



PUBLIC SESSION



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PERSONALISED HEALTHCARE DREAM OR REALITY?

SESSION PROGRAMME
&
SPEAKERS OVERVIEW

Tuesday 17 May 2022

14:30 - 17:00 BRUSSELS TIME (CEST)

 **COCIR OFFICE** | BluePoint Building | Boulevard Reyers 80 / 1030 Brussels | Meeting Room: Archimede 

The time of a “one size fits all” model of healthcare delivery has passed. Personalised healthcare should constitute the core of healthcare provision in the future. Along the entire care continuum, the aim is to tailor interventions to the individual characteristics of the patient – providing the right care to the right person at the right time.

Medical, biotech and digital health technologies are key in fulfilling the promise of personalised healthcare. Data and digitalization are changing both professional healthcare and consumer markets, allowing to collect, exchange and use valuable health data. Available technologies can already enable patient-centric approach in the real world and open the doors for fully personalised and integrated prevention, treatment and care. Early and definitive diagnosis combines information from medical imaging, digital pathology, genomics and other clinical and patient data to deliver first-time right diagnoses within and outside of the hospital.

Combining deep data from both personal measurements and professional healthcare solutions creates a rich and comprehensive overview of people's health to give more (contextual) insights to care teams which leads to more precise diagnostics and health management strategy. Personalised treatment based on patient individual data improves individual health outcomes and fosters more proactive patients' participation in their health management.

Several EU initiatives should contribute to making personalised healthcare in the EU a success. Europe's Beating Cancer Plan and the Healthier Together Initiative aim to tackle non-communicable diseases at all stages of the care continuum. Legislative initiative, including the Data Act, the European Health Data Space, and the Artificial Intelligence Act, will have a major impact on what personalised healthcare innovation will reach the European market in the future.

This event will provide an overview of what is already possible in today's healthcare and what actions are necessary to truly make personalised healthcare a reality.

MODERATION

Robert MADELIN, *Chairman of Fipra International*

AGENDA

14:30 - 14:35 **WELCOME INTRODUCTION**
Bernt BIEBER, *COCIR President & Senior Vice President of Direct Sales, Siemens Healthineers*

14:35 - 14:55 **KEYNOTE**
John F. RYAN, *Director, DG SANTE, European Commission*

14:55 - 15:55 **PART 1 A PERSONALISED APPROACH TO NON-COMMUNICABLE DISEASES**

This session will focus on the current EU activities to combat non-communicable diseases, including Europe's Beating Cancer Plan and the Healthier Together Initiative, and how they support personalised healthcare for non-communicable diseases.

SPEAKERS:

Antanas MONTVILA, *Vice President, European Junior Doctors Association*

Tomislav SOKOL, *Member of the European Parliament*

Hugh LAVERTY, *Head of Scientific Operations, Innovative Health Initiative*

Elisa GASTALDI, *COCIR Public Affairs Focus Group chair & Siemens Healthineers*

15:55 - 16:55 **PART 2 TOOLS TO SUPPORT PERSONALISED HEALTHCARE**

This session will discuss how data analytics and digital health solutions can contribute to the personalisation of care, as well as the remaining barriers to research, development and deployment. Panelists also touch on on-going EU legislative initiatives around health data and Artificial Intelligence: Data Act, European Health Data Space, and the Artificial Intelligence Act.

SPEAKERS:

Jacqueline BOWMAN, *EU Policy Lead, European Association for the Study of Obesity*

Tobias WIESENTHAL, *Head of Sector, DG CNECT, European Commission*

Peter MILDENBERGER, *European Society of Radiology*

Catherine BARRAS, *COCIR member & Dedalus*

16:55 - 17:00 **CONCLUDING REMARKS**

Annika EBERSTEIN, *COCIR Interim Secretary General*

From 17:00 **NETWORKING IN THE BLUEPOINT GARDEN**

MODERATOR



Robert MADELIN

CHAIRMAN AT FIPRA INTERNATIONAL

Robert is the Chairman of Fipra International Ltd, and a Visiting Research Fellow at the University of Oxford's Centre for Technology and Global Affairs.

Previously (2004-16) Robert was a senior leader at the European Commission: as Senior Adviser for Innovation, as Director General for Communications Networks, Content and Technology (CONNECT) and as Director General for Health and Consumer Policy (SANCO).

