



# RESILIENCE & RECOVERY

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## RECOVERY FROM COVID-19 DRIVING HEALTHCARE RESILIENCE IN THE EU

IN PARTNERSHIP WITH



## SESSION PROGRAMME & SPEAKERS OVERVIEW

*Wednesday 24 March 2021*

14:00 - 15:30 BRUSSELS TIME (CET)

The Coronavirus pandemic is posing the greatest test to European healthcare systems in generations. In particular, COVID-19 has laid bare the consequences of prolonged underinvestment in healthcare and health resources. From the availability of PPE, the capacity of primary care and ICUs, to the digitisation of Europe's healthcare infrastructure, the gaps became increasingly visible. Clearly, these must be addressed urgently if we are to ensure improved future pandemic preparedness.

The European Union has responded to the challenge posed by the pandemic with its historic 'Recovery and Resilience Package', which is set to make €672.5 billion in grants and loans available to EU Member States over the coming three years. National governments now have until 30 April to submit their national recovery and resilience plans to the European Commission for approval. The aim is to make European economies and societies more sustainable, resilient, and better prepared for the challenges and opportunities of the green and digital transitions.

With this webinar, we want to discuss the significant role that healthcare will play in helping fulfil the EU's objectives and what investments in healthcare will be required necessary to drive the relevant digital and resilience transformation.

## WHO SHOULD ATTEND?

This webinar is intended for decision-makers in healthcare authorities and healthcare delivery organisations, business development managers in COCIR member companies and anybody interested in better understanding how the Recovery and Resilience Facility works. In addition, we understand there is considerable public interest in the topic, so the event will be open to the wider public.

## WHAT WILL YOU LEARN?

- Gain insights into the pending activation of the EU Recovery and Resilience Facility.
- Discover – and discuss - the key role of healthcare in achieving the EU's objectives of encouraging a green, digital and resilient society.
- Understand the future investment priorities of EU Member States.

## AGENDA

Moderator: **Robert MADELIN**, *Chairman of Fipra International Ltd*

14:00 - 14:05 **SETTING THE SCENE**, the moderator **Robert MADELIN**

14:05 - 14:10 **WELCOME & INTRODUCTION**  
**Nicole DENJOY**, *COCIR Secretary General*

14:10 - 14:25 **KEYNOTE ADDRESS** by the *European Commission*:

- **INTRODUCTION TO THE RECOVERY AND RESILIENCE FACILITY**  
**Maya MATTHEWS**, *Head of Unit, DG SANTE, European Commission*

14:25 - 14:30 **AUDIENCE POLL & QUESTION AND ANSWERS**

14:30 - 15:25 **DISCUSSION ON RECOVERY AND RESILIENCE**

- **WHAT ARE LESSONS LEARNED FROM PREVIOUS EU FUNDING PROGRAMMES FOR THE RECOVERY AND RESILIENCE FACILITY?**  
**Valentina POLYLAS**, *Director EUREGHA - European Regional and Local Health Authorities*
- **WHAT IS THE ROLE OF INDUSTRY IN EUROPEAN RECOVERY FROM COVID-19?**  
**Vasilis SAKKAS**, *COCIR member and General Manager Southern Europe, GE Healthcare*
- **WHAT ARE THE GREATEST NEEDS OF HEALTHCARE PROVIDERS POST-COVID 19?**  
**Pascal GAREL**, *Chief Executive, European Hospital and Healthcare Federation (HOPE)*
- **WHAT CAN INDUSTRY CONTRIBUTE TO MAKING HEALTHCARE SYSTEMS RESILIENT?**  
**Filipa MATOS BAPTISTA**, *COCIR member and Head of Enterprise Services Portugal, Siemens Healthineers*
- **QUESTION & ANSWERS**

15:25 - 15:30 **CONCLUDING REMARKS**  
**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



### 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 Vice-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



### Maya MATTHEWS

#### HEAD OF UNIT, DG SANTE, EUROPEAN COMMISSION (TBC)

Maya Matthews has worked in public health for the past 20 years. She was appointed as Head of the Performance of Health Systems Unit, at the European Commission's Health and Food Safety Directorate General in October 2020. She was previously Deputy Head of Unit in the Strategy and Coordination unit. From 2013-2016, Maya was posted to the European Union's Delegation to the United Nations in Geneva where she covered health issues and relations with the World Health Organisation. Before joining the European Commission in 2008, Maya worked in Brussels for European Network of Health Promotion Agencies ( now Eurohealthnet) and consulted on reproductive health, HIV prevention and Tuberculosis.

