



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

COCIR 60th Anniversary

Wedn. 13 November 2019 Brussels, Belgium

Celebrating 60 years of the benefits of innovation in medical technology to Society

Jan Kimpfen

COCIR President and Chief Medical Officer
at Royal Philips

COCIR History

- COCIR was founded in 1959
- COCIR Board decided in 2004 to move offices from Frankfurt to Brussels
- In March 2002: COCIR became a INPA as per Belgian laws
- January 2006: Official Opening of COCIR Offices in Brussels
- March 2007: COCIR China Office created under the umbrella of European Chamber of Commerce in Beijing



What are COCIR sectors

COCIR is a European non-profit trade association representing the medical technology industry in Europe, covering 4 key industry sectors

Companies

34

NTAs

13



MEDICAL IMAGING



RADIOTHERAPY



DIGITAL HEALTH



ELECTROMEDICAL



We need to move towards patient-centered care approaches to benefit from all medical technologies innovations.



... TO PROVIDE THE RIGHT THERAPY AT THE RIGHT TIME FOR EVERY PATIENT



Healthcare Trends



Toward Patients

- Increased Patient Responsibility & Power
- Community (not hospital) Based Care Setting

Genomic Revolution Toward Prediction

- From Post-Symptomatic Diagnosis To Pre-Symptomatic Screening
- Personal Risk Profiles & Targeted Therapies

Clinical Convergence

- Diagnostic Tests (In-Vivo & In-Vitro)
- Diagnosis linked to therapy
- Convergence of pharma and diagnostic industries

Productivity Driven

- Payers Demand Rigorous Cost/Benefit Analysis and Health Technology Assessments

Information Driven

- Integrated, Accessible, Personalized & Actionable Patient Information





Healthcare is increasingly dependent on ICT



Systems are increasingly wireless



Systems become more 'intelligent'

COCIR PRIORITIES

VALUE IN HEALTH

Making healthcare systems financially sustainable demands a shift to a value based approach. To provide genuine value based care requires patient-centric approaches using integrated care pathways. It works by measuring both cost of intervention and quality of outcomes.

DIGITAL HEALTH

COCIR members develop innovative Digital Health solutions that have the potential to increase access to healthcare, improve the quality and safety of healthcare products and services while driving cost efficiency.



COCIR Vision for the next 5 Years

BETTER HEALTHCARE SYSTEMS

1st Pillar

- 1.** Boosting Healthcare Systems Efficiency with technology-led, value-based approaches
- 2.** Developing New Care Models to support an integrated care approach
- 3.** Unlocking the vast potential of wider using and sharing of healthcare data



COCIR Vision for the next 5 Years

A **VIBRANT MEDICAL & DIGITAL TECHNOLOGY SECTORS** IN EUROPE

2nd Pillar

- 1.** Supporting the EU economy and workforce by investing in healthcare research and innovation.
- 2.** Implementing better regulation that makes the European Single Market frictionless and seamless
- 3.** Strengthening international trade to ensure European health technology industry remain globally competitive



спасибо
danke 謝謝
ngiyabonga
teşekkür ederim
dank je
gracias
tapadh leat
bedankt
hvala
mauruuru
dziękuję
thank you
mochchakkeram
sagolun
sukriya
kop khun krap
go raibh maith agat
arigatō
takk
dakujem
merci
obrigado
terima kasih
감사합니다
ευχαριστώ

