



Sustainable Competence
in Advancing Healthcare



Towards value-based healthcare

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1. About COCIR



Industry sectors covered by COCIR



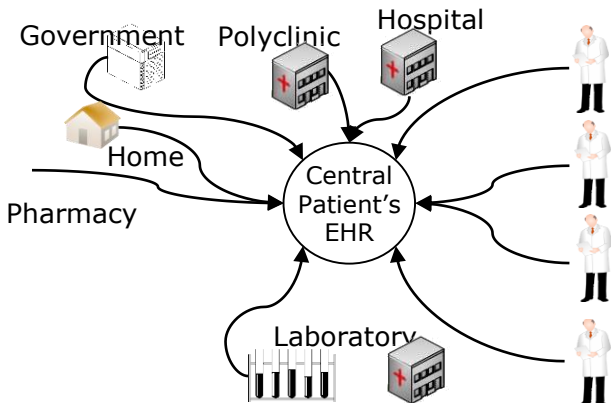
COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe



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 at international level



2016: DITTA MoU with the World Bank

2015: DITTA was granted a NGO status with WHO

2014: DITTA has official liaison with AHWP



2. Challenges and Trends

Challenges and importance of Integrated Care

Today's reality...



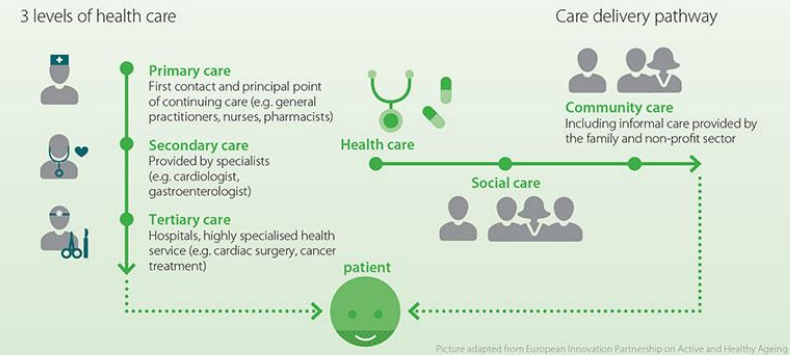
... clashes with current siloed health systems



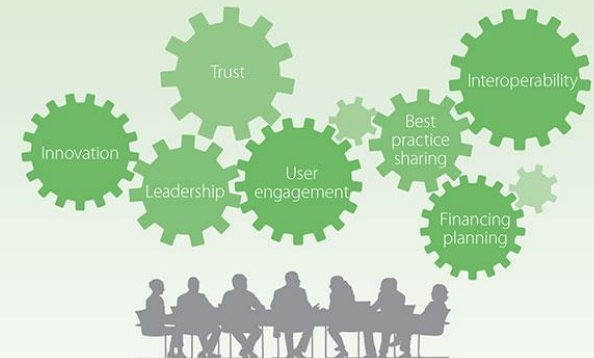
Resulting in **negative impact**



The solution: **integrated care**
Towards Coordination of Care

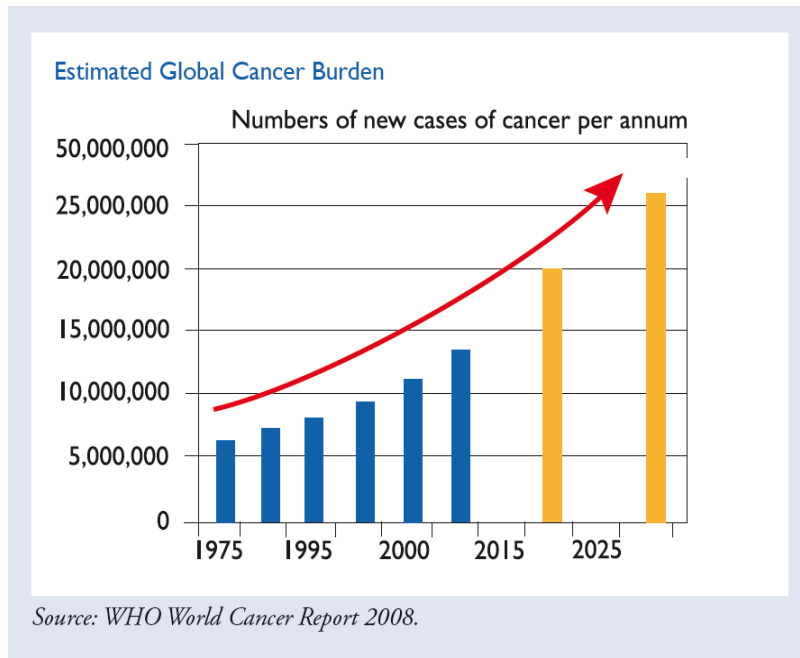


Act together **now!**





An example: Worldwide Cancer Challenges



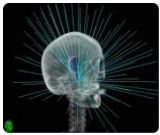
- Global cancer burden doubled last 30 years of the 20th century
 - will double 2000-2020
 - nearly triple by 2030
 - Access to Radiotherapy
 - Staffing/Training
 - Appropriate/applicable technology
 - Faster, more efficient and effective treatments

