



NEXT STEPS & ACKNOWLEDGEMENTS

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Final remarks

We have now reached the conclusion of this XX European Patients' Rights Day, and I believe that one fundamental message has emerged very clearly from today's discussion: **personalised prevention is not only about technology. It is about the future relationship between citizens and healthcare systems in Europe.**

Today we discussed genomics, artificial intelligence, the European Health Data Space, health data, risk assessment, and scientific innovation. But we also discussed something equally important: trust, equity, participation, and transparency.

Because innovation alone is not enough.

Personalised prevention will succeed only if it is perceived as:

- **fair,**
- **understandable,**
- **inclusive,**
- **and deeply human.**

Many speakers today highlighted a real risk: that **innovation may unintentionally create new inequalities:**

- inequalities between countries,
- inequalities between regions within the same country,
- and inequalities among people with different levels of:
 - health literacy,
 - digital skills,
 - and access to healthcare and information.

And this is precisely why personalised prevention cannot become a privilege for the few. We cannot reduce it to a precious tailor-made suit, accessible only to a few — whether because of high costs, or because only a limited number of “tailors” are capable of crafting it individually for each of us.

For a quarter of a century, the European Charter of Patients’ Rights has identified prevention as the first fundamental right. Today, as is natural, that right is evolving. Our responsibility now is to ensure that personalised prevention becomes not only more innovative, but also more equitable, more participatory, and more human.

As Cittadinanzattiva–Active Citizenship Network, we strongly believe that the future of prevention must remain rooted in the European tradition of patients’ rights, solidarity, and civic participation.

Citizens and patients cannot be considered passive recipients of prevention strategies. They must be partners:

- in research,
- in governance,
- in the design of healthcare services,
- and in decision-making processes.

And this is exactly why the work developed within the PROPHET project is so important.

Because PROPHET is not only building a scientific roadmap for personalised prevention: it is contributing to the construction of a European model of prevention capable of combining scientific innovation with democratic legitimacy, basing prevention on empowerment, trust, and shared responsibility.

A model in which data serves people — and not the other way around.

A model in which technology strengthens the human relationship in healthcare, instead of replacing it.

Today it also became very clear that the real challenge for the coming years will be implementation.

We already have advanced scientific knowledge and increasingly sophisticated technological tools.

But Europe must now ensure:

- equitable access,
- clear communication,
- health literacy,
- professional training,
- effective governance,
- and sustainable investment.

Otherwise, personalised prevention risks remaining an excellent theoretical promise, without truly becoming part of people's everyday lives.

Next steps

For this reason, today's discussion cannot remain an isolated event.

1. As a consortium member, I am delighted to invite you to the PROPHET Final Conference, which will take place in Brussels on 8 July 2026 and will mark the official conclusion of the project. The event will provide an opportunity to present and discuss all the final results of PROPHET, including its key outputs and

achievements, and to reflect on their impact and future uptake. Bringing together policymakers, researchers, and stakeholders, the conference will highlight the project's contribution to advancing personalised prevention in Europe and outline perspectives beyond the project's lifetime.

2. As Director of Active Citizenship Network, I can confirm that we will continue contributing — both at national and European level — to the debate on recognising personalised prevention as a fundamental human right.
3. On our side, we have also decided to further explore the topic of personalised prevention in the field of immunology and vaccination. For this reason, tomorrow we have organised a dedicated event with experts and leaders of civic and patient organisations interested in learning more about this important area.

Because trust does not arise automatically. Trust must be built.

And participation is not an optional element. It is a necessary condition for success.

Acknowledgements

And now, as usual, I have my long list of acknowledgements.

I must confess that organising an event like this is never easy — and when transport strikes also decide to work against you, it becomes even more challenging. Some speakers and welcome guests unfortunately had their flights cancelled and had to join remotely instead. For this reason as well:

- Thanks again to all of you for attending, including those who joined us online.
- Thanks to the EU institutions and to our hosting MEP, Brando Benifei.
- Thank you to our moderator, Mariam, and thank you to all the speakers.
- Thanks to the project coordinator and to all the partners of the EU-funded PROPHET project.

- As always, many thanks to all my colleagues who worked on this initiative, especially Daniela and Bianca, who are here with us today, and all the colleagues working in Italy.

I would also like to mention that this European policy dialogue event was made possible thanks to the EU-funded project PROPHET – Personalised Prevention Roadmap for the Future Healthcare — and thanks to the unconditional support of MSD, Redcare Pharmacy, and Viatris, whom I would like to sincerely thank.

Thanks also to our three media partners:

- Health Europa,
- TrendSanità – Policy and Procurement in Healthcare,
- and Pubtexto Publishers, the international online publishing organisation that publishes the peer-reviewed *Journal of Medical and Clinical Studies* (ISSN: 2582-0869).

As usual, all today's presentations will soon be published on our website and circulated through our monthly newsletter.

I wish you all a pleasant rest of the day.

Goodbye — and thank you very much.