



Sustainable Competence
in Advancing Healthcare



Artificial Intelligence, Cybersecurity and Data Protection in Health: Current Trends in Europe and the Industry's Role and Contribution

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9th CIMDR 2018 – 14 Sept. 2018

Fuzhou (China)



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1. About COCIR



Industry sectors covered by COCIR



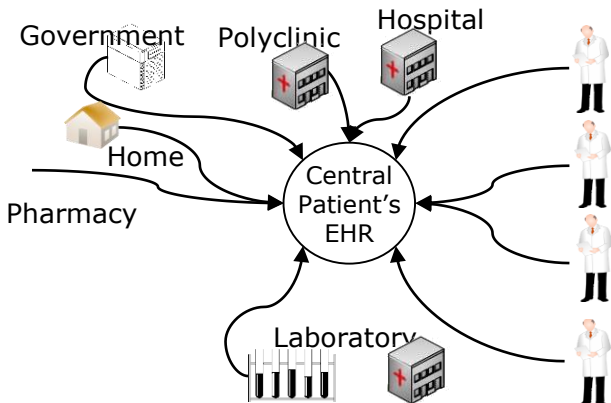
COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe



COCIR covers 4 key industry sectors:

- Medical Imaging
- Radiotherapy
- Digital Health
- Electromedical

Our Industry leads in state-of-art advanced technology and provides integrated solutions covering the complete care cycle





COCIR at international level



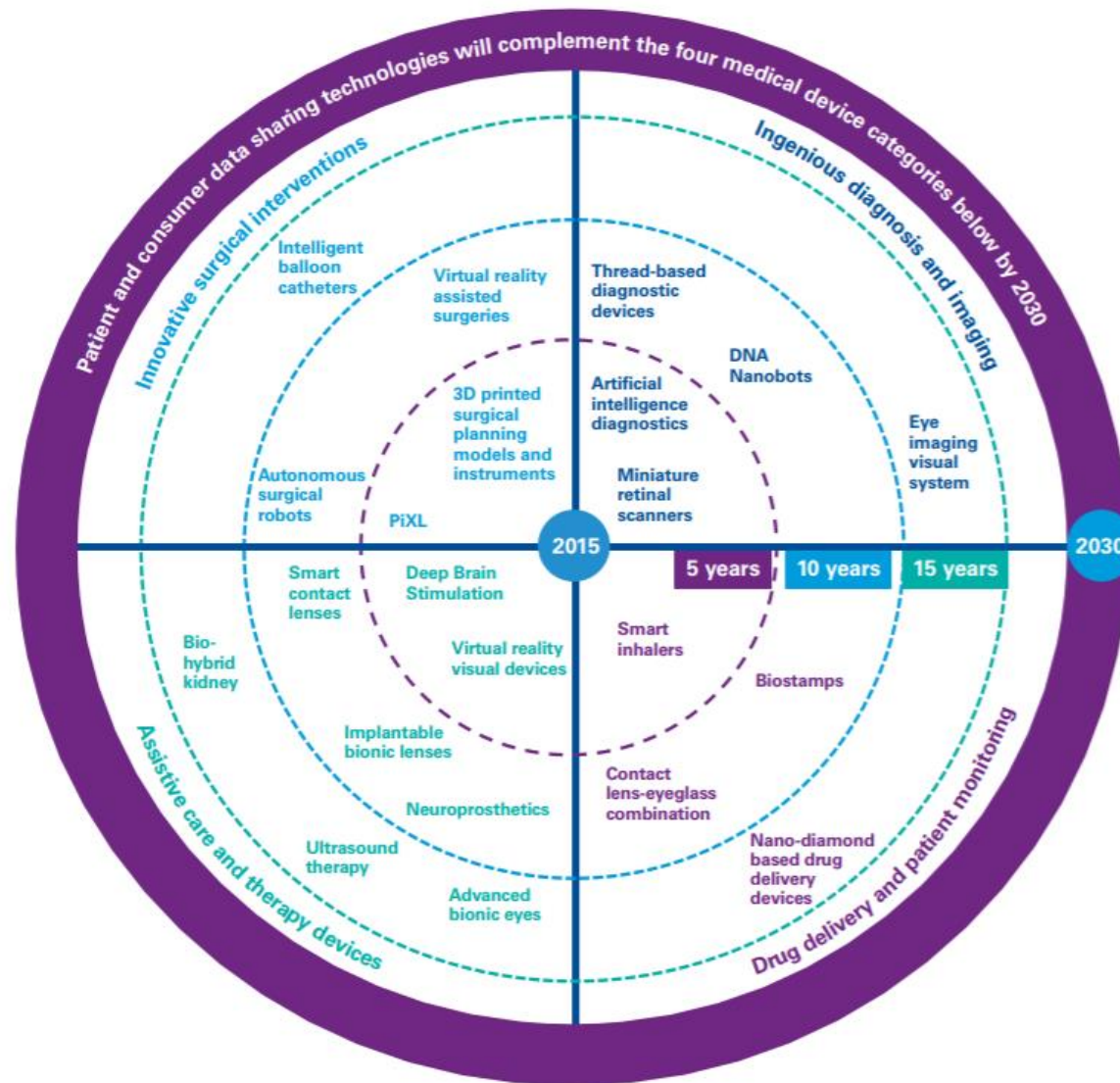
- 2018: DITTA renewed NGO/NSA status with WHO*
- 2016: DITTA MoU with the World Bank*
- 2015: DITTA was granted a NGO status with WHO*
- 2014: DITTA has official liaison with AHWP*



2. Digital Transformation of Health and Care



The future of health is data...medical devices 2030



Digital Transformation of Health and Care



European Commission [strategy](#) launched on 25 April 2018 with 3 pillars

1. **Citizens' secure access** to their health data, also across borders
2. **Personalised medicine** through shared European data infrastructure
3. **Citizen empowerment** with digital tools for user feedback and person-centred care



What EU citizens expect...