Integrated, value-based systems needed to cope with cost pressures of meeting demand



Oncology Mega Trends

Minimally Invasive



Radiosurgery



Intraoperative
Therapy



Robotic
Surgery

Digital Frontier



Big
Data



Decision
Support



Tele-
Medicine



Mobility

Global Markets



Cost
of
Care



Emerging
Markets
Growth

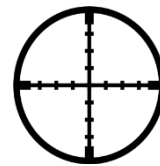


Education
Gaps



Regulatory
Oversight

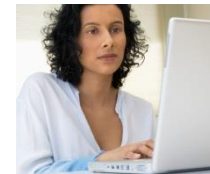
Personalized Medicine



Targeted
Therapies



Molecular
Imaging



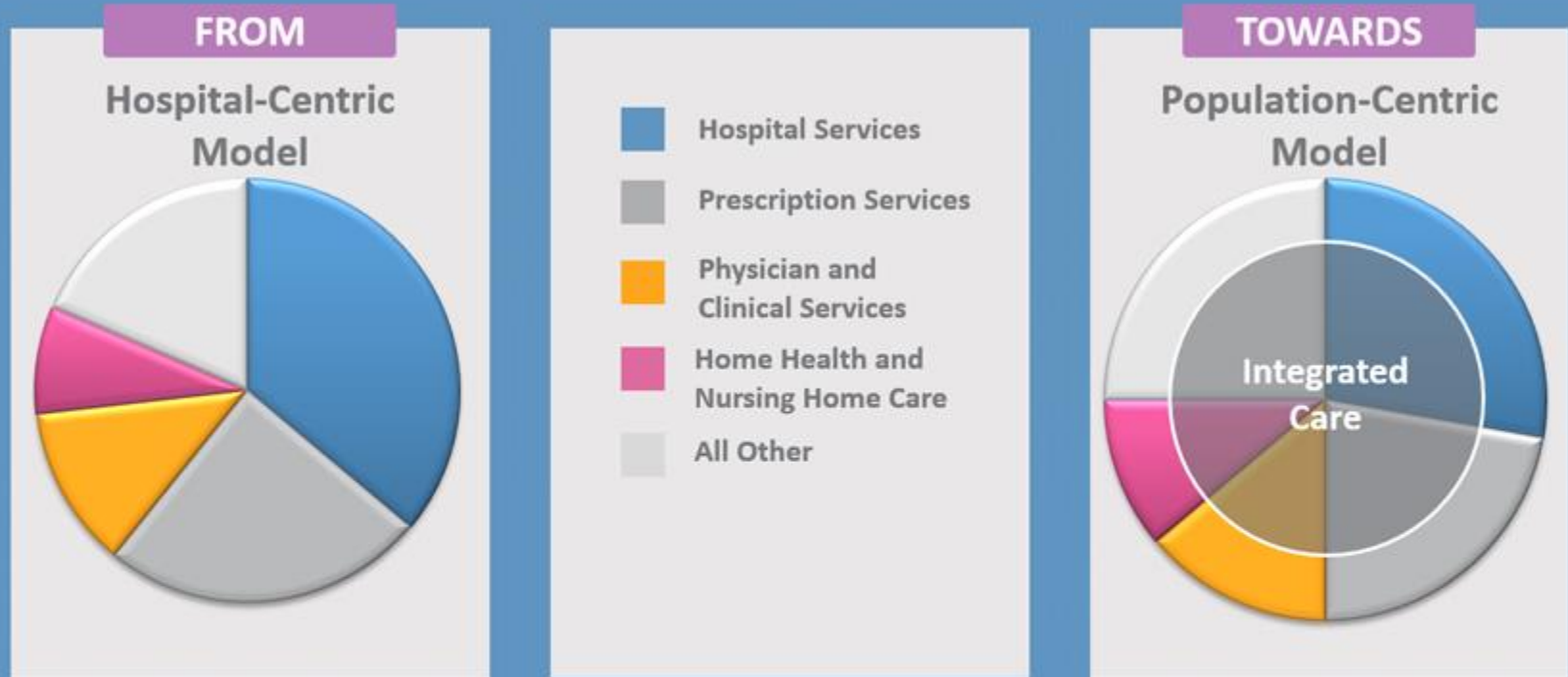
Patient
Self-
Care
(Equicare)



Genomics



Healthcare Transformation



Value Based Healthcare as the new model

A large blue arrow pointing to the right, indicating the direction of the healthcare transformation.



