



Digital Pharmacies: The Healthcare Ecosystem of the Future

A challenge by Apothekenkammer Nordrhein

The digital transformation presents pharmacies with an opportunity to expand their services and take on a central role in digital healthcare. By creating a digital ecosystem for interoperable healthcare services for pharmacies to enhance their efficiency and improve collaboration with doctors, patients, and other healthcare providers.

How might we position pharmacies as future healthcare providers with integrated digital and personal consultations, offering connected solutions for patients, customers, and partners?

The goal is to establish a flexible, secure, and user-friendly platform that provides pharmacies with access to new digital opportunities and fosters collaboration.

Potential solutions could include the creation of a business model to operate a shared platform as well as the architecture to enable the connected healthcare services.

Technology companies, healthcare providers, pharmacy associations, and public institutions are invited to contribute their expertise to jointly shape the digital transformation of pharmacies.



Transforming the Hospital Patient Journey with telematic-assisted solutions

A challenge by Medizinische Universität Lausitz

Hospitals and healthcare workers face rising workloads, while patients struggle with inefficiencies caused by fragmented systems. As digitalization transforms healthcare, there is an urgent opportunity to create interconnected systems that enable secure, seamless data sharing across regional hospitals, clinics, pharmacies, and specialized care providers and also ensure regional control.

How might we design and implement secure, interoperable systems to provide accessible, high-quality specialized care, such as cardiology, while streamlining collaboration across hospitals, clinics, pharmacies, and other healthcare providers?

The goal is to enhance patient services and reduce staff workloads by establishing a digitally connected healthcare journey across all service areas.

Potential solutions include interoperable electronic health records, digital platforms for secure data sharing, and frameworks that ensure patient data privacy and accessibility across institutions.

Hospitals, regional clinics, medical and pharmacy associations, service and technology providers are invited to collaborate on creating scalable, innovative solutions for a truly interconnected healthcare ecosystem.



AI for All: A Framework for Workforce-Wide Adoption

A challenge by Deutsche Telekom

AI is becoming the defining tool for knowledge workers, unlocking new levels of efficiency and resilience in the face of economic and resource challenges. However, its benefits remain unevenly distributed across organizations, slowing progress and limiting potential gains. Companies like Deutsche Telekom illustrate that with the right frameworks, AI adoption can become a widespread reality, driving innovation and collaboration at all levels.

How might we democratize AI adoption within organizations, creating inclusive frameworks that inspire, educate, and empower every worker to leverage AI effectively?

The goal is to create a scalable, replicable approach for AI adoption that ensures every knowledge worker can confidently use AI to enhance productivity and contribute to organizational resilience.

Proposed solutions include fostering widespread inspiration for AI, building foundational literacy, enabling effective prompt usage, developing practical use cases, and sharing best practices across industries.

This challenge calls on corporations, AI experts, training specialists, and industry leaders to collaborate on developing frameworks, sharing insights, and driving the democratization of AI adoption globally.