillation attack with subsequent

thrombosis formation seemed to be the probable reason for the vessel blockage.

Prof. Trappe, "Therefore, we released Mrs. Nahr home with the Vitaphone Tele-ECG-Card 100 IR in order to be able to closely monitor her. She regularly recorded her ECG and transferred it by telephone to our hospital. This made sure that in case of another atrial fibrillation we could start therapy immediately".

Tele-ECG a means to choose

"You can't imagine how happy I was, when I finally found out what was wrong with me. However, I had spent almost two weeks in hospital for absolutely no reason. The ECG card is easy to use. I can use it at anytime, anywhere", reported Sabrina Nahr. And Prof. Trappe added, "In my view, the tele-ECG card is the means to choose, to closely monitor patients or to reliably diagnose symptomatic arrhythmia. Our experience has been consistently positive. I constantly wonder why this possibility for easy and accurate telecardiologic functional diagnosis is so little used and not widely offered in hospitals and medical practices".

"This case is a classic example of how wrong diagnoses in combination with a lack of medical quality, on the one hand, puts at risk the wellbeing of the patient and, on the other hand, leads to a waste of resources of the health system," said Prof. Heusch. In the cardiology area, telemedicine clearly leads to an improvement in quality of diagnostic and therapy. Michael Böhm from Potsdam sought out the German Cardiac Centre in Berlin due to the appearance of accidental tachycardia, "I was very concerned about

these attacks. And so it goes without saying that my heart problems increased. During an examination in the run up to an operation I was diagnosed with atrial fibrillation. I hadn't noticed it myself. Due to this I immediately underwent a cardiac catheter examination with ablation twice at another hospital. Then I was assured that everything was normal". "We suspected Mr. Böhm had re-entry tachycardia. After the cardiological diagnosis we therefore released him to go home with the Vitaphone Tele-ECG-Loop-Recorder 3300 BT. The intelligent software automatically recognizes pathologic ECG changes. The recording of arrhythmia is then transferred by bluetooth, first to a mobile phone and from there via a server to our hospital without the patient doing anything.

Asymptomatic arrhythmia is then recognized with certainty", reported Dr. Jin-Hong Gerds-Li, chief cardiologist at the German Cardiac Centre in Berlin.

Tele-ECG: rapid therapy success

"Afterwards our initial suspected diagnosis was confirmed by the ECG of the loop recorder and transferred with first-class quality; we carried out a cardiac catheter examination with ablation on Mr. Böhm. To ensure and test the success of the therapy, the loop recorder was used after the operation. No more arrhythmia occurred. A nice and fast therapy success thanks to the modern telecardiologic functional diagnosis", Dr. Gerds-Li stated.

Barbara Langer enjoys every day and is happy to still be alive, "When talking to a colleague at work at the Cologne opera suddenly everything turned into black. I first woke up days later in the intensive care ward of the Cologne Cardiac Centre". A massive heart attack had stopped my heart. Until the arrival of the emergency doctor, Barbara Langer's colleague resuscitated her. She then underwent a bypass operation due to a coronary 3-vessel disease with subsequent rehabilitation. Today she suffers from on an average to high-level left ventricular functional problem and heart failure in the NYHA-stage III. "I offered Mrs. Langer CorBene – the biggest telemonitoring-supported and nationwide programme for the support of patients with heart

failure, which is available for people insured with a company health insurance fund in NRW and in the Saarland," said Dr. Detlef Bernd Gysan on the further progress of out-patient therapy. "CorBene is a great offer. The daily weighing is part of my daily routine like brushing my teeth and the contact with the team of the Telemedical Service Center. I can reach a cardiologist there via its own hotline at any time, if I have heart problems and can't get in touch with my own cardiologist. And in case of problems with my weight, Dr. Gysan and I are informed. I now live healthier. And it also helps with the daily worry. The team of the Telemedical Service Center has allowed me to clearly reduce my worry and life with my illness has become a bit surer and easier", stated Barbara Langer.

