



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

EU2019.FI Finland's Presidency  
of the Council  
of the European Union

## **Finnish Presidency Workshop**

**Genomics and Personalised Medicine in Public Health**

**10 Oct. 2019, Brussels (Belgium)**

**Personalised Medicine and Health systems**

**Industry Views**

*Nicole Denjoy*

***COCIR Secretary General***



# Presenting COCIR

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

**Medical Imaging | Radiotherapy | Health ICT | Electromedical**

Companies

**34**

NTAs

**13**

## VALUE BASED HEALTHCARE

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.

At international level, COCIR Leading DITTA, a Global Trade Association in official relations with WHO since 2014 and having a partnership with World bank since 2016

[www.globalditta.org](http://www.globalditta.org)



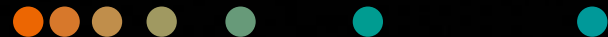
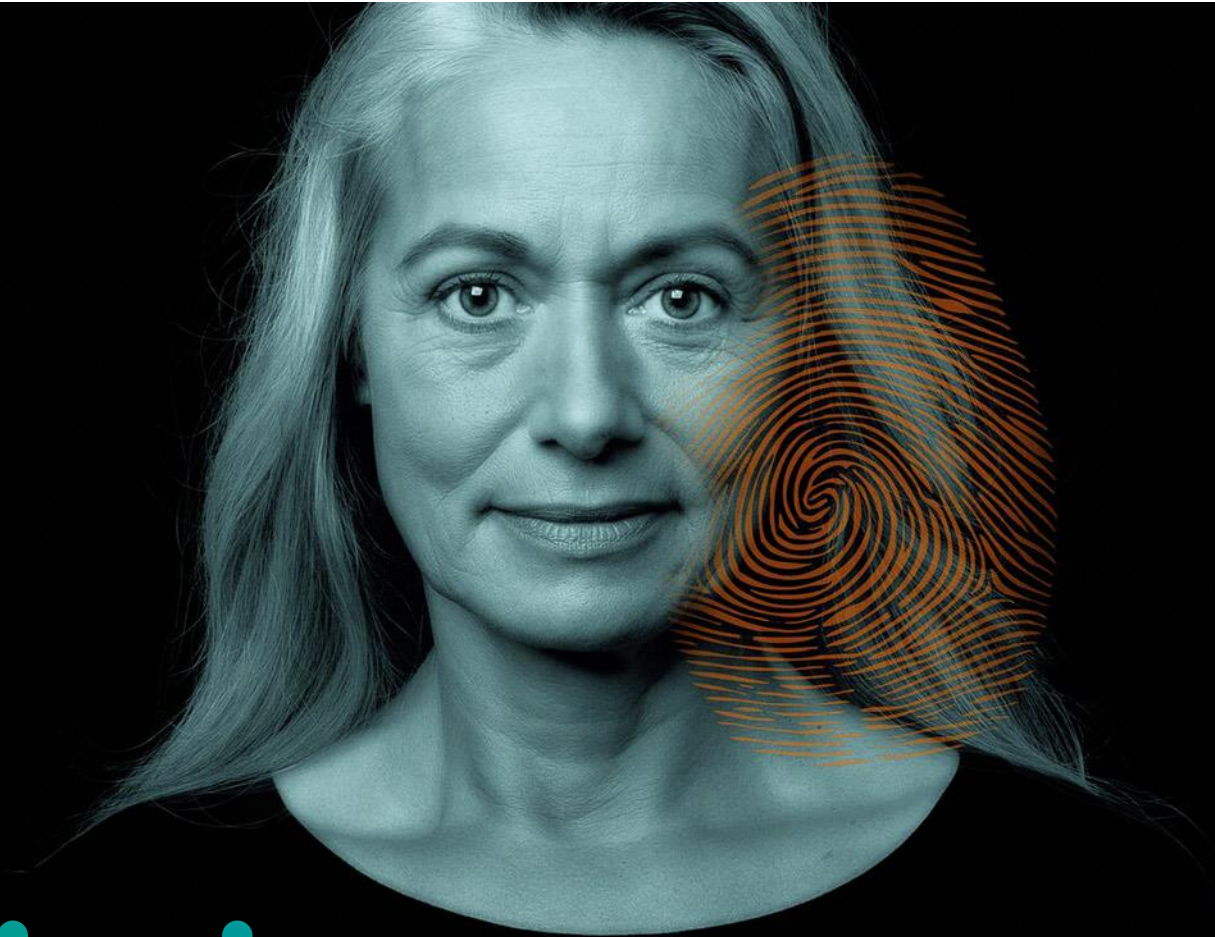
**DITTA**

