



WHAT IS PERSONALISED HEALTH?

Personalised health builds further on the concept of personalised medicine, which has been one of the policy focal points in Europe in the last decade. With personalised health however, attention also focuses on health and well-being of individuals.

WHY FOCUS ON REGIONS?

Regions are regarded as the new powerhouses for innovation and adoption of personalised health, and will drive the transition towards sustainable healthcare and personalised health.

OUR AIMS:

• OBSERVE [SCOUT]

A thorough mapping exercise will address specific regional needs, while taking the different levels of personalised health maturity into account.

Attention will focus on linking remote and sparsely populated regions to regions that are more advanced in personalised health.

A toolbox for services and support will be developed to help regions with joint initiatives in personalised health implementation.

• NETWORK [CONNECT]

A network will be developed which will include regional policy and decision makers, opinion leaders, regulatory agencies, regional development agencies, cluster organisations, patient organisations, regional knowledge institutions and healthcare providers.

The network will bring regional strengths, needs and barriers to the attention of national and European policy makers. This will enable a collaborative approach to developing personalised health.

• SUPPORT [ACTIVATE]

Support actions will be undertaken to enable inter-regional collaborations and to help identify opportunities for financing or investment by the Framework Programme, the Structural Funds or the EIB. Alignment will also be made to regional smart specialisation initiatives focusing on personalised health.