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# Economical and Strategic Aspects of Medical Innovation Markets

## Session I

### Economical and Strategic Aspects of Medical Innovation Markets

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#### Abstract

Clinical medicine and the medical industry behind it have been showing dramatically increasing innovation and complexity dynamics, which resemble the history of microelectronics in the last 40 years. However, a Moore's law has not been formulated yet. As information is the glue in the medical value chain, it is compelling that the evolutionary power of microelectronics has an enormous impact on the medicine of the future. The lecture will discuss the currently detectable forces of the microelectronics science and industry which have an observable impact on clinical medicine and will speculate on the most promising and exciting fields where both disciplines might interact in the future.

#### Biography



**Matthias Schönermark Professor of Management, Hannover Medical School Managing Director, Center for Biomedical Technology and Innovation (BiomeTI) CEO Schönermark.Kielhorn+Collegen**

Born in Essen in 1964, Professor Matthias Schönermark graduated magna cum laude in Theoretical Medicine at the University of Heidelberg in 1991, followed by a post-doc scholarship at the Institute of Immunology at the University of Heidelberg, his qualification exam of Otolaryngology/Head and Neck Surgery, his habilitation with a Ph. D. thesis in Molecular Oncology in 1998 and his appointment to a professorship of management at the Hannover Medical School in 2000. From 2001 - 2005 he was Vice President of the Hannover School of Health Management which he initiated and founded. He is lecturer for "Strategic Management of Health Care Institutions" and "Technology and Innovations Management" at the Hannover Medical School, Krannert School of Business Administration, Purdue University/USA, Ajman University for Science and Technology, Ajman/UAE, and Tias Business School, Tilburg/ NL. He is a permanent consultant to numerous CEOs of international health insurance and provider organizations, as well as of medtech and pharma companies on strategic management, innovation management and change management issues.

