

# The EU-funded project for Smart Health technologies

During the pandemic, the **European healthcare system** showed a clear lack of digitisation, and even after the situation has eased, the healthcare system still faces major challenges which are bound to become worse in the coming years if a paradigm shift is not implemented.

The use of **Smart Health technologies** can bring improvements in this area, even though many hurdles still have to be overcome before new technologies can become part of everyday life for clinics and patients. A solid data base is the foundation for the development of high-quality digital health applications. However, the collection and use of personal health data in the EU is difficult, especially across national borders.

Under the **Horizon Europe** scheme, the **EU-funded SHIFT-HUB** project team has therefore set itself the task of creating a network that brings together stakeholders from business, science, politics and society throughout Europe to facilitate and promote the **development of smart health technologies and services** and increase their adoption.

The **consortium**, led by Steinbeis Europa Zentrum, consists of **12 partners**, among which business support agencies, universities with medical faculties, technology experts and a patient organisation, from **7 European countries** – Germany, France, Greece, Belgium, Romania, Portugal and Italy.






## The innovation under the project




---

The **European Union** funded **SHIFT-HUB** with **EUR 2 million** under the **Horizon Europe** scheme to establish a **pan-European Smart Innovation Hub** paving the way towards the **future federated European Health Data Space**.

SHIFT-HUB follows an innovative approach through:

-  The **Living Lab methodology** and an **online gamification-based e-learning journey** ensuring an immersive experience for patients and citizens;
-  An **Open innovation approach** to foster a collaborative ecosystem of multidisciplinary stakeholders;
-  A **technical platform** pilot including a **Health Data Hub**, a **Smart Health Apps Repository** and an **online Marketplace**.

By putting together a **strong community of emerging digital technologies providers and stakeholders**, supported by the practitioners and the healthcare institutions they represent, at the service of **patients and citizens**, SHIFT-HUB aims to:

-  Enable **digital literacy enhancing** and **behavioral changes** focused on the maintenance of good health instead of disease management;
-  Stimulate and facilitate **collaboration** and **synergies** among the community members;
-  Provide guidance to identify **relevant investors** and **public funding** sources for the implementation or upscaling of their projects.

26/05/2023

*SHIFT-HUB Consortium*