



REALISING THE POTENTIAL OF HEALTH DATA FOR PUBLIC GOOD



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Can the **EU DIGITAL COVID CERTIFICATE**
and the **EUROPEAN HEALTH DATA SPACE**
be **GAME CHANGERS?**

SESSION PROGRAMME
&
SPEAKERS OVERVIEW

Wednesday 26 May 2021

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

COCIR, the leading industry voice on digital health, is organising its annual General Assembly Open Session for 2021. With the massive social and economic upheavals brought about by the pandemic, the Open Session will focus on two topics likely to top this year's priorities: the use of the EU Digital COVID Certificate and the European Health Data Space.

To explore these pressing issues, COCIR is bringing together high-level experts and policymakers to discuss how we can best unlock the potential of health data. They will examine the optimum ways of how to use both the EU Digital COVID Certificate and health data to tackle our current and future crises.

EU DIGITAL COVID CERTIFICATE. Despite increasing levels of vaccination within Member States, an end of the COVID-19 pandemic crisis remains far away. In order to reopen society and help restore trade and travel, the European institutions have reached a provisional political agreement on a EU Digital COVID Certificate.¹ This will offer digital proof that the holder has been vaccinated against, received a negative test result for, or has recovered from, COVID-19. However, while there are many other public and private sector initiatives underway to ensure economic recovery, overall coordination - particularly in healthcare - is currently missing.

Our first session will be to discover current state of play on the EU Digital COVID Certificate at EU and national levels, and to understand the vital role of digital technologies in accelerating the deployment of certificates and scaling up their use. Stakeholders will exchange views and insights into how best to make this a reality.

EUROPEAN HEALTH DATA SPACE. COCIR was the first organisation to set out its preliminary views on the European Health Data Space, back in November 2019;² our recommendations remain valid. Even in the most positive assessment, access to, use of and exchange of health data is currently suboptimal. To try to improve this situation, the European Commission is expected to produce a legislative proposal for the European Health Data Space later this year, while Member States have just initiated work on a new Joint Action.³ However, to ensure their success, these initiatives must also address the longstanding issues of a lack of both interoperability and IT infrastructure in national and cross-border environments.

Our second session will examine the latest developments on the European Health Data Space. It will allow stakeholders to share their key learnings and insights, and to set out their expectation for health data and its value for research. Stakeholders will also examine the best way to advance this critical matter and the role stakeholders should play.

1. https://ec.europa.eu/commission/presscorner/detail/en/IP_21_2593

2. <https://www.cocir.org/media-centre/publications/article/european-health-data-space-towards-a-better-patient-outcome.html>

3. <https://tehdas.eu/>

AGENDA

Moderator: **Robert MADELIN**, *Chairman of Fipra International Ltd*

- 14:00 - 14:05 **SETTING THE SCENE**, by the moderator **Robert MADELIN**
- 14:05 - 14:10 **WELCOME & INTRODUCTION**
Dr. Bernt BIEBER, *COCIR President and Senior Vice-President Direct Sales, Siemens Healthineers*
- 14:10 - 14:25 **INTRODUCTORY KEYNOTE** by the European Commission
Lorena BOIX ALONSO, *Director for Digital Society, Trust and Cybersecurity*
- 14:25 - 15:15 **PANEL 1**
How will the EU Digital COVID Certificate help to re-open society and how do we ensure solutions will be interoperable?
- **CAN YOU SHARE YOUR EXPERIENCE ON EFFECTIVENESS OF MASSIVE VACCINATION IN YOUR COUNTRY?**
Katy BAR-SHALOM, *CIO at Meuhedet Health Services, Israel*
 - **HOW CAN DIGITAL TECHNOLOGY CONTRIBUTE TO SCALING UP THE DIGITAL GREEN CERTIFICATE IN MEMBER STATES AND ACROSS BORDERS?**
Timothy PAYDOS, *COCIR Member and Vice President & General Manager, IBM Global Government*
Hans VANDEWYNGAERDE, *COCIR Board Member and Regional Managing Director International, UKI, Northern Europe, Iberia and Strategic Initiatives from Dedalus*
 - **QUESTION & ANSWERS**
- 15:15 - 15:30 **KEYNOTE by the World Health Organisation**
Natasha AZZOPARDI-MUSCAT, *Director, Division of Country Health Policies and Systems, WHO Regional Office for Europe*
- 15:30 - 16:20 **PANEL 2**
How can the European Health Data Space help to overcome the fragmented approach on the efficient use and exchange of health data?
- **WHAT IS THE OPINION OF HEALTHCARE PROFESSIONALS IN EUROPE WITH REGARD TO HEALTH DATA?**
Annabel SEEBOHM, *CPME Secretary General*
 - **HOW CAN HEALTH PPP CONTRIBUTE TO EFFECTIVELY USE OF HEALTH DATA FOR RESEARCH PURPOSES?**
Carmen LAPLAZA SANTOS, *Head of the Health Innovations and Ecosystems Unit within the Directorate-General for Research and Innovation, DG RTD*
 - **UNLOCKING THE POTENTIAL OF DATA-DRIVEN RESEARCH AND INNOVATION - CURRENT STATE AND LEARNINGS FROM THE FRENCH HEALTH DATA HUB**
Louisa STÜWE, *International Policy Manager, French Health Data Hub*
 - **WHAT ARE INDUSTRY PERSPECTIVES FOR AN EFFECTIVE USE OF HEALTH DATA?**
Marcus ZIMMERMANN, *COCIR Board Member and Siemens Healthineers*
 - **QUESTION & ANSWERS**
- 16:20 - 16:30 **CONCLUDING REMARKS**
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 wide range of services on 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 (globalditta.org) which is in official relations with WHO since 2015 and has a partnership agreement with the World Bank.

