



COCIR 4<sup>TH</sup> DIGITAL HEALTH SUMMIT

# SUMMIT HIGHLIGHTS

BRUSSELS 6 DECEMBER 2017

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**COCIR** SUSTAINABLE COMPETENCE IN ADVANCING HEALTHCARE

European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry







# **THE VOICE OF STAKEHOLDERS**



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## EXECUTIVE SUMMARY

Undeniably, Europe's health and care systems are in need of a substantial reform due to the challenges posed by a constantly ageing population and the increasing burden of chronic diseases. We believe that if this transformation process is to be effective, digital health innovation must play a key role. Hoping to shed some new light in this for a, last December the 6<sup>th</sup>, COCIR organised in its headquarters its 4th annual Digital Health Summit. This event brought together over a hundred representatives from the EU institutions, patients and civil society organisations, academia and industry. Participants shared their insights on scaling up digital health, sharing data, artificial intelligence to enable population health, data protection and cybersecurity.

### THE MAIN TAKE-AWAYS FROM THE SUMMIT ARE THE FOLLOWING:

- Scaling up the digital transformation of health and care requires stronger political leadership and engagement with civil society.
- Data is the new blood. It will help to advance scientific, medical research and personalised medicine. Interoperability also remains a major challenge for effective health data sharing.
- Citizens in Europe have the right to access their health data, and yet most often this is not the case. There is a need to build health systems with a real patient centred-approach.
- In terms of consent and data sharing, citizens want choice and need to trust on how their data will be used and shared through secure systems.

In addition to that, during the Summit COCIR published its new paper **"BEYOND THE HYPE OF BLOCKCHAIN IN HEALTHCARE"**. It is available [HERE](#)

## KEYNOTE SPEAKERS



### HANS VANDEWYNGAERDE

COCIR Board member and Digital Health Lead, President Agfa HealthCare EMEA

- The need to have a common platform for data protection governance. It should include an agreement on all its technical parts, such as standardization and applications working together.
- The industry needs to accept that there is a digital health economy that is needed.
- An EU Directive establishing a common approach to the digital health economy at all levels would be very useful for the industry.



### KRZYSZTOF SZUBERT

Secretary of State, The Government Plenipotentiary for Digital Single Market Poland

- The transformative power of digital technologies to contribute to European health systems sustainability, create jobs and growth. Digital technologies may help us to address today's health systems challenges.
- The importance of securing ownership of the digital health strategies at the highest level of governance and across different government departments.
- In Poland, a major step in this regard was the agreement signed recently by Polish Ministry of Digital Affairs and the Ministry of Health to carry out some strategic actions in this area, with clear deadlines. For example, the ePrescription system in Poland will be operational as of 2018 and mandatory as of 2020 at a national level.
- At the EU level there is almost no exchange of health data between European hospitals.



### MICHAŁ BONI

Member of the European Parliament

- The potential of digital health technologies to support the paradigm shift that European health systems need to undergo in order to address the challenges of an ageing population.
- The need to start a debate on data donation and on how this digital transition will be financed.
- Other important priorities to stimulate this change are the need to work together, involving all stakeholders at European, national and regional levels as well as the importance of developing good regulatory and non-regulatory frameworks.

## PANEL DEBATE 1

### SCALING UP DIGITAL HEALTH



#### BART VERMEULEN

Deputy Director Healthcare / Office of  
the Belgian Minister of Social Affairs and  
Public Health

- In the first half of 2018, Belgium will launch a national plan on big data.
- He shared some of the key lessons to scale to digital health learned by the Belgian government. First, close monitoring of the implementation is a critical element. He also insisted on the need to develop pilot projects in order to generate small preliminary results and present some evidence.
- There are currently 24 mobile health pilot projects running in the country.



