



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

3<sup>rd</sup> ANNUAL  
**COCIR eHEALTH SUMMIT**

DIGITAL HEALTH INNOVATION:  
**DEFINE, MEASURE, IMPACT**

BRUSSELS  
**8 DECEMBER 2016**

[www.cocirehealthsummit.org](http://www.cocirehealthsummit.org)

**COCIR**  
**SUSTAINABLE COMPETENCE IN ADVANCING HEALTHCARE**

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



## PROGRAMME AT A GLANCE

THURSDAY, 8 DECEMBER 2016

RÉSIDENCE PALACE / INTERNATIONAL PRESS CENTER

55, RUE DE LA LOI - BLOC C - 1040 BRUSSELS

Moderation will be done by **John BOWIS**, *Former MEP and UK Health Minister*

08:30 - 09:00	REGISTRATION & COFFEE
09:00 - 09:10	Introduction by <b>Joost LEEFLANG</b> , <i>COCIR President and Philips Healthcare</i>
09:10 - 09:30	Welcome address by <b>Vytenis ANDRIUKAITIS</b> , <i>Commissioner Health and Food Safety, European Commission</i> <b>“DIGITAL HEALTH INNOVATION AND THE SUSTAINABILITY OF HEALTHCARE SYSTEMS – AN EU HEALTH POLICY PERSPECTIVE”</b>
09:30 - 10:45	<p>PANEL DEBATE 1: <b>DEFINING INTEGRATED CARE WORKFLOWS TO DELIVER PERSON-CENTRED CARE</b></p> <p>Panelists will discuss the challenges for the development of dynamic and shared care workflows and the way forward to overcome current static workflows to enable the delivery of Integrated Care.</p> <p><b>Prof. Philip POORTMANS</b> <i>ESTRO Past President and Head of department of Radiation Oncology, Radboud University Medical Center, Nijmegen, The Netherlands</i></p> <p><b>Leo LEWIS</b> <i>Senior Fellow, International Foundation for Integrated Care</i></p> <p><b>Francesco FLORINDI</b> <i>Public Affairs Coordinator, European Cancer Patient Coalition</i></p> <p><b>Jörg SCHWARZ</b> <i>COCIR eHealth Committee member and Agfa HealthCare</i></p> <p>Impulse statement by each panelist, followed by a moderated debate</p>
10:45 - 11:15	COFFEE BREAK
11:15 - 12:30	<p>PANEL DEBATE 2: <b>LEVERAGING DATA AND INTELLIGENCE TO IMPROVE POPULATION HEALTH</b></p> <p>This panel will discuss the main legal/ethical/technical challenges to the successful use of big data in health care and the potential of data analytics in terms of efficiency savings and better health outcomes.</p> <p><b>Tapani PIHA</b> <i>Head of Unit Cross-Border Healthcare &amp; eHealth, DG Santé, European Commission</i></p> <p><b>Dr Bernard MAILLET</b> <i>CPME Vice-President and Chair of the CPME eHealth Working Group</i></p> <p><b>John DUNNE</b> <i>President, Eurocarers</i></p> <p><b>Ilaria GIANNICO</b> <i>Secretary General, European Union of Private Hospitals (UEHP)</i></p> <p><b>Bryan McGUINN</b> <i>COCIR BIC eHealth Lead Member and GEHC</i></p> <p>Impulse statement by each panelist, followed by a moderated debate</p>
12:30 - 14:00	NETWORKING LUNCH

