



RESILIENT HEALTH SYSTEMS IN EUROPE:

**REGISTER
HERE**

THE ROLE OF MEDICAL AND DIGITAL HEALTH TECHNOLOGIES

SESSION PROGRAMME
&
SPEAKERS OVERVIEW

Wednesday 15 June 2022

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

The coronavirus pandemic has caused massive disruptions around the globe with knock-on effects on health and social care. In the EU, it revealed a high divergence between national healthcare systems. It highlighted that preparedness and ability to respond to cross-border outbreaks are linked to strategic planning and robust investment in healthcare.

It also showcased the pivotal contribution of the medical and digital health technologies industry to fighting pandemics. As we are slowly emerging from the crisis, all efforts are directed towards the recovery of economies and creating more resilient healthcare systems.

This event aims to trigger an exchange of views on the current state of healthcare systems, strategy implementation at national level, EU funding support member states and regions, and how the medical and digital health technology industry can contribute to more resilient healthcare systems.

The goal is a dynamic dialogue between Member States, regions, cities, EU Institutions, healthcare organisations, healthcare professional, patient, and industry representatives.

MODERATION

Robert MADELIN, *Chairman of Fipra International*

AGENDA

14:00 - 14:05 **WELCOME INTRODUCTION** **Dr. Bernt BIEBER**, *COCIR President*

14:05 - 14:20 **KEYNOTE** **Stella KYRIAKIDES**, *Commissioner for Health and Food Safety*

14:20 - 15:20 **ROUNDTABLE**

Dirk VAN DEN STEEN, *Deputy Head of Unit Performance of Health Systems DG SANTE, European Commission*

Prof. Gunhild WALDEMAR, *President, BioMed Alliance*

Andrej PLESNIČAR, *Health Insurance Institute of Slovenia*

Simona COMANDE, *COCIR member / Western Europe Sales Excellence & B2G Leader, Health Systems
Leader South Europe, Philips*

15:20 - 15:30 **CONCLUDING REMARKS**

Annabel SEEBOHM, *COCIR Secretary General*

MODERATOR



Robert MADELIN

CHAIRMAN AT FIPRA INTERNATIONAL

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.



Stella KYRIAKIDES

COMMISSIONER FOR HEALTH AND FOOD SAFETY

As European Commissioner for Health and Food Safety, Stella Kyriakides has been leading the Commission's work on the public health response to COVID-19.

Commissioner Kyriakides is responsible for a number of initiatives in the area of health aiming to establish a strong European Health Union. These include Europe's Beating Cancer Plan, the implementation of the EU Pharmaceutical Strategy, the proposal for a European Health Data Space and the operationalisation of the EU4Health Programme. She is a strong advocate for mental health.

Commissioner Kyriakides is also responsible for the 'Farm to Fork' strategy for sustainable food, covering every step in the transformation of the food chain from production to consumption. Her responsibilities include animal welfare, food safety and animal health as well as leading the work to protect plant health and reducing dependency on pesticides.

Since February 2022, Commissioner Kyriakides has been at the forefront of EU efforts to support Ukraine and its people in the area of health, including by supporting the protection of the physical and mental health of Ukrainian refugees arriving in Member States.

In 2006-2019, she was elected to the Cyprus Parliament for the Democratic Rally party, of which she was the Vice-President for ten years.

In 2011, she was appointed Head of the Cyprus Delegation to the Parliamentary Assembly of the Council of Europe (PACE).

In 2017, she was elected President of the PACE, the fourth woman to hold this position in the history of the Assembly.

She has been an active advocate on patients rights, and on the rights of cancer patients, founding the first Cypriot breast cancer organisation Europa Donna Cyprus, for which she served as President for over 15 years. She was elected President to the European Breast Cancer Coalition Europa Donna, and served on numerous European patient advocacy and scientific boards.

She is the recipient of numerous awards from her community service in Cyprus and globally.



Dirk VAN DEN STEEN

DEPUTY HEAD OF UNIT PERFORMANCE OF HEALTH SYSTEMS DG SANTE, EUROPEAN COMMISSION

Dirk Van den Steen is an economist working at the European Commission's Directorate General For Health and Food Safety (DG SANTE) as Deputy Head of the unit covering the performance of national health systems.

Prior to joining the Commission in 2009, Dirk worked at the actuarial department of the Belgian public payer organisation RIZIV/INAMI dealing with the database architecture of hospital billing/clinical information, the Belgian Healthcare Knowledge Centre (KCE) as a health economist involved with health technology assessment (HTA) and with IMS Health (now called IQVIA) as a consultant in pharmaco-economic modelling for the pharmaceutical industry.

