



THE LEADING EUROPEAN VOICE
OF A UNITED HEALTHCARE INDUSTRY

BETTER HEALTHCARE FOR EUROPE

HEALTHCARE POLICY IN EUROPE
THE BEST TIME FOR ACTION IS **NOW**

**COCIR'S RECOMMENDATIONS
TO THE EU INSTITUTIONS**

**SUPPORTING INNOVATIVE TECHNOLOGY
TO ADVANCE HEALTHCARE**

MEDICAL IMAGING



eHEALTH



HEALTHCARE POLICY IN THE EU THE BEST TIME FOR ACTION IS **NOW**

In 2014-2020, the EU will continue to focus on Europe's economic growth, jobs and integration of Europe's citizens.

COCIR believes it is timely to act to further improve healthcare in Europe and focus on the benefits that healthcare technology can bring to Europe's citizens and economies.

The EU is a positive driver for citizens' health, but more should be done to improve the delivery of healthcare as outlined in COCIR's recommendations. By working together, across the EU Institutions and in partnership with business, patients, healthcare providers and professionals, the EU has the opportunity to reshape its health and healthcare systems and make it an essential building block for a competitive Europe by 2020.



1. BOOST THE EU ECONOMY - INVEST IN HEALTHCARE

The 2008 Tallinn Charter and subsequent EC policies recognise that healthy populations are good for economies through direct employment and the savings and productivity gains arising from a healthier workforce. But, countries are still reducing their healthcare budgets. COCIR suggests that the EU uses all instruments at its disposal under the Europe 2020 strategy to promote investment in healthcare, prevention and healthier lifespans as a long-term economic and societal benefit.

Europe's healthcare systems are in urgent need of transformation to cope with the challenges of ageing and chronic disease. Deployment of innovative health products and solutions will be critical to maintain a healthy and productive workforce in Europe. Funding mechanisms like the European Structural and Investment Funds and Horizon 2020 need to be geared towards addressing these challenges. The European Semester and its country-specific recommendations need to foster replication of good practices.

2. USE TECHNOLOGY TO IMPROVE ACCESS AND EFFICIENCY

Europe's healthcare systems face managing an ageing population with restricted financial and human resources. Health technologies and solutions can help drive operational efficiencies to improve access to better, more effective and safer healthcare. COCIR urges the EU to take a stronger role in helping Member States to act and focus on areas such as novel financing and new business models, optimising patient care pathways beyond acute care hospitals and stronger investments in new technologies that perform faster, more effectively and efficiently than existing systems. COCIR data shows the age of diagnostic equipment in Europe is at its oldest ever – a consequence of the economic downturn which cannot be ignored.

The development of Health Technology Assessment (HTA) for medical devices by the EU is acknowledged but the methodologies must be specific for devices.



FOR EU ACTION TO IMPROVE HEALTH

3. ADOPT AND DEPLOY eHEALTH SOLUTIONS

Major improvements in healthcare delivery are possible through the deployment of telehealth and mHealth solutions. Digital technology allows integration of care from hospital to home, community, workplace and elsewhere and can help compensate for the increasing shortage of healthcare professionals and carers. Easier access to digital health records and medical scans is good for patient safety and improved efficiency.

This includes more targeted use of EU funds to support the uptake of eHealth solutions and working together to resolve interoperability challenges between all healthcare providers and payors. Finally uncertainty over data privacy regulation in Europe must also be resolved as a priority to allow Europeans to enjoy the full benefits of eHealth.

4. USE DATA SMARTLY

The collection, collation and analysis of health and performance data, from the individual patient to the health system level, will deliver more knowledge and better decision-making in every aspect of health and healthcare delivery. Data will foster prediction and population health management, improve clinical evidence, clinical trials, epidemiology and many aspects of public health. COCIR urges the EU to capitalise on this opportunity for Europe to positively use “big data” and not allow this massive opportunity to be missed.



5. TACKLE CHRONIC DISEASES - REBALANCE HEALTHCARE

Europe's changing demographics and the inexorable rise in chronic diseases demands greater action by the EU. Only 3% of Europe's healthcare budget is targeted on disease prevention. This must be improved with more focus on healthy living, disease prevention and screening programmes, and the early and accurate diagnosis of disease for more effective personalised intervention and treatment.

The EU should become a centre of expertise in the management of chronic diseases. We support continued development of the EU partnership to promote active and healthy ageing through proven eHealth solutions for integrated care and independent living.

6. DRIVE BETTER REGULATIONS TO EASE MARKET ACCESS

A regulatory scheme that allows safe and timely innovations to patients brings double benefit: it helps the population become healthier and thus drives European competitiveness. Harmonised standards must continue to play a key role in fulfilling the regulatory requirements.

COCIR members have taken continued efforts towards environmental aspects, for example when restricting the use of certain hazardous substances, with the aim to enhance energy efficiency through eco-design while improving the sustainability of their products and keeping the objective of maximum safety.



ABOUT COCIR

COCIR is the European Trade Association representing the medical imaging, 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).

VISION AND MISSION

A BETTER WORLD WITH IMPROVED ACCESS TO AFFORDABLE, SAFE AND QUALITY HEALTHCARE

COCIR promotes harmonisation of regulatory frameworks, supported by state-of-the-art international standards. Our industry provides safe and high quality products and services, which contribute to reducing health inequalities and enhance cost efficiency in healthcare systems. COCIR's key objective is to promote free worldwide trade of innovative medical technology while maintaining the competitiveness of the European medical imaging, health ICT and electromedical industries.

THE VALUE OF OUR INDUSTRY

COCIR's members play a driving role in developing the future of European and global healthcare. Our industries are among the most innovative and dynamic - in Europe and worldwide. COCIR membership is currently comprised of more than 30 corporate companies and over 10 National Associations who represent approximately 7000 companies. Over 80% of these are SMEs. The global market for medical equipment is worth €80 billion (€28 billion in Europe), an annual growth rate of 5% and investments in R&D representing up to 8% of sales volume. In Europe, over 500,000 workers are employed in the healthcare sector.

KEY PARTNERS IN HEALTHCARE

COCIR has forged close relationships with European and international healthcare stakeholders, including patients, healthcare professionals and providers, insurers, EU regions and other industry players. Together we have joined forces to promote seamless, integrated solutions and optimise patient outcomes.

MORE INFORMATION ON COCIR'S RECOMMENDATIONS FOR ACTION IS AVAILABLE AT WWW.COCIR.ORG

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