



Sustainable Competence
in Advancing Healthcare



AAL Forum 2016

26-28 St. Gallen Switzerland

Joining the Conversation – Towards a
Blueprint on Digital Innovation"

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Sustainable Competence in Advancing Healthcare



Round 1

- COCIR
- Why a shared EU-vision can help harness digital innovation to transform health and care for our ageing society

Round 2

- How can this shared vision support industry?

Round 3

- What has industry committed to do in support of the blueprint initiatives?



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Round 1. COCIR



Industry sectors covered by COCIR



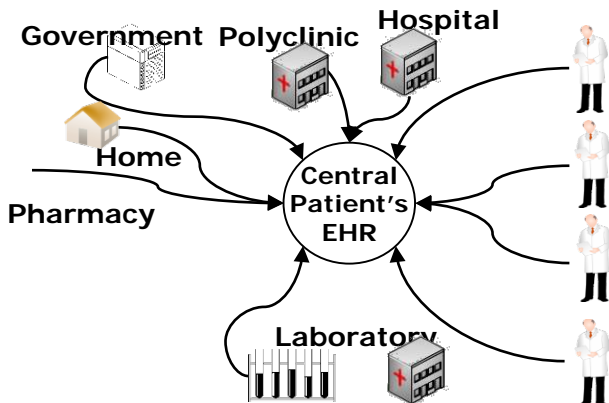
COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe



COCIR covers 4 key industry sectors:

- Medical Imaging
- Radiotherapy
- Health ICT
- Electromedical

Our Industry leads in state-of-art advanced technology and provides **integrated solutions** covering the complete care cycle





COCIR Involvement

- **COCIR has several dedicated committees**, Focus Groups and Task Forces that work on topics identified in the Blueprint as core elements or enablers such as:
 - eHealth steering and operational committees
 - Data Protection Task Force
 - Interoperability Task Force
 - Standardisation Focus Group
 - Medical Software Focus Group
 - **COCIR is also a partner on multi-stakeholder organisations:**
 - Member of the eHealth Stakeholder Group
 - Member and coordinator of Coalition on Data Protection (2012)
 - Member and coordinator of Integrated Care Alliance (2016)
-



32 COCIR Company Members







COCIR at international level



2015: DITTA was granted a NGO status with WHO

2014: DITTA has official liaison with AHWP



Round 1 - Why a shared EU-vision can help harness digital innovation to transform health and care for our ageing society?



Why a shared vision is important?

- No single organisation alone can bring about the changes needed to transform European health and care delivery models and scale-up digital health innovation.
- It is critical to develop shared goals (What do we want to achieve by 2020) and a shared vision (How) to ensure that all stakeholders work in the same direction and align their efforts towards a common set of shared goals.
- However, policymakers need to lead and drive the changing process.
- Ownership and stewardship of the overall process is also essential. Clearly different stakeholders will need to agree on a shared vision and work together to deliver the transformational changes needed, BUT it is important to ensure strong political support, long-term funding, careful planning and management throughout the process



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Round 2. - How can this
shared vision support
industry?



How can this shared vision support industry?

- Industry needs a truly Digital Single Market where companies can scale-up innovation in the field of active and healthy ageing across different EU markets.
- Bringing together the whole innovation and business ecosystem in the area of health and wellbeing (including all levels of government (national AND regional), large companies AND SMEs, researchers, patients, doctors ...) to agree on a SHARED vision is the first step towards this goal.
- A shared vision is then allow us to start work jointly on key issues for industry such as:
 - The “enablers” for scaling-up digital health solutions (data privacy, interoperability, alignment of incentives, workforce skills, reimbursement models)
 - Building evidence on health outcomes and quality of life, but also on the economic models that can better support large scale innovation
 - Explore innovative public-private partnerships across the different phases of digital health innovation (from early research to deployment)
- It is important ALSO to agree on HOW we will deliver this shared vision. What mechanisms need to be put in place to deliver?



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Round 3 – What has industry done in support of the Blueprint initiatives?

