Value Based Cancer Care

Medical Technology Industry Perspective

Nicole Denjoy, COCIR Secretary General
ECCO Annual Summit (8 September 2018, Vienna - Austria)
Meeting global demand with rising cancer/incidence means HC systems must become more efficient & effective.

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:

- Diagnostic Imaging
- Radiation Therapy
- Digital Health

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

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<th>Ever less invasive &amp; more accurate</th>
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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

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Digital Health