Robert was also a negotiator for 20 years in international trade and investment, first for the UK, and then for the EU: Robert served notably in the Cabinet of European Commission Vice-President Leon Brittan. Robert studied at Magdalen College (1976-9) and at the French Civil Service College (ENA). He is an Honorary Doctor of the University of Edinburgh and an Honorary Fellow of the Royal College of Physicians of London. Robert is the author of 'Opportunity Now: Europe's Mission to Innovate' (2016)

SPEAKERS



Dr. Bernt BIEBER

COCIR PRESIDENT AND SENIOR VICE PRESIDENT DIRECT SALES AT SIEMENS HEALTHINEERS

Bernt Bieber is responsible for global direct business of Germany based Siemens Healthcare GmbH with large international end customers and distributors, focus on EMEA.

He has 30+ years experience in various management positions with Siemens Healthineers in Sales and Marketing, including international key account management, global sales responsibility for Magnetic Resonance systems and area sales management in Germany. He also spent 3 years as expatriate manager in USA.

From 2009 to 2011, Bernt Bieber was a member of the advisory board of „Initiative Gesundheitswirtschaft Rhein-Main“, an initiative to increase public awareness of the economic impact of healthcare industry in Frankfurt area.

He holds a Doctorate in Social- and Economic Sciences.



John F. RYAN

DIRECTOR, DG SANTE, EUROPEAN COMMISSION

John F. Ryan is Director of the Commission Public Health directorate since September 2016 and acting Deputy Director-General for Health since December 2021.

He is currently the Commission representative on the Board of the European Centre for Disease Prevention and Control. Current priorities include management of the Covid pandemic, implementation of an EU cancer plan, antimicrobial resistance, vaccination policies, and the implementation of financial instruments to support health, including research.



Antanas MONTVILA

VICE PRESIDENT, EUROPEAN JUNIOR DOCTORS ASSOCIATION

Antanas is a Radiologist currently working at the Hospital of Lithuanian University of Health Sciences, Kaunas Clinics. He also serves as a vice-president for European Junior Doctors Association, where he mainly coordinates digital health and medical innovation working groups and related initiatives.

Antanas also teaches digital health at the Lithuanian University of Health, where he is currently building the first comprehensive digital health course for medical students in Lithuania.

He is also an Executive MSc student in the Health Economics, Policy and Management programme at the London School of Economics and Political Science (LSE)



Tomislav SOKOL

MEMBER OF THE EUROPEAN PARLIAMENT

Tomislav Sokol is a Croatian Politician, member of the Croatian Democratic Union party (HDZ). He served as a Member of the Croatian Parliament until June 2019 when he became a Member of the European Parliament.

Among his other duties in the European parliament, he is a substitute member of the Special Committee on beating Cancer (BECA) and a member of the MEPs Against Cancer Intergroup.



Hugh LAVERTY

HEAD OF SCIENTIFIC OPERATIONS, INNOVATIVE HEALTH INITIATIVE

Hugh Laverty is the Head of Scientific Operations at IHI where he leads a team of scientific and financial officers responsible for the operational activities of the organisation. He is responsible for the overall planning, management and monitoring of calls for proposals and evaluations leading to projects/grant agreements, as well as the management of the projects themselves. He held the same position in IMI2 between 2015 and 2021. He joined IMI as a Senior Scientific Project Manager in 2011 managing specific projects and overseeing IMI's engagement with Small and Medium Enterprises (SMEs).

Before joining IMI, he worked as Industry Programme Manager at the Centre for Drug Safety Sciences at the University of Liverpool, UK. He also has extensive experience in the Biotech sector having spent nearly 10 years working in an SME identifying and developing recombinant proteins as novel therapeutics for the prevention of dermal scarring.

Trained as a Molecular biologist he has a PhD in gene cloning and developmental biology with an interest in a wide range of scientific areas and research questions.



Elisa GASTALDI

COCIR PUBLIC AFFAIRS FOCUS GROUP CHAIR & SIEMENS HEALTHINEERS

Elisa is a lawyer with extensive experience in Government Relations and Policy. Based in Brussels, where she leads the Siemens Healthineers EU team and coordinates the work on EU policy and growth markets. Elisa focuses on digital and trade policies.

Prior to joining Siemens, Elisa worked with GE and Alstom. Before that she spent four years with Weber Shandwick, a consultancy specialised in Public Affairs and Communication. Prior to that Elisa collaborated with an Italian Law firm specialised in company and trade law.

She holds a Master in Law from the University of Studies of Turin and a post-grad Master in International Relations from ISPI in Milan.



