



Sustainable Competence
in Advancing Healthcare



Track "Modernizing Identity & Trust in Healthcare"

Digital Transformation in Healthcare: industry trends and perspectives

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1. About COCIR



Industry sectors covered by COCIR



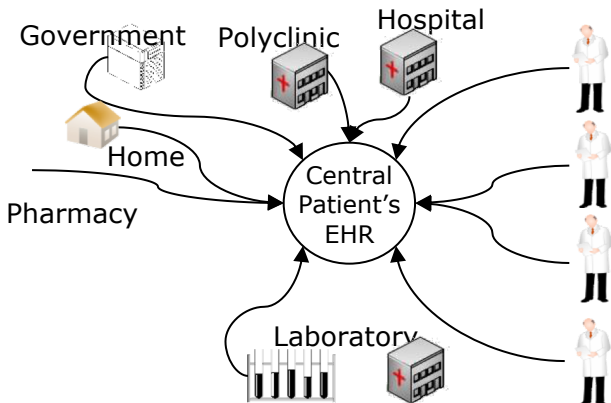
COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe



COCIR covers 4 key industry sectors:

- Medical Imaging
- Radiotherapy
- Digital Health
- Electromedical

Our Industry leads in state-of-art advanced technology and provides integrated solutions covering the complete care cycle





COCIR Members



COMPANY MEMBERS

NATIONAL TRADE ASSOCIATIONS MEMBERS





COCIR at international level



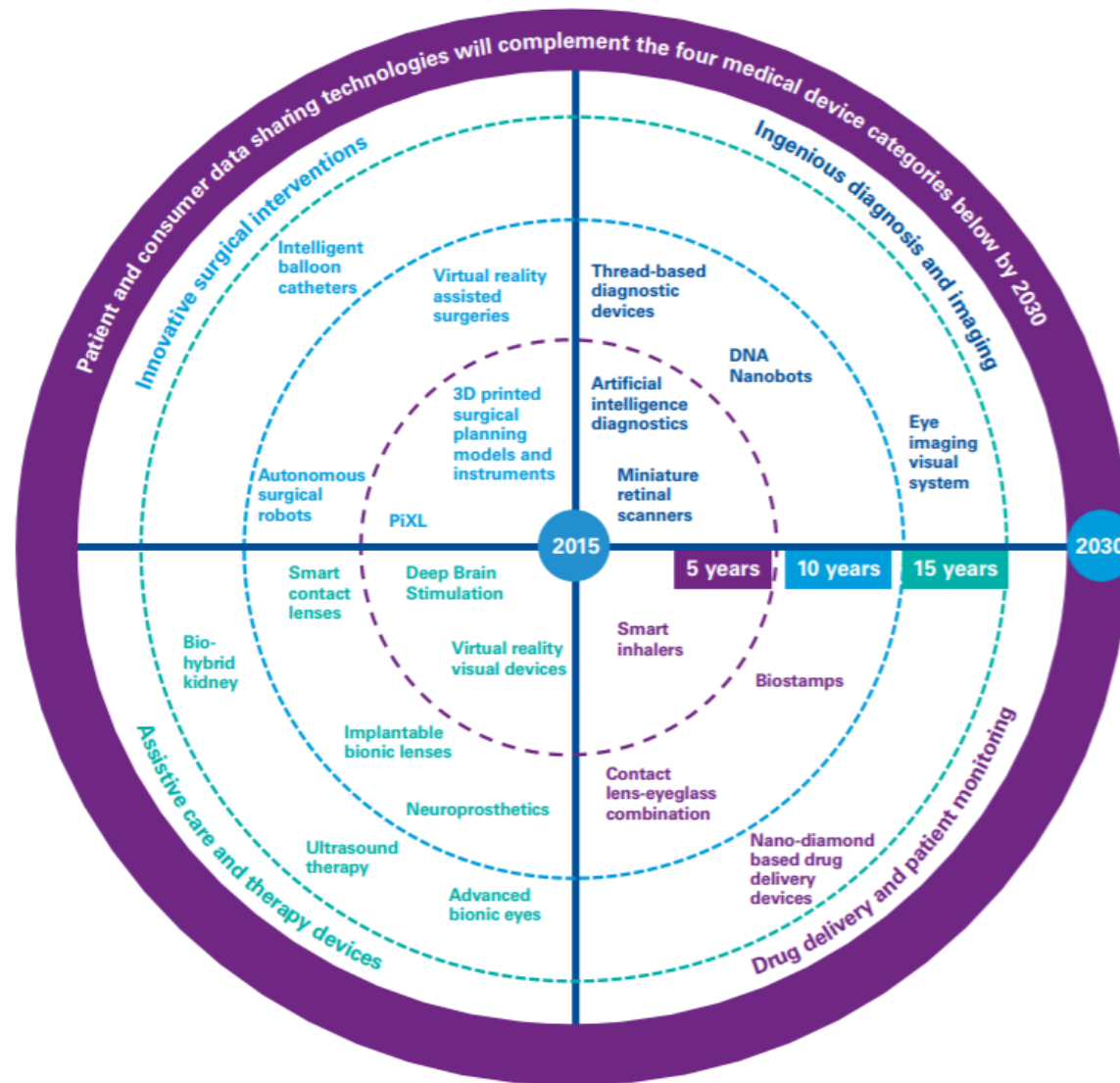
- 2018: DITTA renewed NGO/NSA status with WHO*
- 2016: DITTA MoU with the World Bank*
- 2015: DITTA was granted a NGO status with WHO*
- 2014: DITTA has official liaison with AHWP*