#### MADDALENA ILLARIO

Representative of the Campania Region,  
Reference Sites Collaborative Network and  
Researcher University of Naples Federico II

- EIP on AHA initiative is an excellent example of how European cooperation can support regions in achieving their goals in their journeys towards more integrated care supported by digital health technologies.
- Horizontal cuts will not result in better and more efficient care, rather innovative approaches are needed to improve health outcomes and ensure the sustainability of health systems.
- Sharing information and good practices on digital health at regional, national and EU level is critical to align investments in this field.



#### DR NICK GOODWIN

CEO International Foundation for  
Integrated Care

- Digital Health technologies play an essential role in supporting integrated care. Effective information and communication exchange is the glue that binds systems together and the grease that allows all the pieces to work together.
- However, care delivery models are not progressing as quickly as technology developments; we need simultaneous innovation in the way we deliver health and social care.



#### DR KEVIN MASSOUDI

COCIR Lead member in Digital Health  
and Product Manager Oncology  
Information Systems EMEA at Varian  
Medical Systems

- Dedicated and sustained funding for digital health is needed as well as updating the procurement models. These should evolve towards more mature and risk-sharing models.
- While funding will drive procurement, procuring technology is not enough. Financial and non-financial incentives need to be redefined so that everyone in the ecosystem will work towards the same goals.
- Another critical element to drive change is bringing digital health leadership to the highest level of policymaking. We need a top-down approach to set up an enabling ecosystem to scale up digital health and drive transformational change.

## PANEL DEBATE 2

### SHARING DATA, COLLABORATING AND COORDINATING ACROSS THE CONTINUUM OF CARE



**NICOLA BEDLINGTON**

Secretary General European Patients' Forum

- Patients are ready and willing to share their health data.
- At the same time, especially young people, have privacy and data security concerns that need to be addressed.



**DR WENDY YARED**

Director European Cancer Leagues

- While it may be true that a vast amount of health data is currently being captured by EHRs systems, this data is not being used optimally.
- We still need to agree on “what has to be done, by whom, and at what level”. To do so, we need to reach out beyond the health sector and Ministers of Health to make the case for health data sharing.



**JOOST FELIX**

COCIR Lead member in Digital Health and Global Head of Integrated Care Solutions at Agfa Healthcare

- He presented COCIR Digital Health Roadmap to support integrated care.
- Digital health will not be driven by a single stakeholder, which is why multi-stakeholders partnerships are so important. In this regard, the industry can bring to the table its expertise on standardization and interoperability. It can also engage in the public debate.
- Cross-sectorial interoperability as one of the biggest technological challenges to data sharing; and an additional layer of complexity would be to bring into the picture patient-generated data.



**CAROLE ABSIL**

Business Group Leader Markets Agoria

- A Belgian big data plan (called Gigob) will start as of February 2018. It will be one of the leading elements to have this collaboration on data with all stakeholders.
- In the adoption of digital health, governments should engage in a multi-stakeholder discussion.
- The industry is ready to take risks and willing to innovate, but it first needs to know where the Governments want to go.



## PANEL DEBATE 3

### UNLEASHING INTELLIGENCE FOR INTEGRATED CARE AND POPULATION HEALTH



**DR GEORGE E. DAFOULAS**

Secretary General European Patients' Forum

- The Greek Government has opened the electronic prescription database of the National Organization (Law N. 4368/2016) for Health Care Services Provision to researchers and, in principle also for private sector organizations, to perform analytics (although the latter has not been operationalized yet).



**BIRGIT BEGEER**

CEO of the European CanCer Organisation

- Cancer patients urgently needed data insights and intelligence for a better patient journey from prevention to survivorship.
- Achieving the potential of technology for better integration of cancer care means, on the one hand, assigning clear responsibilities (Government, payers, healthcare professionals, educators) and on the other, meeting recognized user needs (investment, education and training, legal certainties).



**NICKY S. HEKSTER**

COCIR Lead member in Digital Health and EMEA Technical Lead at IBM Watson Health

- The question should not be framed as man versus machine, but rather as man together with machines.
- Data should be freed up but at the same time, we need to be more transparent about the algorithms.



