



Sustainable Competence
in Advancing Healthcare



*„Sustainable Health Systems
for Inclusive Growth in Europe“*



Parallel session:
“Effective Innovation for sustainable Growth”
An Industry Perspective

Nicole Denjoy
COCIR Secretary General



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 Member Companies



KONICA MINOLTA





COCIR National Trade Associations Members



Belgium



Italy



UK



Spain



Netherlands



Finland



Netherlands



France



Germany



Sweden



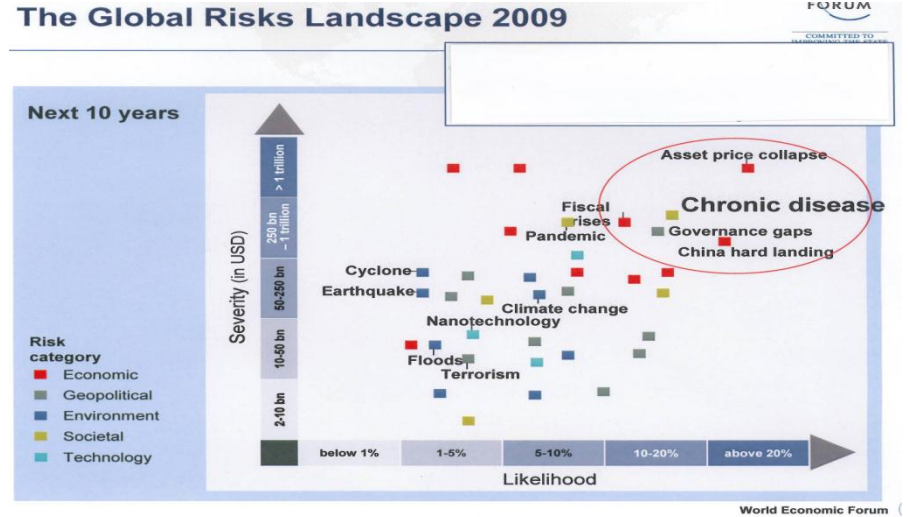
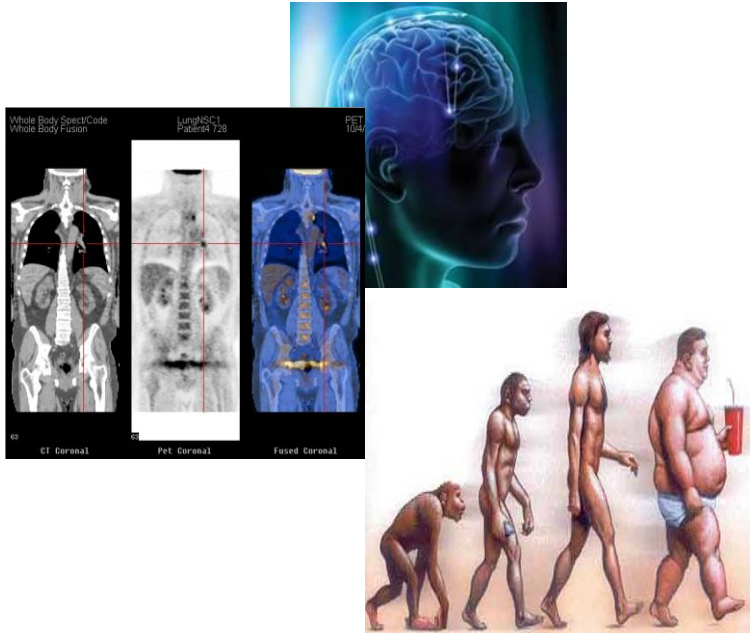
Turkey



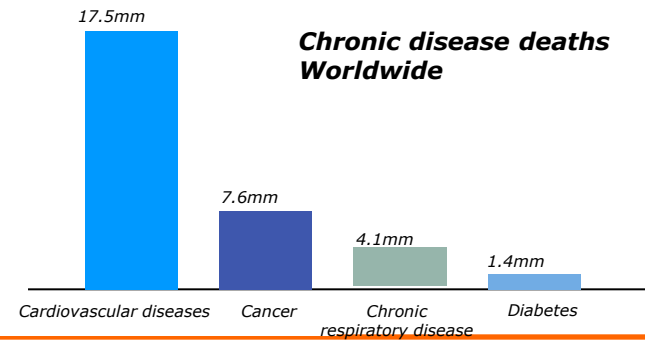
Germany



Challenges



- 1 35 million deaths from chronic disease
- 2 60% of all deaths result from chronic disease
- 3 Deaths from chronic disease will increase by 17% by 2015





