

COCIR Virtual Session
Monday 16 Nov. 2020



DIGITALISATION OF HEALTHCARE:
THE NEW NORMAL

Welcome Introduction

Dr Bernt Bieber

COCIR President and Siemens Healthineers

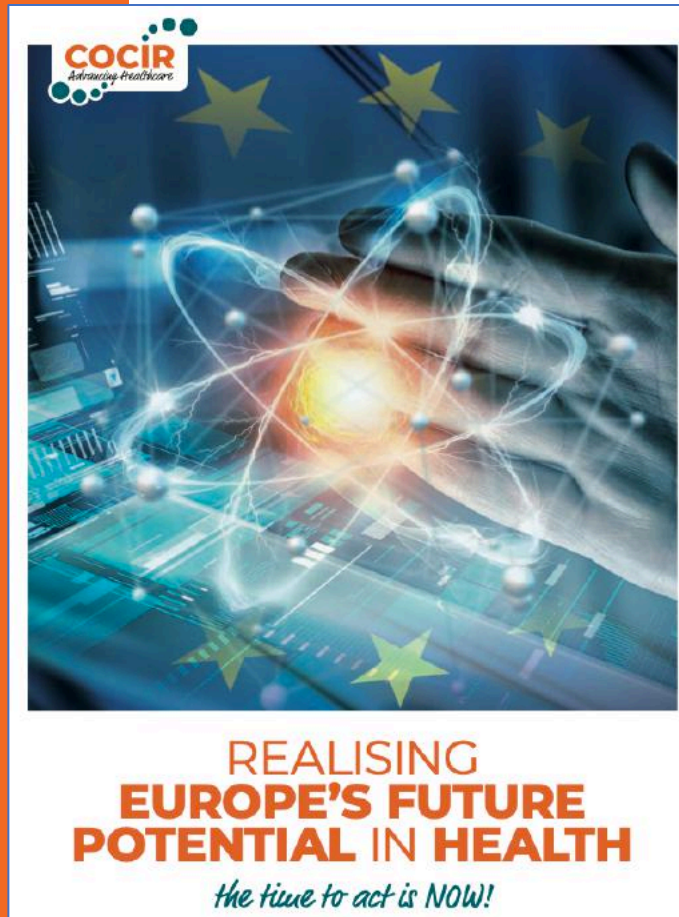


COCIR VISION

**A BETTER WORLD WITH IMPROVED
ACCESS TO AFFORDABLE, SAFE AND
QUALITY HEALTHCARE**



What we need:



Better Healthcare Systems

And

A vibrant medical and digital technologies in Europe

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.





COCIR Paper we are launching today

