



EUROPE'S BEATING CANCER PLAN

REGISTER
HERE

HOW TO ENSURE
OPTIMAL IMPLEMENTATION
IN THE EU MEMBER STATES?

IN PARTNERSHIP WITH



SESSION PROGRAMME
&
SPEAKERS OVERVIEW

Wednesday 02 June 2021

14:00 - 16:30 BRUSSELS TIME (CEST)

Cancer is a category of NCDs that is not new to the mankind. Some of the earliest evidence of cancer is found in ancient Egypt. Still, nowadays cancer remains the second leading cause of death globally. It has been in the firing line of WHO and the European Union for decades.

On 3rd February, the European Commission published its latest strategy on cancer called Europe's Beating Cancer Plan (EBCP). Aiming to reduce the cancer burden for patients, their families and health systems, EBCP addresses the whole pathway from primary prevention via diagnosis and care to survivorship and aftercare, while proposing actions on EU level as well as supporting, coordinating and complementing the efforts of the Member States. EBCP features ten *"Flagship Initiatives"* and more than thirty comprehending actions. This COCIR webinar will focus on those we believe our sector can add the most value to the *"European Cancer Imaging Initiative"*, the *"New Cancer Screening Scheme"* and *"Cancer Diagnosis and Treatment for All"*.

With this event, we want to investigate what specific next steps can follow on the announcement of the Plan; how Member States aim to prioritise and support its implementation and in particular the three Flagship Initiatives and how the health technologies sector can best support the ambitions of the Plan.

AGENDA

MODERATOR: **Robert MADELIN**, Chairman of FIPRA International Ltd

14:00 - 14:05 **WELCOME** by the Moderator

14:05 - 14:10 **WELCOME & INTRODUCTION** **Bernt BIEBER**, COCIR President

14:10 - 14:20 **SETTING THE SCENE** by the Moderator

14:20 - 14:40 **THE CONTRIBUTION OF CANCER LEAGUES TOWARDS THE IMPLEMENTATION OF THE EBCP** **Prof. Rui MEDEIROS**, President ECL

14:40 - 14:50 **PATIENTS' VIEWS ON EBCP** **Michele CALABRÒ**, Policy Adviser European Patients' Forum

14:50 - 15:00 **POLLING and Q&A**

15:00 - 15:25 **PART 1 FLAGSHIP #02: EUROPEAN CANCER IMAGING INITIATIVE**

> **PRACTITIONER'S VIEW: How do we ensure translation into clinical routine?**

Prof. Andrea ROCKALL, Executive Council Member, European Society of Radiology

> **INDUSTRY'S VIEW: What is the role of industry in contributing and utilizing this initiative?**

Dr. Tobias HEIMANN, COCIR member and Head of Artificial Intelligence Germany, Siemens Healthineers

Q&A

15:25 - 15:55 **PART 2 FLAGSHIP #04: NEW CANCER SCREENING SCHEME**

Impulse: What are the main barriers in cancer screening today and what should be improved to ensure equal access?

Andrej-Franc PLESNIČAR, Health Insurance Institute, Slovenia

> **PRACTITIONER'S VIEW: Focus on Prostate Cancer Early Detection Strategy where imaging is the real game changer**

Prof. Hendrik VAN POPPEL, European Association of Urology and co-chair of the European Cancer Organisation Inequalities Network

> **INDUSTRY'S VIEW: What are innovative approaches to improving access and quality of cancer screening?**

Dr. Hans HOFSTRAAT, COCIR member and Senior Fellow Care Pathways, Philips

Q&A

15:55 - 16:20 **PART 3 FLAGSHIP #06: CANCER DIAGNOSTIC & TREATMENT FOR ALL**

> **PRACTITIONER'S VIEW: Where are the challenges in the current clinical practice and what do we need to overcome them?**

Prof. Adam MACIEJCZYK, President of the Polish Society of Oncology

> **INDUSTRY'S VIEW: How can we work jointly across parties and borders to achieve this goal?**

Lydia LILJA, Senior Vice President, GE Healthcare Partners Nordic

Q&A

16:20 - 16:25 **CONCLUDING KEYNOTE** from the moderator

16:25 - 16:30 **WRAP-UP AND NEXT STEPS** **Nicole DENJOY**, COCIR Secretary General

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)

ABOUT ECL

The Association of European Cancer Leagues (ECL) is a non-profit, pan-European umbrella organisation of national and regional cancer societies. Located in Brussels, ECL provides an exclusive platform for members to collaborate with their international peers, primarily in the areas of cancer prevention, tobacco control, access to medicines and patient support, and creates opportunities to advocate for these issues at the EU level.

MODERATOR



Robert MADELIN

CHAIRMAN AT FIPRA INTERNATIONAL LTD

Robert is the Chairman of Fipra International Ltd, and a Visiting Research Fellow at the University of Oxford's Centre for Technology and Global Affairs.

Previously (2004-16) Robert was a senior leader at the European Commission: as Senior Adviser for Innovation, as Director General for Communications Networks, Content and Technology (CONNECT) and as Director General for Health and Consumer Policy (SANCO).

