4.2 Industry Competencies in Digital Health
Expectations from the eHealth Network

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Presenting COCIR

**COCIR** is a European non-profit trade association representing the medical technology industry in Europe, leading in 4 key industry sectors: Medical Imaging | Radiotherapy | Health ICT | Electromedical

**Companies**
34

**NTAs**
13

**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.

16th eHealth Network
Presenting COCIR

**COCIR** is a trusted partner for the eHealth Network
- Member of the eHealth Stakeholder Group
- Partner EU Horizon 2020 projects (WE4AHA, DigitalHealthEurope, UNICOM)

More recently also
- Member of the European AI Alliance
- Partner of AI4People (AI ethics & governance)
- Founding member of INATBA* (blockchain)

*International Association for Trusted Blockchain Applications*
COCIR’s Vision for the next EU Policy Cycle

For better healthcare systems
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 a vibrant medical & digital technology sector 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 remains globally competitive
Digital transformation of health and care (2017)
Interoperability (2017)

Continued competence since 2000

Recommendations

1. **Develop and implement** national eHealth strategies and actions plans
2. **Build** an eHealth infrastructure
3. **Prioritise** ways to connect platforms
4. **Link** interoperability to public procurement
5. **Identify** use cases, profiles and standards, and **test** the interoperability specifications
COCIR active at international and EU level

Recommendations:

1. **Ensure** consistent and effective market surveillance

2. **Promote** regulatory convergence

3. **Develop** guidance on the concept of shared responsibility and intended environment of use

4. **Adopt** the MDS2 form to document and communicate security and privacy features

5. **Coordinate** a European approach to security-related incident reporting

6. **Avoid** multiple certification schemes
Secondary use of data

Recommendations:

1. **Cooperate** more closely to establish a sustainable and consistent approach to allow secondary use of health data

2. **Explore** innovative and cooperative ways of sharing personal data between multiple parties, while respecting the fundamental rights and freedoms of the individual

3. **Share** best practices and experiences from the national level (e.g. Finland)

4. **Assess** new technologies that can support the secondary use of data in terms of trust, traceability, data protection and security
Industry response to the April 2018 EC Communication “Towards a Common European Data Space”

Recommendations:

1. **Create** a trusted framework with clear data governance

2. **Invest** in pan-European technical infrastructure to enable the pooling of health data for research

3. **Support** cross-sectorial health PPP to promote pooling of high-quality data

4. **Encourage** common European standards to facilitate interoperability and data integration

5. **Mobilise** funds to allow increasing and structural investments in education and skills
Artificial Intelligence (2019)

Recommendations:

1. **Assess** existing policy frameworks and make those fit for purpose before considering further initiatives

2. **Invest** in technology and infrastructure that provides equitable access to AI for all actors

3. **Invest** to reskill and upskill the existing workforce and finance education and curricula to grow the next generation of data scientists

4. **Cooperate** with other geographical regions in defining leading standards for AI at the global level, while taking into account the European values
COCIR and its members can provide much more competences

www.cocir.org
Thank You!

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