Innovation in Medical Devices

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

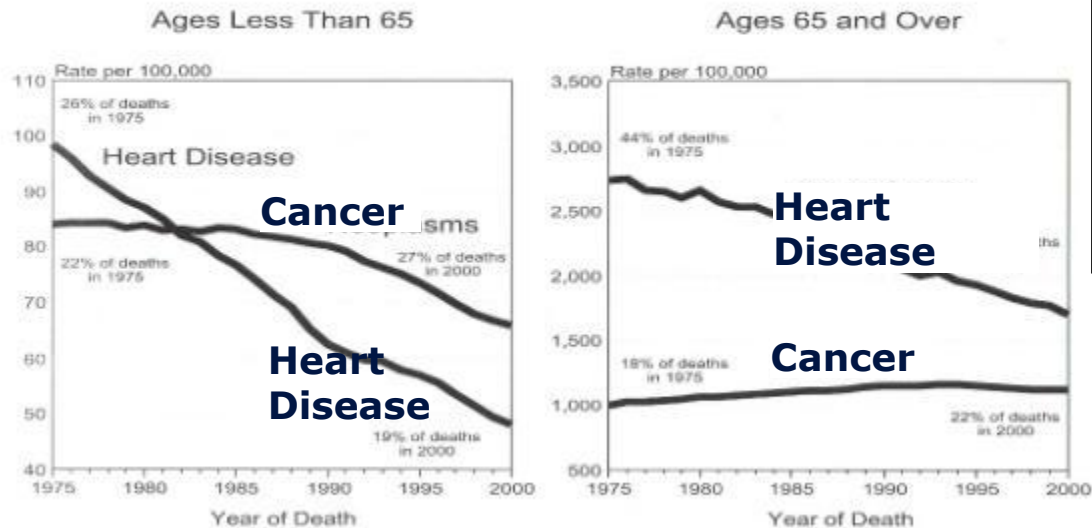
- *eHealth/Telemedicine*
- *Mobile solutions*
- *BioSensors*
- *Computer Aided Diagnostics*
- *Patient monitoring*



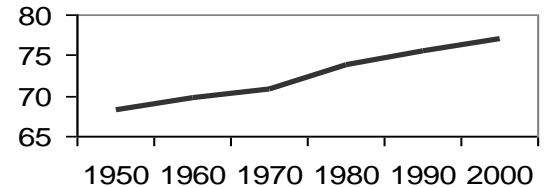


Innovation in Medical Devices ... support improving outcomes in Cardiology

US Death Rates
1975-2000



US Life Expectancy at Birth
1950-2000



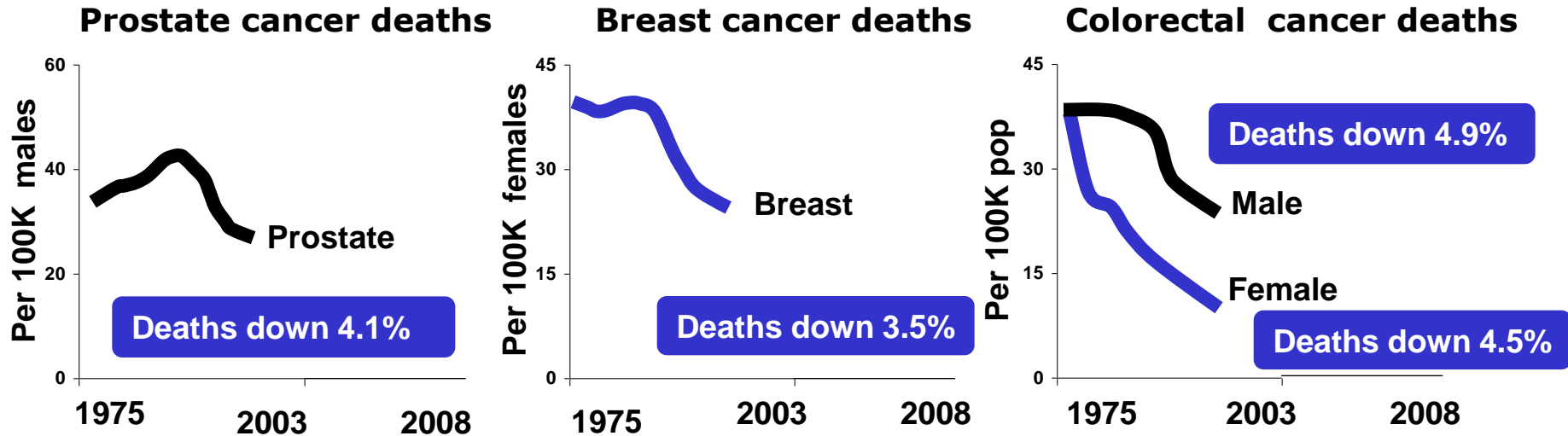
5 out of 7 years gained due to better heart care