Robert was also a negotiator for 20 years in international trade and investment, first for the UK, and then for the EU: Robert served notably in the Cabinet of European Commission Vice-President Leon Brittan. Robert studied at Magdalen College (1976-9) and at the French Civil Service College (ENA). He is an Honorary Doctor of the University of Edinburgh and an Honorary Fellow of the Royal College of Physicians of London. Robert is the author of 'Opportunity Now: Europe's Mission to Innovate' (2016)

SPEAKERS



Dr. Bernt BIEBER

COCIR PRESIDENT AND SENIOR VICE PRESIDENT DIRECT SALES AT 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 also 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.



Prof. Rui MEDEIROS

PRESIDENT ASSOCIATION OF EUROPEAN CANCER LEAGUES

Rui is the Coordinator of the Molecular Oncology and Viral Pathology GRP of the Portuguese Oncology Institute of Porto (IPO Porto). He is also an invited Professor at the Medical School of Porto University and the Health Sciences faculty of Fernando Pessoa University.

Rui is a Member of the Board of the NRN-LPCC Portuguese League Against Cancer and member of several national and international associations.

Dr. Medeiros has authored and co-authored more than 400 peer-reviewed papers and acts as a reviewer for several scientific journals. He obtained a PhD in Human Biology, Oncology and Molecular Epidemiology from the Faculty of Medicine of Porto (FMUP) in 2002) and went on to achieve Professor status (Agregate) in 2006 at the University of Porto ICBAS Medical School. His current research and clinical interests are vaccines, viruses and pharmacogenomics.

Rui acted as a jury member for the INFARMED Scientific Research Found and of the Journalism Award in Oncology (Premio Jornalismo LPCC 2015, 2016, 2017, 2018) and the Committee of the National Science Award on Oncology (Premio Sobrinho Simoes LPCC 2017).



Michele CALABRO

POLICY ADVISOR, EUROPEAN PATIENTS' FORUM (EPF)

Michele is Policy Adviser at the European Patients' Forum where he leads the Forum's activities on digital health policy and support advocacy activities on a number of other key topics. As EPF PA he also co-lead the activities of the EU-4Health Civil Society Alliance (www.eu4health.eu) and coordinate EPF's engagement with multi-stakeholder initiatives and with the European Parliament.

Before joining EPF in 2020, Michele worked as Policy and Communications Manager at the European Health Management Association (EHMA) (2016-2020), where he coordinated policy and communication activities and EU funded projects work, such as with TO-REACH, focused on health systems research, and IC-Health, focused on digital health literacy.

Michele is also part of several youth health policy networks, including the Young Forum Gastein, the Young Coalition for Prevention and Vaccination and the European Health Parliament Alumni group.



Prof. Andrea ROCKALL

EXECUTIVE COUNCIL MEMBER, EUROPEAN SOCIETY OF RADIOLOGY

Andrea Rockall graduated from King's College London Medical School, London in 1990 and trained in radiology at St Mary's Hospital and University College Hospital, London. She was awarded the Rohan Williams Medal (Gold Medal) for the FRCR examination. In 2000, she was appointed as Senior Lecturer in Diagnostic Imaging at Queen Mary University London and Honorary Consultant Radiologist at Barts and The London NHS Trust.

Following appointments at Imperial College Healthcare NHS Trust and the Royal Marsden Hospital, she was appointed as Clinical Chair of Radiology, Imperial College London in April 2018. Following election to the Executive Committee of the ESR, she is Chair of the ESR National Societies Committee. Her special interests are in genitourinary cancer, image-based clinical trials, and machine-learning applications in radiology.

She is currently the Chief Investigator of the CRUK MAPPING trial, the NIHR trials MALIBO, MALIMAR (machine learning studies) and the NIHR MROC study (multicenter UK trial in ovarian cancer). She contributes widely to undergraduate, post-graduate and specialist radiology education.



Dr. Tobias HEIMANN

COCIR MEMBER AND HEAD OF ARTIFICIAL INTELLIGENCE GERMANY, SIEMENS HEALTHINEERS

Tobias Heimann studied Medical Informatics and obtained his Ph.D. on medical image analysis. After a number of years in academia, he joined Siemens as research scientist in 2012.

Since 2016, he is leading the team Artificial Intelligence Germany, which is part of the Digital Technology & Innovation department of Siemens Healthineers and focuses on research and translation of machine learning technology for healthcare.

With the team, Tobias is currently member in a several EU-funded research consortiums with the aim to build up clinical data repositories and employ AI technology to push forward the understanding of cancer and to improve diagnosis and therapy for patients.



Andrej-Franc PLESNIČAR

HEALTH INSURANCE INSTITUTE, SLOVENIA

Andrej-Franc Plesničar, MD, MSc, Specialist in Social Medicine, is a consultant at Health Insurance Institute of Slovenia (HIIS).

