Increased International Cooperation Between COCIR, JIRA And MITA

BRUSSELS, 19 October 2011 – DITTA, the organization of medical trade associations COCIR (Europe), JIRA (Japan) and MITA (United States), came together last week for a two-day international regulatory meeting and a presentation at the World Health Organization’s (WHO) medical technology meeting. These activities are part of the group’s ongoing commitment to work together to encourage innovation, expand market access and promote global competitiveness in the medical imaging, radiation therapy and healthcare IT industries.

At the regulatory meeting, the associations discussed ways to improve the global regulatory environment for these industries to ensure that member companies remain at the forefront of technological innovation and maintain continued success in the global marketplace.

The WHO presentation in Geneva allowed leadership of COCIR, JIRA and MITA to showcase DITTA’s strength as the only global association that exclusively represents medical imaging, radiation therapy and healthcare IT manufacturers. The presentation also confirmed industry’s pledge to continue to develop innovative technologies that improve quality, safety and access to healthcare while driving cost efficiency.

COCIR, JIRA and MITA are committed to working together to limit unnecessary regulatory burdens, harmonize regulatory frameworks and promote the use of international standards. In the months ahead, the associations will continue to combine their strengths through DITTA to leverage their expertise with governments and international stakeholders and promote policies that improve patient access to lifesaving medical imaging, radiation therapy and healthcare IT technologies.

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