1. Developing our vision and delivering recommendations: White paper on Integrated Care, 2015 COCIR eHealth toolkit, 2016 position papers on mHealth, Interoperability and Cloud Computing
2. Organising multi-stakeholder events on IC and Digital Health Innovation: 2nd +3rd COCIR eHealth Summits
3. Partnering with other stakeholders: Integrated Care Alliance, Call for Action on Integrated Care, COCIR partner of EIP-AHA
4. COCIR represents industry in the eHealth Stakeholder Group



Developing our vision on Integrated Care

COCIR White Paper **Integrated Care: Better Healthcare for Europe**

Benefiting from Innovation in Technology and Financial Models

For many years rising Gross Domestic Product (GDP) and a relatively young population allowed European healthcare systems to offer comprehensive coverage at acceptable levels of investment. During this period the quality and quantity of life enjoyed by European citizens increased markedly. Today however, the limits to the sustainability of European healthcare systems are already visible. Projected growth in demand and cost linked to the rise in chronic diseases and an aging population are likely to result in increased rationing. Accordingly there has never been a greater need to develop and implement new Integrated Care strategies that will drive healthcare efficiencies and improve clinical outcomes for people, and there is growing recognition that such investment not only reaps clinical benefits but can also drive economic prosperity. This paper argues that adopting an Integrated Care approach; taking advantage of the development of personalised medicine and of connected health¹; diversifying financing and adopting more flexible financing models²; and moving from a 'fee-for-service' towards a 'payment-for-outcome' model can efficiently and measurably improve the experience and quality of care, whilst reducing the demand on more costly and resource-intensive services. Medical technology and eHealth will play key roles in this future, enabled by the right policy and investment frameworks.



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European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry





Developing our vision on Integrated Care

3 [new papers](#) launched: Cloud computing, Interoperability and mHealth





COCIR eHealth Summits



C O N F E R E N C E P R O G R A M M E



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3rd ANNUAL COCIR EHEALTH SUMMIT DIGITAL HEALTH INNOVATION: DEFINE, MEASURE, IMPACT

COCIR: Strategic partner of the European Summit on Digital Innovation for Active and Healthy Ageing

This year's COCIR eHealth Summit is under the umbrella of the European Commission's **European Summit on Digital Innovation for Active and Healthy Ageing** (5-8 Dec 2016, Brussels).

The event builds on the outcomes of previous COCIR eHealth Summits looking at Big Data and the role of eHealth in delivering Integrated Care.

Industry needs to demonstrate the value of Digital Health Innovation in delivering Integrated Care. Information on the value of solutions will define innovative business models, broadening and accelerating eHealth uptake.

The Summit will advance the multi-stakeholder dialogue, jointly analysing the challenges of scaling up Digital Health solutions and how best to evaluate its impact.

The event will let policymakers, academia, civil society and the eHealth industry develop a shared vision on the value of Digital Health Innovation to Europe.

The panel discussions and the exchange of expert views will fuel the wider debate on the digital transformation of health care and address the challenges posed by Europe's ageing society.

[Register Now!](#)



SPREAD THE WORD!

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#COCIReH16

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Tweets by @COCIR

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@COCIR
Discover how Digital Health improves care quality, enhances population health, secures health system sustainability
cocirehealthsummit.org

COCIR eHEALTH SUMMIT

COCIR
@COCIR
Today is #WorldAlzheimersDay. The importance of medical imaging in early diagnosis



[Embed](#) [View on Twitter](#)





Integrated Care Alliance

- Launched in June 2016 and submitted as a commitment to the EIP on AHA
- No single organisation alone can bring about the many changes needed to deliver Integrated Care
- We jointly developed a 10-point Call for Action on Integrated Care



With the support of MEP Michal Boni and in cooperation with





ICA Call For Action - How?

1

SECURE political leadership and develop national and regional evidence-based roadmaps

2

DEVELOP new care and economic models

3

RECOGNISE the meaningful impact of regional and local integrated care initiatives

4

ENCOURAGE multi-agency partnerships across the health and social ecosystems

5

INVEST in scaling-up successful integrated care projects and methodologies and support experience sharing



ICA Call For Action - How?

6

ESTABLISH an interoperability framework for the deployment of interoperable solutions for integrated care systems

7

ENSURE harmonised implementation of the General Data Protection Regulation

8

TRAIN and EDUCATE the health and social care workforce

9

DEVELOP strategies and frameworks at all levels to empower and involve patients, carers and citizens

10

SUPPORT transformation, service innovation, technology adoption, and the deployment of new business models and tools



Partners of EIP on AHA

- COCIR is partner of EIP on AHA
- We participate in Action Group B3 through the Call for Action that was submitted this year as a commitment within Action Group B3 EIP on AHA



EIP ON AHA



eHealth Stakeholder Group

- COCIR represents industry in the eHealth Stakeholder Group
- We bring in the industry perspective on key topics for Integrated Care such as standards, interoperability or data protection

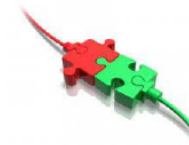
eHealth Stakeholder Group report

Perspectives and Recommendations

on Interoperability

Final version

March 2014





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Thank you!
www.cocir.org