ABOUT CPME

The Standing Committee of European Doctors (CPME) represents national medical associations across Europe. We are committed to contributing the medical profession's point of view to EU institutions and European policy-making through pro-active cooperation on a wide range of health and healthcare related issues

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.



Lorena BOIX ALONSO

DIRECTOR FOR DIGITAL SOCIETY, TRUST AND CYBERSECURITY AT THE EUROPEAN COMMISSION

Lorena Boix Alonso is *Director for Digital Society, Trust and Cybersecurity in Directorate General for Communications Networks Content and Technology (DG CONNECT)*, at the European Commission. Formerly, she was Acting Director for Policy Strategy and Outreach and Head of Unit for *Policy Implementation and Planning*, also in DG CONNECT.

Previously, she was Deputy Head of Cabinet of Vice President Neelie Kroes, Commissioner for the Digital Agenda and also during Ms Kroes' mandate as Commissioner for Competition.

She joined the European Commission Directorate-General for Competition in 2003. Prior to that, she has worked for Judge Rafael García Valdecasas, at the European Court of Justice, as well as Deputy Director and Legal Coordinator of the IPR-Helpdesk Project and in private practice in Brussels.

She holds a Master of Laws from the Harvard Law School and a Licence Spéciale en Droit Européen from the Université Libre de Bruxelles. She graduated in Law from the University of Valencia.



Katy BAR-SHALOM

CIO AT MEUHEDET HEALTH SERVICES, ISRAEL

Katy Bar Shalom, CIO at Meuhedet Healthcare, shares her experience on effectiveness of massive vaccination in ISRAEL. Katy will expand on clinical care & technology challenges and taking decisions during a pandemic period.

CIO, IT Division Manager at Meuhedet Healthcare. Highly focused on leading a big team to achieve organization's strategy and goals. Katy began her career as a Software Developer at Amdocs Ltd. She brings over 20 years of experience in managing cross organization projects from the concept stage, process analysis, development and implementation to production. Katy has a professional management approach with corporative perspective and a proven track record of rapid response to changing conditions by deploying creative solutions.



Timothy PAYDOS

COCIR MEMBER AND COCIR MEMBER AND VICE PRESIDENT & GENERAL MANAGER, IBM GLOBAL GOVERNMENT

Tim has spent 22 years at IBM working mostly in the Government industry, though not contiguously—he left briefly in 1999 to try his hand at a startup, catching the dotcom implosion at just the right time before rejoining the mother ship three years later. Tim has a degree in Government from Harvard University, where he studied international relations and became obsessed with deterrence theory and nuclear war-gaming. He first joined IBM as an industry solution consultant.

Tim has had the honor of working personally with hundreds of government agencies both in the United States and abroad, at both the national and provincial / local levels. His particular passion lies in helping public safety, emergency management, and intelligence and defense agencies protect the society they serve. Throughout his career at IBM, Tim has led a range of strategy and marketing, solution sales, and solution management teams across services and technologies.

Tim lives in Connecticut with his wife Angela, three children, and their Labrador retrievers. For rest and relaxation, he serves as a nationally certified fire rescue instructor, and recently retired from 15 years on the thin red line as a firefighter in the town of Simsbury, where he achieved a terminal rank of captain. He is also an avid mountain biker and fly fisherman.



Hans VANDEWYNGAERDE

COCIR BOARD MEMBER AND REGIONAL MANAGING DIRECTOR INTERNATIONAL, UKI, NORTHERN EUROPE, IBERIA AND STRATEGIC INITIATIVES FROM DEDALUS

Mr. Hans Vandewyngaerde works for Dedalus since May 2020, responsible for the HCIS division, International business and strategic initiatives. Before he worked 16 years for AGFA Healthcare, assuming several European and International responsibilities.

