

CRANE PRESS RELEASE

CRANE Publishes its Positioning Paper and Six Recommendations for Europe

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CRANE has published its **positioning paper**, *Citizen-Centred Digital Health in Europe* — an open document that gathers the evidence, the lessons and the recommendations from nearly five years of Pre-Commercial Procurement into a single, shareable resource for the European Commission and for policymakers shaping the future of innovation procurement in digital health.

The paper builds on a clear, hard-won finding: technology readiness, while necessary, is not enough. CRANE's two solutions were validated with real citizens, yet reaching everyday use depends on much more than a working system — it depends on citizen engagement, professional acceptance, organisational change, and, above all, on **trust**. Earning the citizen's trust in how their health data is governed and used is the foundation on which adoption rests, as captured in the project's motto, "**In CRANE we trust**".

From this evidence, CRANE offers **six recommendations** for European policy:

- **Build flexibility into the PCP instrument**, so that long, multi-country projects can absorb change rather than adhere rigidly to an initial plan.
- **Align payments with the timing of suppliers' costs**, supporting the small and medium-sized enterprises the instrument is designed to attract.
- **Add a market-readiness stage between PCP and PPI**, to carry promising solutions across the gap between a successful pilot and deployment.
- **Fund the full innovation cycle, including the non-technical work** of adoption — training, integration, change management — not only the technology.
- **Develop multi-stakeholder business models early**, answering who buys, operates and sustains a solution during the process, not at its end.
- **Fund and procure the trust layer itself** — the citizen-side governance everything depends on, which today has no clear owner and no funding route.

Together, the recommendations address the structural gap CRANE encountered first-hand: the distance between a validated solution and one that is actually deployed. They arrive at a timely moment, as the European Health Data Space moves into implementation and public buyers across the Union begin to plan for exactly the citizen-centred, consent-based capabilities CRANE has shown can be built.

The positioning paper is openly available and designed to be read quickly and shared widely — whether you build, buy or regulate digital health. We invite procurers, policymakers and partners across Europe to read it, share it, and carry its recommendations forward.

All the best and let's CRANE!

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