



# eHEALTH

## AN INTEGRAL PART OF COCIR

APRIL 2013

### eHEALTH STRATEGIC GOALS



**COCIR is the only European trade association bringing together the traditional healthcare industry together with the Telecommunication and IT industries. COCIR and its members promote the use of advanced medical and ICT technology towards seamless care delivery and shared knowledge to build a better world with improved access to affordable, quality and safe healthcare.**

Established since 1959, COCIR brought important competencies in the eHealth domain since early 2000 with the introduction of the IHE methodology in Europe and concept of interoperability. COCIR is today a key industry voice towards EU institutions, representing industry in eHealth Governance Initiative and several EU Funded Projects on eHealth related matters.

At the crossroads of medical imaging, clinical processes and ICT technology, COCIR develops and promotes strategies to move towards sustainable Healthcare systems in Europe and beyond.

#### **COCIR AIMS TO:**

- Represent the interest and activities of its members at international, European and national level
- Engage with key stakeholders on economic, market, environmental, regulatory, technical, research and innovation matters
- Support International and National Trade Associations
- Demonstrate the value of medical and ICT technology and encourage its wider availability, deployment and adoption
- Act as an open and trusted forum and foster cross-sectoral collaboration

### eHEALTH MARKET FOCUS AREA

Our activities are articulated around the 3 following areas:

- 1. ACUTE CARE ORGANIZATIONS:** their clinical information systems and the way they interact with their own ecosystems. COCIR aims to build awareness on the Digital Hospitals and its potential to improve the quality of care and connect hospitals to the wider health community for more efficient healthcare systems.
- 2. SHARED CARE WORKFLOW** (information and knowledge sharing) and the inter-professional collaboration mechanisms required to support HIE/HER. COCIR aims amongst others to address the interoperability requirements (organization, semantic and technical).
- 3. INTEGRATED CARE:** COCIR aims to address the info structure requirements in the field of telehealth and mHealth and their related connectivity devices as well as supporting governance, regulation, value chain and business models.

# eHEALTH ACTIVITIES

COCIR and its members have considerable knowledge in healthcare operations and related processes and are already positioned to provide a valid opinion on the future development and deployment of eHealth across Europe and beyond. This is the reason why COCIR structured its eHealth related activities as follows:

## eHEALTH COMMITTEE

Works on all eHealth related activities and monitors new economic, market, environmental, regulatory, technical, research and innovation matters linked to eHealth

## TELEMEDECINE FOCUS GROUP

Builds competencies in telemedicine, fosters confidence and promotes integration of telemedicine in clinical practice

## INTEROPERABILITY TASK FORCE

Builds awareness on benefits of interoperability at european, national, and regional levels and how to achieve it through the use of existing and recognised standards and profiles

## EPR TASK FORCE

Build awareness on why the digital hospitals and clinical information systems are important, their state of the art and show benefits

## mHEALTH TASK FORCE

Demystifies mHealth and clarifies regulatory aspects

## DATA PROTECTION TASK FORCE

Supports a harmonised, effective, clear and reliable data protection framework in healthcare

## CLOUD COMPUTING TASK FORCE

Articulates the role cloud computing can play in healthcare

## eHEALTH MARKET INTELLIGENCE CENTER: A UNIQUE PLATFORM

Since 2008, COCIR collects for its members reliable statistical data on the eHealth market (Imaging IT and Hospital IT) to develop a better understanding of their availability and adoption in daily clinical routine practice as well as the size of the current market and its expected growth, trends and evolution in the coming years.

### IMAGING IT

Data collected directly from COCIR members for the members on Radiology IT and Cardiology IT solutions in 54 countries in Europe and beyond.

### HOSPITAL IT

COCIR members gather and analyze data from acute care hospitals in specific European countries. In addition to country based reports, COCIR benefits from an exclusive Multi-country Comparison Tool developed by HIMSS Analytics Europe which automatically compares data collected in the countries for more than 45 eHealth applications giving the possibility to have a better understanding on how the market evolves.

Last but not least, COCIR members raise consensus estimates on the size of the market and its expected development over a five-year forecast period.

## COCIR'S FOOT PRINT AT INTERNATIONAL LEVEL

- **INTERNATIONAL STANDARDS** (IEC and ISO): COCIR was granted liaison of category A with the international Technical Committee IEC TC 62, which allows COCIR to submit directly new work item proposals (NWIP) at international level.
- **OECD**: COCIR holds the Chairmanship for the Business and Industry Advisory Committee for the OECD (BIAC) on Health policy.
- COCIR is also cooperating with the **WORLD HEALTH ORGANISATION** and the **WORLD BANK**



## **BENEFITS FOR COCIR MEMBERS**

### **COCIR OFFERS MULTIPLE BENEFITS TO THE eHEALTH INDUSTRY AND AIMS TO:**

- Address regulatory, technical and trade barriers
- Promote research and innovation as a key enabler for economic growth
- Early identification of potential threats and opportunities for its members
- Access to decision makers and opinion leaders
- Provide reliable market intelligence for Europe and beyond
- COCIR is the only industry representative in eHealth Governance Initiative and is present in other major eHealth fora.

### **IN ADDITION, COCIR OFFERS UNIQUE AND TAILORED-MADE BENEFITS TO ITS MEMBERS**

- A neutral exchange platform amongst its members and key stakeholders
- Development of partnerships
- Access to strategic fora
- Raise visibility and increase local market development
- Tailored trainings and insight on selected topics
- Dissemination of best practice

### **COCIR DOES NOT ACT IN ISOLATION, AND ALSO AIMS TO CO-OPERATE AND JOINT FORCES WITH STAKEHOLDERS. COCIR OFFERS TO BE**

- “One-stop shop” for Europe’s Medical and ICT technology industry
- A trusted partner for National Trade Associations and other stakeholders
- Global outreach, experience and competence in the sector
- Insight on new business models for healthcare systems



#### **COCIR HOW TO JOIN US**

COCIR aisbl :: Diamant Building :: Boulevard A. Reyerslaan 80 :: 1030 Brussels :: Belgium  
Tel +32 (0)2 706 8960 :: Fax +32 (0)2 706 8969 :: Email [info@cocir.org](mailto:info@cocir.org) :: [www.cocir.org](http://www.cocir.org)