



FROM IMAGING TO INNOVATION COCIR Driving the Innovative Health Initiative



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. We provide a wide range of services on 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.



What We Do

COCIR is one of five founding industry partners of the Innovative Health Initiative (IHI), alongside EFPIA, EuropaBio, MedTech Europe and Vaccines Europe, with the European Commission as public partner.

The Innovative Health Initiative (IHI) is co-funded by the European Union and industry partners, including COCIR and its members, who contribute both financially and through in-kind support. The industry contribution (50%) is matched with EU funding (50%), representing a 2.4B program (20210–2027).



We:

Advance Digital Health

by co-creating
AI-driven research topics



Improved access
and equality in
healthcare

Drive Precision Diagnostics

by co-developing
patient centric projects

**Health equity
& social
inclusion**

**Empowered
patients &
communities**

**COCIR's
integrated
impact**

**Resilient &
sustainable
healthcare
systems**

Enable Connected Care

by co-investing
in sustainable,
interoperable solutions



AI-driven
personalisation



Data-enhanced care



Standardised and
scalable innovation

COCIR ensures the sector's perspective shapes EU health research priorities, and actively supports its members in navigating IHI calls and contributes to promoting the programme across Europe.

SHAPING RESEARCH AGENDAS

COCIR's Role in the IHI Programme

IHI designs its calls with their focus on unmet health needs and fast-track new technology development, including AI-driven diagnostics, digital therapeutics, and precision medicine, based on broad stakeholder input:

- **Collect insights** from IHI governance panels and COCIR member surveys.
- **Scan the innovation landscape** for breakthroughs in AI diagnostics, digital biomarkers and clinical decision support.
- **Co-develop call topics** with the IHI Programme Office so our members' in-kind and cash contributions drive transformative healthcare solutions.

This proactive approach is used to propose impactful call topics that ensure every IHI call brings out the latest in AI, digital health and precision technologies and delivers real impact for patients.



HOW IHI CALLS WORK:

Single- vs Two-Stage Calls

Feature	Single-Stage Calls	Two-Stage Calls
Process	One-step full proposal	Stage 0: Industry-driven call topic definition Stage 1: Short concept note Stage 2: Full proposal build-out
Clinical Partner Selection	Companies choose their own clinical partners	No partner selection possible; predefined commitments with upfront unknown and potentially non-matching partners
Funding Eligibility	All partners	SMEs & public partners only (excludes large industry players)
Ideal Scope	Broad, bottom-up AI- and tech-driven innovation projects	Highly predefined challenges
Time to Impact	Faster time-to-market and downstream development	Slower due to sequential phases
Member Preference	Majority of COCIR members opt for this format	Used only for predefined calls

Single-Stage Calls are the go-to format for COCIR members because they:

Streamline administration: A single full proposal leads to one evaluation and, if successful, a grant agreement

Accelerate impact: time to grant within 8 months keeps AI-driven and digital-health projects moving swiftly

Maximise flexibility: all partners can contribute in-kind expertise and request cash funding

Empower bottom-up innovation: ideal for broad iterative research and development in AI, precision diagnostics and connected care

This agile all-inclusive model lets industry partners focus on delivering cutting-edge healthcare solutions without the delay and complexity of multi-phase calls.

COCIR Driving Funded Projects

COCIR members' participation in IHI projects drives innovation across the full patient pathway: **Diagnosis** → **Treatment** → **Care**.

- **Diagnosis:** Data- and AI-driven platforms enable early, accurate and non-invasive diagnostics for precision detection.
- **Treatment:** Scalable, evidence-based therapeutic solutions, including personalised therapies, non-invasive interventions and standardised protocols to improve outcomes, reduce side effects and support clinical decision-making.
- **Care:** Integrated care models that enhance clinical workflows, streamline coordination and leverage system interoperability for efficient, patient-centred long-term support.



Interventional
Oncology



Optimised and
human-centric
Stroke Management



AI-Driven screening
platform for
Alzheimer's disease



Elevating the future
of cancer care with
alpha theranostics



Diagnostic data
and interventional
approaches for
cardiology care



Theranostics
ecosystem for
personalised care



Synthetic data
generation
framework



Biomarker-based
platform for early
detection of liver
disease



AI-powered clinical
companion for
interventional
radiology

Note: IHI projects shown are examples within the diagnosis, treatment and care domains; IHI funds many more initiatives beyond those highlighted.



Economic Impact and Industry Commitment

The IHI is co-funded by the EU and industry. From 2021–2027, €1.2 billion in EU funding from Horizon Europe will be matched by in-kind and financial contributions from private members and contributing partners.

COCIR member companies are deeply committed to collaborative innovation. COCIR members are preparing to increase their participation in the upcoming calls, with a strong focus on the single-stage, bottom-up calls format that has proven most effective for them.

COCIR's broader economic impact:

- Our members employ over 1 million people worldwide. One-third in the EU.
- They reinvest an average of 14% of global turnover in R&D, making medical technology the second largest sector for European patent applications.
- Three of the top ten EU patent applicants are COCIR members.
- Our members have participated in 32 IHI projects and pledged €158 million for the Q4 2025 period.
- As an export-intensive sector, COCIR members maintain a €11 billion positive trade balance and support a complex supply chain of over 11,000 suppliers.



COCIR members maintain a €11 billion positive trade balance and support a complex supply chain of over 11,000 suppliers.

COCIR Vision for the Future

Europe's medtech industry stands as one of the continent's most dynamic innovation engines: transforming cutting-edge science into safe, life-saving solutions. COCIR members are global leaders in digital health, precision diagnostics, image guided therapy and connected care, bringing direct contributions to the EU's Digital Decade targets and European Health Union objectives. These technologies are essential to tackling some of Europe's most pressing healthcare challenges such as cancer, cardiovascular diseases, neurodegenerative disorders, and other non-communicable diseases. The Innovative Health Initiative (IHI) is a public-private 50/50 partnership between the EU and the European life science industries, established under Horizon Europe, and has proven its value as a bridge between public priorities and industrial capabilities.

The results of ongoing IHI projects are already translating into tangible benefits: from advancing AI-enabled diagnostics and clinical decision support, to developing new imaging technologies. Through these projects, COCIR members have achieved significant breakthroughs together with pharma and biotechnology partners, as well as academia, showing that cross-sectoral collaboration is a driver for sustainable health innovation. Every euro invested in health innovation drives growth, jobs, and competitiveness. Initiatives like IHI support Europe's medtech ecosystem, including its many innovative SMEs, by fostering a strong and resilient supply chain. Continuation of IHI is essential to keep Europe competitive, attract investment, and ensure that breakthroughs in AI, data, and imaging translate into real health impacts for patients and society. A future public-private partnership, with COCIR at the forefront, can attract further investment, and consolidate Europe's global leadership in life sciences.

A Call for a Strong EU-Industry Partnership

Our vision for Europe is to flourish as a global leader in life sciences R&D, a place where innovation thrives, partnerships deliver, and patients and societies benefit. This vision is within our grasp, but it requires strategic investment in digital health tools and advanced medical technologies. We therefore call for the continuation and strengthening of IHI in a second phase. COCIR and its members stand ready to co-invest, co-create, and co-deliver the next generation of health innovation in Europe.

Learn More



www.cocir.org



www.ih.europa.eu