Sustainable Competence in Advancing Healthcare

VitalTransformation
The impact of health technology made simple

Better Science, Better Health Conference

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COCIR's role in advocating Real World Evidence What's Working?

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COCIR

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in Advancing Healthcare

1. COCIR Outline

What does COCIR do?

COCIR is a non-profit trade association, founded in 1959, representing the medical technology industry in Europe

COCIR covers 3 key industry sectors:

- Medical Imaging
- Electromedical
- Health ICT

Our Industry leads in state-of-art advanced technology and provides integrated solutions covering the complete care cycle

With offices in Brussels and in China,
COCIR promotes the use of advanced medical and ICT technology towards seamless care delivery and shared knowledge
to build a better world with improved access to affordable, quality and safe healthcare

COCIR Company Members

COCIR COMPANY MEMBERS

COCIR National Trade Associations Members

NATIONAL TRADE ASSOCIATIONS MEMBERS

BELGIUM

FINLAND

FRANCE

GERMANY

GERMANY

GERMANY

THE NETHERLANDS

THE NETHERLANDS

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM

COCIR's Focus: improve market access

- Provide COCIR's members with competence towards policy makers in Europe and outside
- Contribute to sustainability of healthcare systems through integrated care approach
- Promote Research and Innovation as a key enabler for economic growth
- Drive global regulatory convergence (registered once, accepted everywhere)
- Optimise use of International standards
- Push for national and regional deployment (eHealth)
- Pro-active in Green Technology (Eco-Design)

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2. Innovation in Medical Technologies

Technologies across almost the entire patient pathway

Cancer Disease Management Track

Predisposition
Screening
Diagnosis
Staging
Therapy Selection
Therapy Evaluation
Detection of metastasis
Diagnosis of Recurrence

Genomics
BRCA 1,2
Risk Profiling

Mammography
Ultrasound
MR

Proteomics
Microarray

CT
MR
PET/CT
Nuclear Med

PET/CT
Functional
marker

Optical
Functional
Marker

Microarray
PACS
Electronic Health Record
Medication Management

CTMRI
Radiation Treatment

F-Angiogenesis
PET

Mammography
In-vitro test

PET/CT
New markers

Exist Today

Emerging Research and Technologies

Innovation in Medical Technology

Diagnostics

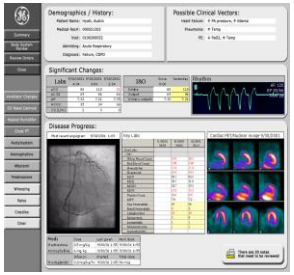
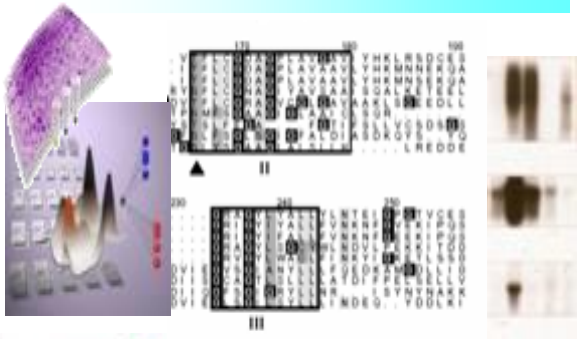
- *Faster, accurate imaging*
- *Molecular imaging*
- *Miniaturisation/portability*
- *Point of Care diagnostics*
- *Therapy selection/monitor*