2. Digital Transformation of Health and Care

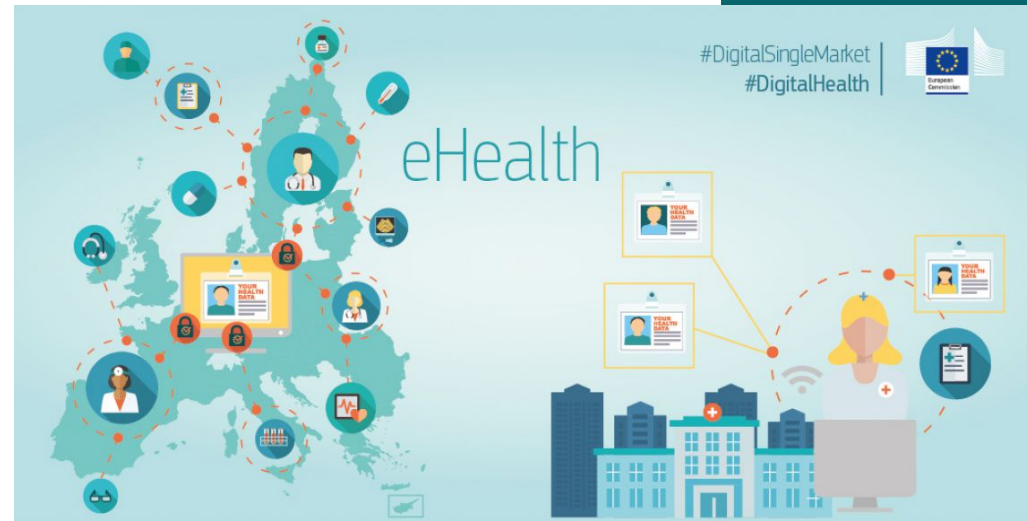


The future of health is data...medical devices 2030



European Commission [strategy](#) launched on 25 April 2018 with 3 pillars

1. **Citizens' secure access** to their health data, also across borders
2. **Personalised medicine** through shared European data infrastructure
3. **Citizen empowerment** with digital tools for user feedback and person-centred care





What EU citizens expect...

