

**PRESS RELEASE**

March 2025

**ALTENPFLEGE 2025: Exhibition congress sets impulses for the future of care**

- Meeting of experts from politics, science and practice
- Lectures, interactive masterclasses and best practices offer valuable insights into the care sector
- Three days full of expertise, networking and inspiration

The challenges in the care sector are many and varied - but the opportunities to shape them with innovative approaches are just as great. The ALTENPFLEGE 2025 exhibition congress organized by Vincentz Network (8 - 10 April 2025 in Nuremberg) offers a platform for exchange between politics, science and practice. For three days, the focus will be on the industry's key topics: staffing levels, digitalization, care documentation and new care concepts. Participants will receive training points from the Registration for Professional Nurses (RbP).

Politics meets practice at the start of the exhibition congress. The current Federal Minister of Health, Prof. Dr. Karl Lauterbach, opens the exhibition congress on the Big Stage, before participants from the government and care associations discuss how the care agenda will continue after the new elections. Dr. Martin Schölkopf (Federal Ministry of Health), Bernhard Seidenath (CSU Member of Parliament), Claudia Moll (Federal Government Commissioner for Nursing) and Dr. Bernadette Klapper (Federal Director of the DBfK) will answer questions from the sector.

**New solutions for practice - interactive and future-oriented**

Whether it's staffing levels in accordance with §113c, innovative route planning or digital solutions for everyday care: at the Big Stage, experts will provide insights into current developments. The focus will not only be on theoretical concepts, but also on practical solutions that have already been successfully implemented.

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In the afternoon, five parallel master classes will provide in-depth insights. How can teams be deployed in a competence-oriented manner? Which management measures help care companies through difficult economic times? And how can skeptical employees be integrated into change processes? Specialists from science and practice will show how innovation and everyday life in the care sector can be combined.

### **Focus on cost-effectiveness and efficient structures**

The second day of the exhibition congress will focus on the economic and organizational challenges of nursing care. How can outpatient and inpatient facilities remain stable despite rising costs? What ways are there to make care documentation lean and practical? And how can service planning and personnel development be set up in such a way that they meet the needs of professionals and those in need of care in equal measure? In practical presentations and master classes, experts will share their knowledge - from financing strategies and digital documentation systems to best practices for sustainable personnel concepts. The day shows: Cost-effectiveness and quality are not mutually exclusive, but can go hand in hand.

### **Digital transformation: seizing opportunities, overcoming hurdles**

On the third day of the exhibition congress, the spotlight will be on digitalization in the care sector. While Sonja Schneider-Koch (DEVAP) describes the digital transformation as a strategic task, Tobias Dämow (Alloheim) shows how digitalization can be achieved in care facilities. But people also remain a topic: a scientifically based exercise program for older people, presented by Dr. Stefan Arend and Dr. Monika Siegrist from the Technical University of Munich, or new approaches in employer branding, explained by Giovanni Bruno (fokus>digital) and Dr. Thomas Hilsev (HILSE:KONZEPT), make it clear that sustainable care also requires good working conditions for care staff and quality of life for those in need of care.

### **Impulses for sustainable care**

The exhibition congress at ALTENPFLEGE 2025 brings together experts who want to rethink and actively shape care. Three days full of knowledge, exchange and inspiration - for an industry that is facing challenges but is also breaking new ground. [Click here for the complete program of the ALTENPFLEGE exhibition congress.](#)

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