Value Based Cancer Care

Medical Technology Industry Perspective

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Medical Technology Industry Contribution in value-based healthcare

COCIR

Meeting global demand with rising cancer/incidence means HC systems must become more efficient & effective

Diagnostic Imaging

Radiation Therapy

Digital Health

COCIR recognizes the importance of Value in Healthcare as a framework for progress and achieving a sustainable healthcare model

COCIR companies belong to 3 sectors that are playing a critical role in the patient care pathway

Digital Health is a critical component of the COCIR mission, and is a critical enabler of an outcome based and patient centric model

COCIR works in partnership with various stakeholders as multidisciplinary and integrated approach remain of paramount importance

COCIR supports collaborative platform and PPP in Health to work together under an improved policy framework (ref. R&I, Regulatory, HTA, new financial models, …)
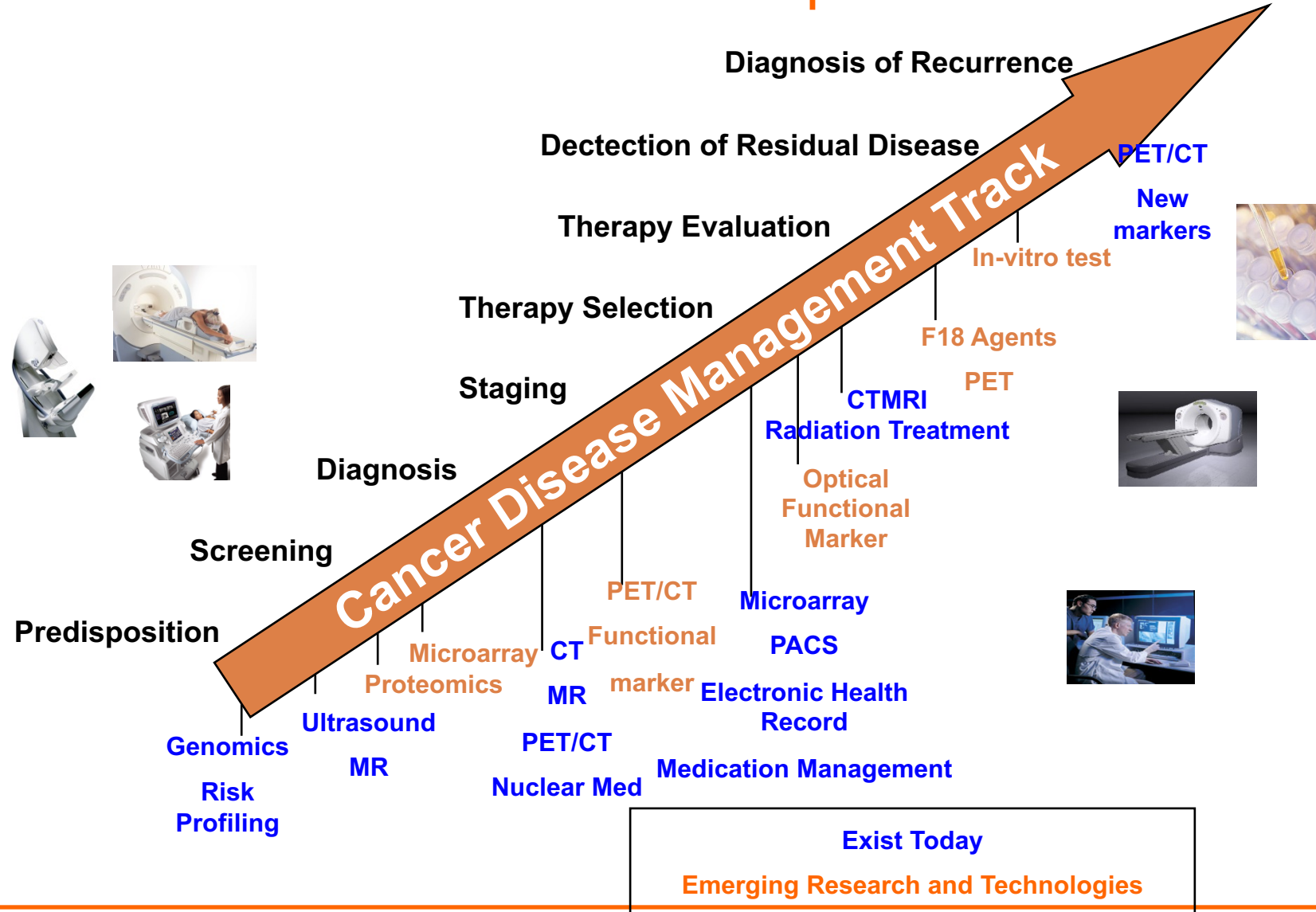
CONNECTING VBHC WITH THE EU AGENDA

✓ Digitizing European Industry

✓ Health Technology Assessment

✓ Value Based Procurement

✓ E-health Regulatory Framework

✓ Research & Innovation Agenda

✓ Innovative Financing

Cancer Care Pathway: continuous innovation for better patient outcomes

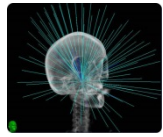**Cancer Disease Management Track**

Diagnosis of Recurrence

Dectection of Residual Disease

Therapy Evaluation

Therapy Selection

Staging

Diagnosis

Screening

Predisposition

PET/CT

New markers

In-vitro test

F18 Agents

PET

CTMRI
Radiation Treatment

Optical Functional Marker

PET/CT

Microarray

Functional

PACS

Microarray

CT

Proteomics

MR

marker

Electronic Health Record

Ultrasound

PET/CT

Medication Management

Genomics

MR

Nuclear Med

Risk Profiling

Exist Today

Emerging Research and Technologies

Oncology (Radiation Therapy) Mega Trends
SRA gives roadmap for future of innovative RT

Ever less invasive & more accurate

Radiosurgery **Intraoperative Therapy** **Robotic Surgery**

RT & Digital Frontier: Combined Innovation

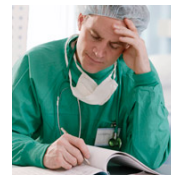**Big Data** **Decision Support** **Tele-Medicine** **Mobility**

Global Market Trends: RT as cost effective

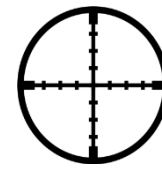**Cost of Care** **Emerging Markets Growth** **Education Gaps** **Regulatory Oversight**
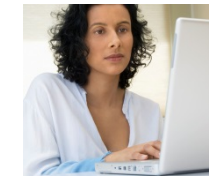
RT & Personalized Medicine

Targeted Therapies **Molecular Imaging** **Patient Self-Care (Equicar)** **Genomics**

The Value of Digital Health

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