



# **COCIR** Profile and expectations and limits



# Industry sectors covered by COCIR



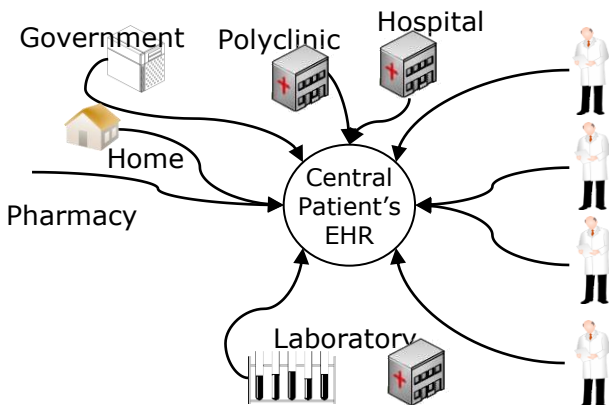
COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe



COCIR covers 4 key industry sectors:

- Medical Imaging
- Radiotherapy
- Electromedical
- Health ICT

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





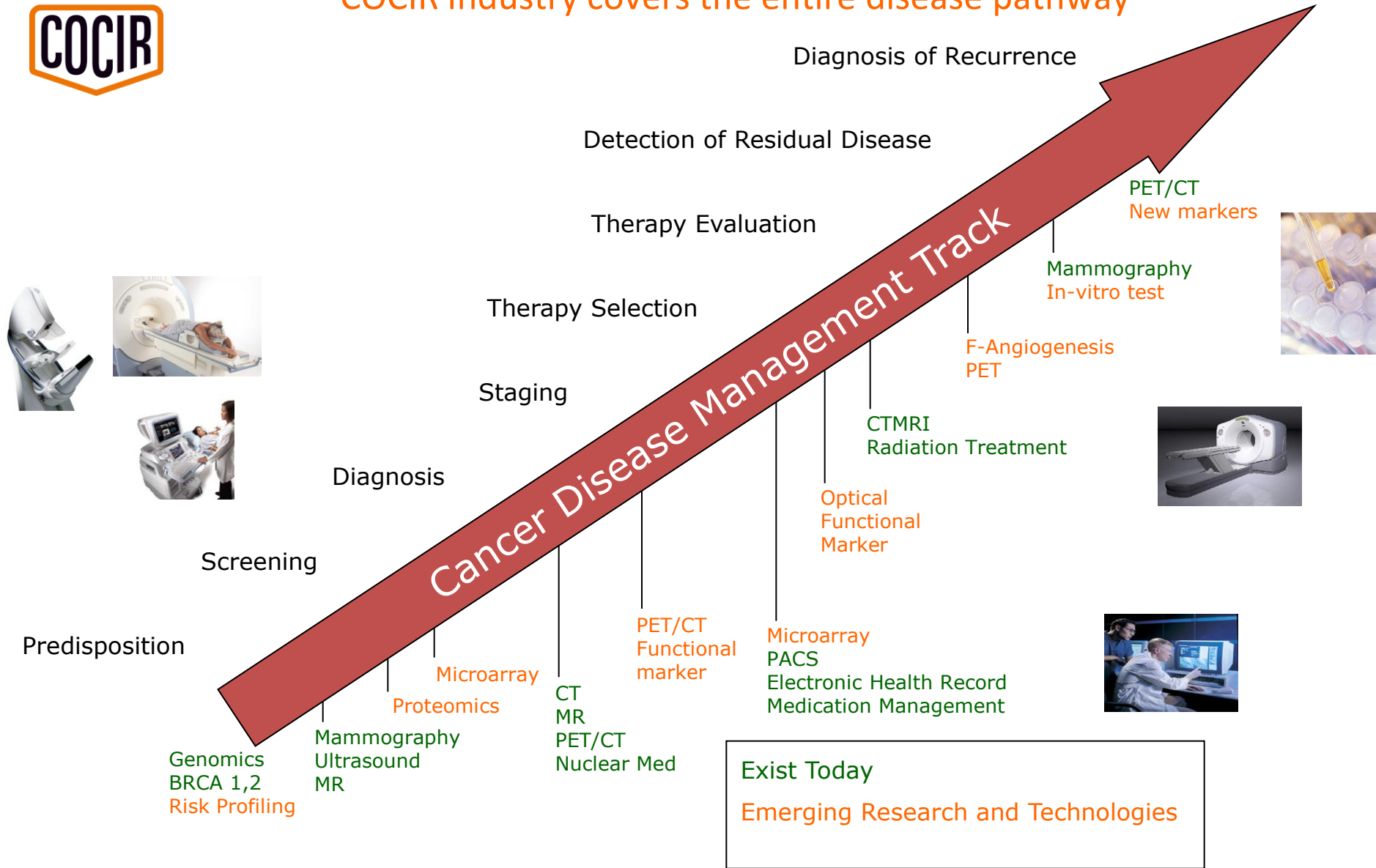
# 32 Member Companies



# 14 Member National Trade Associations



# An example: COCIR Industry covers the entire disease pathway





# COCIR considerations on HTA

1. COCIR agrees & supports *more* cooperation on HTA:
  - To expedite the transfer of effective & cost-effective 'medical technologies'
  - To avoid duplication of effort and increase efficiency
  - To reduce uncertainties
2. The value of 'medical technologies' to healthcare providers, needs to be evaluated *differently* from pharmaceuticals & other medical devices – Need for a broader perspective
3. COCIR believes strongly that a *partnership* is the best way to achieve the stated goals of HTA *and* cooperation – to expedite the supply of effective & cost-effective technologies for the benefit of patients



