DIGITAL
TRANSFORMATION
OF HEALTH AND CARE

THE
VOICE OF
STAKEHOLDERS

C O N F E R E N C E   P R O G R A M M E

4th ANNUAL

COCIR
DIGITAL HEALTH SUMMIT

BRUSSELS 6 DECEMBER 2017

www.cocirehealthsummit.org

COCIR

SUSTAINABLE COMPETENCE IN ADVANCING HEALTHCARE

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

COCIR

PROGRAMME AT A GLANCE

WEDNESDAY, 6 DECEMBER 2017
BLUEPOINT BRUSSELS
80 BD. A. REYERS / 1030 BRUSSELS

Moderation will be done by **Robert MADELIN**, *Chairman, Fipra International Ltd*

09:30 - 10:00	REGISTRATION & COFFEE
10:00 - 10:10	Welcome and Introduction by **Hans VANDEWYNGAERDE**, *COCIR Board Member, Digital Health Lead and President Agfa Healthcare EMEA*
10:10 - 10:30	Keynote Morning Opening **"DIGITAL HEALTH AND A DIGITAL SOCIETY: EUROPE IN 2030"** by **Krzysztof SZUBERT**, *Secretary of State, The Government Plenipotentiary for the Digital Single Market, Government of Poland*
10:30 - 11:30	PANEL DEBATE 1: **SCALING UP DIGITAL HEALTH** ABSTRACT: The transformation towards integrated care and data sharing requires the deployment of digital health technologies at scale. Digital health technologies are an enabler of this journey through its different phases: from data capture, data aggregation and sharing to care coordination and population health, digital technologies are critical to deliver this transformation. The session will focus on two key themes: securing political leadership and financing to reach the scale needed to translate this health data richness into transformative action. **Bart VERMEULEN** *Deputy Director Healthcare - Office of the Belgian Minister of Social Affairs and Public Health* **Maddalena ILLARIO** *Representative of the Campania Region, Reference Sites Collaborative Network and Researcher at University of Naples Federico II* **Nick GOODWIN** *Chief Executive Officer, International Foundation for Integrated Care* **Kevin MASSOUDI** *COCIR Lead member in Digital Health and Product Manager Oncology Information Systems EMEIA at Varian Medical Systems*
11:30 - 12:00	COFFEE BREAK (30 MINS)
12:00 - 13:00	PANEL DEBATE 2: **SHARING DATA, COLLABORATING AND COORDINATING ACROSS THE CONTINUUM OF CARE** ABSTRACT: A vast amount of health data is currently being captured by EHRs systems. Transforming this information into knowledge to improve quality of healthcare delivery and health systems performance, is to a large extent a matter of will. This session will explore the views of different stakeholders, their needs and expectations with a view to understand what steps need to be taken to achieve the scale required to deliver transformational change **Nicola BEDLINGTON** *Secretary General, European Patients' Forum* **Dr Wendy YARED** *Director, Association of European Cancer Leagues (ECL)* **Carole ABSIL** *Business Group Leader Markets, Agoria* **Joost FELIX** *COCIR Lead member in Digital Health and Global Head of Integrated Care Solutions at Agfa HealthCare*
13.00 - 14.30	NETWORKING LUNCH

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14:30 - 14:50	Keynote Afternoon Opening **"PARTNERSHIP AND COOPERATION IN THE FIELD OF eHEALTH"** by **Michał BONI**, *MEP*
14.50 - 15.50	**PANEL DEBATE 3:** **UNLEASHING INTELLIGENCE FOR INTEGRATED CARE AND POPULATION HEALTH** ABSTRACT: Enhanced connectivity makes it possible to combine diverse and widely distributed data sources into a combined "data lake". The application of Data Analytics and Artificial Intelligence will unleash the knowledge and create insights to support value-based healthcare. This panel will discuss the main challenges, levers and requirements to unlock the potential of Data Analytics and Artificial Intelligence to support care delivery at the point of care, precision medicine, population health management and research. **Dr George E. DAFOULAS** *eHealth services clinical Consultant, Cities Net SA, Greece* **Birgit BEGER** *Chief Executive Officer, the European Cancer Organisation* **Dr Nicky HEKSTER** *COCIR Lead member in Digital Health and EMEA Technical Lead at IBM Watson Health* **David BRACKMAN** *COCIR Lead member in Digital Health and Global Product Manager Advanced Visualization Products & Solutions at Philips Healthcare*
15.50 - 16.50	**PANEL DEBATE 4:** **MANAGING DATA PROTECTION AND CYBERSECURITY IN HEALTHCARE** ABSTRACT: By May 25 2018 all organisations handling EU citizens' personal data will need to adapt their processes, products and services to become compliant with General Data Protection Regulation (GDPR). At the same time, by May 9 2018, all Member States should have transposed the Network Information Security Directive. The session will focus on how to effectively manage GDPR and cybersecurity requirements in the health care sector to enable trust, transparency and safety. Panelists will also address the issue of public acceptability and trust and how to address on a timely and effective fashion fears about lack of control of the data, privacy and security. **Despina SPANOU** *Director for Digital Society, Trust and Cybersecurity, DG Connect, European Commission* **Erik JYLLING** *Executive Vice President, Health Politics at Danish Regions* **Petra WILSON** *Senior Advisor at FTI Consulting EU/ Managing Director Health Connect Partners* **Olivier JOFFRAY** *COCIR Lead member in Digital Health and Head of GDPR compliance at IDEMIA*
16.50 - 17.00	Closing by **Nicole DENJOY,** *COCIR Secretary General*

