

Bauer, Birgit

Data Saves Lives Germany



Birgit Bauer is an internationally recognized expert in health data communication and a leading patient expert, with over 20 years of experience in patient communication and marketing. Since 2007, she has been a prominent voice in patient advocacy and healthcare across Europe, particularly in the field of Multiple Sclerosis (MS). She runs an influential blog where she discusses current issues related to MS and healthcare. Birgit leverages her expertise in digital health and social media as an international consultant with her business partner. A great networker and a future-oriented thinker, she supports organizations and companies in developing communication strategies that focus on the needs and perspectives of patients. Her work is driven by a curiosity to shape healthcare systems for the future, not only in providing care but also in creating meaningful prevention strategies through the secondary use of health data. In 2022, Birgit founded the German branch of Data Saves Lives (DSL DE) under the umbrella of her non-profit organization, the European Digital Health Academy GmbH. DSL DE is a patient driven initiative committed to educating patients, supporting patient organizations, and informing citizens about the importance of health data sharing and digital health in Germany and beyond, contributing to better healthcare outcomes. In addition to her consultancy and advocacy work, Birgit is an Eupati Fellow (2015) and a Fellow of Sciana - The Health Leaders Network, highlighting her prominent role in the international healthcare landscape. Her extensive knowledge and dedication make her a sought-after expert and speaker on national and international platforms. Through her work, Birgit not only promotes understanding of health data but also actively advocates for patient-centered healthcare, improving dialogue between patients, healthcare providers, and institutions.