

#EURegionsWeek



HOW CAN DIGITAL HEALTH DRIVE COHESION IN EUROPE?

Unlocking EU Cohesion and Structural Funds
to provide better healthcare

VIRTUAL SESSION PROGRAMME
and **SPEAKERS OVERVIEW**

WEDNESDAY 14 OCTOBER 2020 | 9:30 > 11:00 AM CET



European Committee
of the Regions



European
Commission



EVENT DESCRIPTION

The end of the year 2020 marks the transition from the current EU budget to the next Multiannual Financial Framework (MFF), for the period 2021-2027. At the same time, the COVID-19 pandemic has brought unprecedented challenges which have a multi-faceted impact on us all.

As highlighted by Bernt Bieber, President of COCIR, this event at the European Week of Regions and Cities 2020 provided a great opportunity to discuss how to leverage European funds over the next seven years to strengthen the resilience and sustainability of healthcare systems across all regions in the European Union.

The event, hosted by COCIR in partnership with Siemens Healthineers, brought together several key representatives from EU Institutions and Member States, from regions and cities, as well as from patient organizations, healthcare professionals, innovators and industry. The discussions focused on funding in healthcare with an emphasis on **digital health and integrated care, as well as training and education for healthcare professionals**.

Each of the breakout session aimed at spark a lively discussion and exchange of views and ideas for:

- > Discussing the added value of replicating selected best practices in other EU regions.
- > Exploring the priority needs for funding in the areas of digital health, integrated care and training & education as well as what the focus of future activities should be.
- > Understanding what the current challenges are in leveraging EU funds for fostering health regional development.

Closing the event, Member of the European Parliament's Committee on Regional Development, MEP Solís Pérez highlighted that cohesion policy plays a significant role in ensuring the sustainability of healthcare systems, while improving access to treatment and medicines for all and tackling health inequalities in Europe. She also stressed that the digital revolution is currently helping to advance towards the next generation of healthcare treatments and services. In this sense, EU funds can make a decisive contribution that will benefit all of Europe in the coming decades.

COCIR will soon be publishing the full report of the event in its [website](#), which will include the key take-aways from the event. The report will include COCIR's policy recommendations how to unlocking additional EU Cohesion and Structural Funds for the digitalisation of healthcare systems. Stay tuned!



AGENDA

Moderation: **Nicole DENJOY**, *COCIR Secretary General*

OPENING PLENARY WELCOME AND INTRODUCTION

9:30 WELCOME AND INTRODUCTION
Bernt BIEBER, *President, COCIR & Senior Vice President Direct Sales, Siemens Healthineers*

9:35 INSPIRATIONAL TALK
Bart DE WITTE, *Founder, Hippo Foundation, Germany*

PARTICIPATORY LAB 3 PARALLEL BREAKOUT SESSIONS

9:50 SESSION A **DIGITAL HEALTH**
DEPLOYING e-HEALTH SOLUTIONS CROSS-COUNTRY
Wiktor RYNOWIECKI, *Director of the Architecture and e-Health Services, e-Health Centre, Poland*

9:50 SESSION B **INTEGRATING CARE**
DRIVING COLLABORATION ACROSS DEPARTMENTS AND BORDERS
Alessandro PINGITORE, *Researcher at the Italian National Research Council, Italy*
Antonella POLLAZZI, *Policy Officer at the Tuscany Region, Italy*

9:50 SESSION C **TRAINING AND EDUCATION**
SUPPORTING THE ADOPTION OF INNOVATIVE TECHNOLOGIES IN DIAGNOSIS AND CARE
Alexandre MOTTRIE, *CEO of the OLV Robotic Surgery Institute (ORSI Academy), Belgium*

CLOSING PLENARY FINAL CONCLUSIONS AND NEXT STEPS

10:40 KEY HIGHLIGHTS AND CONCLUSIONS FROM BREAKOUT SESSIONS

10:50 CLOSING REMARKS
Susana SOLÍS PÉREZ, *Member of the European Parliament (Spain, Renew Europe)*

MODERATOR



NICOLE DENJOY

COCIR Secretary General

Nicole Denjoy has been Secretary General at COCIR since 2005. She has gathered more than 35 years of experience in the field of medical technology, working for companies including L'air Liquide, Ohmeda, Boston Scientific and Baxter. Ms. Denjoy represents COCIR in a variety of influential roles at both European and International Level. She is Chair of DITTA, a united global industry voice for diagnostic imaging, radiation therapy, healthcare ICT, electrometrical and radiopharmaceuticals. In this role, Ms. Denjoy works closely with WHO, as DITTA was granted NGO status in 2015, and has led the partnership between DITTA and the World Bank since 2016. In addition to her work with DITTA, Ms. Denjoy is the Vice-Chair of Business at the OECD Health Committee, representing the private business sector.

