EU2019.FI  Finland’s Presidency of the Council of the European Union

Finnish Presidency Workshop
Genomics and Personalised Medicine in Public Health
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Personalised Medicine and Health systems

Industry Views

Nicole Denjoy
COCIR Secretary General
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

| 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. |

At international level, COCIR Leading DITTA, a Global Trade Association in official relations with WHO since 2014 and having a partnership with World bank since 2016

www.globalditta.org
Expanding Precision Medicine

Provide the right therapy at the right time for every patient.
Industry perspective on Precision Medicine derives from a broad, deeply digital view of healthcare
Aim is to enable healthcare providers to increase value by...

- Expanding precision medicine
- Transforming care delivery
- Improving patient experience
- Digitalizing healthcare

Our industries can be trusted partners for digitalization and AI transformation providing powerful infrastructure and deep clinical experience.
Expanding Precision Medicine...

- Improve diagnostic accuracy
  - High quality imaging and laboratory results. Rich patient insights at the point of decision.

- Reduce unwarranted variations
  - Diagnostic consistency through standardization, automation and quantification.

- Personalize when it matters
  - Personalized care leveraging “omics”, imaging and laboratory data integration and insights.

- Advance therapy outcomes
  - Effective risk stratification and triaging, and image guided minimally invasive therapies.
Convergence of medical, technological and societal trends lead to expanding precision medicine

**Medicine**
- Preventive and predictive medicine
- Sub-classification of diseases incl. based on omics and environmental factors
- Evidence- and guideline-based medicine
- Highly personalized treatment approaches
- Care beyond the hospital

**Technology**
- Highly specific and longitudinal health data
- Artificial intelligence / deep learning
- Advanced connectivity – ‘IoT’
- Minimally-invasive, imaging-based and robotic surgery

**Society**
- Stronger consumerism
- Better health literacy
- Aging and growth of population
- Cost pressure
Global Precision Medicine Research Investments – Expected to exceed US$15 bn by 2031

- **Chinese Precision Medicine Initiative (China)**
  - Started: 2016 – 2031
  - Investment: US$9.2 bn

- **Innovative Medicines Initiative – IMI 2**
  - Mostly Europe
  - Started: 2014 – 2020
  - Investment: US$3.7 bn

- **All of Us (USA)**
  - Started: 2018 – 2028
  - Investment: US$1.5 bn

- **Australian Genomics Health Futures Mission (Australia)**
  - Started: 2018
  - Investment: US$362 m

- **UK Biobank Study, Genomics England, PM Catapult (UK)**
  - Started: 2005/2012/started 2015
  - Investment: +US$700 m total

Other initiatives include Europe, Argentina, Brazil, Japan, Africa, Singapore, Canada, Saudi Arabia, New Zealand, South Korea, Mexico. Totaling more than US$15 bn planned and partly already invested.
COCIR Recommendations

TO EUROPEAN COMMISSION, MEMBER STATES and KEY STAKEHOLDERS

... supporting multi-stakeholders approaches.....

TO INVEST IN

- A pan-European technical infrastructure to pool health data for research purposes
- Education and skills that will create new professions (e.g. data scientists), increase HCPs skills and that will help build new data models to further spur innovative research

TO DEVELOP

- A trusted EU legal framework and governance defining the use and management of health data, considering the rightful purposes and the adequate protection of individual rights
- At country level, develop multidisciplinary teams and reform health systems as necessary to optimize use of innovative technologies based on clinical evidence (e.g. ref to reimbursement and HTAs)
- New innovative financial models and procurement processes for sustainable health systems

TO SUPPORT

- More prevention and early screening (e.g. cancers)
- A EU convergence of regulatory frameworks while respecting EU consistency vs national competencies to avoid fragmentation
- A cross-sectorial Public-Private Partnership in healthcare to provide funding for collaboration between different stakeholders and maximize use of various funding mechanisms for 2021-2027
- Use of approved standards at procurement level in order to facilitate interoperability and data integration across Europe and avoid fragmentation
Thank you!

Contact us
info@cocir.org