

Six recommendations for European policy — and the positioning paper is here

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Welcome to the twentieth CRANE newsletter. Everything CRANE learned now sits in one place: an open **positioning paper** — *Citizen-Centred Digital Health in Europe* — with six forward-looking recommendations for the European Commission and for policymakers shaping the future of innovation procurement in digital health. This issue lays them out, and invites you to read the paper.

— SIX RECOMMENDATIONS FOR EUROPEAN POLICY

What CRANE asks of Europe

Drawing on five years of experience, CRANE offers six recommendations. Each addresses a gap the project ran into first-hand — and together they point to how Europe can carry more good innovation from pilot to practice.

1 Build flexibility into the PCP instrument

Long, multi-country projects outlive the context they were planned in. The instrument should absorb change rather than demand rigid adherence to an initial plan.

THE GAP IT ADDRESSES

Long multi-country PCPs outlive the context they were planned in.

2 Align payments with the timing of suppliers' costs

Much of a supplier's effort falls in the final validation phase. More frequent milestones, or partial pre-payment, would support the SMEs the instrument is designed to attract.

THE GAP IT ADDRESSES

Validation-phase costs strain the SMEs the instrument is meant to attract.

3 Add a market-readiness stage between PCP and PPI

Promising solutions stall between a successful pilot and deployment. A modestly funded stage would complete certification, integration and the adoption package.

THE GAP IT ADDRESSES

Validation is not market readiness; solutions stall in the gap.

4 Fund the full innovation cycle, including the non-technical work

Funding should be sequenced so a validated solution is never left without support — and should explicitly cover the organisational work of adoption, not only the technology.

THE GAP IT ADDRESSES

Non-technical adoption work goes unfunded; support breaks off after validation.

5 Develop multi-stakeholder business models early

Who buys, operates and sustains a service should be answered during the innovation process, with all stakeholders at the table — not left open at its end.

THE GAP IT ADDRESSES

"Who is the buyer?" remains unanswered at the close of the PCP.

6 Fund and procure the trust layer itself

The citizen-side governance everything depends on has no owner and no funding route. Both validated solutions had to build it themselves. Europe should procure it as a public capability.

THE GAP IT ADDRESSES

The citizen-side governance layer has no owner and no funding route.

One paper, five years: the evidence and six recommendations that can help Europe close the gap between a validated solution and a deployed one.

— WHAT CRANE LEARNED

The lessons behind the recommendations

- 1 Technology readiness is necessary but not sufficient.** Adoption depends on citizen engagement, professional acceptance, digital literacy and organisational change — each needing investment of its own.
- 2 Europe is local.** The same solution behaved differently in each country. Adoption happens one region at a time, and policy must allow for it.
- 3 Validation is not market readiness.** Proven solutions still stalled in the gap between a successful pilot and deployment — a structural gap in how Europe carries innovation to practice.
- 4 CRANE leaves a practical toolkit.** A value-based evaluation method, ready for any public buyer preparing to procure citizen-centred digital health.

— THE POSITIONING PAPER IS HERE

Open, visual, and built to share

The full evidence, the lessons and the recommendations are gathered in a short, open positioning paper — *Citizen-Centred Digital Health in Europe*. Whether you build, buy or regulate digital health, it is designed to be read quickly and shared widely. Download it, pass it on, and tell us what resonates.

WHAT'S NEXT

As CRANE reaches its formal close, our final issue looks back at what the project leaves behind — and forward to where its solutions and lessons go next.

Visit our website and follow us to keep up with CRANE: crane-pcp.eu · LinkedIn @crane-pcp

All the best, and let's CRANE!



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