**DAVID BRACKMAN**

COCIR Lead member in Digital Health and Global Product Manager Advanced Visualization Products & Solutions at Philips Healthcare

- Artificial Intelligence can support radiologists in the shift from a modality-specific approach towards a disease-focused approach. It will help develop precision medicine as well as dynamic clinical care pathways.
- However, we still need time to develop, adapt and validate algorithms and find ways to effectively address the security and privacy concerns.

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## PANEL DEBATE 4

### MANAGING DATA PROTECTION AND CYBERSECURITY IN HEALTHCARE

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**DESPINA SPANOU**

Director for Digital Society, Trust and Cybersecurity, DG Connect, European Commission

- The EU Council adopted its Conclusions on digital health on Friday 7 Dec 2017.
- Citizens in Europe have the right to access their health data, and yet, in practice, most often this is not the case.
- There is an enormous potential in using health data to advance medical research and personalized medicine.
- We must promote a true European market for digital products and services on health and care that provides high security and privacy standards and can empower the citizens and overcome the fragmentation that our innovators (start-ups and SMEs) often face when trying to scale up across borders.
- The Commission is actively engaged in all the issues above, supporting capacity building and innovation transfer schemes amongst regions, with funding for research and innovation, and for the establishment of secure digital infrastructures that can support these ambitions for decades to come.



**ERIK JYLLING**

Executive Vice President Danish Regions

- Better cooperation between all sectors and levels of government (state, regions and municipalities) is important to prevent cyber-attacks.
- Denmark will adopt next year a new National Cyber and Information Security Strategy where the healthcare sector is identified as having critical importance.
- There are three main challenges facing the health sector on this topic: first, cybersecurity and protection against cybercrime is expensive and it is difficult to demonstrate the value of additional investments; secondly, threats are constantly changing and this implies that cybersecurity strategies need to evolve constantly; and thirdly, there is a difficult balance between preserving data security and the fact that healthcare professionals need access to data.





**PETRA WILSON**

Senior Advisor at FTI Consulting and  
Managing Director Health Connect  
Partners

- 'Dynamic Consent' for use of health related data offers a way to engage individuals about the use of their personal information, for research or care. It is 'dynamic' because it allows interactions over time; it enables people to alter their consent choices in real time as their circumstances change and to have confidence that these changed choices will take effect. As such it reflects the reality of life where patients' health status and understanding of their condition evolves over time.
- Dynamic consent requires an interactive personalised interface that allows participants to engage and to alter their consent choices in real time; consent preferences to travel securely with their data so that third parties know the scope of the consent that applies, available preferences that can be adapted to suit the capabilities and needs of institutions, researchers and participants.
- Many exiting trials of this new approach are already in process, including EnCoRe, and RUDY, whose objective is to make giving consent as reliable and easy as turning on a tap, and revoking that consent as reliable and easy as turning it off again.



**OLIVIER JOFFRAY**

COCIR Lead member in Digital Health  
and Head of GDPR compliance at  
IDEMIA

- The new Regulation had internal implications for companies that needed to appoint data protection officers, adapt their processes, train employees, analyze how products and contracts would be impacted and prioritize actions.
- Towards its customers, companies will need to deliver confidence by design and support end-to-end security and privacy.

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## TAKE-AWAYS OF THE MODERATOR

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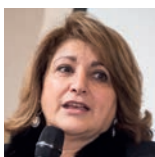
**ROBERT MADELIN**

Chairman Fipra International Ltd

- Political leadership is required if the digital transformation of health and care is to be scaled up.
- Data is very important, as it will help to advance scientific, medical research, and personalized medicine.
- In terms of consent and data sharing, citizens want to be able to choose and need to trust how their data will be shared and used.
- European citizens should always be able to access their health data, as they have the right to do so. However, this is not always the case. Health systems should switch towards a real patient-centred approach.

