

# SHIFT-HUB Project Concludes: Celebrating Achievements and Paving the Way for the Future of Smart Health Innovation

As 2025 ended, so did the funding period for the Horizon Europe project, **SHIFT-HUB**. Over the past three years, **SHIFT-HUB has united stakeholders from across Europe's health ecosystem** - innovation intermediaries, entrepreneurs, technology providers, healthcare practitioners, policymakers, patients, and citizens - **to create a thriving Smart Health Community, driving innovation, fostering collaboration, and accelerating the adoption of transformative technologies and services in healthcare.**

The **SHIFT-HUB consortium** has worked tirelessly to build a connected and innovative Smart Health ecosystem. This collaborative effort has resulted in significant achievements and a strong foundation for continued progress in the Smart Health landscape.

## Key Achievements of SHIFT-HUB

**Engaging Stakeholders:** Over 1,000 SMEs providing technologies were reached, with 200 actively participating in SHIFT-HUB events and the community platform. More than 300 innovation intermediaries, 70 health institutions, 60 public institutions, and 50 policymakers were directly involved. SHIFT-HUB also connected with over 7,000 patients and citizens through outreach activities.

**Fostering Partnerships:** More than 90 Memorandums of Understanding (MoUs) were signed, formalizing collaborations with organizations that became Official Partner Organisations.

**Facilitating Collaboration:** The SHIFT-HUB Community Platform grew to over 780 registered members, facilitating over 730 matchmaking sessions and hosting a marketplace to showcase solutions.

**Driving Innovation:** 9 Open Innovation Workshops involved 470 participants and generated more than 45 project ideas; while 5 Living Labs, 7 Demo Days and 5 Capacity Building Workshops engaged over 550 participants combined.

**Raising Awareness:** SHIFT-HUB targeted five key pathologies—cancer, chronic and cardiovascular diseases, mental disorders, and disease prevention— in their activities. These are also reflected in initiatives like the [Mobile Health Apps Repository](#) (featuring over 170 rigorously selected apps) and a [gamified e-learning journey](#) with five educational games.

**Advancing Health Literacy:** The [Educational Repository](#), with over 150 resources covering 15 thematic areas, bridged the digital gap for patients and equipped healthcare practitioners with the tools to improve healthcare delivery and drive digital transformation.

## Looking Ahead: Sustaining Innovation

The end of the SHIFT-HUB project is not the end of its impact. **Many of its services will remain operational, with the results and best practices available for replication and adoption. The SHIFT-HUB Community Platform will continue to serve as a vital hub for connection**, collaboration, and innovation, enabling stakeholders to access matchmaking opportunities, showcase solutions, and participate in impactful events.

In addition, SHIFT-HUB is encouraging its partner organisations and all its stakeholders to replicate and scale its initiatives, further expanding the network and ensuring that its innovative services continue to benefit the European Smart Health ecosystem.

### Upcoming Events: Two Demo Days in 2026

SHIFT-HUB will host two online Demo Days in early 2026 to showcase cutting-edge technological solutions and foster greater engagement with the healthcare community:

**13th January 2026:** Focused on Smart Health Data, Interoperability & Personal Data Control.

**10th February 2026:** Details to be announced soon—mark your calendars!

## A Message of Gratitude

*"We are incredibly proud of what we've achieved together during this three-year journey," said Dr. Alena Bubeck, Coordinator of SHIFT-HUB from Steinbeis Europa Zentrum. "While challenges and opportunities remain, the foundation we've built will continue to support innovation, collaboration, and progress in Smart Health. We invite all stakeholders to take full advantage of the services and resources we've developed!"*

For more information on the SHIFT-HUB Community Platform, upcoming events, and available resources, please visit our website or contact us directly at [consortium@shift-hub.eu](mailto:consortium@shift-hub.eu).

**Wishing you a Smart-Healthy New Year!**

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*The SHIFT-HUB Team*



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