



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

SECOND ANNUAL
COCIR eHEALTH SUMMIT
 INTEGRATED CARE:
 BREAKING THE SILOS
 BRUSSELS
 27 & 28 JANUARY 2016

www.cocirehealthsummit.org

COCIR
 SUSTAINABLE COMPETENCE IN ADVANCING HEALTHCARE

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



PROGRAMME AT A GLANCE DAY 1

WEDNESDAY, 27 JANUARY

LEOPOLD HOTEL BRUSSELS EU - RUE DU LUXEMBOURG 35 - 1050 BRUSSELS

INTEGRATED CARE / THE EUROPEAN PERSPECTIVE

08:30 - 09:00 Registration & coffee

09:00 - 09:10 Welcome & Introductory comments by **Joost Leeflang**, COCIR President

09:10 - 09:35 Opening key note address by **Xavier Prats Monné**, Director-General, Directorate-General for Health and Food Safety, European Commission
"INTEGRATED CARE CONTRIBUTION TO SUSTAINABILITY OF HEALTH AND CARE SYSTEMS"

09:35 - 10:55 PANEL DEBATE 1: **How will/can/should the Digital Single Market support Integrated Care models beyond standardisation and interoperability?**

- **Ilias Iakovidis**, Acting Head of Unit Digital Social Platforms, DG Connect, European Commission
- **Clemens-Martin Auer**, Chair of the EU eHealth Network and Director General Federal Ministry of Health, Austria
- **Nicola Bedlington**, Secretary General, European Patients' Forum
- **Pascale Lucas**, Responsable Pôle Projet et Helpdesk Plateforme eSanté, the Luxembourg eHealth Agency (Agence eSanté)
- **Veronique Lessens**, COCIR eHealth Committee Chair and Agfa HealthCare

5 minute impulse statement by each panellist, followed by a moderated debate / Moderator: **John Bowis**, Former MEP and UK Health Minister

10:55 - 11:10 COFFEE BREAK

11:10 - 12:30 PANEL DEBATE 2: **Mainstreaming innovation across health and care systems for successful scaling up of innovations**

- **Tapani Piha**, Head of Unit Cross-Border Healthcare and eHealth Unit, DG Sante, European Commission
- **Pascal Garel**, CEO, European Hospital and Healthcare Federation
- **Daniel Widmer**, Vice President, Head of Delegation, European Union of General Practitioners
- **Jaime Gamboa**, COCIR eHealth Leading Member and Philips Healthcare

5 minute impulse statement by each panellist outlining their key recommendations on required changes/actions, followed by a moderated debate with a view to achieve agreement on 10 key recommendations / Moderator: **John Bowis**, Former MEP and UK Health Minister

12:30 - 14:00 BY INVITATION ONLY

Closed door lunch with State Secretaries of the eHealth Network and COCIR member CEOs and high level guest speakers from the European Commission on the theme
"WHAT ARE THE CRITICAL FACTORS OF INNOVATION SUPPORTING HEALTH SYSTEMS TRANSFORMATION AND GROWTH"
Keynote speaker: **Andrzej Rys**, Director, Health systems and products, DG Sante, European Commission

INTEGRATED CARE / THE ROLE OF MEMBER STATES AND REGIONS

14:00 - 14:05 Introduction to the afternoon session by **John Bowis**, Former MEP and UK Health Minister

14:05 - 15:25 PANEL DEBATE 3: **Integrated Care from an organizational stand-point**

- How imaging can contribute to personalised medicine by Prof. **Guy Frija**, ESR
- Northern Ireland experience of integrated care deployment by **Martin Hayes**, Project Director Integrated Care Partnerships, Health and Social Care Board Northern Ireland
- Delivering organisational efficiency through interoperability: Belgian experience by **Pieter Devolder**, IHE Belgium User Co-chair
- **Bianca Ferraiolo**, Senior Project Manager European Affairs, Active Citizen Network
- **Elinaz Mahdavy**, COCIR eHealth Leading Member and Orange Healthcare

5 minutes presentations by each panellist, followed by a moderated debate / Moderator: **John Bowis**, Former MEP and UK Health Minister

15:25 - 15:40 COFFEE BREAK

15:40 - 17:00 PANEL DEBATE 4: **Integrated Care from an economical stand-point**

- How ESTRO supports value-based healthcare in radiotherapy by **Alessandro Cortese**, CEO, European Society for Radiotherapy and Oncology
- Content standardization and its impact on Integrated Care and the economics of care: **Michiel Sprenger**, Senior Adviser IT and innovation, Nictiz (National IT Institute for Healthcare)
- Belgian experience from user case to business case, **Jan van Emelen**, Chairman of Mobile Health VOKA Health Community Flanders
- **Paul Garassus**, President of European Union of Private Hospitals
- **Steyc Yghemenos**, Director Eurocarers
- **Olivier Croly**, COCIR eHealth Leading Member and GE Healthcare