90% agree to access their own health data
(requiring interoperable and quality health data)

80% agree to provide feedback on quality of
treatments

80% agree to share their health data (if privacy
and security are ensured)

Source: [European Commission](#), 2018



...what industry can deliver

Empower patients to participate

Personal health record, Home health

Enable Informed Decision making

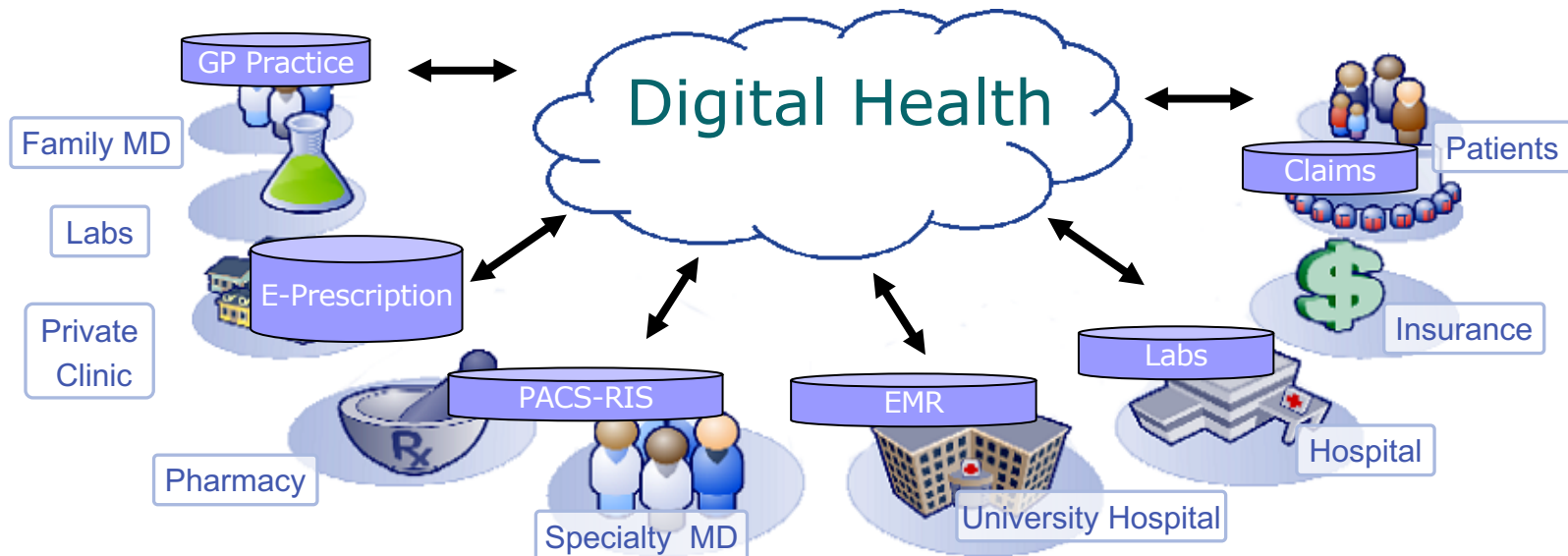
Reduce errors & redundancy

Optimize clinical staff productivity

Connect & collaborate

Improve access to healthcare

Enable Telemedicine





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3. Data Protection

General Data Protection Regulation

- Most important change in data privacy regulation in 20 years!
- A regulation under EU law, it directly entered into effect in all Member States on **25 May 2018**

• Requirements

- Clear language
- Consent from users
- More transparency
- Stronger rights
- Stronger enforcement





What is next for the GDPR and health data?

- The GDPR is not applicable on the same basis in every European countries when it comes to conditions to **process and control health data** (art 9)
- A **European Data Protection Board (EDPB)** has been set up to ensure the consistent application in the European Union of the GDPR

A recommendation may be produced on how to treat health data

4. Free flow of non personalised data

Regulation on free flow of non personal data



- **Political agreement** was reached on 22 June 2018 and official adoption should be finalised before the European elections in May 2019
- **Abolishes data localisation requirements** while making sure that competent authorities can access data for the purposes of regulatory control
- Addresses **any data not relating to an identified or identifiable person**, such as anonymised data and machine to machine data



Reflecting the realities of modern healthcare technologies



- Keeping equipment updated frequently relies on the capacity of appropriately-skilled, but often decentralised, support staff to be able to **connect and access equipment across borders and jurisdictions**
- For the large number of SMEs involved in providing digital health solutions and applications, these rules provide them with **greater certainty on data storage, particularly cloud-based solutions**



5. Artificial Intelligence and Cybersecurity



Artificial Intelligence: Several Initiatives...



