

## **Part I Focus Public Health**

<b>1</b>	<b>Missing Health Political Opportunities Due to a Lack of Behavior Acceptance</b> .....	<b>3</b>
	Thomas Breisach	
<b>2</b>	<b>The Importance of Research-Based Learning as a Didactic Necessity in German Public Health Degree Programs</b> .....	<b>19</b>
	Manfred Cassens	
<b>3</b>	<b>Community-Based Health Promotion for Senior Citizens—What We Can Learn from South Korean Model of Senior Centers</b> .....	<b>41</b>
	Yong-Seun Chang-Gusko, Ellen Meissner and Kai Kühne	
<b>4</b>	<b>The Impact of Health Literacy on the Healthcare System</b> .....	<b>59</b>
	Laura Eichhorn	
<b>5</b>	<b>Tertiary Prevention and After-Care for Cancer Patients in a Hotel Setting</b> .....	<b>77</b>
	Kai Illing	
<b>6</b>	<b>Health Conferences in Germany, Austria and France—An Overview</b> ....	<b>85</b>
	Alfons Hollederer and Till Beiwinkel	
<b>7</b>	<b>Vaccination Attitudes in Combatting Measles Along the Danube—Ethical Aspects as Challenges</b> .....	<b>101</b>
	Andrea Lakasz	
<b>8</b>	<b>Lessons from the Creation and Failure of Two Regional Cooperation Models in the Hungarian Health System</b> .....	<b>121</b>
	Eva Orosz	
<b>9</b>	<b>Occupational Health Management as Potential Element in Combating Social and Regional Inequalities</b> .....	<b>141</b>
	Manfred Cassens, Andrea Lakasz and Janusz Surzykiewicz	

vii

## **Part II Focus Medicine**

- 10 Use and Significance of Expert Medical Advice on the Internet: Results of an Online Survey Among Users of German-Language Health Portals . . . . .** 177  
Julian Wangler and Michael Jansky
- 11 A Source Data Verification-Based Data Quality Analysis Within the Network of a German Comprehensive Cancer Center . . . . .** 189  
Martina Borner, Diana Schweizer, Theres Fey, Daniel Nasseh and Robert Dengler
- 12 The National Decade Against Cancer 2019–2029: Contents of the Initiative and Some Critical Thoughts . . . . .** 201  
Robert Dengler

## **Part III Focus Digitalization**

- 13 A Comprehensive Method for Multi-Criteria Evaluation of Health Regions . . . . .** 217  
Aleksandar Tsenov, Velko Ilchev and Hristomir Yordanov
- 14 The Commercial Value of Health-Related Data—An Empirical Study. . . . .** 227  
Klemens Waldhör
- 15 Health Apps in the Area of Conflict Between State Regulation and IT Architectures . . . . .** 245  
Dominik Schrahe and Thomas Städter
- 16 Acceptance Analysis and ELSI-Aspects of Sensor-Based Care-Management: Certain Results from a Qualitative Study Addressing Dehydration Management . . . . .** 271  
Christian Heidl, Sebastian Müller and Jürgen Zerth