



# DIGITALISATION OF HEALTHCARE: THE NEW NORMAL

SESSION PROGRAMME  
&  
SPEAKERS OVERVIEW

*Monday 16 November 2020*

14:00 - 16:30 BRUSSELS TIME (CET)



The COVID-19 crisis has clearly demonstrated the fragility of our public health systems. Digital health solutions have helped to manage continuity of care in these challenging circumstances, supporting both patients as well as healthcare professionals. The general availability of digital health technologies and infrastructure was however found to be insufficient, leading to unequal access to care and an inefficient response to the pandemic.

Based on the lessons learned so far and in preparation of a post-pandemic future it is time to rethink how health systems can be made more resilient and the vital role digital health solutions can play therein. Learn how the digital transformation of health and care will help in providing the best possible care as we move towards a new normal.



## AGENDA

14:00 - 14:05 Setting the scene from the moderator **Robert MADELIN**, *Chairman of Fipra International Ltd*

14:05 - 14:10 **WELCOME INTRODUCTION** **Dr. Bernt BIBER**, *COCIR President*

### PART 1 KEYNOTES

14:10 - 14:30 **KEYNOTE** **Claire BURY**, *Deputy Director-General, DG SANTE*

QUESTIONS AND ANSWERS FROM PARTICIPANTS

14:30 - 14:55 **INSPIRATIONAL SPEECH**

**WHY ECOSYSTEMS WILL SHAPE THE NEW NORMAL OF DIGITAL HEALTHCARE**

**Dr. Stefan BIESDORF**, *McKinsey*

QUESTIONS AND ANSWERS FROM PARTICIPANTS

### PART 2 EXAMPLES ON HOW THE NEW NORMAL LOOKS LIKE

14:55 - 15:35 **1. HOW TO BEST MANAGE PATIENTS WITH CHRONIC CONDITIONS?**

The COVID-19 pandemic has led to a new reality where social distancing, self-isolation and other protective measures have fundamentally changed the care setting. The critical pressure on public health systems has further led to postponed or cancelled care for non-critical patients. How do we make sure that all patients remain to have access to the care they need?

#### **1. HOW TO MANAGE PATIENT WITH CHRONIC CONDITIONS REMOTELY?**

**Prof. Dr. med. Friedrich KOEHLER**, *MD, FESC is Senior Physician in Cardiology at the Medical Department, Division of Cardiology and Angiology, Charité - Universitätsmedizin Berlin and Professor for Cardiovascular Telemedicine*

#### **2. HOW IS TELEHEALTH PERCEIVED BY PATIENTS OR WHAT IS YOUR EXPERIENCE IN A PANDEMIC ENVIRONMENT?**

**Michele CALABRO**, *Policy Adviser at European Patients' Forum (EPF)*

#### **3. HOW REMOTE PATIENT MONITORING IS IMPROVING PATIENT OUTCOMES?**

**Marcus ZIMMERMANN-RITTEREISER**, *COCIR Board Member, Digital Health Committee Chair, AI in Health Task Force Chair and Vice-President for Patient Care Management at Digital Health at Siemens Healthineers*

INTERACTIVE SESSION WITH PARTICIPANTS

15:35 - 16:20 **2. HOW TO ENSURE BEST EXCHANGE OF HEALTH DATA TO OPTIMIZE PATIENT TREATMENT?**

The COVID-19 outbreak has once again painfully exposed that there is still a great need to exchange data to combat pandemics as effectively as possible. This is not only important at a regional or national level. But this has great international value, because the virus knows no borders. The information exchange does not only concern clinical patient data, but also data on available personnel, medical devices such as ventilators and ICU beds, medicines, even ambulances, maps of care homes and information about the weather. The demand for a platform on which data comes together and provides insight is great. How can we efficiently and sustainably realize the data exchange now and for the future?

