



INVITATION
COCIR Pre-Conference
European Projects to Boost National IT Initiatives
World of Health IT 2007
Monday 22 October 2007 / 14:00-17:00

Austria Center
VIENNA, AUSTRIA

Meeting room in Hall K, Level U2

Dear Colleagues from the Healthcare IT Industry,

From 22 to 25 October, the World of Health IT conference and exhibition will take place in Vienna (for further information see <http://www.worldofhealthit.org/>).

As member of the Organising Committee, COCIR organises a **pre-conference session** for their members as well as for national (healthcare) IT vendor associations and other industry players. This session will take place on **Monday, 22 October 2007, from 14:00 to 17:00**.

The session aims **to debate with European experts on topics where industry must play a leading role**. It will be the opportunity to **analyse industry's solutions, role and lessons learned from concrete European and national initiatives**. Examples given will include national eHealth implementations, solutions for interoperability, and new economic models. It will also be the forum to discuss strategies for developing the eHealth market in Europe.

The agenda focuses on two main themes:

1. National strategies for the introduction of eHealth, including existing interoperability projects within a country
2. Sustainable economic models for the introduction of eHealth



AGENDA

14:00 – 14:05: Welcome and COCIR general activities (*Nicole Denjoy, COCIR Secretary General*)

14:05 – 14:15: Introduction to healthcare IT and objectives of this pre-conference (*Eric Maurincombe, COCIR Healthcare IT Committee Chairman*)

14:15 – 15: 45: Session I - Good practice in national eHealth initiatives: involving all stakeholders
Moderator: Kees Smedema (EU eHealth Industry Stakeholders Group Chairman)

14:15 – 14:30: Involving stakeholders in eHealth: European Member States' strategies and experience (*Karl A. Stroetmann, Empirica, Bonn, Germany*)

14:30 – 14:45: Integrating the stakeholders' views in eHealth implementation: change management in Austria (*Karl P. Pfeiffer, Department of Medical Statistics, Informatics and Health Economics Innsbruck Medical University, Austria*)

14:45 - 15:00: Implementing a nation-wide patient summary: the experience in Finland (*Hannu Hanhijärvi, Executive Director, Health Care Programme, SITRA Finnish Innovation Fund*)

15:00 - 15:15: Nation-wide interoperability implementation of e-health: the Czech experience (*Tomas Mladek, IZIP, Prague, Czech Republic*)

15:15 - 15:30: eHealth strategy in Sweden: goals and objectives (*Daniel Forslund, Ministry of Health & Social Affairs, Stockholm, Sweden*)

15:30 – 15:45: Questions & Answers followed by a Panel Discussion (*involving speakers and Kees Smedema*)

15:45 - 16:00 : ===== COFFEE BREAK =====

16:00 – 17:00: Session II – Achieving economic sustainability of eHealth: some lessons learned
Moderator: Eric Maurincombe (COCIR Healthcare IT Committee Chairman)

16:00 - 16:15: Becoming self-sustained: the economic model and generic lessons learned (*Alexander Dobrev, Empirica, Germany, Tom Jones, TanJent, UK*)

16:15 – 16:30: The industry experience: moving from pilots to long-term sustainability (*Simonetta Scalvini, Health Telematic Network, Brescia, Italia*)

16:30 – 16:45: Questions & Answers followed by a Panel Discussion (*involving speakers and Eric Maurincombe*)

16:45 - 17:00: Wrap-up and Closing Remarks



Please register to attend this event (as only a limited number of seats is available). We would also encourage national healthcare IT associations to invite one or two of their industry and business members to attend. Please let us know your interest and register by simply sending an e-mail to polak@cocir.org (cc: office@cocir.org) as soon as possible.

We look forward to your active participation in this important session!

Best regards,
On behalf of COCIR,

Nicole Denjoy
Secretary General, COCIR

Eric Maurincomme
COCIR Healthcare IT Committee Chairman

General information about COCIR:

*Founded as a non-profit trade association in 1959, COCIR represents the **radiological, electromedical and healthcare IT** industry in Europe. As such, our members play a driving role in developing the future of healthcare both in Europe and worldwide. COCIR is committed to supporting its members and communicating with its partners in Europe and beyond on issues which affect the **medical technology sector and the health of EU citizens**. COCIR also works with various organisations promoting harmonised international standards and fair regulatory control that respects the quality and **effectiveness of medical devices and healthcare IT systems without compromising the safety of patients and users**. We encourage the use of advanced technology **to support healthcare delivery worldwide**. COCIR's key objectives include promoting free worldwide trade of medical devices and maintaining the competitiveness of the European health sector.*

COCIR Company Members: Agfa-Healthcare, Canon Europe, Dräger Medical, Elekta, Fujifilm, GE Healthcare, Hitachi Medical Systems Europe, IBA Ion Beam Applications IBM, ICW, Intel, iSoft, Carestream, Philips Medical Systems, Quovadx, Siemens Medical Solutions, Toshiba Medical Systems Europe

COCIR National Associations Members: AGORIA (Belgium), ANIE (Italy), SNITEM (France), ZVEI (Germany), SPECTARIS (Germany), FARON (Netherlands), FENIN (Spain), FiHTA (Finland, Swedish MedTech (Sweden), AXREM (UK).

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