COCIR members are devoted to delivering highly innovative technologies. However political support for ensuring broader EU wide uptake remains vital.

MEDICAL IMAGING TECHNOLOGIES are essential for accurate diagnosis and for monitoring treatment effectiveness. Coupled with Artificial Intelligence (AI), imaging technologies can help identify where and when to intervene.

RADIOTHERAPY TECHNOLOGIES have evolved to become essential for preventing premature deaths and in treating a number of cancers more effectively, both as a standalone therapy and in conjunction with chemotherapy and surgery.

DIGITAL HEALTH TECHNOLOGIES permit e.g. large-scale data analyses and AI applications that can predict, prioritise and screen at-risk populations, identifying priorities and supporting clinical staff at the point of decision or point of care.

With healthcare systems currently straining to meet demand, **THE TIME TO ACT IS NOW.**

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REALISING
EUROPE'S FUTURE
POTENTIAL IN HEALTH

the time to act is NOW!

COCIR Advancing Healthcare

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

BETTER HEALTHCARE SYSTEMS

1. BOOSTING HEALTHCARE SYSTEMS EFFICIENCY WITH TECHNOLOGY-LED, VALUE-BASED APPROACHES

COCIR CALLS UPON THE EU TO:

- **Establish** robust, effective indicators and appropriate methodologies for assessing multifunctional medical and digital technologies.
- **Ensure** dynamic market access and innovative procurement processes that encourage the rapid uptake of innovative medical and digital technologies.

2. DEVELOPING NEW CARE MODELS TO SUPPORT AN INTEGRATED CARE APPROACH

COCIR CALLS UPON THE EU TO:

- **Aid** and encourage Member States in developing national and regional roadmaps for adopting integrated care.
- **Invest** more in scaling up successful integrated care projects.

3. UNLOCKING THE VAST POTENTIAL OF WIDER USING AND SHARING OF HEALTHCARE DATA

COCIR CALLS UPON THE EU TO:

- **Enhance** the current standards for Digital Health by defining, implementing and deploying a shared data model, with interoperability standards and models as required.
- **Boost** stakeholder understanding, confidence and enthusiasm in the value of data sharing and the benefits of data-related technologies.
- **Harmonise** the Data Protection Framework implementation for healthcare.
- **Not Hamper** innovation and technology with imbalances in regulatory approaches.

A VIBRANT MEDICAL & DIGITAL TECHNOLOGY SECTORS IN EUROPE

1. SUPPORTING THE EU ECONOMY AND WORKFORCE BY INVESTING IN HEALTHCARE RESEARCH AND INNOVATION.

COCIR CALLS UPON THE EU TO:

- **Increase** funding for, and investment in, medical and digital technologies during the next Multiannual Financial Framework.
- **Invest** in the entire innovation cycle, from research and innovation, through commercialisation to standardisation and deployment.
- **Make** healthcare innovation integral to the Horizon Europe and Digital Europe programmes as well as part of Cohesion Policy.

2. IMPLEMENTING BETTER REGULATION THAT MAKES THE EUROPEAN SINGLE MARKET FRICTIONLESS AND SEAMLESS

COCIR CALLS UPON THE EU TO:

- **Champion** the effective and timely implementation of regulations and their enforcement in Member States.
- **Implement** these in a way that they support a level playing field for manufacturers.
- **Ensure** that the system for harmonising European standards functions effectively.
- **Measure** whether regulations deliver the desired impact when implemented.

3. STRENGTHENING INTERNATIONAL TRADE TO ENSURE EUROPEAN HEALTH TECHNOLOGY INDUSTRY REMAIN GLOBALLY COMPETITIVE

COCIR CALLS UPON THE EU TO:

- **Work** on converging regulatory frameworks and processes globally.
- **Promote** the use of international standards in trade agreements.
- **Increase** efforts to negotiate trade and mutual recognition agreements for medical devices globally.