## CLOSING REMARKS

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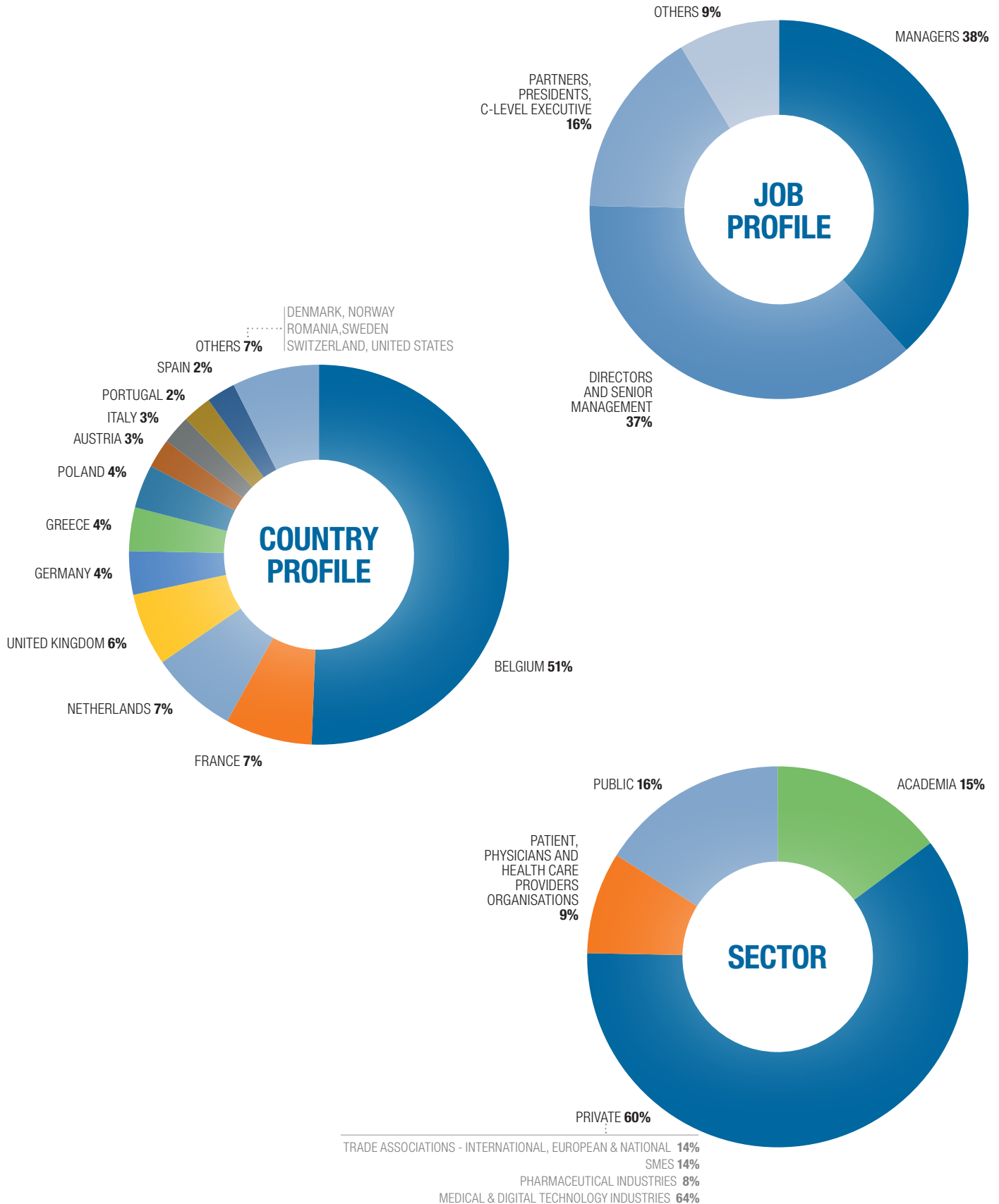
**NICOLE DENJOY**

