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# MARKET ACCESS FOR **DIGITAL HEALTH SOLUTIONS**

SESSION PROGRAMME  
&  
SPEAKERS OVERVIEW

*Wednesday 19 October 2022*

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

## BACKGROUND AND RATIONALE

Aware of the fast-evolving environment in market access, COCIR is organising an event on 'Market Access for Digital Health Solutions'. This event aims to develop intelligence on market access and reimbursement aspects beyond the market authorization or also known as the CE marking. The event focuses on coverage, payment, and uptake, and aims to raise awareness on issues related to reimbursement and payment models, HTA frameworks and the adoption of health technologies and innovative solutions.

In 2020, COCIR published a paper titled [Market Access Pathways for Digital Health Solutions](#). It analysed the market access approaches in six European member states. It also proposed a set of recommendations for the European Commission and the member states with the intent to facilitate the uptake of digital health solutions and expand their benefits to patients and healthcare systems.

Acknowledging the ever-growing interest in the individual national market access approaches regarding Digital Health Solutions, the COCIR event leverages the outcomes of the publication to capture the latest trends in market access for Digital Health Solutions, with emphasis on e-health and the listing of digital health applications, such as the German [DiGA](#), the French [ETAPES](#) and the Belgian [mHealth pyramid of validation](#)

Event participants are expected to exchange views with experts from national decision-making bodies in Germany, France, Belgium, and Finland where new developments in e-health take place.

## MODERATION

**Dr. Charles ALESSI**, *Editohealth*

## AGENDA

- 14:00 - 14:05 **WELCOME INTRODUCTION** **Annabel SEEBOHM**, *COCIR Secretary General*
- 14:05 - 14:25 **KEYNOTE TRENDS AND PRIORITIES IN eHEALTH AT EU LEVEL**  
**Mattias KYHLSTEDT**, *Synergus RWE*  
Speech followed by a 10-minute Q&A session
- 14:25 - 14:55 **REIMBURSEMENT OF DIGITAL HEALTH SOLUTIONS**  
THE CASES OF GERMANY, FRANCE, BELGIUM, FINLAND  
**STATUS IN GERMANY** **Marejke TAMMEN**, *German Ministry of Health*  
**STATUS IN FRANCE** **Louisa STUWE**, *eHealth Project lead - French Ministry of Health and Prevention*  
**STATUS IN BELGIUM** **Ulla CAHAY**, *Medical Care Service, National Institute for Health and Disability Insurance*  
**STATUS IN FINLAND** **Sandra LIEDE**, *Regulatory Affairs Specialist - Technology Industries Finland*
- 14:55 - 15:25 **PANEL DISCUSSION AND Q&A**
- 15:25 - 15:30 **CONCLUSION AND NEXT STEPS** *by Moderator and COCIR Secretary General*

## MODERATOR



### **Dr. Charles ALESSI**

#### **EDITOHEALTH**

Dr. Charles Alessi is a globally recognized and trusted leader in health care. He is a physician in London, with more than 35 years of experience in all aspects of clinical practice in the UK National Health, particularly around health systems and the interface between healthcare, social care and the personalization of wellness.

## SPEAKERS



### **Mattias KYHLSTEDT**

**CEO, SYNERGUS RWE**

Mattias is the CEO and founder of Synergus RWE, a consultancy company focused on real world evidence and market access in western Europe.

His primary focus is to work with strategic projects to help clients establish strategies and execution in Europe. He has a broad understanding of the market access environment for digital health in Western Europe.

Prior to starting his consultancy 2005, he worked at a global medical device corporation specialized in intensive care, where he held different positions within marketing, production, quality, logistics and R&D.

He is currently working with both large pharma / device companies as well start-ups. In the last years, his focus has shifted towards the role of digital health and the use of real-world evidence for decision makers.



### **Marejke TAMMEN**

**GERMAN MINISTRY OF HEALTH**

Marejke has an academic background in European Studies. She is a policy officer at the German Federal Ministry of Health, responsible for digital health projects in an international context. Currently, she is involved with the EU Digital COVID Certificate and represents Germany in the eHealth Network. Moreover, she is involved in tasks related to digital health applications (DiGA). Before joining the Ministry, Marejke was part of the communication staff of the German Federal Foreign Office during the German EU Council Presidency 2020.



## **Louisa STUWE**

### **eHEALTH PROJECT LEAD - FRENCH MINISTRY OF HEALTH AND PREVENTION**

Louisa Stüwe is a Franco-German health policy professional with more than 10 years of experience currently working as eHealth projects director at the Ministerial eHealth Delegation of the French Ministry of Health and Prevention. Passionate about evidence-based policy-making, digital health and health data, Louisa likes to drive high-level multi-stakeholder projects and partnerships fostering innovation and research for health at the interface of national, European and international policy makers, the academic sector and innovative health industries. Before joining the French Ministry of Health in 2021, Louisa worked for the French public-sector body Health Data Hub focusing mainly on the development of the European Health Data Space. She also worked in international organizations like the WHO and the World Bank as well as the pharmaceutical industry. She is also teaching academic courses at institutions such Sciences Po Paris and EMLyon. Louisa holds a Master of Public Administration from Sciences Po Paris and a Master of Public Health (MPH) from the French School of Public Health (EHESP).



## **Ulla CAHAY**

### **HEAD OF TELEMEDICINE, MEDICAL CARE SERVICE, NATIONAL INSTITUTE FOR HEALTH AND DISABILITY INSURANCE**

Ulla Cahay has a master's degree in social and political science. She has been working for the National Institute for Health and Disability Insurance (NIHDI) in Belgium at the department of healthcare for almost 15 years. She is now the head of the telemedicine department. Before joining the telemedicine department, she gained experience in the field of the reimbursement of implantable medical devices.



## **Sandra LIEDE**

### **REGULATORY AFFAIRS SPECIALIST - TECHNOLOGY INDUSTRIES FINLAND**

Senior Legal Specialist, Sandra Liede, Healthtech Finland is a Finnish lawyer with wide-ranging expertise in the different areas of medical and bio law. She is professionally experienced in public policy and regulatory issues of health technology and medical devices, including software and artificial intelligence (AI), genomics, biobanking, health data processing and data governance.

During her career Sandra has been involved in legislating and supervising biobanking and genomics as well as partnering with national & EU institutions and stakeholder groups on these issues. As a part of her current role at Healthtech Finland Sandra co-ordinates the work of four different industry working groups involving the main stakeholders of the healthtech field in Finland.



## **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](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)