5 minutes presentations by each panellist, followed by a moderated debate / Moderator: **John Bowis**, Former MEP and UK Health Minister

17:00 - 17:25 Closing Key note address by **Roberto Viola**, Director-General DG Communications Networks, Content and Technology
"Bringing benefits of the Digital Single Market to eHealth and Integrated Care"

17:25 - 17:30 Conclusions of Day 1 by **Nicole Denjoy**, COCIR Secretary General

19:00 - 22:00 BY INVITATION ONLY

High-level Working Dinner in partnership with EFPIA and with participation of European Public Health Alliance (EPHA)
"BIG DATA, BIG IMPACT? UNLEASHING THE POTENTIAL OF BIG DATA FOR HEALTHCARE AND RESEARCH IN EUROPE"

Keynote speaker: **Paul Timmers**, Director of the Sustainable & Secure Society Directorate in the European Commission (DG CONNECT)

PROGRAMME AT A GLANCE DAY 2

THURSDAY, 28 JANUARY

LEOPOLD HOTEL BRUSSELS EU - RUE DU LUXEMBOURG 35 - 1050 BRUSSELS

INTEGRATED CARE / THE INTERNATIONAL DIMENSION

08:30 - 09:00 REGISTRATION & COFFEE

09:00 - 09:10 Introductory comments by **Veronique Lessens**, COCIR eHealth Committee Chair and Agfa HealthCare

09:10 - 09:20 Key note address by **Prof. Guus Schrijvers**, President, International Foundation for Integrated Care (IFIC)
"INTEGRATED CARE - A GLOBAL PERSPECTIVE"

09:20 - 10:35 PANEL DEBATE 1: **Comparing level of integrated care adoption and EMR/EHR usage**

While focusing on market dynamics panellists will explain their experience and compare with other geographies

- **The Netherlands** Experience - **Michiel Sprenger**, Senior Adviser IT and innovation, Nictiz (National IT Institute for Healthcare)
- **Finland**: Addressing health and social challenges with support of ICT - **Anne Kallio**, Head of Development at Ministry of Social Affairs and Health
- Comparative analysis between US and Europe on Digital Hospitals and Continuity of care - **John P. Hoyt**, HIMSS Executive Vice President, HIMSS Analytics, USA
- **John Crawford**, COCIR eHealth Leading Member and IBM
- **Mike Fuller**, COCIR eHealth Leading Member and InterSystems

5 minutes impulse statement by each panellist, followed by a moderated debate / Moderator: **Duane Schulthess**, Managing Director Vital Transformation, Belgium

10:35 - 10:50 COFFEE BREAK

10:50 - 11:10 Key note address by **Agnès Couffinhal**, Senior Economist, OECD
"ECONOMIC SUSTAINABILITY OF HEALTHCARE SYSTEMS"

11:10 - 12:25 PANEL DEBATE 2: **Bridging the gaps: is integrated care ready for the Digital Health Revolution?**

Panelists will share their vision on market trends, opportunities and challenges, combining EMR/EHR with Mobile Health and Telehealth Technologies

- Market outlook for Digital Health and vision on how to bridge the gap with Integrated care - Europe in a global context **Stephen Holloway**, Associate Director, Medical Device and Healthcare IT technology, IHS
- A value-based prediction of Digital Health's future, **Larry Garber**, M.D. Medical Director for Informatics, Reliant Medical Group, Worcester, Massachusetts (USA)
- How new technological innovations can make the promise of 'real world data' and 'big data' a reality, **Sukhveer Singh**, COCIR eHealth Leading Member and VARIAN

5 minutes impulse statement by each panellist, followed by a moderated debate / Moderator: **Duane Schulthess**, Managing Director Vital Transformation, Belgium

12:25 - 12:30 Concluding remarks by **Nicole Denjoy**, COCIR Secretary General

POST SUMMIT WORKSHOP / COCIR MEMBERS ONLY

14:00 - 14:05 Welcome & Introduction by **Veronique Lessens**, COCIR eHealth Market Intelligence Focus Group Chair

14:05 - 14:45 PART 1: **Understanding the market outlook for managed IT services and cloud computing in healthcare** by **Stephen Holloway**, Associate Director, Medical Devices & Healthcare IT, IHS Technology