Worth recommending: telemonitoring

"We have shown that in the CorBene programme the costs per patient are reduced by 20 to 50 percent compared to standard care. At the same time, the quality of the therapy and the quality of patients' lives increases", reported Dr. Gysan, cardiologist, "Telemonitoring facilitates my therapy and the management of my patients. Based on my own very positive experience, I really recommend it to my colleagues!" Professor Stefan Sack summarised the results of the symposium, "Today telemedicine offers a complete range of options in the field of cardiology. Despite developed and safe technologies, that are easy for patients to use and are meeting the VDE "Telemonitoring" rules of application describing quality standards for telemedicine service providers and the related reduction in costs of diagnosis and therapy, the necessary acceptance is still missing amongst service providers and cost reimbursement companies – this frequently runs against to best knowledge".

Future Care: quo vadis telemedicine in 2009?

"Without e-health the high medical standards in Germany cannot be maintained!"

Come, see, and be amazed: the future of medicine has already begun - not in a far-away country very long ago but close by in Hanover. That gives telemedicine a key position. The buzzword: FutureCare.

On the occasion of the TeleHealth trade fair, the Federal Association for Information Technology Telecommunications and New Media (BITKOM) demonstrated in an impressive way over 300 m² how networked medicine benefits patients, optimises the care of chronically ill people, reduces

scarcely but had not been put into practice. Thus, the FutureCare process broke new ground in this uncharted territory. To understand telemedicine in the real and truest sense of the word two scenarios were demonstrated: diabetes mellitus and heart circulation disease. And many visitors had a real aha-experience due to the guided tours made. People were astounded by what is possible with the IT technology available today in intelligent combination and they wondered - not without reason - what is stopping its nationwide implementation. This proved that the way forward

patient. With this card he can carry out an ECG anytime and anywhere, save it and transfer it by telephone to the electronic patient record. Then, any doctor, at a hospital or medical practice, can access the ECG data.

But this isn't enough: the family doctor makes a prescription that is saved on the insured person's health card. At the pharmacy the pharmacist consults the electronic prescription. The computer automatically checks whether there is a risk of undesirable side-effects and interactions with

in case of pathological values and prevents hospitalisation. Here all the data is documented in an electronic patient record, which is processed and made available to the treating doctors. And, in case of emergency, the Telemedical Service Center also takes over emergency management, as demonstrated Matthias Murin, manager of the Telemedical Service Center of Vitaphone GmbH, in an impressive way.

Where in real life the ambulance rolls up with flashing blue lights and a siren, here two valiant ambulance officers work in the ambulance. Alerted by the Telemedical Service Center the "Patient" is laid on the stretcher and, observed by the impressed spectators, taken to the nearest ward at the hospital. On the simulated emergency ward, apart from a friendly doctor there are also his data findings waiting for him - displayed on a portable terminal. It goes without saying that in an electronically networked hospital, processes



scarce resources, saves costs and unburdens the daily life of doctors in hospitals and medical practices. This event took place under the aegis of the Federal Ministry for Health which wanted to highlight the political relevance of the subject. The FutureCare process was implemented in a practical way by industry partners: Vitaphone, Intel, InterComponentWare, Research in Motion, Siemens IT Solutions and Services, Vita-X, Concat, Fujitsu Siemens Computers, Heidelberg Mobil International, Rowa, Atos Worldline, Gemalto, InterSystems, Kontron Embedded Computers, Lauer-Fischer, Panasonic, T-Systems and Wincor Nixdorf.

Discussion about future developments in health care and the need to provide intelligent solutions to meet the demographic challenge took place frequently mentioning that these existed in the-

outlined in terms of the methodological didactic concept was absolutely the right one.

With the heart and circulation scenario an insured person conscious of his health was pedalling his bicycle online networked with a PDA in front of everyone in a virtual world. Suddenly he was impeded by illness and an increase in pulse rate. At the push of a button the amazed public could observe the data transfer - to the electronic medical record.

