

# *Personalised Prevention In The EU Health Policy Landscape*

*Empowered Citizens, Personalised Care:  
A New Era For Prevention in Europe*

*12 May 2026, European Parliament*

# Personalised Prevention - Key Benefits To Patients

## What Is Personalised Prevention?



*“Personalised prevention aims to prevent onset, progression and recurrence of diseases through the adoption of targeted interventions that consider the biological information, environmental and behavioural characteristics, socio-economic and cultural context of individuals. This should be timely, effective and equitable in order to maintain the best possible balance in lifetime health trajectory.”*



## Patient Rights Supported By Personalised Prevention

- ✓ **Right to Preventive Measures**  
Access to services such as health education, screening and
  - ✓ Vaccinations that help prevent illness and support overall wellbeing.
  - ✓ **Right to Information**  
Clear, accurate and complete information about your health status, treatment options and available services.
  - ✓ **Right to Consent**  
Informed consent before any medical procedure or treatment – including information on risks, alternatives and likely outcomes.
  - ✓ **Right to Safety**  
Protection from medical errors and other avoidable harm during care.
  - ✓ **Right to Innovation**  
Access to new treatments, technologies and research that can improve health outcomes.
- ... And, Off Course**
- ✓ **Right to Personalised Treatment**  
Treatment tailored to the individual’s medical needs, preferences and personal circumstances.



# The Case For Prevention

## The Current Challenges

### Systemic Pressures on European Healthcare

- Demographic shift
- Workforce shortages
- Budgetary strain
- Health disparities

### The Chronic Disease Crisis

- **Major health burden:** Cardiovascular disease, cancer, diabetes, and chronic respiratory illnesses account for:
  - 90% of all deaths <sup>1</sup>
  - 85% of disabilities <sup>1</sup>

## Urgent Need For Action

## The Good News

### Prevention Potential

- Research shows **at least 80%** of heart disease, stroke, type 2 diabetes, and **one-third of all cancers** are preventable.<sup>2</sup>



1. WHO - [Data for a healthier future](#)

2. WHO - [Health 2020: a European policy framework and strategy for the 21st century](#)



# Why Personalised Prevention Matters

## Prediction, Prevention and Empowerment

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### Supports a healthcare model shift

- **by shifting from reactive to proactive:** Moving from treating illness to prevent diseases before they occur, reducing the need for invasive treatments.
- **by leveraging advanced technologies:** Using genomics, proteomics, metabolomics, pharmacogenomics, and digital health to identify risks early.
- **by empowering citizens:** Citizens understand their risks and become active actors of their health

## Key Benefits Of A Game-Changing Approach

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### Transforms healthcare

- **Risk mitigation:** Anticipates and addresses health risks before they escalate or become critical.
- **Better outcomes:** Enables timely, targeted treatments with fewer complications and less irreversible damage.

### Drives economic and resource impact

- **Cost efficiency:** Reduces unnecessary healthcare spending by focusing on prevention and early intervention.



# EU Initiatives in Personalised Prevention: A Unified Vision

## PROPHET's Role

### Action-Oriented Project:

- PROPHET drives the **integration of personalised prevention into everyday healthcare**, shifting focus from curative to preventive medicine.

### Strategic Framework:

- The **Strategic Research and Innovation Agenda (SRIA) and Roadmap** outline **10 action areas**, including stakeholder engagement, implementation pathways, and expected outcomes.



## Pers. Prev. Alignment of Other Key EU Health Initiatives

### Key Initiatives

### Alignment

#### Cancer Mission

Identifies effective innovations in prevention and early diagnosis

#### Beating Cancer Plan

Identification of high-risk individuals to enable personalised cancer prevention, early detection, and risk reduction

#### Safe Hearts Plan

“EU Cares For Your Heart” personalised and digital prevention programme.

#### EPPerMed

Prevention and community engagement in personalised healthcare.

#### Transforming Healthcare Systems

Prevention and community engagement in personalised healthcare.

#### JA on Personal Cancer Medicine

Real-world pilots and use cases on personalised prevention.

## Key R&I Projects



# Final Thoughts

- ✓ Personalised prevention isn't just an idea - it's a **transformative approach with real, measurable benefits.**
- ✓ The future of healthcare is **proactive, preventive, and patient-centered.**
- ✓ By placing personalized prevention at the core of healthcare, Europe can lead global health innovation and strengthen its **sustainable competitiveness.**
- ✓ The path forward is bright, but **success requires collective action** from policymakers, researchers, clinicians, industry partners, and, above all, patients and citizens.

## ***What Should Be The Vision?***

*A Meaningful Policy  
Integration*

***Personalised prevention should become a  
basis of an EU health policy that aspires  
to be proactive, preventive and patient-  
centered.***

***Let's build this future together!***



# Thank you!



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