



RESILIENT HEALTH SYSTEMS IN EUROPE:

REGISTER
HERE

THE ROLE OF MEDICAL AND DIGITAL HEALTH TECHNOLOGIES

SESSION PROGRAMME
&
SPEAKERS OVERVIEW

Thursday 10 November 2022

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

The coronavirus pandemic has caused massive disruptions around the globe with consequential effects for the organisation of health and social care.

The pandemic highlighted that preparedness and responsiveness to cross-border health outbreaks are closely linked to strategic planning and robust investment in healthcare.

As a consequence, all efforts are now directed towards the recovery of economies and the creation of more resilient healthcare systems, able to accommodate patients, hospitals, and professions' needs, equally. Part of these efforts should also address the medical and digital health technologies industry, which played a crucial role in fighting the pandemic.

Our event presents a multi-stakeholder dialogue about the EU and national recovery efforts to deliver future proof healthcare systems.

Representatives from EU Member States, regions & cities, from EU Institutions, payers, patient, healthcare professional organisations and technology developers, will discuss how to best use the recovery process - to achieve better access and outcomes for patients, more efficient and flexible workflows for providers, and safer and more accurate support for professionals.

MODERATION

Robert MADELIN, *Chairman of Fipra International*



AGENDA

14:00 - 14:10 **WELCOME INTRODUCTION** **Jan KIMPEN**, *COCIR Board Member and former President*

14:10 - 15:25 **ROUNDTABLE - PANEL DISCUSSION**

Dirk VAN DEN STEEN, *Deputy Head of Unit State of Health, European Semester, Health Technology Assessment, DG SANTE, European Commission*

> The European Commission's views and information on latest developments of relevant EU initiatives

Anca TOMA, *Executive Director, European Patients Forum*

> Patients' perspective

Prof. Gunhild WALDEMAR, *President, BioMed Alliance*

> Scientists' perspective

Michele CALABRO, *Director at EUREGHA - European Regional and Local Health Authorities*

> European Regional and Local -payers'- perspective

Dr. Andrej PLESNIČAR, *Senior Advisor at Health Insurance Institute of Slovenia*

> National -payers'- perspective

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

> Industry's voice

15:25 - 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



Jan KIMPEN

COCIR BOARD MEMBER AND FORMER PRESIDENT

Jan joined Philips in January 2016 as Chief Medical Officer, with responsibility for clinical innovation and strategy, medical affairs and health economics. He also heads the Medical Leadership Team, with overall responsibility for medical strategy, including advocacy and partnerships, clinical trials and guidelines.

Before joining Philips, Jan was CEO of the University Medical Center Utrecht in the Netherlands from 2009, where he had also held the positions of professor and chairman of Pediatrics.

Jan is a regular speaker on cardiology and oncology solutions, eHealth and digital innovation. In addition to his native Dutch, he speaks English, French and German. He is a graduate of the Katholieke Universiteit Leuven in Belgium.



Dirk VAN DEN STEEN

DEPUTY HEAD OF UNIT STATE OF HEALTH, EUROPEAN SEMESTER, HEALTH TECHNOLOGY ASSESSMENT, DG SANTE, EUROPEAN COMMISSION

> The European Commission's views and information on latest developments of relevant EU initiatives

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.



Anca TOMA

EXECUTIVE DIRECTOR, EUROPEAN PATIENTS FORUM

> Patients' perspective

Anca Toma joined EPF as Executive Director in March 2022. Her career started in the Romanian EU accession negotiations team, continued as a consultant in a public affairs and communications agency in Brussels, followed by ten years in Smoke Free Partnership, a European coalition of NGOs working to advance tobacco control for cancer and NCD prevention. Anca has over 15 years of experience in European health policy working in policy advocacy, strategic communications, developing and coordinating successful pan-European advocacy campaigns, and leading her team and organisation. Anca is a political science graduate of the University of Bucharest and holds a masters in European politics and administration from the College of Europe.



Prof. Gunhild WALDEMAR

PRESIDENT, BIOMED ALLIANCE

> Scientists' perspective

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.



Michele CALABRO

DIRECTOR AT EUREGHA - EUROPEAN REGIONAL AND LOCAL HEALTH AUTHORITIES

> European Regional and Local -payers'- perspective

Michele Calabro' joined the EUREGHA Secretariat as Director in May 2022.

He has 7 years of experience in EU health policy, projects, communication and a strong European network in the field.

With an academic background in public administration and EU studies, Michele has previously worked on policy, projects, and communication for the European Health Management Association (EHMA), European Patients' Forum (EPF), and DIGITALEUROPE.



Andrej PLESNIČAR

SENIOR ADVISOR AT HEALTH INSURANCE INSTITUTE OF SLOVENIA

> National -payers'- perspective

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 COMANDE'

COCIR MEMBER & GENERAL MANAGER PHILIPS ITALY, ISRAEL, AND GREECE

> Industry's voice

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:



COCIR *How to join us*

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