The next scenario: the family doctor, visited by the slightly worried insured person, looks at the electronic medical record, of course, in accordance with the insured party: the data about the dizzy spell on the bicycle is cause for concern. As another diagnosis is needed, he obtains a Tele-ECG card for the health-conscious insured

other medication that is already being taken. And what happens at night and on public holidays outside regular pharmacy opening times when you need medication? The solution: a pharmacy automatic machine. This also reads and checks the e-prescription, gives the advice by a long-distance pharmacist via Internet and webcam and then the automatic machine supplies the medication.

In the meantime it is clear: the health-conscious insured person has become a chronic heart and circulation patient. And naturally he needs special care and management by a structured, telemedically supported treatment programme. Home monitoring with weight and blood pressure monitoring in combination with the connection with a Telemedical Service Center permanently manned by doctors guarantees early intervention

are made more transparent and quicker, which in an emergency situation considerably increases the efficiency of the treatment and can save a patient's life.

BITKOM President Prof. August-Wilhelm Scheer underlines this point: "Telemedicine is not science fiction. Information technology and networking should be implemented into everyday medical life as quickly as possible and in a comprehensive way." And State Secretary Klaus Theo Schröder from the Federal Ministry of Health comments, "Without e-health the high medical standards in Germany cannot be maintained". This particularly applies to rural areas and is to be seen in light of the demographic development coupled with the surge in chronic diseases.

Reply

Simply fax to +49 621 1789 18-101

Please send me further information:

- A free sample of the patient brochure CorBene
- To the Integrated Care Contract CorBene
- I would like to test the Tele-ECG Card Vitaphone 100 IR in my hospital/medical practice
- Please send me the medical record sheets for patients with arrhythmia
- I need support with planning a patient event

First name

Family name

Title

Medical Practice/Hospital

Street

Postcode/City

Telephone

Email

Marketing for cardiological specialist practice

ProHerz invited to the Dortmund Heart Day

First-hand information: ProHerz invited to the Dietrich-Keuning Haus in Dortmund for the Heart Day and several hundred patients came. Cardiac patients and their relatives could find out about the different cardiac illnesses at numerous information stands. These covered a wide range from high blood pressure in children and adolescents, to heart failure (heart muscle impairment), and to the treatment of sleep-related breathing disorders. In addition, tests were offered at many stands, e.g. the carrying out of a tele-ECG at the Vitaphone stand or the measuring of your own heart rate.

Also there were many presentations, made by Dortmund cardiologists. The main focus was the subject of heart failure. With CorBene, the largest nationwide heart failure programme in NRW, the Dortmund cardiologists offered their company insured patients a structured treatment programme. Telemedicine is also used to monitor patients in their own home environment and avoids hospitalisation.

Other presentation subjects were, amongst others, treatment with heart pacemakers and implantable defibrillators, travel and heart di-

sease, sport for cardiac patients, cardiac catheter examination and heart diseases as well as sleep-related breathing disorders. At the same time the self-help group "Patients with Cardiac Valves" convened. The main subjects of the meeting were: blood coagulation inhibition and marcumar therapy.

ProHerz is an association of 14 cardiological specialist practices from eastern Ruhr. Together they have contact with over 56,000 patients per year. For patients with heart failure the medical practices offer the whole range of out-patient diagnosis and treatment for cardiac patients - from the use of image-guided procedures to telecardiological functional diagnosis with Vitaphone devices to the cardiac catheter examination and the structured, telemedically supported treatment programme CorBene.

The Dortmund Heart Day, which was supported by Vitaphone, amongst others, is a classic example of how important patient information can be combined with marketing for cardiological specialist practices. Should you also be planning a similar event, let us know by using the information coupon on this page.



Doctor Bernhard-Paul Lodde and Dr. Felix Golling, two of the 14 Dortmund cardiologists who have come together in the ProHerz association present at the press conference in the run up to The Heart Day supported by Vitaphone with the most modern technology, including, amongst others, the Vitaphone Tele-ECG-Card 100 IR.

Do you have any questions about telemedicine?

We are always at your disposal!

Tel.: +49 621 / 17 89 18 100

Email: info@vitaphone.de

Web: www.vitaphone.de