Biotech & Genomics

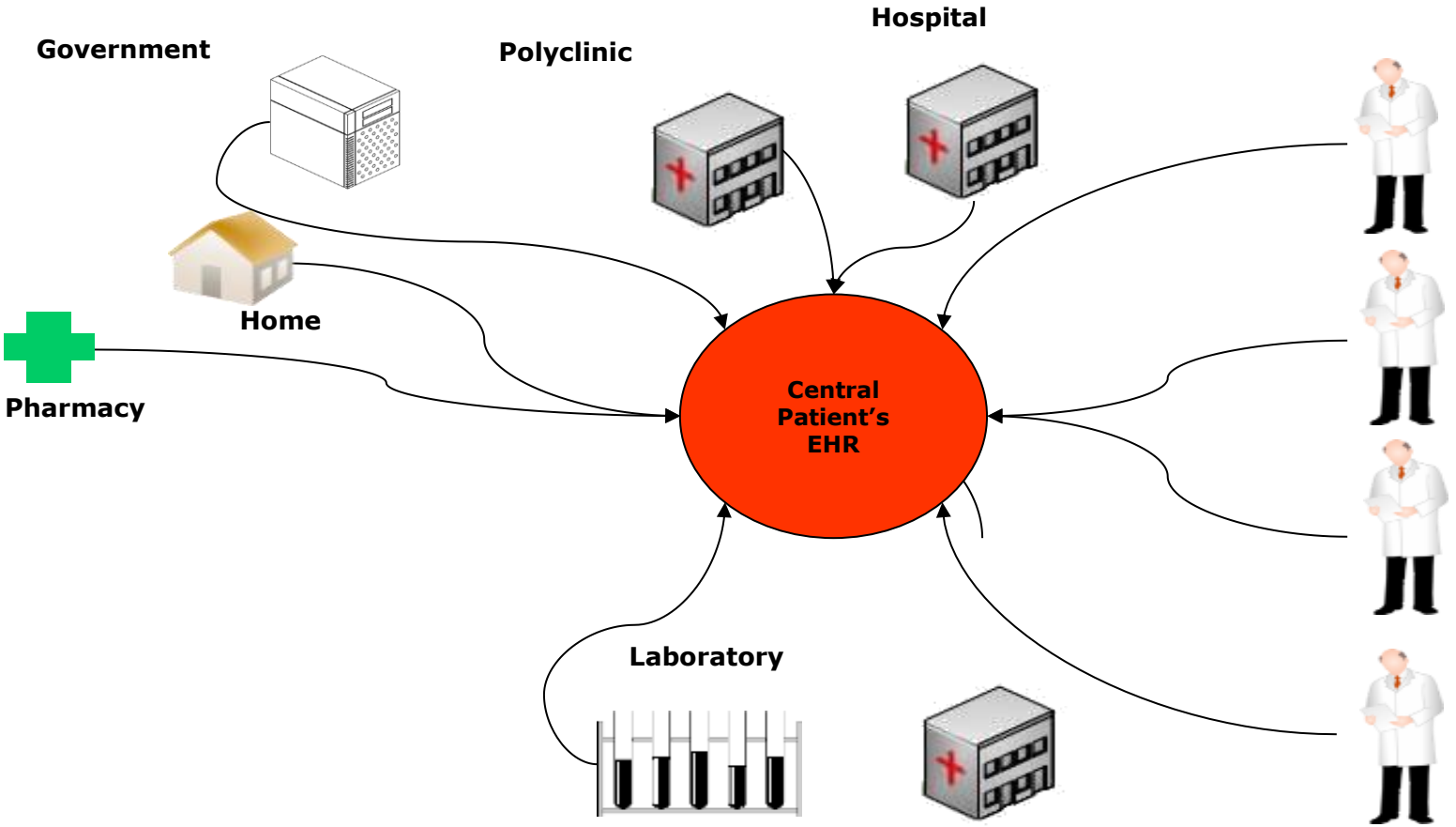
- *Targeted therapy*
- *Proteomics/DNA*
- *Biomarkers*
- *Rapid screening tools*
- *Vaccine development*

IT & bioengineering

- *eHealth/Telemedicine*
- *Mobile solutions*
- *BioSensors*
- *Computer Aided Diagnostics*
- *Patient monitoring*

Healthcare IT facilitates delivery of higher quality and more efficient care



3. COCIR's focus on Real World Evidence

COCIR's channels on Real World Evidence

- **<u>HTA</u>: COCIR is actively engaged in EU's 'Joint Actions' through EUnetHTA since 2010 to introduce a pan-European HTA network** *(… to enable patients' better access to innovative medical technologies - Article 15 of X-border Healthcare Directive)* **and in AdHopHTA**
  - → Work Packages
  - → Stakeholder Forum
  - → Development & dissemination of policy recommendations on behalf of manufacturers

- **<u>Data Protection Regulation</u>: Policy recommendations on use of Health Data**
- **<u>Big Data</u>: COCIR initiatives on Big Data & eHealth**
- **<u>Research & Innovation</u>: Focus on Horizon 2020**

Use of Real World Evidence for HTAs

- **HTAs developed on pharma model**
- **Randomized Controlled Trials (RCTs) 'the norm' to demonstrate safety & efficacy of drugs → required for regulatory approval**
- **Non-drug technologies have many differences**
- **RCTs often not appropriate to demonstrate full value (clinical, economic, organizational)** → need to consider other methods of evidence demonstration to quantify & qualify the full value of non-drug technologies

Recommendations on the General Data Protection Regulation(GDPR)

The Healthcare Coalition on Data Protection

The Coalition endorses the goals to:

1. Harmonise the regulatory environment on the protection of personal data in the UE
2. Strenghten the protection of personal data while maintaining the free flow of personal data
3. Provide exemptions for health and research purposes

… and proposes recommendations to facilitate healthcare and health research for the benefit of patients without

- restricting the sharing of health data
- delaying innovation
- creating legal uncertainty
- increasing compliance costs

http://www.cocir.org/site/index.php?id=113

Real World Evidence - What's Working?

→ **BIG DATA – databases used for study purposes**

http://issuu.com/cocir/docs/14005.ehealth_toolkit_2014_issuu

→ **'Small data' – collection studies to qualify & quantify the benefits of a technology practice**

COCIR efforts on Horizon 2020

- **COCIR is maturing a Strategic Research Agenda in the context of Horizon 2020 which includes an element on "Health Technology Assessment Methodology and Infrastructure"**

4. Important information from COCIR

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http://www.cocir.org/site/index.php?id=202 http://www.cocirehealthsummit2014.org/

Thank You