Role of our industry as a critical partner for transformation

- Thorough understanding of **value-based models** and their consequences for providers
- Dealing with the new **complex interrelations and dependencies on different levels** – Operational (e.g. for a dedicated solution) to a Strategic level
- Understanding **patient outcome evaluation** at different stages of treatment (**measurement framework and KPIs**)
- Supporting and contributing to **adaptation to new reimbursement models**
- Providing solutions which enable **standardized examinations, workflows and reporting**



3. What is Value-based healthcare and importance of Digital Health



Value Based healthcare Principles

Traditional healthcare models :

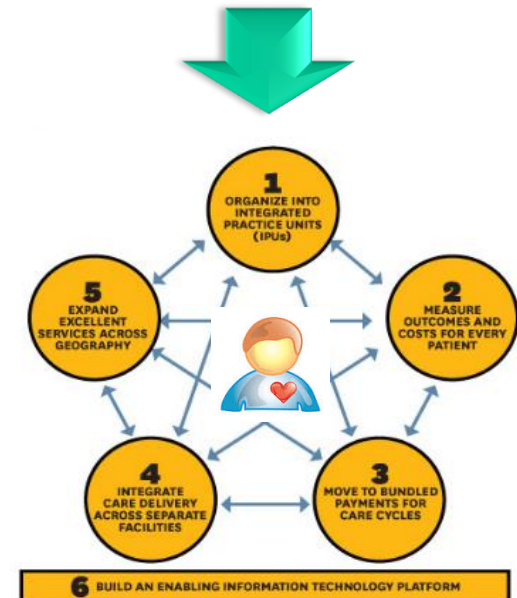
Focus on volume and are designed around what physicians 'do'



Value Based Healthcare:

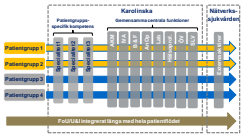
Integrating care around the patient to build value over volume

- Patient-Centric Care
- Care pathway management – Integrated care
- Cost AND quality measurements





VBHC care is based on 5 elements



Focus on patient groups

Define patient group

Disease type
patient categories

Identify all possible registers



Measurement of quality & cost

Define Parameters

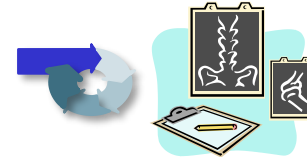
Patient-relevant outcomes
Costs
Resources
Processes



Multi professional engagement

Map the care pathway

Clinical personnel the driving force behind VBHC-work,
All relevant disciplines and operations are involved
The patients perspective is central

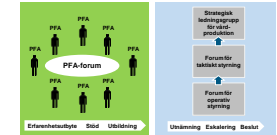


Prioritization & continuous improvement

Decisions based on results

- Research & Innovation
- Technology
- Therapies
- Process
- Education

- Implementation and follow-up



Clear and consistent governance

Drive Transparency

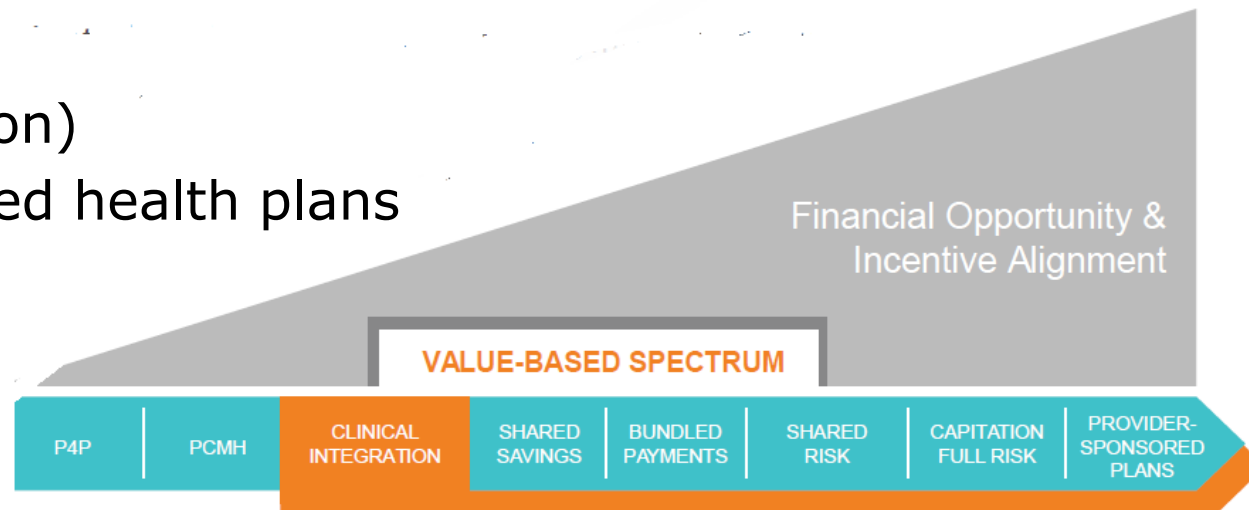
Holistic view of resources, patient flow and quality
Transparency in all decision-making
Decisions taken at the lowest possible level