European Alliance on AI

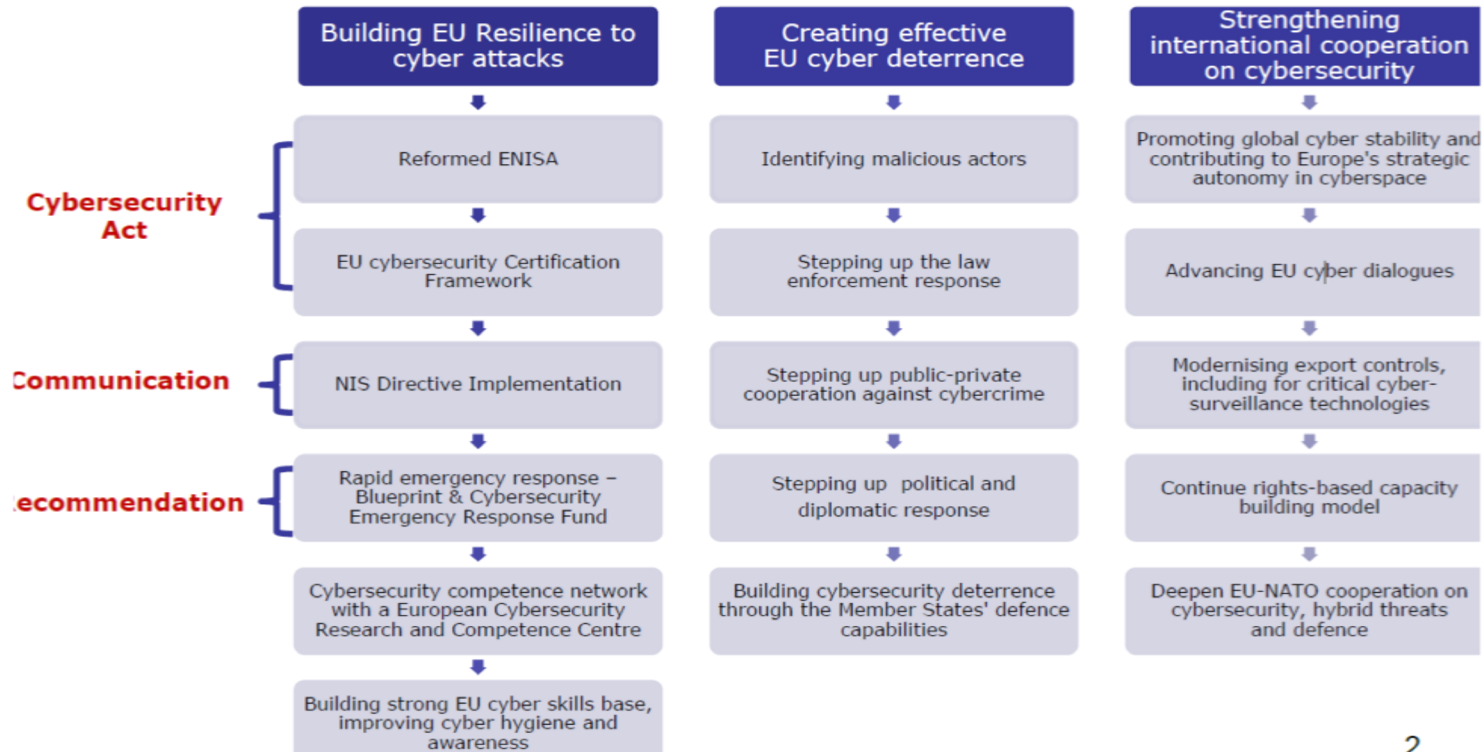


AI4P

Cybersecurity Package



European
Commission



EU Cybersecurity Act



Our proposal

A **voluntary European** cybersecurity certification **framework....**



*...to enable the creation of **tailored** EU cybersecurity certification **schemes** for ICT products and services...*