Sources: NCHS,
Cutler 2006

“Around 70% of the survival improvement in heart attack mortality is a result of changes in technology.”
Cutler & McClellan, 2001



Innovation in Medical Devices ... support improving outcomes in Oncology



- Prostate cancer mortality continues to fall: screening, PSA
- Breast cancer mortality decreased 3.5%: first drop in 20 years
- Colorectal cancer 5yr survival: 10% late stage; 90% early detection

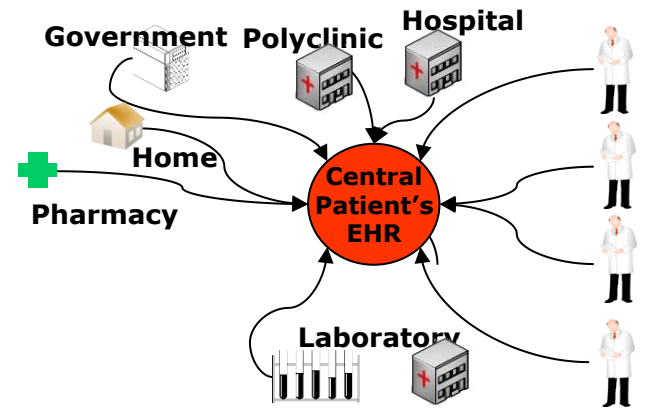
"The decline in cancer has little to do with improvements in late stage treatment...but more to do with screening, earlier detection and treatment."

Prof. Gordon McVie, European Institute of Oncology, Milan



eHealth supports the delivery of a more efficient and higher quality care

- Healthcare IT and eHealth → proven high clinical and societal value
- Telehealth → linking patients with care providers
- IT infrastructure → ensure that systems derive maximal value from medical technology (Cloud computing)
- IT connectivity through IHE (Integrating the Healthcare Enterprise) → improving quality and reducing cost
- More investment in eHealth → best-practice clinical pathways / patient's mobility throughout Europe





Personalised Medicine: profound conceptual shift in clinical practice

- Improvement of clinical outcomes driven by molecular understanding of disease
- Reduction of damaging side-effects and treatment costs through tailored treatment
- Efficient patient management made possible by electronic medical records



Medical Imaging Evolution

'80s Mainstream

X-Ray-based
Anatomical
Imaging: XR, CT
Ultrasound



Emerging

MR Anatomical
Imaging (Tissue
Visualization)

'90s Mainstream

- CT, MR, US
Anatomical
Imaging
- Digital Xray



Emerging

Functional Imaging
MR, PET
MR Spectroscopy
(Characterization)

'00s Mainstream

Anatomical Positioning
(Registration) of
Functional Imaging:
PET/CT, MR

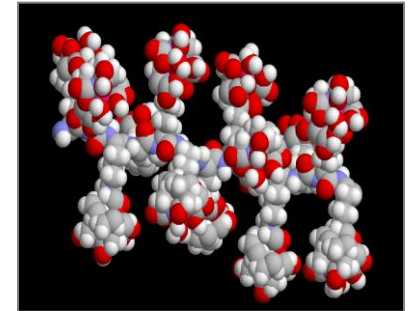


Emerging

Anatomical Registration
of Molecular Imaging
Molecular Therapeutics,
Diagnostics & DI