Jacqueline BOWMAN

EU POLICY LEAD, EUROPEAN ASSOCIATION FOR THE STUDY OF OBESITY

Ms Jacqueline Bowman-Busato is the EU Policy Lead at EASO (European Association for the Study of Obesity) in Brussels. She has worked in the Brussels environment for the past 23 years towards transforming health ecosystems from policy to reality.

A pioneer of multi-stakeholder coalition building for societal impact, Jacqueline has previously worked for an MEP, run the expert secretariat of a European Parliamentarian Interest Group, Headed up the Brussels office of a global NGO, transformed a patient-led Platform into an equally-weighted multi-stakeholder Think Tank for Patients, Science and Industry. She strongly believes in empowering all actors to be effective and engaged in optimising health ecosystems for health outcomes relevant to all actors across sectors through evidence-based policies. She lives with two major complex chronic diseases of autoimmune hashimotos and obesity: both of which affect physical and mental health and wellbeing.

Jacqueline holds degrees in English Law, French law, strategic Communications and an MBA. She's a Guyanese born British national, speaks fluent French and has a very good passive understanding of Dutch.



Tobias WIESENTHAL

HEAD OF SECTOR, DG CNECT, EUROPEAN COMMISSION

Tobias Wiesenthal is Head of Sector for Research and Innovation in the unit 'eHealth, Well-Being and Ageing' at the European Commission's Directorate-General for Communications Networks, Content and Technology (CNECT). He previously worked at the European Commission's Joint Research Centre, where he focused on quantitative energy policy analysis and modelling. In his earlier career he worked at the European Environment Agency and the German Advisory Council on the Environment.



Peter MILDENBERGER

EUROPEAN SOCIETY OF RADIOLOGY

Peter Mildenerger is the Vice-Chair and Head of Radiology-IT, Department of Diagnostic and Interventional Radiology, at the University Medical Center in Mainz.

He is also a member of the eHealth Subcommittee and Research Committee at the European Society of Radiology (ESR), society which he also represents at the DICOM and IHE Committees.

Peter is also a contributor to many ESR Statement Papers and EU projects, amongst which: EUCLID (European Study on Clinical Diagnostic Reference Levels for X-ray Medical Imaging), EURAMED (European Alliance for Medical Radiation Protection Research), MEDIRAD (Implications of Medical Low Dose Radiation Exposure) and iViolin (Implementing verifiable oncological imaging by quality assurance and optimisation).

His numerous publications include subjects such as Artificial Intelligence; data-driven medical imaging; radiation protection and dose management.



Catherine BARRAS

COCIR MEMBER & DEDALUS

With a combined track record in healthcare innovation and digital transformation, Catherine has a deep experience of over 18 years in the healthcare industry and 26 years in IT overall, spanning multiple domains of healthcare IT, from new Digital Hospitals programmes, to Electronic Health Records projects, Innovation and Data Exploitation powered by Digital Health Platforms, Analytics solutions, Integrated Care, Life Sciences and Precision Medicine.

She leads Dedalus Global Consulting which provides, through a range of clinicians, senior consultants and technologists, deep industry expertise and content for Dedalus customer engagements and digital transformation strategic advisory services for clients.

Prior to Dedalus, she led the DXC Technology Global Healthcare and Life Sciences Advisory Services group, and the Hewlett-Packard Enterprise Europe & Middle East healthcare industry practice.

Catherine holds a Master of Science and an Engineering Degree in Physics from CPE Lyon University and a Master of Business & Administration from EDHEC Business School (France). She attended the Medical Informatics professional curriculum at the Geneva University Hospital (Switzerland).



Annika EBERSTEIN

COCIR INTERIM SECRETARY GENERAL

Annika Eberstein is currently serving as Interim Secretary General at COCIR, the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries. In addition, she is coordinating all technical and regulatory activities, including related to the Medical Device Regulation, European and international standardization. She is also responsible for European research & innovation policies, focused on public funding,

Before joining COCIR, Annika worked on product compliance, standards and R&D&I activities in the ICT and consumer electronics sector. She has degrees in European Studies, Political Science and Public Administration.

GENERAL INFORMATION ABOUT COCIR

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries.

Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is unique as it brings together the healthcare, IT and telecommunications industries.

Our focus is to open markets for COCIR members in Europe and beyond. We provide a range of services in the areas of regulatory, technical, market intelligence, environmental, standardisation, international and legal affairs.

COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association (www.globalditta.org).

COCIR COMPANY MEMBERS:



NATIONAL TRADE ASSOCIATIONS MEMBERS:



COCIR *How to join us*

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