# Need for a broader perspective

Modern 'medical technologies' can provide different types of value:

- **Clinical** → patient outcomes
  - **Organizational:**
    - Increasing throughput
    - Reducing downtime
    - Etc
  - **Societal:** reduced absenteeism from work/increased productivity at work → improving the economy
- Saving scarce resources
  - Improving efficiency of healthcare

HTA of technologies such as diagnostic imaging, monitoring, healthcare IT, etc need to consider the full value of the technology and not discriminate against products that provide organizational and societal value



Integrated care brings significant benefits to patient outcomes



**Today**

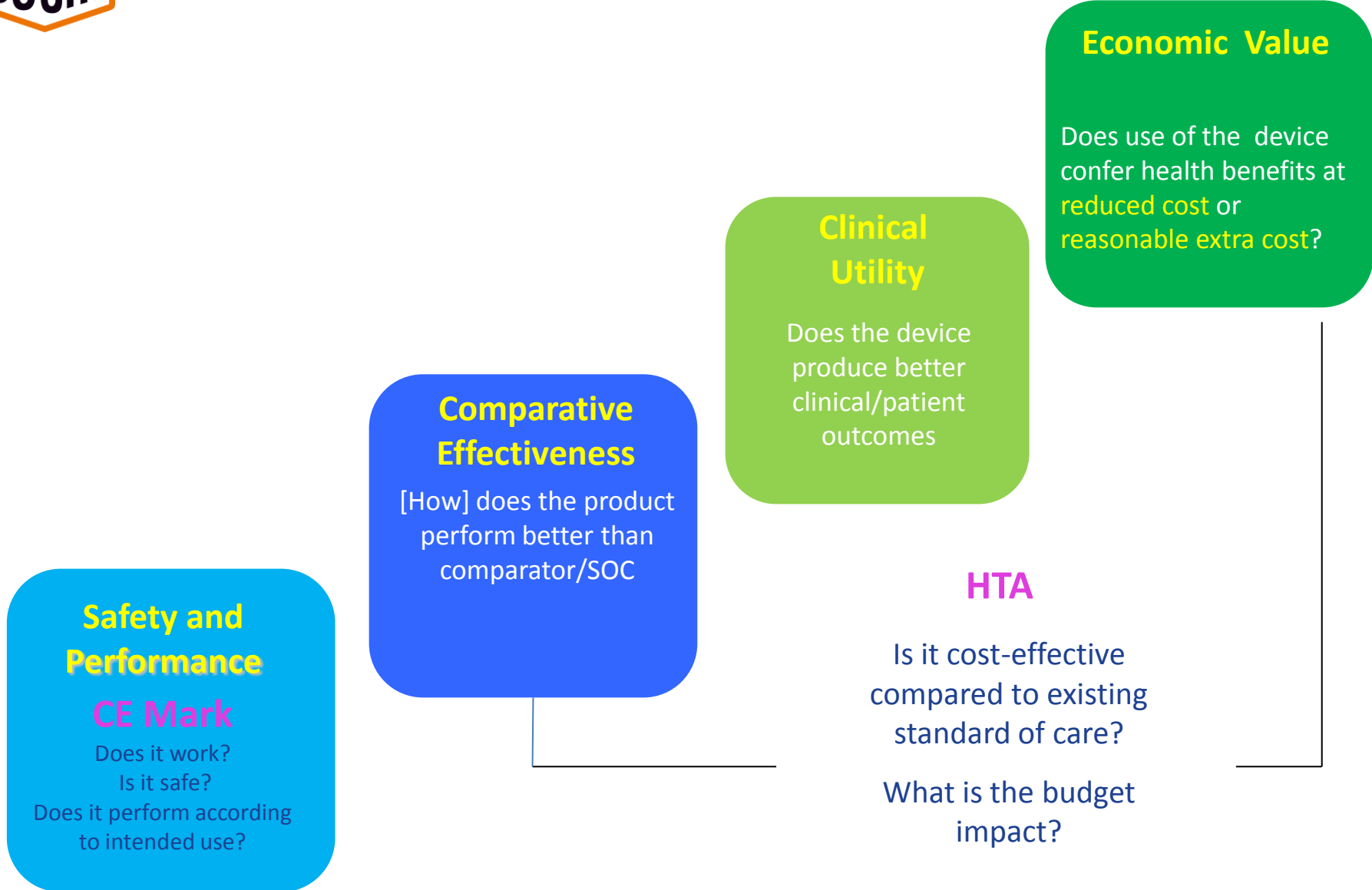


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**Importance of IT support**



# Differentiation between CE Mark and HTA







## COCIR call for HTA Network

1. Need trust in Industry: Industry is part of the solution and not part of the problem. One Observer seat: number and status is not enough.
2. Don't mix CE Mark and HTA!
3. Need effective coordination between Member States to increase efficiency and limit complexity and cost burden
4. Need coordination between various initiatives (e.g. AdHopHTA)