Next Mainstream

Molecular Imaging
+
Molecular
Therapeutics
+
Molecular Diagnostics



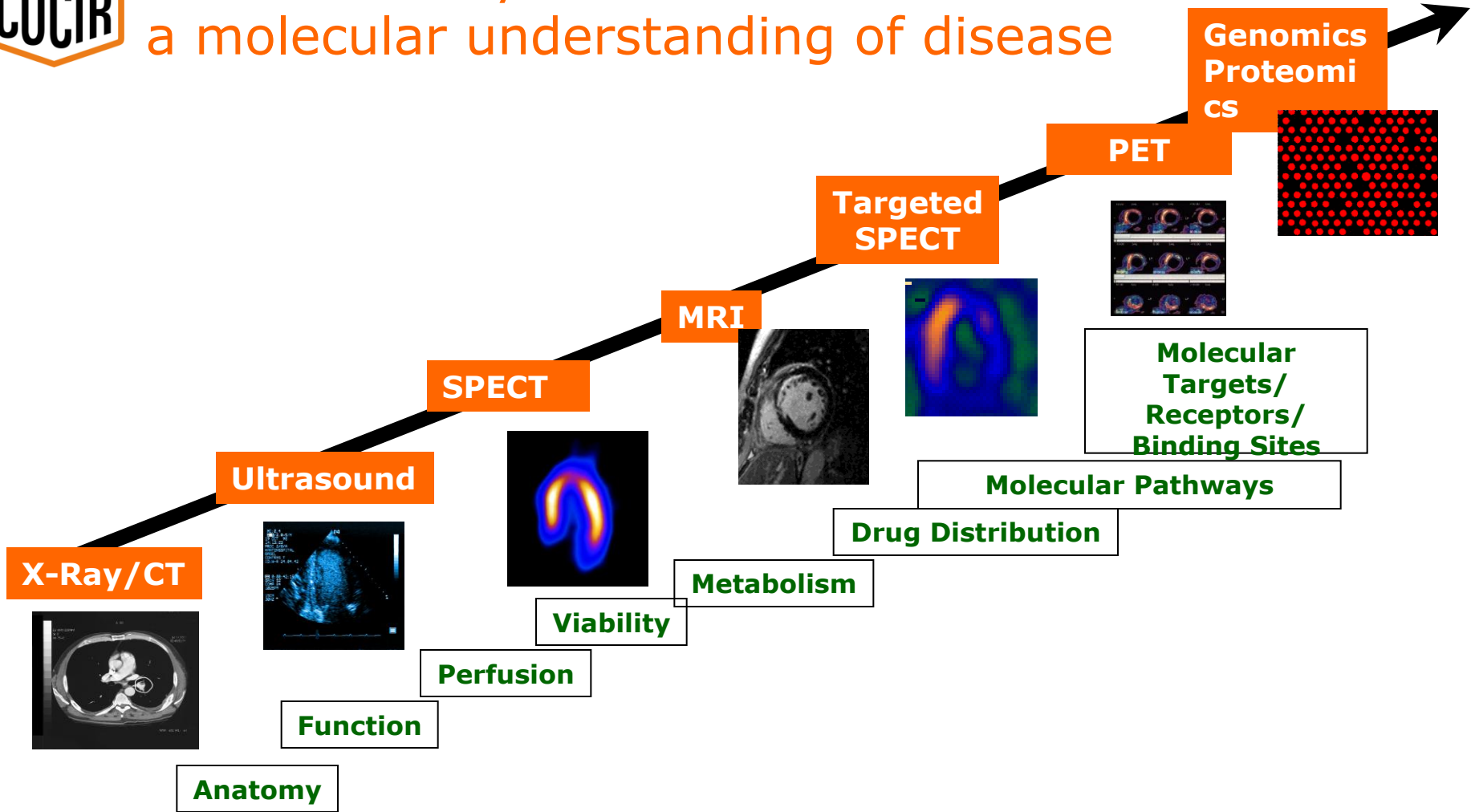
Emerging

Image-guided Gene
Therapy



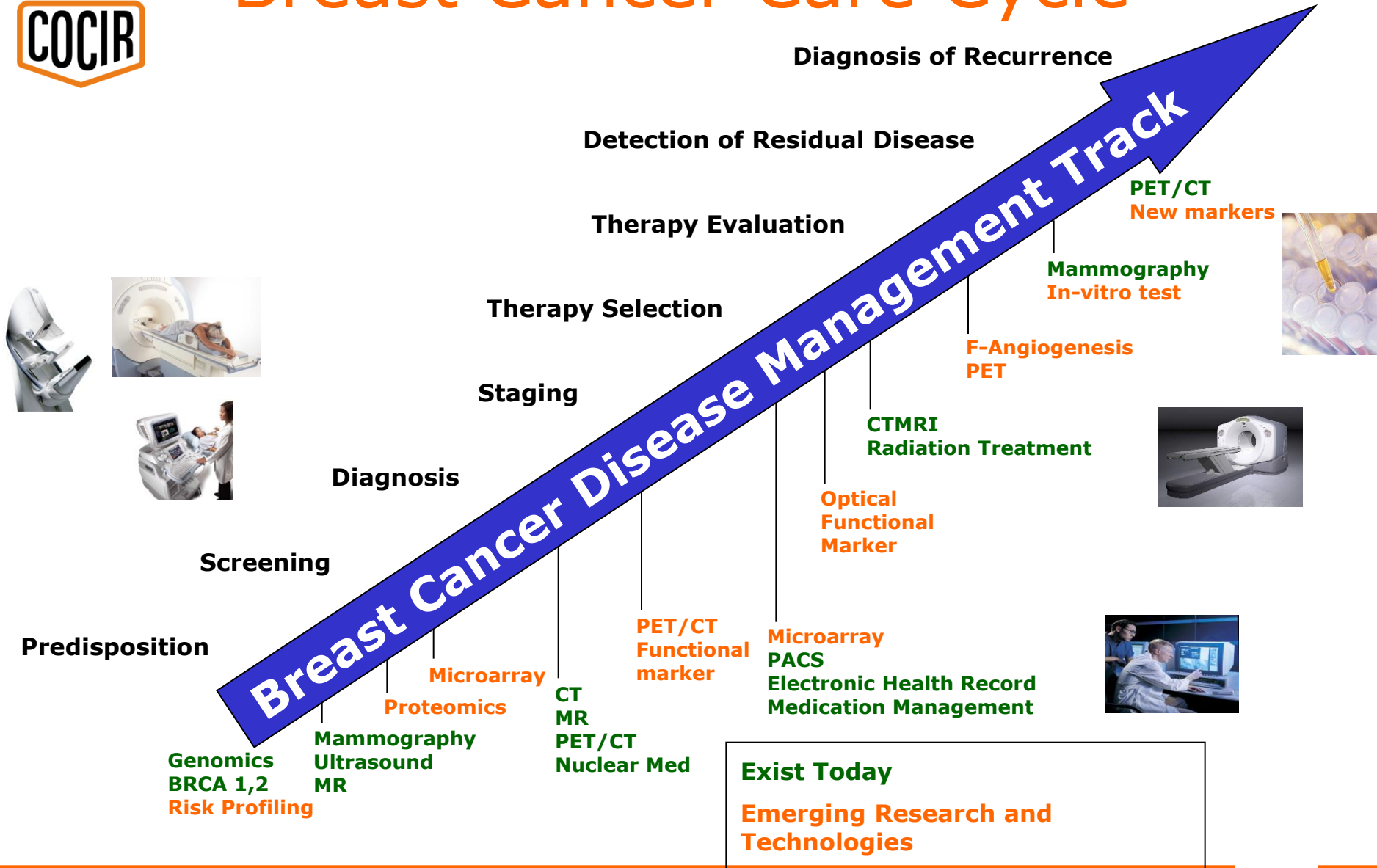
Personalised Medicine

From anatomy & function to...
a molecular understanding of disease





Breast Cancer Care Cycle

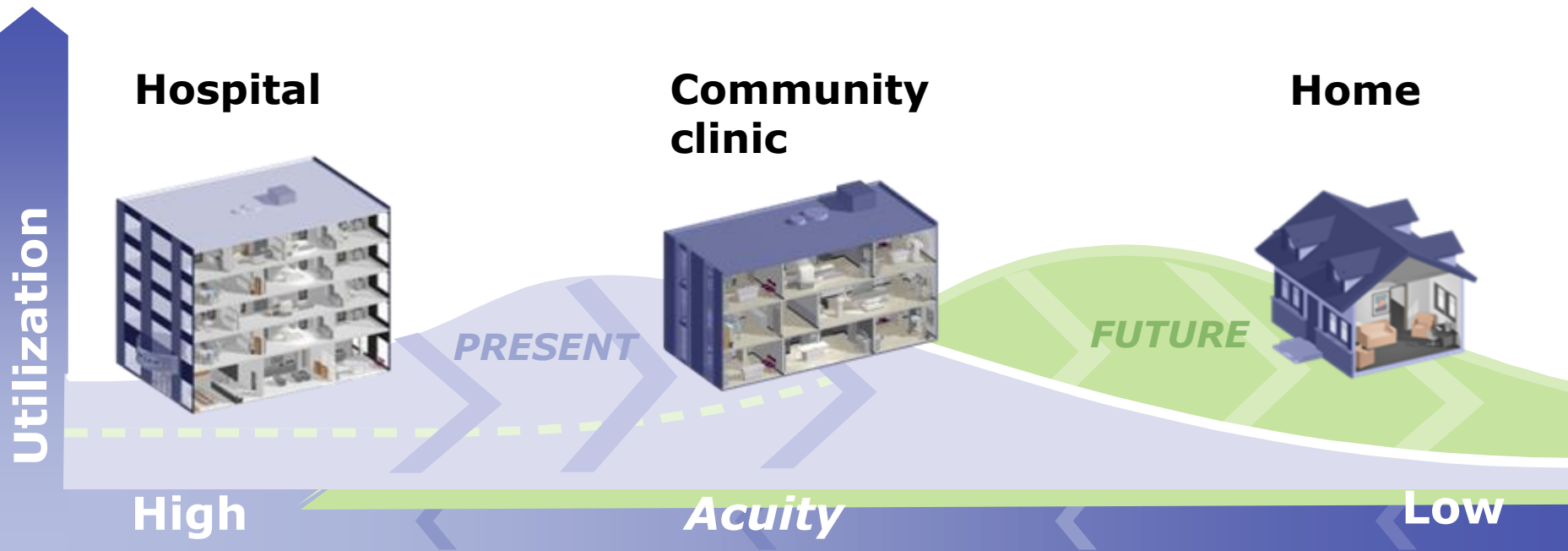




Innovative technology will enable a shift in care

- Focus on acute conditions
- Hospital centred
- Physician dependent
- Episodic, reactive care
- Passive patient
- Slow uptake of technology
- Budget silos

- ✓ Focus on acute & long term conditions
- ✓ Community centred
- ✓ Team based
- ✓ Integrated preventive care
- ✓ Knowledgeable patient
- ✓ Localised integrated high tech solutions
- ✓ Fund continuum of care