Ms. Denjoy has a Masters in Organisation and Change Management.

SPEAKERS



Dr BERNT BIEBER

COCIR President & Head of Direct Export Sales, Siemens Healthineers

Bernt Bieber is responsible for global direct business of Germany based Siemens Healthcare GmbH with large international end customers and distributors, focus on EMEA. He has 30+ years' experience in various management positions with Siemens Healthineers in Sales and Marketing, including international key account management, global sales responsibility for Magnetic Resonance systems and area sales management in Germany. He spent 3 years as expatriate manager in USA.

From 2009 to 2011, Bernt Bieber was a member of the advisory board of "Initiative Gesundheitswirtschaft Rhein-Main", an initiative to increase public awareness of the economic impact of healthcare industry in Frankfurt area. He holds a Doctorate in Social- and Economic Sciences.



BART DE WITTE

Founder, Hippo Foundation, Germany

Bart de Witte is one of Europe's leading and awarded experts on the digital transformation of healthcare. He is one of the most progressive forward thinkers focusing on finding alternative European strategies for the current postmodern world to create a more desirable future with greater social benefits. He is the initiator of the HIPPO AI Foundation project in Berlin, which aims to make artificial intelligence in medicine a common good. With his mission to use technology for the greater good, Bart has been on a mission to harness the power of artificial intelligence to help to solve current and future inequalities in healthcare. He wrote his first paper on Artificial Intelligence in 1989 while he was in grammar school, and restated his interest in 2010, while working for IBM. He is involved as a mentor for a dozen digital health start-ups and lectures at various universities in Germany, Belgium, Switzerland, Austria and China. He co-founded the Digital Health Academy where he shares his knowledge to improve digital literacy.



WIKTOR RYNOWIECKI

Director of the Architecture and e-Health Services, e-Health Centre, Poland

Wiktor Rynowiecki supervises development, rollout and maintenance of P1 Platform, based on services such as e-Prescription, e-Referral, EHR exchange and Internet Patient's Account. Since he took on this role in 2018, he has been responsible for digitalization of public blood services under which the e-Health Centre develops modern and centralized platform to support processes for blood donation centres, hospitals and blood donors. Prior to taking on this role, from 2010-2018, Mr. Rynowiecki managed large-scale projects in the branch of Raiffeisen Bank and PKO BP in Poland.

Mr. Rynowiecki graduated from Warsaw University of Technology, faculty of Electronics and Information Technology, and Warsaw School of Economics, faculty Management.



ALLESSANDRO PINGITORE

CNR Senior Researcher in the Institute of Clinical Physiology, Pisa Italy

Alessandro Pingitore is the Senior Researcher at the Institute of Clinical Physiology in Pisa, Italy. For 20 years he has practiced clinical activity in cardiology, dealing with chronic and acute patients, and cardiac imaging, echocardiography and cardiac magnetic resonance. His main fields of scientific interest are non-invasive cardiovascular imaging, echocardiography and magnetic resonance; heart thyroid relationship in heart failure; mechanisms of physiological adaptation to intense exercise; cardiovascular prevention, with particular interest in primordial prevention. In 2011, Mr. Pingitore was a visiting Professor at the New York Institute of Technology. He is the author of 167 scientific articles, published in international peer-reviewed journals, co-author of 4 books on stress echocardiography, heart / thyroid relationship and well-being and health in adolescence.

Mr. Pingitore graduated in Medicine and Surgery in 1991; in 1997 he obtained the title of Doctor of Research (PhD) in Cardiovascular Pathophysiology, and in 2002 he specialized in Cardiology.