GLOBAL DIAGNOSTIC IMAGING,  
HEALTHCARE IT &  
RADIATION THERAPY  
TRADE ASSOCIATION



# Expanding Precision Medicine

**Provide the right  
therapy at the  
right time  
for every patient.**





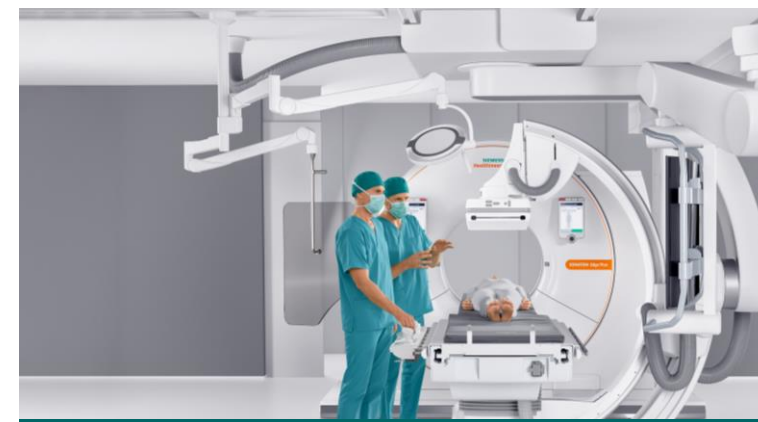
# Industry perspective on Precision Medicine derives from a broad, deeply digital view of healthcare



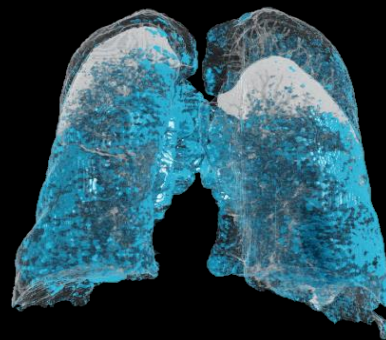
Imaging



Diagnostics



Advanced Therapies





# Aim is to enable healthcare providers to increase value by ...

Expanding  
**precision  
medicine**

Transforming  
**care  
delivery**

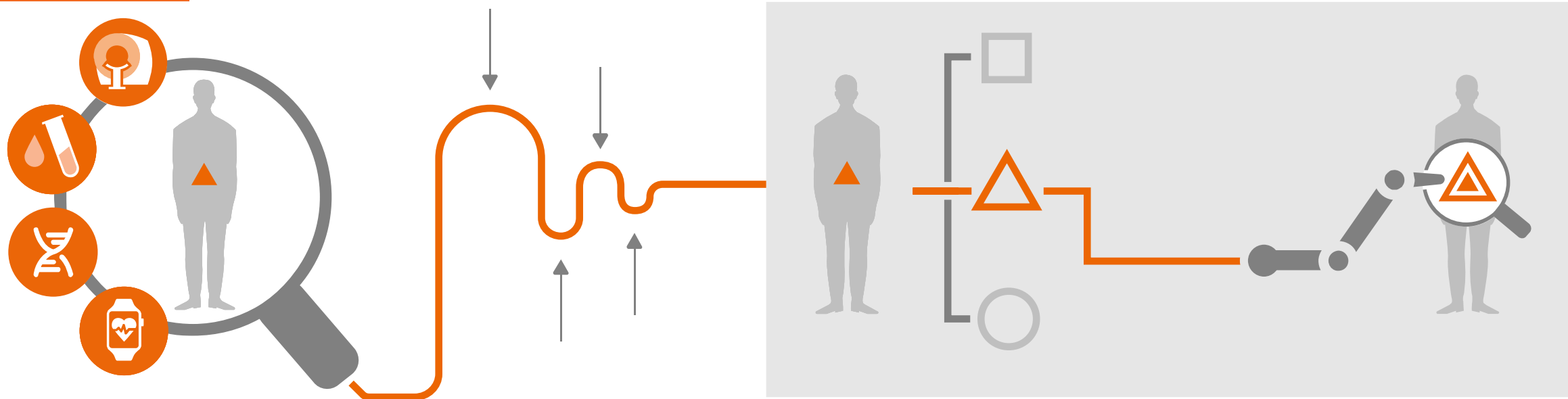
Improving  
**patient  
experience**

**Digitalizing  
healthcare**

Our industries can be trusted partners for digitalization and AI transformation providing powerful infrastructure and deep clinical experience



# Expanding Precision Medicine...



## Improve diagnostic accuracy

High quality imaging and laboratory results. Rich patient insights at the point of decision.

## Reduce unwarranted variations

Diagnostic consistency through standardization, automation and quantification.

## Personalize when it matters

Personalized care leveraging “omics”, imaging and laboratory data integration and insights.