- Why do we see opportunities for growth?
- How does Healthcare compare to other industry verticals?
- The market today and tomorrow in healthcare
 - > Market opportunities, drivers, trends and challenges
 - > Customer segments (departmental, enterprise, regional/state/national)
 - > Solutions domains (Imaging IT, Hospital IT, HIE/EHR, Population Health Management, Telehealth/mHealth)
 - > Deployment & service models
- Summary & Conclusions

14:45 - 16:45 PART 2: **Building recommendations for the vendors, the procurers and the users** by **Stephen Holloway**, Associate Director, Medical Devices & Healthcare IT, IHS Technology

- Session 1: **Improving cloud adoption measurement** / How are deployment models (public, hybrid, private) changing? How can we better rank maturity (functionality, scale, ownership, ...)? What could innovation do see in the future? How and when will it impact?
- Session 2: **User-focused Cloud Adoption** / What is driving demand at the user side (needs and considerations by customer segment)? What challenges do they face? Are they best practices to learn from? How to scale?
- Session 3: **Overcoming adoption challenges & future innovation** / How to drive wider adoption of cloud and managed services in Europe? What are the key restraints/constraints (legal, standards, security & privacy, infrastructure, economic) and how to address them?

16:45 - 17:00 Conclusions and closing remarks by **Berthold H. Seetzen**, COCIR eHealth Market Intelligence Focus Group Co-Chair



INTEGRATED CARE: BREAKING THE SILOS

2015: A CRITICAL YEAR FOR HEALTH

The healthcare systems are set for drastic changes. Our healthcare systems are suffering from high costs and high fragmentation - often resulting in poor medical outcomes and unjustified clinical variability in medical practices and decision making across the care providers. When looked at holistically, healthcare systems are declared “unsustainable”.

THUS THERE IS A SENSE FOR URGENCY TO:

- Establish priorities for Integrated Care and patient-centred health services,
- Articulate more visibly the crucial role of partnerships and collaboration with private sector to improve eHealth services,
- Leverage Innovation.

Better integration of care will help deliver the “Triple aim”: Higher quality care, decreased costs and improved population health.

OBJECTIVES OF THE COCIR eHEALTH SUMMIT

Better **Integrated Care** services, using Health IT to share information and collaborate across the care continuum, are increasingly viewed as a practical way to tackle the challenges healthcare systems are facing.

The implementation of eHealth services for integrating care holds great potential for breaking down the silos that exist between primary and secondary and health and social care sectors. However, for Europe’s citizens and patients to fully benefit from the potential of digital Integrated Care models, several obstacles will need to be overcome.

This urgent transformation will require new ways of working.

The combination of innovative technologies and new information and communication systems, will enable more and more healthcare organizations to connect and coordinate patient care delivery. Furthermore, it will offer greater transparency, flexibility and choice, and increasing access to the services available with high level of quality and cost-efficiency.

In its newly published flagship **DIGITAL SINGLE MARKET** strategy, the European Commission has recognised this potential, deeming eHealth and mHealth technologies critical to the Digital Single Market and a priority area for standardisation and interoperability. A first important step towards the creation of a single, competitive eHealth market in Europe. But more is needed to address the challenges that prevent eHealth technologies from transforming healthcare as delivered today into an outcome-based healthcare tomorrow.

Through its second annual eHealth Summit, organised in cooperation with the **European Commission** and in partnership with the European Patients’ Forum (EPF) and the European Hospital and Healthcare Federation (HOPE), COCIR aims to provide key EU and national policy-makers and health stakeholders with a **unique opportunity** to discuss **solutions** on how to overcome these challenges and to achieve tangible outcomes that will provide a platform for action. While the **multi-stakeholder** Summit will thematically focus on the concept of Integrated Care, a specific emphasis will be put on the supportive role the **Digital Single Market** can play in this respect.



THE LEADING EUROPEAN VOICE OF A UNITED HEALTHCARE INDUSTRY

EVENT ORGANISED WITH THE KIND SUPPORT OF



- ACCELERATING EUROPEAN eHEALTH DEPLOYMENT
- MONITORING REGULATORY FRAMEWORK
- INFLUENCING POLICIES
- SHARING COMPETENCIES
- PROMOTING ETHICS
- FOSTERING INTERNATIONAL STANDARDS
- DRIVING ENVIRONMENTAL BEST PRACTICE
- BUILDING MARKET INTELLIGENCE

NOT A MEMBER YET?

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PARTNERS

DAY 1

THE EUROPEAN PERSPECTIVE AND THE ROLE OF MEMBER STATES AND REGIONS

IN COOPERATION WITH



IN PARTNERSHIP WITH



DAY 2

THE INTERNATIONAL DIMENSION

IN PARTNERSHIP WITH



WITH THE PARTICIPATION OF



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