VBHC - What are we talking about?

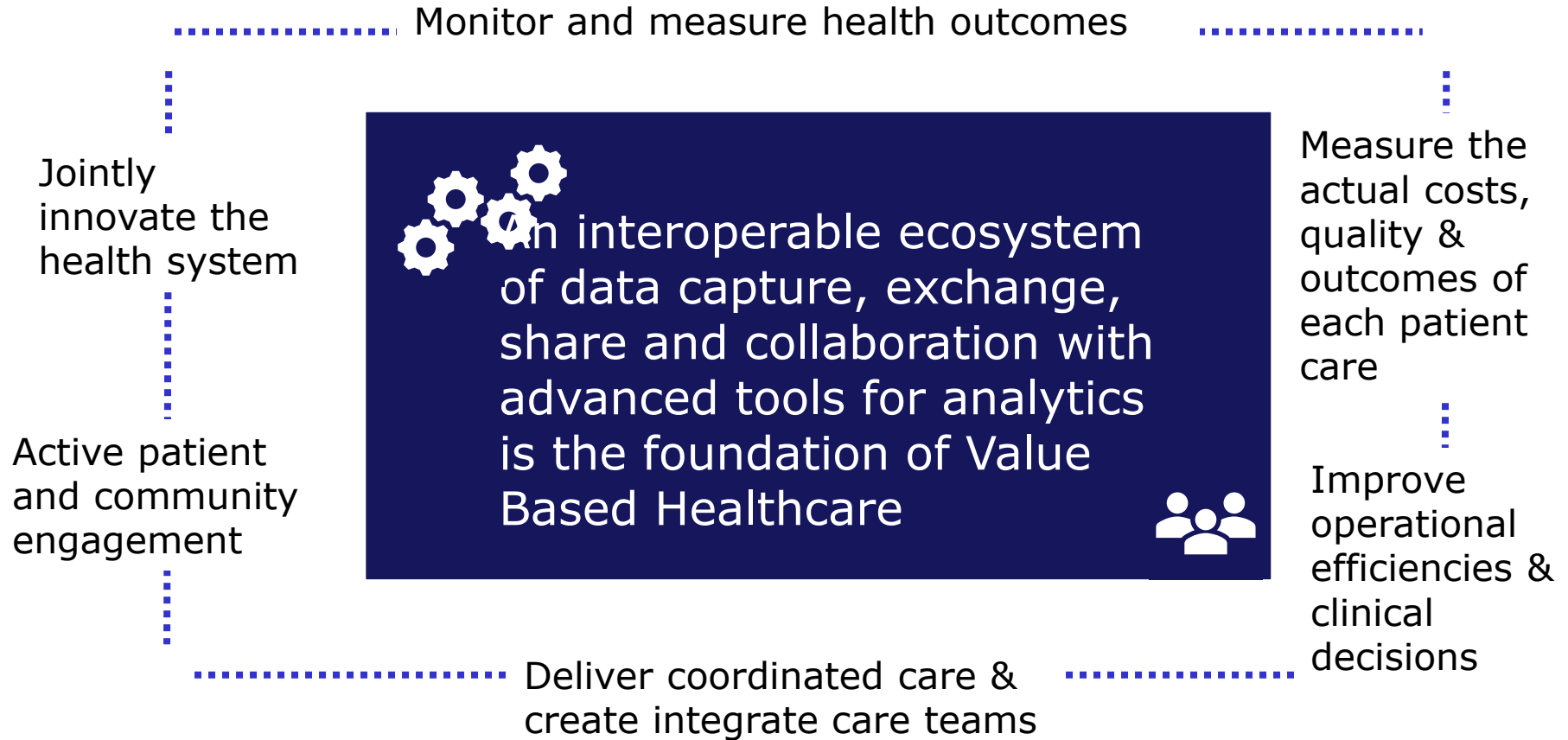
Models of value-based reimbursement

- Fee for service
- Pay for performance
- Bundled care/episode of care
- Patient centered medical home
- Shared savings (1 sided risk)
- Shared risk
- Full risk (capitation)
- Provider sponsored health plans