#### **1. HOW DIGITAL HEALTH IS HELPING IN A PANDEMIC ENVIRONMENT?**

**Nicky HEKSTER**, *COCIR Digital Health Committee vice-chair and IBM*

#### **2. WHAT ARE THE LEARNING ON CURRENT INITIATIVES IN EUROPE?**

**Ioana-Maria GLIGOR**, *Head of Unit B3. European Reference Networks and Digital Health, DG SANTE*

#### **3. TWIIN DVDEXIT: WITHIN 1 YEAR NO MORE DVDS IN THE NETHERLANDS. VISION, FACT OR ILLUSION?**

**Hans MEKENKAMP**, *Director MedicalPHIT, Project Manager Twiin DVDexit*

**Dr. Mark C. KRUIT**, *MD, PhD, Head ICT, Neuroradiologist, Leiden UMC*

INTERACTIVE SESSION WITH PARTICIPANTS

### PART 3 CONCLUDING REMARKS

16:20 - 16:30 **Nicole DENJOY**, *COCIR Secretary General*

## MODERATOR



### **Robert MADELIN**

#### **CHAIRMAN AT FIPRA INTERNATIONAL LTD**

Robert is the Chairman of Fipra International Ltd, and a Visiting Research Fellow at the University of Oxford's Centre for Technology and Global Affairs.

Previously (2004-16) Robert was a senior leader at the European Commission: as Senior Adviser for Innovation, as Director General for Communications Networks, Content and Technology (CONNECT) and as Director General for Health and Consumer Policy (SANCO).

Robert was also a negotiator for 20 years in international trade and investment, first for the UK, and then for the EU: Robert served notably in the Cabinet of European Commission Vice-President Leon Brittan. Robert studied at Magdalen College (1976-9) and at the French Civil Service College (ENA). He is an Honorary Doctor of the University of Edinburgh and an Honorary Fellow of the Royal College of Physicians of London. Robert is the author of 'Opportunity Now: Europe's Mission to Innovate' (2016)

## SPEAKERS



### **Dr. Bernt BIEBER**

#### **COCIR PRESIDENT AND SENIOR VICE PRESIDENT DIRECT SALES AT SIEMENS HEALTHINEERS**

Bernt Bieber is responsible for global direct business of Germany based Siemens Healthcare GmbH with large international end customers and distributors, focus on EMEA.

He has 30+ years experience in various management positions with Siemens Healthineers in Sales and Marketing, including international key account management, global sales responsibility for Magnetic Resonance systems and area sales management in Germany. He also spent 3 years as expatriate manager in USA.

From 2009 to 2011, Bernt Bieber was a member of the advisory board of „Initiative Gesundheitswirtschaft Rhein-Main“, an initiative to increase public awareness of the economic impact of healthcare industry in Frankfurt area. He holds a Doctorate in Social- and Economic Sciences.



### **Claire Bury**

#### **DEPUTY DIRECTOR-GENERAL, DG SANTE**

Claire Bury is currently Deputy Director-General in DG Health and Food Safety with responsibility for food safety and sustainability. She is also a Visiting Professor at the College of Europe in Bruges.

She was previously Deputy Director-General for the Digital Single Market in DG Communications Networks, Content and Technology and Director of Modernisation of the Single Market in Directorate General Internal Market, Industry, Entrepreneurship and SMEs.

Before that, she was Head of Unit for Company Law, Corporate Governance and Financial Crime in Directorate General Internal Market and Services, and Deputy Head of Cabinet to Internal Market Commissioners Charlie McCreevy and Frits Bolkestein.

An English barrister by training, she worked in the Commission's Legal Service and, before coming to Brussels, in the UK Foreign and Commonwealth Office.



## **Dr. Stefan BIESDORF**

### **McKINSEY**

Dr. Stefan Biesdorf is a Partner of McKinsey & Company and based in Munich. He is a member of McKinsey's Digital Office and serves clients from the Healthcare Sector on Digital and technology-related topics. He is leading McKinsey's European Digital Health System & Services Practice. He has published several articles and regularly gives speeches on Digital Health.

Stefan Biesdorf holds a Graduate degree in Physics from the University of Munich and a PhD in Neuroscience. He studied Marketing and Microeconomics at NYU.