PARTNERS

IN COOPERATION WITH: EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE AND HEALTHY AGEING

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IFIC — International Foundation for Integrated Care — A movement for change

ica | integrated care alliance

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ECCO — EUROPEAN CANCER ORGANISATION

ECHAlliance

ECL — Association of European Cancer Leagues

EUROPEAN CANCER PATIENT COALITION

EHMA — European Health Management Association

EPF — European Patients Forum

ESTRO — European Society for RADIOTHERAPY & ONCOLOGY

EUROCARERS — EUROPEAN ASSOCIATION WORKING FOR CARERS

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HIMSS Europe

IHE EUROPE — Integrating the Healthcare Enterprise

Personal Connected Health Alliance

Uehp — European Union of Private Hospitals

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DIGITAL TRANSFORMATION OF HEALTH AND CARE
THE VOICE OF STAKEHOLDERS

THE SUMMIT IS ORGANISED AROUND FOUR THEMES:

1. **Accelerating large-scale deployment of digital health** to transform health, social and long-term care models in the EU.

2. **Sharing data, collaborating and coordinating across the continuum of care** to deliver people-centred care and overcome the current fragmentation of health and social care systems.

3. **Unleashing Intelligence through analytics** and deep learning that support care delivery at the point of care, precision medicine, population health management and research.

4. **Managing cybersecurity and data protection to** build trust while delivering technological innovation in health and care.

It is undeniable that European health and care systems are in need of substantial reform if they are to address the challenges posed by the demographic shift to an ageing society and the increasing burden of chronic diseases and related co-morbidities this brings.

Integrated Care is increasingly recognised as the optimal way of delivering more efficient, people-centred care and reversing the increasing fragmentation of health and social care systems.

> DIGITAL HEALTH INNOVATION
> WILL BE A CRITICAL ELEMENT
> CONTRIBUTING TO HEALTH
> AND CARE TRANSFORMATION.

WHY YOU SHOULD ATTEND?

LEARN about how digital health is supporting health systems in their journeys towards integrated care and the shift to a patient-centred approach.

NETWORK with peers and get a better understanding of the perspective, needs and interests of stakeholders in the digital transformation of health and care.

DISCOVER how organisations are addressing regulatory and cybersecurity challenges in the health and care landscape.

JOIN the conversation and share your expertise and ideas with healthcare policy makers, researchers, patient, carers, healthcare providers, physicians and industry.

COCIR: Strategic Partner of the European Innovation Partnership on Active and Healthy Ageing

**European Innovation
Partnership on Active
and Healthy Ageing**

PARTNER

THE LEADING EUROPEAN VOICE
OF A UNITED HEALTHCARE INDUSTRY

OPENING MARKETS

COCIR HQ
BRUSSELS, BELGIUM

COCIR DESK
BEIJING, CHINA

SUPPORTING INNOVATIVE TECHNOLOGY
TO ADVANCE HEALTHCARE

MEDICAL IMAGING   RADIATION THERAPY   DIGITAL HEALTH

- MAXIMISING DIGITAL HEALTH IMPACT
- MONITORING REGULATORY FRAMEWORK
- INFLUENCING POLICIES
- SHARING COMPETENCIES
- PROMOTING ETHICS
- FOSTERING INTERNATIONAL STANDARDS
- DRIVING ENVIRONMENTAL BEST PRACTICE
- BUILDING MARKET INTELLIGENCE

NOT A MEMBER YET?

Contact COCIR

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