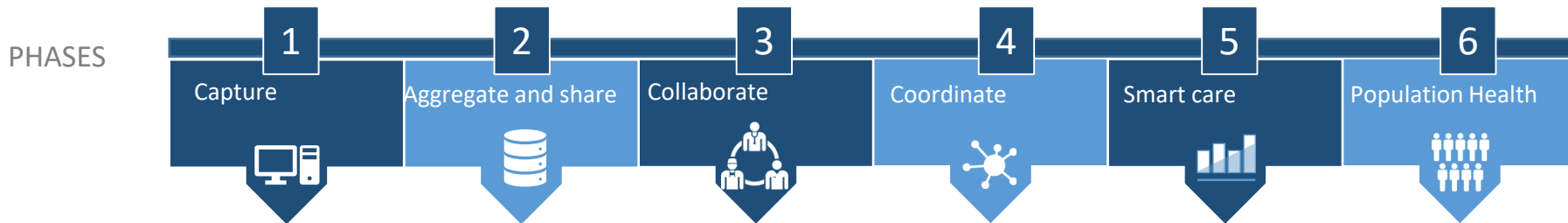




How can Digital Health contribute to deliver Value Based Healthcare?



Our roadmap for Digital Health



- 6 phases for Digital Health.
- Completing the first 2 phases is a pre-condition to successfully address the successive stages.
- Phases 3 to 6 may progress in parallel.
- Given the complex nature of health and care integration, the boundaries between phases 3 to 6 may be blurred in practice.
- Integrated care and data sharing is a journey deeply grounded in local health needs. Therefore, during this journey phases may vary between different countries, regions and localities.



Several core, integrated capabilities are needed to drive success under VBHC models – and that requires systemic change



**Transparency & Coordination:
Aligned Network of Providers &
Physicians**
Developing a system of high performing care providers who feel as 'co-owners' in the development of new care models



**Financial Incentives &
Risk Management**
Payment Models that align incentives and support providers; taking on risk as well as the ability to manage financial risk-sharing arrangements



**Integrated Analytics & Health IT
Platforms that integrate clinical
data and financial information to
support decision-making, enable
care coordination and drive
quality improvement**



**Clinical Integration &
Transformation**
Care Coordination and population health management across stakeholders to support improved quality and outcomes



Lasting Governance Models
Flexible and effective governance process and leadership that can align stakeholders and drive accountability



Patient Engagement
Defined programming and processes to support patient involvement in their own healthcare, including equitable access to care, measuring satisfaction rates (PREs) & PROMs.



The way forward....

1. **Political will and alignment** from the different stakeholders' perspective on how to transform Health & Social Care to Integrated Care and to promote and spread the digital health innovation.
2. **Alignment on reimbursement framework and incentives** (which remains fragmented across the EU) **to support system-wide value-based reimbursement models** – Payers need to reward quality and efficient care, not volume.
3. **Breaking the data silos**: interoperability spanning across the health, social and informal and care sectors is still a challenge, as well as capturing and integrating data from multiple sources of solutions and devices (IoT, sensors & wearables, apps...) and data format.
4. **From volume to value**: transforming data lakes (from diverse data sources & formats) into valuable insights to drive outcomes & improvements.
5. **Insufficient skills** to access the right data and analyse it, and draw from them actionable outcomes.
6. **Maintaining trust & confidence, building security and privacy**



What does it mean for regulatory framework

- **@ International level:** need to drive regulatory convergence (e.g. IMDRF, AHWP, WHO,.....)
- **@ country level:** drive better regulation, using work done at international level, but still adapt to national specificities
- **What we need:**
 - Increasing interactions between different branches of government agencies (avoid redundant regulations, optimize reimbursement processes...)
 - Better regulation system that rewards innovation
 - Flexible ways of having evolutionary regulatory framework
 - Use benefits of international standards to drive convergence and support regulations at country level



CFDA is progressing ...

CFDA published four draft documents for public consultation, covering registration, clinical trials, life-cycle management and innovator rights.

We recognize CFDA efforts to reform the regulatory framework for drugs and medical devices to better balance the requirements for product safety and patient's quick access to innovative products and treatment methods.

Industry will continue to support CFDA and share constructive feed-back through public consultations and share latest developments and innovations ultimately bringing benefits to population



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Thank you for your attention!

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