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14:00 - 15:15	<p>PANEL DEBATE 3:  <b>BUILDING STRONG EVIDENCE TO ACHIEVE THE GREATEST IMPACT. SHARING BEST PRACTICES</b></p> <p>Panelists will discuss effective approaches to take forward Integrated Care models and share best practices in areas such as governance, payment models, incentive schemes, patient experience, regulatory reforms or IT innovation. Panelists will also reflect on effective approaches to reconcile health strategy, organisation, processes, people and eHealth tools.</p> <p><b>Elena VIO</b>  <i>Project Engineer, Arsenal.IT - Veneto's Research Centre for eHealth Innovation</i></p> <p><b>Agneta GRANSTRÖM</b>  <i>County Council Commissioner, Norrbotten County Council and Executive Board Member</i></p> <p><b>Dr Nick GULDEMOND</b>  <i>Board Member of the European Sites Collaborative Network and Associate Professor Integrated Care &amp; Technology, Institute Health Policy &amp; Management of Erasmus University Rotterdam</i></p> <p><b>Sukhveer SINGH</b>  <i>COCIR BIC eHealth Lead Member and Varian</i></p> <p>Impulse statement by each panelist, followed by a moderated debate</p>
15:15 - 15:45	COFFEE BREAK
15:45 - 17:00	<p>PANEL DEBATE 4:  <b>BUILDING STRONG EVIDENCE TO ACHIEVE THE GREATEST IMPACT. BLUEPRINT IN MOTION</b></p> <p>This session will discuss different key aspects to develop an evidence-based roadmap for Digital Health including existing evidence and gaps, eHealth value measurement, relevant outcomes to build a compelling eHealth value proposition and how to evidence reconciling strategy, organisation, process, people and eHealth tools.</p> <p><b>Miguel GONZÁLEZ-SANCHO</b>  <i>Head of Unit Health, Well-being and Ageing, DG CONNECT, European Commission</i></p> <p><b>Charlotte ROBERTS</b>  <i>Vice-President of Standardization, International Consortium for Health Outcomes Measurement (ICHOM)</i></p> <p><b>Marcus ZIMMERMANN-RITTEREISER</b>  <i>COCIR eHealth Committee Vice-Chair and Siemens Healthineers</i></p> <p>Impulse statement by each panelist, followed by a moderated debate</p>
17:00 - 17:15	<p>Closing address by <b>Paul TIMMERS</b>, <i>Director of the Digital Society, Trust and Cybersecurity, DG CONNECT, European Commission</i></p> <p><b>“MAKING THE DIGITAL SINGLE MARKET FOR EHEALTH REALITY: WHERE WE ARE AND WHAT MORE NEEDS TO BE DONE”</b></p>
17:15 - 17:30	Concluding remarks by <b>Nicole DENJOY</b> , <i>COCIR Secretary General</i>

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# DIGITAL HEALTH INNOVATION: DEFINE MEASURE IMPACT

## COCIR

### STRATEGIC PARTNER OF THE EUROPEAN SUMMIT ON DIGITAL INNOVATION FOR ACTIVE AND HEALTHY AGEING

This year's COCIR eHealth Summit is under the umbrella of the **EUROPEAN COMMISSION'S EUROPEAN SUMMIT ON DIGITAL INNOVATION FOR ACTIVE AND HEALTHY AGEING** (5-8 Dec 2016, Brussels).

The event builds on the outcomes of previous COCIR eHealth Summits looking at Big Data and the role of eHealth in delivering Integrated Care.

Industry needs to demonstrate the value of Digital Health Innovation in delivering Integrated Care. Information on the value of solutions will define innovative business models, broadening and accelerating eHealth uptake.



## OBJECTIVES OF THE COCIR eHEALTH SUMMIT

The COCIR Summit will offer a great chance to reflect on how we can build a compelling value proposition for digital health, at the crossroads of patient-centric and Integrated Care.

The event will be organised around three thematic streams to cover some of the most relevant aspects of Digital Health Innovation namely:

- **Defining Integrated Care workflows** to deliver person-centred care,
- **Leveraging data and intelligence** to improve population health management and
- **Building strong evidence** to achieve the greatest impact.

The Summit will also aim to contribute to the ongoing wider debate on the digital transformation of health and care and support the development of a **shared vision for Europe's ageing society**.

- **Join** the multi-stakeholder dialogue on the value of Digital Health Innovation for Europe.
- **Discover** how Digital Health improves care quality, enhances population health and secures health system sustainability.
- **Learn** how to measure and communicate on the value of eHealth solutions.
- **See** how many European health systems are scaling up innovation within a truly integrated care ecosystem.



European Innovation  
Partnership on Active  
and Healthy Ageing

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- SHARING COMPETENCIES
- PROMOTING ETHICS
- FOSTERING INTERNATIONAL STANDARDS
- DRIVING ENVIRONMENTAL BEST PRACTICE
- BUILDING MARKET INTELLIGENCE

### NOT A MEMBER YET?

#### Contact **COCIR**

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