Maya holds a BA in Human Sciences from Oxford University and a Masters in Health Promotion Sciences from the London School of Hygiene and Tropical Medicine where she also worked as a researcher from 1993-1995 on HIV knowledge, attitude and behaviour surveys in Europe.



## Valentina POLYLAS

### DIRECTOR EUREGHA -EUROPEAN REGIONAL AND LOCAL HEALTH AUTHORITIES

Valentina Polylas joined the European Regional and Local Health Authorities (EUREGHA) network in January 2018 as Director. She leads the Secretariat and provides strategic advice to the Chair, the Executive Board and the General Assembly. She is responsible for the strategic planning process and advocacy campaign of EUREGHA. She also coordinates the network's commitments within the European projects BOOST (H2020), IN 4 AHA (H2020) and PERISCOPE (H2020).

Valentina represents EUREGHA externally by liaising with members, EU institutions, European networks and other relevant stakeholders. Prior to EUREGHA, she was Senior Policy Officer at the Emilia-Romagna Delegation to the EU. She was external lecturer on EU funding opportunities at the University of Perugia. Valentina holds a law degree from the University of Bologna as well as a LLM in International and European law from the University of Bologna, a M.A in European Studies from the University of Louvain-la- Neuve – Université Saint Louis and a certificate in the Interdisciplinary programme on Innovation in Healthcare from the ULB University in Brussels.



## Vasilis SAKKAS

### COCIR MEMBER AND GENERAL MANAGER SOUTHERN EUROPE, GE HEALTHCARE

Vasilis Sakkas is currently the GM for South Europe (Italy, Malta, Spain, Portugal, Israel) and is responsible for the GE Healthcare portfolio (Technology, Services, Pharmaceutical Diagnostics). Vasilis has 25 years healthcare industry experience. He started his career in GE Healthcare in 1999. During his career within GEHC he also held several leadership positions in GE Aviation and GE Capital, which included assignments in Hungary, France, the UK and the US. Vasilis has served in several leadership positions and executive roles either in Strategic or Regional business units including European roles (Enterprise Solutions).

His main interests are centered around, value based care, public private partnerships (PPPs, PFIs) as well as outcome based clinical & workflow transformation services. Vasilis is a Six Sigma certified Black Belt. He also holds MSc degrees a/ in Mechanical Engineering, b/Medical Engineering /Bioengineering, c/ Applied Economics & Finance.



## Pascal GAREL

### CHIEF EXECUTIVE, EUROPEAN HOSPITAL AND HEALTHCARE FEDERATION (HOPE)

Pascal Garel is since September 2004 Chief Executive of HOPE (European Hospital and Healthcare Federation). Educated in political science (I.E.P. Paris) and European law (University of Rennes), he became Hospital Manager in 1989 with the diploma of the French National School of Public Health. His main professional background is then healthcare management, with a ten year experience in France in two Teaching Hospital Centres. Previous posts also include director of the European and International Department of the French Hospital Federation and responsibilities for Central and Eastern Europe at the French Ministry of Health. Associated lecturer at the University Paris Dauphine, he also advises the World Bank Institute.



## Filipa MATOS BAPTISTA

### HEAD OF ENTERPRISE SERVICES PORTUGAL AT SIEMENS HEALTHINEERS

Passionate about co-developing innovative and complex projects in the healthcare sector focused on clinical, operational and financial value-added solutions.

+14yrs experience in the healthcare sector in Management and Business Development, Strategic Consultancy, Biostatistics and Research. Extensive expertise at academy level, multinational company and at a biotech start-up. PhD on Epidemiology and Public Health and a Post-Graduation in General Management. IESE Global Executive MBA candidate.

## 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*

COCIR aisbl | Bluepoint Building | Boulevard A. Reyerslaan 80 | 1030 Brussels | Belgium  
 Tel +32 (0)2 706 89 60 | Email [info@cocir.org](mailto:info@cocir.org) | [www.cocir.org](http://www.cocir.org) | [@COCIR](https://twitter.com/COCIR)