



European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry

COCIR 60th Anniversary

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COCIR vision on Value in Health

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COCIR Vision for the next 5 years



**REALISING
EUROPE'S FUTURE
POTENTIAL IN HEALTH**

The time to act is NOW!

We need better healthcare systems through:

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



EMBRACING VALUE IN HEALTH



Making healthcare systems financially sustainable demands a shift to a value based approach. To provide genuine value in health and care requires patient-centric approaches using integrated care pathways. It works by measuring both cost of intervention and quality of outcomes.

**Provide the right therapy at the right time
for every patient**



Supporting Cancer Care (1/2)

- **Imaging technology** contributes to better, more accurate diagnoses and allows for improved care decisions and more effective treatments and outcomes;
- **Radiotherapy** provides options to care teams treating cancers at various stages compared to chemotherapy or surgery;
- **Digital Health Solutions** have the potential to increase access to healthcare, improve the quality and safety of healthcare products and services while driving cost efficiency;



Supporting Cancer Care (2/2)



« **The Life Savers** »: Science Business publication showing how medical technology can improve Breast Cancer Care

COCIR supports the European Commissioner Designate Ms Stella Kyriakides in her mission assigned related to developing the « **European Beating Cancer Plan** ».

COCIR will be happy to provide support and evidence based value information in support of the mission.





A word cloud featuring the phrase "thank you" in various languages and colors. The central and largest text is "thank you" in red. Other prominent words include "gracias" in green, "danke" in blue, and "merci" in orange. Smaller words include "spasibo", "dziękuje", "obrigado", "sukriya", "kop khun krap", "arigato", "dank je", "ngiyabonga", "teşekkür ederim", "tapadh leat", "mochchakkeram", "go raibh maith agat", "tak", "dakujem", "merci", "sagolun", "huala", "mauruuru", "sagolun", "terima kasih", "감사합니다", "ευχαριστώ", "grazie", "arigato", "tak", "dakujem", "merci".