ANTONELLA POLLAZZI

Policy Officer at the Tuscany Region, Italy

Antonella Pollazzi has been working for Tuscany Region EU Liaison office in Brussels since 2012. She is currently in charge for healthcare policies, monitoring EU legislation, preparing policy documents, analyzing and working on financial opportunities, EU partnerships in the field of healthcare, medical research and medtech companies.



ALEXANDRE MOTTRIE

CEO of the ORSI Academy, Belgium

Professor Alexandre Mottrie MD PhD graduated in 1988 from the School of Medicine at the Catholic University of Leuven, Belgium. He completed his residency in Urology in 1994 at the Johannes Gutenberg University of Mainz, Germany where he was a Staff Member till 1996. Following this, he served as a Fellow in Washington University St.-Louis, Missouri, U.S.A. for six months to improve his laparoscopic skills. Since 1996, has been a Urologist in the O.L.V.-Clinic in Aalst, Belgium. On December 5 2011, he successfully defended his Ph.D. in the University of Saarland, Homburg-Saar, Germany.

His major interests are urological oncology and minimal invasive surgery. He is a pioneer in robotic surgery and started this type of surgery in 2001. He developed different procedures in robotic surgery. At his department, he started laparoscopic and robotic surgery to become training center in this field. He trained numerous colleagues from all over Europe and beyond in the field of robotic surgery. With over 4000 robotic procedures, he has one of the largest experiences in that field.

In 2010, Prof. Mottrie founded the ORSI-Academy, an innovation center in robotic and minimal-invasive surgery. As CEO, he conducts basic research on improving training and education in surgery.

Prof. Mottrie is scientifically very involved. He has authored multiple scientific papers and organised several international Congresses and Masterclasses in these fields. He has been actively involved in multiple congresses by performing live-surgery, giving courses and/or presenting state-of-the-art lectures. He is the Scientific Director of the ERUS-congresses. He is also the president of the EAU Robotic Urology Section (ERUS), former president of the Society of Robotic Surgeons (SRS) and the past-president of the Belgian Laparoscopic Urology Group (BLUG). He is the Editor of the Surgery-in-Motion Section of European Urology.

He is Associate Professor in the Universität des Saarlandes Homburg-Saar (Germany) and the University of Ghent (Belgium). He received the "Golden Telescope Award" at the Hamlyn Symposium of the Imperial College in London (20/06/2015) and the "Saint-Pauls' medal" from BAUS in Glasgow (25/06/2019) for lifetime achievements in the robotic field.



SUSANA SOLÍS PÉREZ

(Spain, Renew Europe)

Member of European Parliament

Susana Solís is an Industrial Engineer from the University of Oviedo, Machine Engineer from the Fachhochschule de Osnabrück (Germany), she holds an MBA and a Master's Degree in Marketing Management from the Instituto de Empresa (Madrid). She also holds a Master's Degree in Public Administration and Leadership from IESE (Madrid). She has over 18 years of professional experience in several multinationals in Germany (Mercedes Benz, Robert Bosch) and in Spain (Rexel, Essilor and Johnson & Johnson).

In May 2015, she was elected Deputy in the Parliament of Madrid, being the spokeswoman for Ciudadanos in the Committee on Budgets, Economy, Finance and Employment. Since May 2019, she has been an MEP in the European Parliament in the Renew Europe group and a member of the ITRE, ENVI, REGI and FEMM Committees and the Special Committee for Artificial Intelligence and Digital Agenda.

During her term as MEP she has focused her work in promoting a more innovative and smarter Europe, through a better use of Cohesion Policy and existing instruments such as the EIT.

18th EUROPEAN WEEK of REGIONS and CITIES

05>09 OCTOBER 2020

12>16 OCTOBER 2020

19>22 OCTOBER 2020



GENERAL INFORMATION ABOUT COCIR

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries.

Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is unique as it brings together the healthcare, IT and telecommunications industries.

Our focus is to open markets for COCIR members in Europe and beyond. We provide a range of services in the areas of regulatory, technical, market intelligence, environmental, standardisation, international and legal affairs.

COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association (www.globalditta.org).

COCIR COMPANY MEMBERS:



NATIONAL TRADE ASSOCIATIONS MEMBERS:



COCIR *How to join us*

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