*...that are **valid across the EU***





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5. Industry Contribution

Digital Health Roadmap

- **COCIR is a member** of the Integrated Care Alliance
- Collaboration of industry, patients, carers, healthcare professionals and providers
- **Goal:** better health care coordination and to define specific activities in support of Integrated Care
- **Latest publication in May 2018:** Multi-stakeholder Digital Health Roadmap to support Integrated Care



A 6-step Approach

	1	2	3	4	5	6
PHASES	CAPTURE	AGGREGATE & SHARE	COLLABORATE	COORDINATE	SMART CARE	POPULATION HEALTH
						
FUNCTIONS	All stakeholders in the care continuum capture all necessary data	All stakeholders in the care continuum may access, share, aggregate and visualise meaningful data on a daily basis	Multidisciplinary teams, including the patient, formal and informal caregivers and processes for collaboration are set-up	Delivery of integrated care may begin, based on agreed care pathways across health and care settings, covering first medical care but evolving to wellness and social care	Smart applications routinely support caregivers and patients, taking into account the changing medical, social and operational context. Quality management processes are in place	The acquired experience and insights trickles down to health care experts and health policy makers, enabling them to further focus on outcomes and adopt a VBHC approach
	POLICY		INCENTIVES		SKILLS	

	INTEROPERABILITY	DATA PROTECTION	HEALTH TECHNOLOGY ASSESSMENT			
TECHNOLOGIES	<ol style="list-style-type: none"> Usability of EMRs, data capture and navigation tools Non-traditional data capture: medical devices, wearables, social media, -omics, Patient Reported Outcomes Cloud and Mobile-ready tools 	<ol style="list-style-type: none"> Semantic Interoperability for data and workflows Standards Natural Language Processing Identity management and patient consent Visual integration of external data sources Data sharing platforms 	<ol style="list-style-type: none"> IT support for the establishment of teams and collaboration between team members Bi-directional instantaneous communication between team members 	<ol style="list-style-type: none"> Distributed and dynamic workflows and associated tools Patient-specific care plans Visual integration in daily used IT tools and apps Gamification to engage citizens and patients Telehealth 	<ol style="list-style-type: none"> Big Data Lakes (from diverse data sources) Deep Machine Learning (bottom up) Rule based decision support (top down) Knowledge sharing platforms Big data analytics, including risk stratification tools Impact assessment tools 	



Partnership with SIA on Identity in Healthcare

What we need:

1. Stronger policy regarding ID
2. Leverage eIDAS for cross-border healthcare
3. Raise awareness regarding GDPR and ID
4. Open to innovations and to various technologies that can be combined





Industry Perspective on AI



- **What do we mean by AI in Health and Care?**
 - CADe, QIT, CDS, CADx*
- **Why is it important?**
- **7 Focus areas to play successfully**
 1. **Build awareness** with Innovators/early adaptors/KOLs
 2. Support and **enable access** to massive amount of Imaging Data
 3. Build a **sustainable G2M** Modell by Provisioning AI-plattformen integrated into clinicians daily routine workflow vs. stand alone applications
 4. **Drive adoption** by impact driven (COF-Perspective) use cases
 5. Support deployment by **robust Legal framework**
 6. Consider latest **Regulatory Framework**
 7. Apply **Ethical Framework**

¹ * CADe= Computer Aided Detection, QIT=Quantitative Imaging Tools, CDS=Clinical Decision Support. CADx= Computer Aided Diagnosis,



Other COCIR Publications





Our Industry's Focus

- **Improve patient outcomes** and survival rate via innovative diagnostics and imaging technologies
- **Combine innovations** with minimally invasive surgical techniques
- **Create benefits** for approx. 50-60% of cancer patients across Europe via innovative radiotherapy
- **Transform healthcare systems** in Europe and making the promise of 'big data' a reality
- **Focus on patient centered approaches** towards better integrated care, including e-health
- **Contribute to Europe's economy**, health, research and innovation ecosystems

COCIR and its members are committed to overcoming Europe's health challenges with innovative, cost-effective solutions, in close partnership with institutions and key stakeholders



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Thank you for your attention!

www.cocir.org