



JOINT PRESS RELEASE

COCIR and EFOMP announce partnership

VIENNA – 3 March 2017: The European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry (COCIR*) and the European Federation of Organisations for Medical Physics (EFOMP **) have agreed to coordinate their efforts to progress their common goal of advancing the best use of medical technology involving ionizing radiation for the betterment of health care.

By signing their Memorandum of Understanding, COCIR and EFOMP, collectively representing various stakeholders in the medical imaging and radiotherapy field, have committed to work collaboratively in a number of key areas in radiation protection and dose reduction, and to mutually promote each other's educational and scientific activities.

"The collaboration between EFOMP and COCIR offers a unified voice promoting the best use of new ionizing radiation equipment and technology for the benefits of patients and users, as well as increasing recognition of the role played by medical physicists in the quality, safety and cost-effectiveness of healthcare services" said John Damilakis, EFOMP President.

Joost Leeflang, COCIR President added: "Medical technologies in both imaging and radiation therapy are key enablers of effective solutions across entire care cycle. We are delighted to work together with EFOMP on order to advance training of medical physicists and to increase the awareness of public authorities on the need to improve availability and access to even more patients".

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**COCIR is the European Trade Association representing the medical imaging, health ICT and electromedical industries. Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is unique as it brings together the healthcare, IT and telecommunications industries. Our focus is to open markets for COCIR members in Europe and beyond. We provide a wide range of services on regulatory, technical, market intelligence, environmental, standardisation, international and legal affairs. COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association (globalditta.org).*

***European Federation of Organizations for Medical Physics: founded in May 1980 in London to serve as an umbrella organisation to national medical physics organisations in Europe. The current membership covers 33 national organisations which together represent more than 7500 medical physicists and clinical engineers working in the field of medical physics.*



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