He is board member of several Dedalus Healthcare legal entities. Hans is Founding Partner of IHE-NL, previous Chairman of COCIR ehealth group and previous Chairman of HIMSS International council. He is member of the international AHIMA council.

He holds several university degrees: Master of Science in Electrical Engineering (EEE), a master's degree in Informatics and an Executive MBA.



Dr. Natasha AZZOPARDI-MUSCAT

DIRECTOR, DIVISION OF COUNTRY HEALTH POLICIES AND SYSTEMS, WHO REGIONAL OFFICE FOR EUROPE

Dr. Natasha Azzopardi-Muscat is the Director of the Division of Country Health Policies and Systems at WHO Regional Office for Europe and Associate Professor at the University of Malta. She is the Past President of the European Public Health Association.

Dr. Azzopardi-Muscat qualified as a medical doctor and proceeded to specialize in public health and health service management. Her transdisciplinary research bridging health policy, European studies and small states studies led to her PhD entitled "The Europeanisation of health systems: a small state perspective". She has authored several publications in public health and European health policy.

Between 2001 and 2013, she occupied various senior positions in the Ministry of Health in Malta, including that of Chief Medical Officer. Since 1999, Dr Azzopardi-Muscat has also been a resident academic at the University of Malta, in the departments of health services management and public health.



Annabel SEEBOHM

CPME SECRETARY GENERAL

Annabel Seebohm is the Secretary General of the Standing Committee of European Doctors (CPME). Prior to joining CPME in 2016, Annabel was head of the Brussels office of the German Medical Association (GMA) and legal advisor in the joint legal department of the GMA and the National Association of Statutory Health Insurance Physicians (NASHIP). From 2007 to 2016 she was also general counsel of the World Medical Association (WMA).

Annabel studied law at the University of Bonn, undertook her judicial service training in Hamburg and obtained a Masters' degree from the University of Auckland, New Zealand. She is admitted to the Berlin Bar and a Member of SCIANA, the Health Leaders Network.



Carmen LAPLAZA SANTOS

HEAD OF THE HEALTH INNOVATIONS AND ECOSYSTEMS UNIT WITHIN THE DIRECTORATE-GENERAL FOR RESEARCH AND INNOVATION, EUROPEAN COMMISSION

Carmen Laplaza Santos works for the European Commission where she is currently the Head of the Health Innovations and Ecosystems Unit within the Directorate-General for Research and Innovation, prior to this she was the Deputy Head of the Innovative and Personalised Medicine Unit within the same Directorate-General.

Carmen has also worked for the Directorate-General for Communications Networks, Content and Technology where she was Deputy Head of the E-Health, Wellbeing and Ageing Unit and she was also responsible for the budget sector dealing mainly with the financial implementation of the Seventh Framework Programme (FP7) and the Horizon 2020 research framework programmes.

Before joining the European Commission in 2008 she held senior roles in financial and strategic departments of different sectors, such as retail, advertising and banking. Carmen studied at the University of Navarra, Spain and in 1994 she obtained a degree in economics.



Louisa STÜWE

INTERNATIONAL POLICY MANAGER, FRENCH HEALTH DATA HUB

Louisa Stüwe is international policy manager at the French Health Data Hub where she is in charge of coordinating the French contribution to the European Health Data Space (EHDS) including the TEHDaS Joint Action and the EHDS pilot project. She also seeks to promote international partnerships with institutional, private and academic actors to promote cross-border research collaborations and the dissemination and exchange of best practices. Before joining the Hub, Louisa managed health, research and innovation programs and activities, funding, policy, projects and networks at the Pan American Health Organization/WHO, the French Ministry of Health and the World Bank Group. She has also experience in corporate/ government affairs and market access strategies for the pharmaceutical sector. Louisa studied Public Administration and International Politics at Sciences Po Paris and Georgetown University as well as Public Health at the French School of Public Health (EHESP). She has been a sessional lecturer on health systems and policy at Sciences Po Paris.



Marcus ZIMMERMANN-RITTEREISER

COCIR BOARD MEMBER AND SIEMENS HEALTHINEERS

Marcus Zimmermann-Rittereiser is the Senior Vice President for Patient Care Management at Digital Health of Siemens Healthineers.

He has a Diploma in Biomedical Engineering and a Master of Business and Marketing (MBM) in Business Economics. He has more than 30 years of experience in International Healthcare and Healthcare IT and has held various management positions at Siemens Healthineers at Regional offices and Headquarters.

At COCIR, Marcus is Board member, Digital Health Committee Chair and Artificial Intelligence in Health Task Force Chair.



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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