The industry cannot solve alone some key challenges faced by innovations

- **Investment and research are associated with high risks**
 - ❑ Toward personalised medicine (niche markets) versus ROI
 - ❑ Innovative technologies to be integrated into a new, not yet defined Healthcare System paradigm
- **Low speed of adoption of new technologies with derived clinical and economic benefits**
 - ❑ New role of diagnostic & reimbursement issues (biomarkers, companion diagnostic,...)
- **Lack of standards to accelerate research and defragment the market (globally)**
 - ❑ Need for large clinical trials led by Clinical/Scientific experts groups (e.g: AD taskforce, [EORTC](#),...) supported by EC/[EMA](#) to validate new medical practices to be reimbursed





Expectations to foster an innovation-friendly environment in Europe

1. Establish a mechanism to ensure a **robust evaluation** of innovations during the product-development cycle
2. Enable **rapid access to market** for innovative products and services with added value
3. Adopt a clear **strategy at EU level** to support innovations
4. Access to further financing **Research and Development** investments





Smart evolution and great opportunities 😊

- Technology and its innovations have contributed to:
 - Increasing life expectancy and quality of life,
 - Providing better access to healthcare, reducing health inequalities and medical errors,
 - Keeping citizens healthy longer
 - As consequence Health is directly contributing to economic growth and jobs
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