

SHIFT-EU

Scaling Health Innovations for Future Transformative Digital Self-Management in European Primary Care

ABSTRACT

In aging societies, the rising prevalence of chronic diseases is straining healthcare systems beyond the capacity of the workforce. To reduce institutional care while maintaining quality, innovative health and care models are urgently needed. Digital self-management tools can alleviate these pressures, but scaling effective innovations across Europe's diverse healthcare systems remains challenging. SHIFT-EU addresses this by implementing proven cost-effective, evidence-based digital therapeutics for two highly prevalent conditions: urinary incontinence (URinControl) and dizziness (Vertigo Training, VT) in primary care in four countries: the Netherlands, Poland, Spain, and Sweden.

These interventions, validated in randomized trials and cost-effectiveness studies, have already demonstrated success in real-world settings, with 31,000 (URinControl) and 7,000 (VT) users in the Netherlands, respectively. However, scaling to other countries requires tailored approaches, and seamless care pathways are needed. SHIFT-EU will adopt an ecosystem approach to co-design context-specific implementation strategies with stakeholders in each country. Through varied work plans, we will simultaneously conduct primary implementation studies (Poland, Spain and Sweden) that transform healthcare, and advanced implementation studies (the Netherlands) that embed interventions into standard care pathways.

This 3-year project aims to reduce institutional treatment needs, alleviate workforce pressures, and lower costs while improving care quality. By leveraging a CE IIA-certified platform, SHIFT-EU ensures a robust, scalable infrastructure for digital therapeutics. The project will also produce a comprehensive blueprint for implementing digital health solutions across European primary care systems, providing actionable guidance for future innovations. Through collaboration and shared expertise, SHIFT-EU will pave the way for sustainable digital transformation in healthcare across Europe.

KEYWORDS

- Digital self-management
- Chronic disease management
- Primary care innovation
- Healthcare accessibility
- Patient-centred care
- Cross-border implementation
- Cost-effective healthcare solutions

DURATION

36 months

PARTNERS

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