## **Prof. Dr. med. Friedrich KOEHLER**

**MD, FESC SENIOR PHYSICIAN IN CARDIOLOGY AT THE MEDICAL DEPARTMENT, DIVISION OF CARDIOLOGY AND ANGIOLOGY, CHARITÉ - UNIVERSITÄTSMEDIZIN BERLIN AND PROFESSOR FOR CARDIOVASCULAR TELEMEDICINE**

He is Director of the Centre for Cardiovascular Telemedicine which is specialized in research and development projects of remote patient management of heart failure patients. From 2013-2018 he was Principal Investigator of the public funded randomized controlled trial "Telemedical Interventional Management in Heart Failure II" with 1,538 heart failure patients. Also, he is working in task forces for Digital Medicine in the European Society of Cardiology and German Society for Internal Medicine (DGIM).

Since 2019 he is consortium leader of the R&D project "TELEMED5000", funded by the German Federal Ministry of Economic Affairs and Energy, focussing on artificial intelligence in remote patient management of cardiovascular patients.



## **Michele CALABRO**

**POLICY ADVISER AT EUROPEAN PATIENTS' FORUM (EPF)**

Michele is Policy Adviser at the European Patients' Forum where he leads the Forum's activities on digital health policy and support advocacy activities on a number of other key topics. As EPF PA he also co-lead the activities of the EU4Health Civil Society Alliance ([www.eu4health.eu](http://www.eu4health.eu)) and coordinate EPF's engagement with multi-stakeholder initiatives and with the European Parliament. Before joining EPF in 2020, Michele worked as Policy and Communications Manager at the European Health Management Association (EHMA) (2016-2020), where he coordinated policy and communication activities and EU funded projects work, such as with TO-REACH, focused on health systems research, and IC-Health, focused on digital health literacy.

Michele is also part of several youth health policy networks, including the Young Forum Gastein, the Young Coalition for Prevention and Vaccination and the European Health Parliament Alumni group.



## **Marcus ZIMMERMANN-RITTEREISER**

**COCIR BOARD MEMBER, DIGITAL HEALTH COMMITTEE CHAIR, AI IN HEALTH TASK FORCE CHAIR AND VICE-PRESIDENT FOR PATIENT CARE MANAGEMENT AT DIGITAL HEALTH AT SIEMENS HEALTHINEERS**

Marcus Zimmermann-Rittereiser is the Senior Vice President for Patient Care Management at Digital Health of Siemens Healthineers.

He has a Diploma in Biomedical Engineering and a Master of Business and Marketing (MBM) in Business Economics. He has more than 30 years of experience in International Healthcare and Healthcare IT and has held various management positions at Siemens Healthineers at Regional offices and Headquarters.

At COCIR, Marcus is Board member, Digital Health Committee Chair and Artificial Intelligence in Health Task Force Chair.



## **Nicky HEKSTER**

**COCIR DIGITAL HEALTH COMMITTEE VICE-CHAIR AND IBM**

After serving more than decade as the Technical Leader for Healthcare & Life Sciences at IBM Benelux and in addition as an IBM Watson Ambassador, Nicky Hekster now works in a pan-European role for IBM Watson Health. He concentrates on business development, solution conception, architectural design and validation, resolving different challenges in healthcare and life sciences with data, AI and cloud. He is an expert in AI and the application of IBM's Watson technology to the entire ecosystem of healthcare: health, healthcare and life sciences, governments, insurers, pharmacy, etc.. He is inspired by the difference technology can make to improve cure and care.

Nicky regularly acts as a guest lecturer at universities and is a sought-after speaker or chairman at national and international conferences and master classes.

He is also an executive professor at the TIAS School for Business and Society, responsible for the track Business Analytics and Artificial Intelligence. He studied mathematics and physics at the University of Amsterdam, where he obtained his PhD in pure mathematics.