## Advance therapy outcomes

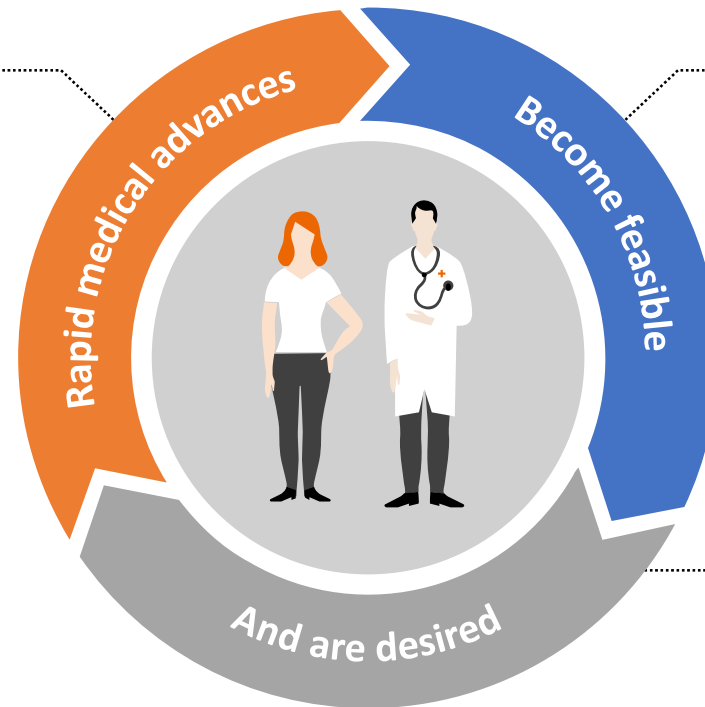
Effective risk stratification and triaging, and image guided minimally invasive therapies.



# Convergence of medical, technological and societal trends lead to expanding precision medicine

## Medicine

- Preventive and predictive medicine
- Sub-classification of diseases incl. based on omics and environmental factors
- Evidence- and guideline-based medicine
- Highly personalized treatment approaches
- Care beyond the hospital



## Technology

- Highly specific and longitudinal health data
- Artificial intelligence / deep learning
- Advanced connectivity – ‘IoT’
- Minimally-invasive, imaging-based and robotic surgery

## Society

- Stronger consumerism
- Better health literacy
- Aging and growth of population
- Cost pressure



# Global Precision Medicine Research Investments – Expected to exceed US\$15 bn by 2031

**UK Biobank Study, Genomics England, PM Catapult (UK)**  
2005/2012/started 2015  
**+US\$700 m total**

**Innovative Medicines Initiative – IMI 2\* (Mostly Europe)**  
2014 – 2020  
**US\$3.7 bn**

**Chinese Precision Medicine Initiative (China)**  
2016 – 2031  
**US\$9.2 bn**

**Australian Genomics Health Futures Mission (Australia)**  
Started 2018  
**US\$362 m**

**All of Us (USA)**  
2018 – 2028  
**US\$1.5 bn**

- Initiative (Country); Runtime; Investment.
- Other initiatives include Europe, Argentina, Brazil, Japan, Africa, Singapore, Canada, Saudi Arabia, New Zealand, South Korea, Mexico. Totalling more than US\$15 bn planned and partly already invested

**Europe** \*)IMI 2 is not limited to precision medicine <https://www.imi.europa.eu/about-imi/imi-funding-model>  
**USA** <https://news.uci.edu/2018/05/01/uci-call-for-volunteers-as-nih-landmark-1-5-billion-precision-medicine-research-effort-launches-nationwide>  
**UK** <https://www.genengnews.com/topics/translational-medicine/illumina-genomics-england-launch-524m-partnership-for-100k-genomes-project/81250183>;  
<https://www.catapult.org.uk/wp-content/uploads/2016/04/Precision-Medicine-Catapult-April-2015.pdf>; <http://biobank.ctsu.ox.ac.uk/crystal>  
**China** <https://www.scmp.com/tech/china-tech/article/2092362/chinas-precision-medicine-initiative-gets-lift-latest-genomics>  
**Australia** <https://www.garvan.org.au/news-events/news/budget-2018-a-new-national-genomics-mission-for-australia>





# COCIR Recommendations

**TO EUROPEAN COMMISSION, MEMBER STATES and KEY STAKEHOLDERS**

... supporting multi-stakeholders approaches.....

## TO INVEST IN

- A pan-European technical infrastructure to pool health data for research purposes
- Education and skills that will create new professions (e.g. data scientists), increase HCPs skills and that will help build new data models to further spur innovative research

## TO DEVELOP

- A trusted EU legal framework and governance defining the use and management of health data, considering the rightful purposes and the adequate protection of individual rights
- At country level, develop multidisciplinary teams and reform health systems as necessary to optimize use of innovative technologies based on clinical evidence (e.g. ref to reimbursement and HTAs)
- New innovative financial models and procurement processes for sustainable health systems

## TO SUPPORT

- More prevention and early screening (e.g. cancers)
- A EU convergence of regulatory frameworks while respecting EU consistency vs national competencies to avoid fragmentation
- A cross-sectorial Public-Private Partnership in healthcare to provide funding for collaboration between different stakeholders and maximize use of various funding mechanisms for 2021-2027
- Use of approved standards at procurement level in order to facilitate interoperability and data integration across Europe and avoid fragmentation





COCIR COMPANY MEMBERS



NATIONAL TRADE ASSOCIATIONS MEMBERS:



Thank you !

Contact us

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