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

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1. About COCIR
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

Source: Medical devices 2030, KPMG 2018
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

Digital Health

- GP Practice
- Family MD
- Labs
- Private Clinic
- E-Prescription
- Specialty MD
- University Hospital
- PACS-RIS
- EMR
- Claims
- Patients
- Insurance
- Hospital
- Pharmacy
3. Data Protection
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
• **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
eHealth Stakeholders group

• COCIR participates in advisory group since its set-up (more than 8 years)

• Chaired by European Commission

• **Task**: Assist the Commission in the preparation of legislative proposals and policy initiatives in the digital health area
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
Thank you for your attention!

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