European Campus

BIOSKETCH
Justus Wolff

Justus is Manager at Syte - Strategy Advisory for Digital Health.

Syte is a global advisory for strategy, product definition and roll out of Digital Health services based on software for medical and economic impact and reimbursement planning. The company has advised listed multinationals, investors as well as cutting edge SMEs. Recent projects include for example digital health service models for pharma, medtech and insurance companies and M&A advisory projects in big data companies.

Justus is coauthor of several publications like “Artificial Intelligence: Strategic Challenges for Established Companies”, “Systematic Review of Economic Impact Studies of Artificial Intelligence in Health Care” and “How to define enterprise value of AI and Big Data firms”. He was guest lecturing on the topic “From Venture Capital to Venture Client” at IMD in Switzerland and “AI Strategy and Enterprise Valuation” at the University of Oxford.

Abstract:
The guest lecturer covers strategies and implementation methods of business models for Digital Health services across the pharma, medtech and insurance industries. In order to achieve a large coverage of the Digital Health market in Germany and internationally, strategic frameworks, concrete service process chains and reimbursement models are explained. Several case studies are used to describe the impact of Digital Health for key players from multinationals to hidden champions and the target audience are students with backgrounds ranging from information technology, medicine and business administration.