# Keep the European Union attractive to innovation

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Medical technology companies operate in a very dynamic sector. They contribute significantly to the EU's GDP and create highly skilled jobs, knowhow and attractive innovation eco-systems across the EU. Our products underpin the functioning of healthcare systems and enable broad access to diagnosis and care.

EU R&D financing through the Horizon programmes and the Innovative Health Initiative (IHI) is critical and needs to be expanded. The EU Multiannual Financial Framework (MFF) should include a dedicated and integrated roadmap for funding the resilience, sustainability, and health innovation of healthcare systems. Healthcare infrastructure investments via the EU Recovery and Resilience Facility (RRF) and the EU Structural and Cohesion Funds should be enhanced. The RRF and the Cohesion Policy are essential mechanisms for steadily reducing health inequalities across the EU.

## Support a fit-for-purpose legal and policy environment

ensures patient safety and ac- tion and privacy. cess to medical devices, prevents shortages, fosters innovation, and maintains a robust medical device industry in Europe. A strong internal market should ensure a sufficient level of harmonisation across EU Member States and avoid any market fragmentation.

To achieve a successful digishould be implemented in co-

We ask the European institu- opportunities provided by the tions to critically assess the European Health Data Space. shortcomings of the Medical whose implementation should Device Regulation (MDR), with be supported by an EU roada particular focus on the digital map for digitalisation of healthtransformation and the green care, while encouraging the eftransition. Collaboration with fective and secure use of cloud the industry to ensure prop- services. The review of the Gener implementation is key. Our eral Data Protection Regulation shared goal is a harmonised (GDPR) should achieve a better and effective framework that harmonisation of data protec-

The European Union must ensure a legal framework that promotes growth and competitiveness and fosters research and development of new medical technologies that can enable the green transition of health systems while at the same time improving access to better healthcare for patients. Such tal transformation, the AI Act a transition must support the ecosystem in which medical ordination with the MDR. avoid- devices are developed. It should ing duplication of administra- not be limited solely to Europe tive procedures and removing but should aim to be global, fosunnecessary administrative tering sustainable trade by sysburden and red tape. Europe- tematically including provisions an healthcare systems should in each of the sustainability effectively implement national chapters of trade agreements data spaces and embrace the to incentivise green innovation.



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Our industry needs continuity of supply chains and priority access to raw materials and components. In times of crisis, supply should be prioritised to essential sector. We also need to establish innovation procurement to address the broad dis-

parities in equipment density amongst European countries. Strategic stockpiling of medical equipment at EU level should be established so that it can be produce medical devices as an quickly activated in response to health emergencies and other crisis situations.

Recognise the medical technology sector as critical for healthy populations

## Support the competitiveness of the medical technology sector





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Our industry develops hightech medical devices and dards are an essential tool for healthcare services for a global market and needs support al market access for European in achieving global regulatory companies. Mutual Recogniconvergence and in removing tion Agreements with relevant trade barriers. The European institutions should abolish tariffs tients' access to safe and effor medical products on a per- fective medical devices, while manent basis, ensure open sup- reducing the burden on comply chains, and address market panies to demonstrate complibarriers in third countries.

Harmonised international stanglobal convergence and globjurisdictions help improve paance with legislation.

## Lead action against non-communicable diseases

Europe needs to strive to achieve the target of Sustainable Development Goal 3.4 on noncommunicable diseases, to reduce premature mortality by one third through prevention and treatment.

leading cause of death globally. An estimated 17.9 million people died from CVDs in 2019, representing 32% of all global deaths. Of these deaths, 85% were due to heart attack and stroke. Access to prevention and treatment of cardiovascular diseases is uneven across

the EU Member States.

While continuing to build on the achievements and maintaining momentum on the ongoing implementation of the Beating Cancer Plan, the EU should target cardiovascu-Cardiovascular diseases are the lar diseases as a health priority for the next mandate, and propose an EU cardiovascular health plan embracing prevention, early detection, treatment and after-care. COCIR is ready to provide its input to the plan and to work with stakeholders to achieve its objectives.



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# What our members do

COCIR has a long tradition in supporting standardisation and inter-operability in healthcare, and COCIR sectors have been at the forefront of developing innovative technologies, such as the use of AI in digital health and imaging.

#### **IMAGE-GUIDED THERAPY**

**RADIATION THERAPY** (RT). Radiation Therapy (RT) has evolved to be one of the essential therapies for cancer treatment. It uses photons from X-rays to impact the tumour and destroy its genetic material thus preventing its further growth.

• External beam therapy • Particle therapy • Brachytherapy

#### **ROBOTIC SURGERY**

#### MEDICAL IMAGING

#### X-RAY.

X-rays are the oldest and most widely used medical imaging technique. X-rays were discovered in 1895 and first used to visualise human tissue in 1896. They rely on ionising radiation to send beams through the body; depending on the density of the tissue, the x-rays are absorbed at different rates thus producing images of a person's internal structure.

#### COMPUTED TOMOGRAPHY (CT)

Also commonly referred to as a CT scan, Computed Tomography is an imaging technique that combines multiple X-ray images from different angles to produce detailed, three-dimensional cross-sectional internal images. The first CT scanner for medical use dates from 1972.

#### MOLECULAR IMAGING-PET (MI-PET).

Molecular imaging is a diagnostic tool that allows metabolic processes to be visualised by administering small amounts of radioactive pharmaceuticals. This technique generates functional images. Digital Health is a wide and evolving umbrella term that encompasses a broad range of products and services including: electronic health (eHealth), big data, genomics, artificial intelligence, telehealth, telemedicine & mobile health (mHealth)

## What we ask

COCIR envisions personalised and sustainable care that benefits patients, health professionals and healthcare systems.

We support the objectives of a strong European Health Union: common preparedness and response to health crises, availability of innovative medical supplies, and improvement of prevention, treatment, and aftercare.

Here we offer five core recommendations to European policy and decision-makers to make these common objectives a reality. ULTRASOUND.

(MRI).

### MAGNETIC RESONANCE IMAGING

Magnetic Resonance Imaging (MRI) is a technology that uses radio waves and a magnetic field to provide detailed images of organs and tissues. The first magnetic resonance image was taken in 1973, and the first MRI scanner for medical imaging was developed in 1977.

## DIGITAL HEALTH

## Who we are

COCIR is the European Trade Association representing the medical imaging, radiotherapy, 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 represents corporate members and more than 10 national trade associations, together constituting more than 2000 companies.

VISION. Personalised and sustainable care that benefits patients, health professionals and healthcare systems.

**MISSION.** Our industry delivers innovative, data-driven, safe and efficient diagnostic imaging, radiotherapy and digital health solutions.

## OUR OBJECTIVES ARE AS FOLLOWS:

- To support the transformation of European health systems, enabling better health outcomes and better experiences for patients and professionals.
- To promote the critical role of our industry as providers of essential or life-saving products and solutions for patients.

To strive for the best innovation climate for our industry in Europe.

# **Priority Actions on Healthcare** 2024 - 2029

