

PRESS RELEASE

Bertelsmann Brings Dr. Dietrich Grönemeyer onto ‘Blue Sofa Gütersloh’

- **Medical doctor and author Dietrich Grönemeyer talks about his book ‘Medizin verändern. Heilung braucht Zuwendung, Vertrauen und Mut zu neuen Wegen’**
- **Tickets for the event at Gütersloh Theater are now available**

Gütersloh, March 21, 2023 – The international media company Bertelsmann is bringing one of Germany’s best-known doctors, Prof. Dr. med. Dietrich Grönemeyer, to the Skylobby of Gütersloh’s Theater on April 18 for the “Blue Sofa Gütersloh.” This is the ninth time that the popular literature format has taken place locally. In the past, bestselling authors such as Dörte Hansen, Wladimir Kaminer, Elke Heidenreich, Roland Kaiser and, most recently, Pinar Atalay took to the stage for the audience in Gütersloh. Dr. Grönemeyer will talk with presenter Ariane Binder (ARD) about his book “Medizin verändern. Heilung braucht Zuwendung, Vertrauen und Mut zu neuen Wegen” (Changing Medicine. Healing requires attention, trust, and the courage to try new approaches). The book is published by Bertelsmann’s Ludwig imprint. Tickets for the event are now available via the Theater Gütersloh website and from Gütersloh Marketing GmbH.

Karin Schlautmann, Bertelsmann Executive Vice President Corporate Communications, said: “The popular ‘Blue Sofa Gütersloh’ format is hosting its ninth guest appearance in the city. We are delighted that Dr. Dietrich Grönemeyer accepted our invitation. He is one of Germany’s best-known medical specialists and in his book takes a look at the healthcare system. A topic that affects everyone.”

About Prof. Dr. med. Dietrich Grönemeyer

Prof. Dr. med. Dietrich Grönemeyer (born 1952) is a medical doctor, professor emeritus, and Chair of Radiology and Microtherapy at the University of Witten/Herdecke. He has worked for decades to promote education and prevention, and is an advocate of integrating natural and conventional medicine as well as psychosomatic, high-tech, and environmental medicine. He is a physician, scientist, innovator, and entrepreneur. In 1997, he founded the Grönemeyer Institute for Microtherapy in Bochum, later in Berlin and other cities. Dr. Dietrich Grönemeyer is the author of numerous bestsellers. His books have been translated into about 20 languages.

About the Book

No time for patients, no appreciation of the healthcare professions, overburdened hospitals, nursing shortages, a lack of doctors in rural areas, medical economics instead of optimum health care, and outdated infrastructures in the health care system: the list of shortcomings is long. In his book “Medizin verändern. Heilung braucht Zuwendung, Vertrauen und Mut zu neuen Wegen,” Dr. Grönemeyer examines the entire healthcare system and shows practicable solutions for its reorganization. Such as the important role of the family doctor as the patient’s manager, the creation of competence centers between hospitals and therapists in private practice; their digital networking with the health authorities as well; the promotion of telemedicine; the new role of nursing staff as co-pilots of the family doctor; and maintaining the independence of the elderly with high-tech or check-ups. The goal must be to get away

from organization that ignores the needs of humans, and the dictates of business and bureaucracy in medicine, to a dignified art of healing that balances high-tech and naturopathy, psychosomatics and environmental medicine. To achieve this, cutting-edge research and innovations are a basic prerequisite.

About Ariane Binder (Presenter)

Ariane Binder studied literature and cultural studies at Berlin's Humboldt University and theater studies at the University of Vienna, then did her internship at [the public-service southern German broadcaster] SWR. For four years she was in front of the camera for the program "Landesart." She has also served as senior editor and author for the broadcaster 3sat's cultural magazine show "Kulturzeit" since 2006. Since September 2018, she has hosted the culture magazine show "Kunscht!".

For years, Bertelsmann has been involved in cultural activities in a variety of ways - locally, nationally and internationally. The "Culture@Bertelsmann" activities include exhibitions, readings and concerts, the literature format "Das Blaue Sofa" (The Blue Sofa) created together with partners, and the commitment to preserving Europe's cultural heritage. "The Blue Sofa Gütersloh" is made possible by Bertelsmann as part of its cultural sponsorship in the city.

The event at a glance

"The Blue Sofa Gütersloh" with Prof. Dr. med. Dietrich Grönemeyer

Tuesday, April 18, 2023, 7:30 p.m.

Theater Gütersloh, Skylobby

Hans-Werner-Henze-Platz 1, 33330 Gütersloh

Phone: +49 5241 864 244

Tickets are available at www.theater-gt.de

and from Gütersloh Marketing GmbH

Berliner Strasse 63, 33330 Gütersloh

Phone: +49 5241 2113636

Admission: 15 €

About Bertelsmann

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company has around 145,000 employees and generated revenues of €18.7 billion in the 2021 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Bertelsmann aspires to achieve climate neutrality by 2030.

About the Blue Sofa

The Blue Sofa is the authors' forum jointly hosted by Bertelsmann, ZDF, Deutschlandfunk Kultur, and 3sat. It has become an institution at the book fairs in Frankfurt and Leipzig. The Blue Sofa Berlin celebrated its premiere in 2005. In 2011, Frankfurt's Open Books reading festival opened with a Blue Sofa authors' gala for the first time. Since the Leipzig Book Fair in 2000, the Blue Sofa has provided the setting for more than 3,100 conversations with authors including Nobel Prize laureates Svetlana Alexievich, Mikhail Gorbachev, Günter Grass, Abdulrazak Gurnah, Herta Müller, Christiane Nüsslein-Volhard, Orhan Pamuk, Joseph Stiglitz, Olga Tokarczuk, Mario Vargas Llosa, and Mo Yan. The Blue Sofa has also made regular appearances in Gütersloh since 2017.

Bertelsmann online



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