Delivering patient value throughout the healthcare system
Focus on Digital Health and Personalized Medicine
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Industry Views

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Presenting COCIR

COCIR is a European non-profit trade association representing the medical technology industry in Europe, covering 4 key industry sectors:

Medical Imaging | Radiotherapy | Health ICT | Electromedical

Companies
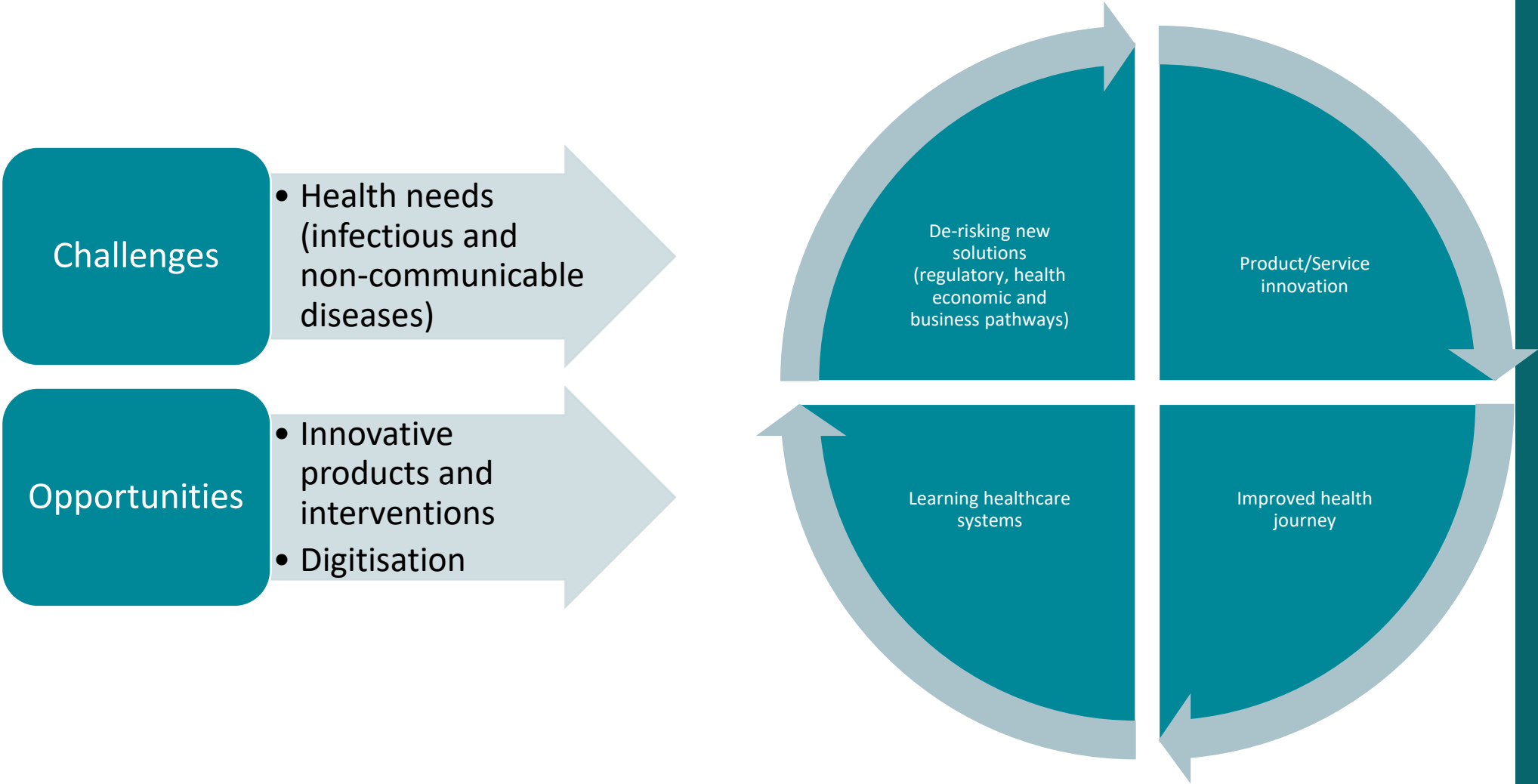**31**

NTAs
13

VALUE BASED HEALTHCARE	Making healthcare systems financially sustainable demands a shift to a value based approach. To provide genuine value based care requires patient-centric approaches using integrated care pathways. It works by measuring both cost of intervention and quality of outcomes.
DIGITAL HEALTH	COCIR members develop innovative Digital Health solutions that have the potential to increase access to healthcare, improve the quality and safety of healthcare products and services while driving cost efficiency.

Cross-sectorial and technology integration

Challenges
- Health needs (infectious and non-communicable diseases)

Opportunities
- Innovative products and interventions
- Digitisation

De-risking new solutions (regulatory, health economic and business pathways)

Product/Service innovation

Learning healthcare systems

Improved health journey

Digital Health and Personalised Medicine

OPPORTUNITIES

- **Easier access to healthcare through connected products and services**

  - Better and more frequent/accurate monitoring of health status

  - Remote monitoring and care possible

- **Greater availability of information on the patient for the healthcare professional**

  - Better diagnosis and treatment by taking into account all available information

- **Big data analytics and Artificial Intelligence in Healthcare**

- **Digital Twin technology for modeling individual people**

Digital Health and Personalised Medicine

CHALLENGES

- **Person-centred care**

  - Still a long way to go

  - Fragmentation of information

  - Non-interoperability of products, systems and services

- **Data protection**

  - Constraints on the use of personal (sensitive) data

- **Cybersecurity**

  - Need for secure access across different platforms and systems

  - Complexity of the legal environment

COCIR's views and plans on AI

Build Awareness

- What is AI?
  - ML-Algorithm-Model, Deep Learning etc
- Why is it important?
  - Patient's Outcome
  - Impact to Healthcare system
- AI in routine already today
  - e.g. several detection algorithms

Access to Data

- Reasonable or open access
- Non-discriminatory access

Go-To Market

- Business Models
- Deployment
- Support
- Reimbursement

Use-Cases

- Where is it applied?
- What impact does it generate?
  - Patient
  - Provider/Health system
    - clinical
    - operational
    - Financial

Legal matters

- Decision support vs. autonomous decisions

Regulatory & Technical matters

- Regulatory matters including validation and design
- State of the art
- Standards

Ethical framework

- AI4 People
- HLEG on AI