## **Ioana-Maria GLIGOR**

**HEAD OF UNIT B3. EUROPEAN REFERENCE NETWORKS AND DIGITAL HEALTH, DG SANTE**

Ioana Gligor is Head of Unit in DG SANTE, responsible for European Reference Networks and Digital Health. Ioana worked previously on health issues in DG Employment, with a focus on the European Semester and European Social Fund. Before joining DG SANTE, she worked in the Secretariat General of the European Commission, in DG Employment and Social Affairs and she started her career in European Institutions in the Cabinet of Commissioner Orban. Before joining the EU institutions, Ioana worked in the Romanian Ministry of European Integration and was spokesperson for the Chief Negotiator with the EU.

She studied political sciences and EU affairs, with a specialisation at the College of Europe in the law and economics of internal market. She has a PhD in international relations.



## Hans MEKENKAMP

**DIRECTOR MEDICALPHIT, PROJECT MANAGER TWIIN DVDEXIT**

Hans Mekenkamp holds a degree in business administration and started a consultancy company called MedicalPHIT in 2001. His goal was to improve and increase better use of IT to support healthcare processes. MedicalPHIT focusses on interoperability based on international standards. Some projects we successfully managed are PIE (Pathology Image Exchange), BK2020 (National Breast cancer screening infrastructure) and Twiin (Dutch Programme for a generic infrastructure to exchange medical information). Currently Hans is projectmanager for Twiin DVDEXIT. DVDEXIT is a project to eliminate DVD's by introducing a Twiin portal connecting all healthcare providers using and providing medical images and patients within the Netherlands. For more information [www.twiin.nl](http://www.twiin.nl)



## Dr. Mark C. KRUIT

**MD, PHD, HEAD ICT, NEURORADIOLOGIST, LEIDEN UMC**

Dr. Mark C. Kruit, MD, PhD (1972) is Neuroradiologist and Head of Radiology IT at the Department of Radiology of the Leiden University Medical Center, The Netherlands, and former section-chief of Neuroradiology and Head-and-Neck-radiology (-2020). Since 2005, he is PI of the LUMC "Neuroimaging in headache disorders" program. Since 2019, he is chairing the Value Based Diagnostics track of the hospital-wide "LUMC 2.0" innovation program, with a roadmap for large-scale implementation and evaluation of AI tools in the clinical workflow. He is member of the departmental Management Team and the hospital IT Board, EHR-board of chairs, Enterprise Imaging steering group, software expert group, and responsible for MRI-logistics and -planning. In the Dutch Society for Radiology, he is board member of the section Technical Affairs, and member of the Committee for Professional Matters and Appeal. In 2018 he was a founding member of the Dutch National TWIIN program, and acts as from the very beginning of TWIIN as ambassador for realizing a national medical-data-availability infrastructure.



## Nicole DENJOY

**COCIR SECRETARY GENERAL**

Nicole Denjoy is the COCIR Secretary General since 2005 and is based in Brussels.

Nicole has gathered more than 35 years of experience in the medical technology industry, working for companies including L'air Liquide, Ohmeda, Boston Scientific and Baxter. Nicole has a Masters in Organisation and Change Management.

Nicole represents COCIR in a variety of influential fora at European Level as well as at international level. Nicole is also Chair of DITTA, the Global Trade Association representing Medical Imaging, Radiation Therapy and Healthcare IT Industry ([www.globalditta.org](http://www.globalditta.org)) and leads the DITTA Industry voice in official relationships with WHO since DITTA was granted a NGO status in 2015 and leads the partnership between DITTA and the World Bank since 2016.

In addition, Nicole is Vice-Chair of the Business at OECD Health Committee representing the private business sector in front of the OECD Health Committee



## GENERAL INFORMATION ABOUT COCIR

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries.

Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is unique as it brings together the healthcare, IT and telecommunications industries.

Our focus is to open markets for COCIR members in Europe and beyond. We provide a range of services in the areas of regulatory, technical, market intelligence, environmental, standardisation, international and legal affairs.

COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association ([www.globalditta.org](http://www.globalditta.org)).

## COCIR COMPANY MEMBERS:



## NATIONAL TRADE ASSOCIATIONS MEMBERS:



**COCIR** *How to join us*

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