Secretary General COCIR

- Confidence about the outcomes of the summit, which was a great success in terms of attendance, panellists and moderation. The discussions with the audience were very lively and interesting.
- COCIR will continue leading the industry's voice in digital health and value-based healthcare.
- In the digital transformation of health, all stakeholders should work together.
- Welcomed all the announcements made at the summit, such as the upcoming conclusions on Digital to be published by the Council and the ePrescription system in Poland.



## SUMMIT PARTICIPANTS' PROFILE



# SUMMIT PICTURES













## OTHER COCIR PUBLICATIONS



BEYOND THE HYPE OF  
**BLOCKCHAIN**  
IN HEALTHCARE **DECEMBER 2017**

**COCIR**  
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AVAILABLE [HERE](#)



A CONTRIBUTION TO THE BLUEPRINT ON DIGITAL  
TRANSFORMATION OF HEALTH AND CARE:  
**DIGITAL HEALTH ROADMAP**  
TO SUPPORT **INTEGRATED CARE** **MAY 2017**

**COCIR**  
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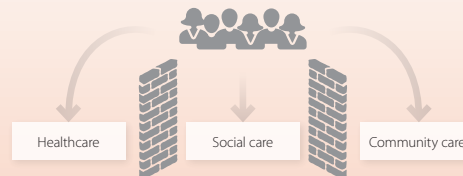
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## Today's reality...



## ... clashes with current siloed health systems

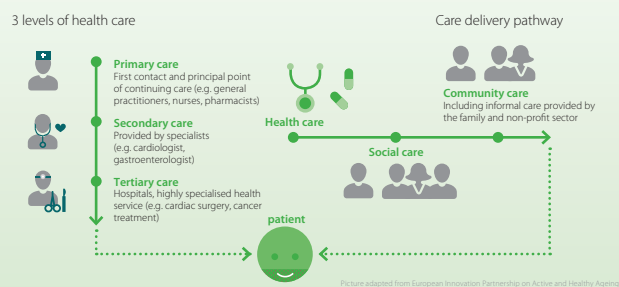


## Resulting in **negative impact**

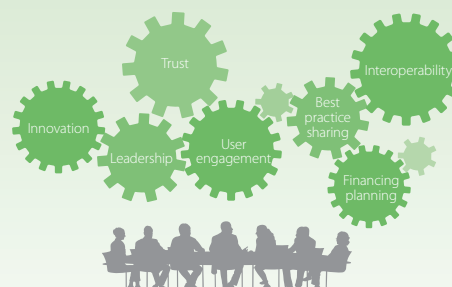


## The solution: **integrated care**

### Towards Coordination of Care



## Act together **now!**



## How?

- Secure**  
political leadership and develop national and regional roadmaps
- Develop**  
new care and economic models
- Focus**  
on regional and local level
- Encourage**  
partnerships across health & social ecosystems
- Invest**  
to scale up successful integrated care projects
- Establish**  
a framework for the deployment of interoperable solutions
- Harmonise**  
implementation of Data Protection Framework
- Train**  
and educate health & social care workforce
- Build**  
strategies and frameworks at all levels to empower and involve patients, carers and citizens
- Support**  
transition from research to widespread uptake

CALL FOR ACTION  
ON INTEGRATED CARE.  
AVAILABLE [HERE](#)

## GENERAL INFORMATION ABOUT COCIR

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 is unique as it brings together the healthcare, IT and telecommunications industries.

Our focus is to open markets for COCIR members in Europe and beyond. We provide a range of services in the areas of 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 ([www.globalditta.org](http://www.globalditta.org)).

## COCIR COMPANY MEMBERS:



## NATIONAL TRADE ASSOCIATIONS MEMBERS:



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