

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 Kimpen

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

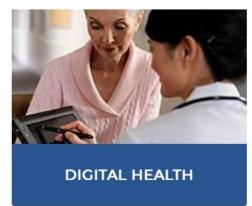
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We need to move towards patientcentered care approaches to benefit from all medical technologies innovations.





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

 Payors Demand Rigorous Cost/Benefit Analysis and Health Technology Assessments

Information Driven

 Integrated, Accessible, Personalized & Actionable Patient Information











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



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







- 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









