Website address:
https://www.gesundheitsindustrie-bw.de/en/article/press-release/how-personalised-healthcare

How personalised is healthcare?

This year's Health Congress at Furtwangen University (HFU) focused on the timely topic of personalised healthcare. With the theme "Health for EVERYONE! – Successful Strategies Through personalised Healthcare," HFU hosted the event for the 15th time in collaboration with the Black Forest-Baar Health Network, the Furtwangen University Support Association PRO HFU e.V., and the City of Furtwangen.

Vice-President Prof. Dr. Christoph Reich opened the congress, highlighting the high priority the university places on the topic of health.

"Our goal is not standardised health, but personalised healthcare that takes living conditions into account," he emphasised. As an example, the Vice-President for Research and Sustainability cited a current research project. The project develops optimal and individualised therapy methods for specific cases on the autism spectrum.

As patron of the congress, District Administrator Sven Hinterseh praised the collaboration with the university and its commitment to continuous development. He also highlighted the relevance of the topic in light of the transformation in the healthcare industry and the ongoing academisation of healthcare professions. Hinterseh thanked the university's organisation team warmly for hosting the event once again.

The keynote address, "I Am Many – The Human Microbiome and Personalised Medicine," was delivered by HFU Prof. Dr. Markus Egert. In his humorous and vivid presentation, the microbiologist explained that every person has a unique collection of microorganisms such as bacteria, viruses, and fungi – the so-called microbiome. Most of these are found in the human gut, and their composition can provide insights into disease patterns and drug tolerances. Regarding cancer therapy research, Egert said, "There are bacteria that influence whether chemotherapy works better or worse. The idea is to examine the patient's microbiome beforehand."

Following the keynote, the individual programme began. Participants had the choice between a moderated poster exhibition on various HFU projects or a guided tour of the practice facilities. In a workshop, Prof. Dr. Kirsten Steinhausen and Carina Johnssen invited participants to explore women's health during the menopause, the challenges involved and potential intervention strategies, as well as to develop solutions.

In addition, attendees could choose from a total of ten presentations that explored the ethical and medical aspects of personalised healthcare. Once again, the organising team was able to secure high-profile speakers, including representatives from the Schwarzwald-Baar-Klinikum. Presentation topics included 'Personalised medicine in pathology' and the associated new possibilities for cancer therapy, as well as the opportunities and risks of digitalisation in the healthcare industry. 'Thanks to a wide range of insights, we were able to provide a good overview of the possibilities and opportunities of personalised healthcare today,' says Prof. Dr. Kirsten Steinhausen, who, as academic director, planned the congress together with her team.

Press release

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Further information

- Furtwangen University