After graduating at the University of Ljubljana - Faculty of Medicine he worked at Primary Health Center in Medvode, Slovenia, Institute of Oncology in Ljubljana, Slovenia, Centro di Riferimento Oncologico in Aviano, Italy, and as a Senior lecturer at the University of Ljubljana - Faculty of Health Sciences. He is currently working on the development of new accounting and payment models at HIIS.



Prof. Hendrik VAN POPPEL

EUROPEAN ASSOCIATION OF UROLOGY AND CO-CHAIR OF THE EUROPEAN CANCER ORGANISATION INEQUALITIES NETWORK

Prof. Hendrik Van Poppel, MD, PhD, graduated in General Surgery in 1980 and in Urology in 1983, joined the Academic Unit at KU Leuven in Belgium in 1985 after his postgraduate training in London, Barcelona, Copenhagen, Mainz and Rotterdam. In 1988, he obtained a PhD in Medical Sciences. He became a fellow at the European Board of Urology (FEBU) in 1992, full professor of urology in 1993, and chair of the Department of Urology in Leuven in 2002. For eight years, he had been the director of the European School of Urology (ESU), before becoming EAU Adjunct Secretary General, responsible for Education, in 2012.

Prof. Van Poppel developed the original surgical technique for prepubic urethrectomy, percutaneous gastrostomy, lumbar splenectomy during orthotopic kidney transplantation, and of the Leuven "N-" pouch for bladder substitution. He has performed major open oncological surgery for kidney, bladder, prostate, testis, and penile cancer and more than 2500 radical prostatectomies.

Throughout his career, Prof. Van Poppel has received many prestigious awards, such as the Folke Edsmyr Award for outstanding contribution to the progress of cancer research in urology, the Distinguished Career Award of the Société Internationale d'Urologie (SIU), and the Frans Debruyne Lifetime Achievement Award of the EAU in 2020. In recent years, during his mandate as Adjunct Secretary General of the EAU, he set up new EAU offices for patient affairs and for European politics.



Dr. Hans HOFSTRAAT

COCIR MEMBER AND SENIOR FELLOW CARE PATHWAYS, PHILIPS

Hans Hofstraat is Vice President and Senior Fellow & Program Manager at Philips' Chief Technology Office (CTO), as well as member of the CTO Management Team.

Hans works with teams within Philips Research, and with colleagues within the CTO and in Business and Markets across the globe, on innovations in clinical domains such as Cardiovascular Diseases, Oncology and Neurology, and towards universal and equitable Access to Care. He aims to combine clinical insights and context with the opportunities offered by digital healthcare.

Together with partners within and beyond Philips, Hans is passionate about identifying major needs in the health-technology domain, and to address these by developing meaningful solutions underpinned by proven outcomes. His aim is always to achieve innovations that broaden access to appropriate care and improve quality of life for patients and healthcare professionals.



Prof. Adam MACIEJCZYK

PRESIDENT OF THE POLISH SOCIETY OF ONCOLOGY

Adam Maciejczyk MD PhD habilitatus is an oncologist and a specialist in radiation oncology. He specialises in paediatric neoplasms. He is the President of the Polish Cancer Society and Director of Lower Silesia Cancer Centre in Wrocław.

He is the Chairman of the National Association of Public Cancer Centres and Institutes. Next to that he is also Member of the Scientific Council of the Maria Skłodowska Curie Memorial Cancer Centre and Institute of Oncology.

He is an academic teacher at the Medical University in Wrocław.



Lydia LILJA

SENIOR VICE PRESIDENT, GE HEALTHCARE PARTNERS NORDIC

Lydia Lilja currently leads GE Healthcare's clinical pathway solutions for EMEA combining technology innovation, new care models and digital to transform outcomes. In this role she works with a number of stakeholders, providers, payers and a number of industry partners in partnerships.

Previously she worked in research and product development for GE Healthcare Life Science and as a consultant for Boston Consulting Group advising health care systems and large hospitals on digital adoption, organizational development and value based healthcare.

Lydia Lilja holds a MSc in Biotechnology from the Royal Institute of Technology (KTH), Stockholm.



Nicole DENJOY

COCIR SECRETARY GENERAL

Nicole Denjoy is the COCIR Secretary General since 2005 and is based in Brussels.

Nicole has gathered more than 35 years of experience in the medical technology industry, working for companies including L'air Liquide, Ohmeda, Boston Scientific and Baxter. Nicole has a Masters in Organisation and Change Management.

Nicole represents COCIR in a variety of influential fora at European Level as well as at international level. Nicole is also Vice-Chair of DITTA, the Global Trade Association representing Medical Imaging, Radiation Therapy and Healthcare IT Industry (www.globalditta.org) and leads the DITTA Industry voice in official relationships with WHO since DITTA was granted a NGO status in 2015 and leads the partnership between DITTA and the World Bank since 2016.

In addition, Nicole is Vice-Chair of the Business at OECD Health Committee representing the private business sector in front of the OECD Health Committee

GENERAL INFORMATION ABOUT COCIR

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COCIR COMPANY MEMBERS:



NATIONAL TRADE ASSOCIATIONS MEMBERS:



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