COCIR 60th Anniversary
Wedn. 13 November 2019 Brussels, Belgium

Celebrating 60 years of the benefits of innovation in medical technology to Society

Jan Kimpen
COCIR President and Chief Medical Officer at Royal Philips
COCIR History

- COCIR was founded in 1959
- COCIR Board decided in 2004 to move offices from Frankfurt to Brussels
- In March 2002: COCIR became an INPA as per Belgian laws
- January 2006: Official Opening of COCIR Offices in Brussels
- March 2007: COCIR China Office created under the umbrella of European Chamber of Commerce in Beijing
What are COCIR sectors

COCIR is a European non-profit trade association representing the medical technology industry in Europe, covering 4 key industry sectors.
We need to move towards patient-centered care approaches to benefit from all medical technologies innovations.

.... TO PROVIDE THE RIGHT THERAPY AT THE RIGHT TIME FOR EVERY PATIENT
Healthcare Trends

**Toward Patients**
- Increased Patient Responsibility & Power
- Community (not hospital) Based Care Setting

**Genomic Revolution Toward Prediction**
- From Post-Symptomatic Diagnosis To Pre-Symptomatic Screening
- Personal Risk Profiles & Targeted Therapies

**Clinical Convergence**
- Diagnostic Tests (In-Vivo & In-Vitro)
- Diagnosis linked to therapy
- Convergence of pharma and diagnostic industries

**Productivity Driven**
- Payors Demand Rigorous Cost/Benefit Analysis and Health Technology Assessments

**Information Driven**
- Integrated, Accessible, Personalized & Actionable Patient Information
Healthcare is increasingly dependent on ICT
Systems are increasingly wireless
Systems become more ‘intelligent’
COCIR PRIORITIES

VALUE IN HEALTH

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.
COCIR Vision for the next 5 Years

1. Boosting Healthcare Systems Efficiency with technology-led, value-based approaches
2. Developing New Care Models to support an integrated care approach
3. Unlocking the vast potential of wider using and sharing of healthcare data

For the next EU policy life cycle
COCIR Vision for the next 5 Years

A VIBRANT MEDICAL & DIGITAL TECHNOLOGY SECTORS IN EUROPE

1. Supporting the EU economy and workforce by investing in healthcare research and innovation.

2. Implementing better regulation that makes the European Single Market frictionless and seamless.

3. Strengthening international trade to ensure European health technology industry remain globally competitive.

For the next EU policy life cycle
Thank you