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ABSTRACT

A Journey into Digital Health Transformation in China

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Embarking on China's digital health journey reveals vast opportunities and challenges. This presentation covers: Digital Healthcare Market in China, Opportunities for European Pharma Companies, and Success Strategies in China. We'll discuss China's unique digital health traits influenced by its economic and policy differences with Europe. European companies can benefit from China's extensive mobile user base, advanced healthcare, and rapid tech development. Key success strategies include digitalizing value chains, navigating regulations, localizing strategies with partnerships, using data-driven decisions, and expanding into lower-tier cities. This roadmap aims to guide stakeholders through China's evolving digital health landscape.