At the European Commission in the past Dirk has been involved in the development of the Cross-border Healthcare Directive, notably working on the mutual recognition of cross-border prescriptions as well as the assessment of national health systems. In the area of medical products at the European Commission Dirk also worked at the European Commission DG for Competition on antitrust enforcement in the domain of pharmaceuticals, devices and health services as well as on the Pharmaceutical Strategy for Europe, notably with regard to access to affordable medicines.

Most recently, Dirk was in particular involved in the assessment of proposed health system investments by Member States under the Recovery and Resilience Facility.



Prof. Gunhild WALDEMAR

PRESIDENT, BIOMED ALLIANCE

Gunhild Waldemar, MD, DMSc, FEAN, is professor of clinical neurology at the Faculty of Medicine and Health Sciences, and chair of the Danish Dementia Research Centre, Dept. of Neurology, Rigshospitalet in Copenhagen. From 2022-2023 she serves as the President of Biomedical Alliance in Europe.

In 1995 she established the first multidisciplinary memory clinic in Denmark, and in 2007 the Danish Dementia Research Centre with nationwide educational and networking activities as well as research, funded by the Danish Ministry of Health and the Health Foundation. Her research interests are clinical and epidemiological research and intervention studies in Alzheimer's disease and other dementias.

Prof. Waldemar serves as a board member of the Medical and Scientific Advisory Panel of Alzheimer's Disease International, and the Expert Advisory Panel of Alzheimer Europe. She also serves as the coordinating professor of the Neuroscience Center at Rigshospitalet, and consultant advisor of the Danish Legal Medicine Council at the Danish Ministry of Justice.

She was one of the leading forces in the establishment of the new European Academy of Neurology in 2014. Since 2016 she has served on the board of the Biomedical Alliance in Europe and since 2011 on the board of directors of the Lundbeck Foundation, where she chairs the Grants and Prize Committee.



Andrej PLESNIČAR

HEALTH INSURANCE INSTITUTE OF SLOVENIA

Andrej Plesničar, MD, MSc, Specialist in Social Medicine, is a consultant at Health Insurance Institute of Slovenia (HIIS). After graduating at the University of Ljubljana - Faculty of Medicine he worked at Primary Health Center in Medvode, Slovenia, Institute of Oncology in Ljubljana, Slovenia, Centro di Riferimento Oncologico in Aviano, Italy, and as a Senior lecturer at the University of Ljubljana - Faculty of Health Sciences.

He is currently working on the development of new accounting and payment models at HIIS and actively participating in several analytical and development projects at the Ministry of Health in Slovenia and elsewhere.



Simona COMANDÈ

COCIR MEMBER / WESTERN EUROPE SALES EXCELLENCE & B2G LEADER, HEALTH SYSTEMS LEADER SOUTH EUROPE, PHILIPS

From 1 April 2022 Simona Comandè is playing the role of Sales Excellence and Business to Government Leader and Health Systems Leader South-Western Europe.

Since February 2019 Simona Comandè has been General Manager of Philips IIG (Italy, Israel and Greece). Simona has had in her mandate the task of completing the transformation process of a company that is redefining the boundaries of the health sector, favoring the adoption of increasingly connected, efficient and sustainable models. The key words of this change: process and product innovation and customer first

Joining Philips in 2017 as Sales & Operations Leader in Health Systems for the Italian, Israeli and Greek markets, Simona has successfully led the division in achieving its growth targets, contributing significantly to the company's overall performance.

Born in Finland to a Finnish mother and a Sicilian father, Simona Comandè holds the new important role of General Manager of Philips IIG at the age of 45, after a degree in chemical engineering from the University of Genoa and a professional career of over 20 years within leading multinational companies in Healthcare such as J&J Medical and Cardinal Health. She is also a member of Valore D Board, association promoting D&I in Italy .



Annabel SEEBOHM

COCIR SECRETARY GENERAL

Annabel Seebohm is the COCIR Secretary General since June 2022. She joined COCIR from the Standing Committee of European Doctors (CPME), where she held the position of Secretary General. Prior to joining CPME, Annabel was head of the Brussels office of the German Medical Association (GMA) and legal advisor in the joint legal department of the GMA and the National Association of Statutory Health Insurance Physicians (NASHIP). From 2007 to 2016 she was also general counsel of the World Medical Association (WMA).

Annabel studied law at the University of Bonn, undertook her judicial service training in Hamburg and obtained a Masters' degree from the University of Auckland, New Zealand. She is admitted to the Berlin Bar and a Member of SCIANA, the Health Leaders Network.

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).

COCIR COMPANY MEMBERS:



NATIONAL TRADE ASSOCIATIONS MEMBERS:



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