90% agree to access their own health data
(requiring interoperable and quality health data)

80% agree to provide feedback on quality of
treatments

80% agree to share their health data (if privacy
and security are ensured)

Source: [European Commission](#), 2018



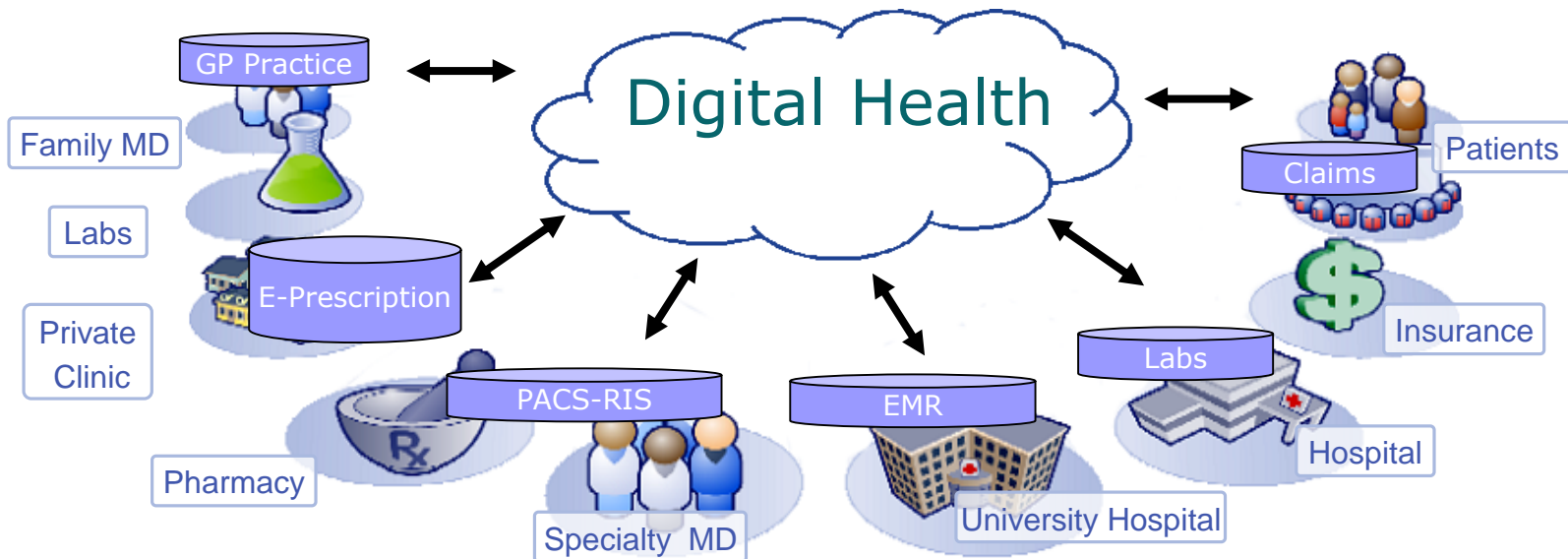
...what industry can deliver

Empower patients to participate
Personal health record, Home health

Enable Informed Decision making
Reduce errors & redundancy

Optimize clinical staff productivity
Connect & collaborate

Improve access to healthcare
Enable Telemedicine





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3. Data Protection

General Data Protection Regulation



- Most important change in data privacy regulation in 20 years!
- A regulation under EU law, it directly entered into effect in all Member States on **25 May 2018**

• Requirements

- Clear language
- Consent from users
- More transparency
- Stronger rights
- Stronger enforcement





What is next for the GDPR and health data?

- The GDPR is not applicable on the same basis in every European countries when it comes to conditions to **process and control health data** (art 9)
- A **European Data Protection Board (EDPB)** has been set up to ensure the consistent application in the European Union of the GDPR

A recommendation may be produced on how to treat health data.

4. Free flow of non personalised data

Regulation on free flow of non personal data



- **Political agreement** was reached on 22 June 2018 and official adoption should be finalised before the European elections in May 2019
- **Abolishes data localisation requirements** while making sure that competent authorities can access data for the purposes of regulatory control
- Addresses **any data not relating to an identified or identifiable person**, such as anonymised data and machine to machine data





Reflecting the realities of modern healthcare technologies

- Keeping equipment updated frequently relies on the capacity of appropriately-skilled, but often decentralised, support staff to be able to **connect and access equipment across borders and jurisdictions**
- For the large number of SMEs involved in providing digital health solutions and applications, these rules provide them with **greater certainty on data storage, particularly cloud-based solutions**





5. Industry Contribution

Digital Health Roadmap



- **COCIR is a member** of the Integrated Care Alliance
- Collaboration of industry, patients, carers, healthcare professionals and providers
- **Goal:** better health care coordination and to define specific activities in support of Integrated Care
- **Latest publication in May 2018:** Multi-stakeholder Digital Health Roadmap to support Integrated Care





Our Industry's Focus

- **Improve patient outcomes** and survival rate via innovative diagnostics and imaging technologies
- **Combine innovations** with minimally invasive surgical techniques
- **Create benefits** for approx. 50-60% of cancer patients across Europe via innovative radiotherapy
- **Transform healthcare systems** in Europe and making the promise of 'big data' a reality
- **Focus on patient centered approaches** towards better integrated care, including e-health
- **Contribute to Europe's economy**, health, research and innovation ecosystems

COCIR and its members are committed to overcoming Europe's health challenges with innovative, cost-effective solutions, in close partnership with institutions and key stakeholders



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Thank you for your attention!

www.cocir.org