

Gravitate Health

A DIGITAL HEALTH INFORMATION JOURNEY

“Empowering and equipping Europeans with health information
for active personal health management and adherence to
treatment”

ABOUT US

The Gravitate Health is a **public – private partnership** with **45 members** from Europe and the US, co-led by University of Oslo (coordinator) and Pfizer (industry lead), funded by the Innovative Medicines Initiative (IMI) – a joint undertaking of the European Commission, the European Federation of Pharmaceutical Industries and Associations (EFPIA), IMI2 Associated Partners.

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MISSION



The Gravitate Health mission is to equip and empower citizens with digital information tools that make them confident, active, and responsive in their patient journey, specifically encouraging safe use of medicines for better health outcomes and quality of life.



Engagement of citizens in their own health can only be achieved with access to actionable, understandable, relevant, reliable and evidence-based information that meets their specific needs, health context, and literacy level.

AMBITION



To provide a key piece to advance this vision: the **Gravitate Lens (G-lens®)**, which focuses (but does not conceal or filter) approved electronic product information (ePI) content, and offers a route for patients to access trustworthy, up-to-date information that better meet their individual needs.

1.11.20

Project Launch

68 mo.

Duration

19.4 €

Mio Budget

45

Partners



ANNOUNCEMENT BOARD



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SCIENTIFIC ARTICLE
**How to Refine and Prioritize KPIs
for Digital Health Interventions:
Tutorial on Using Consensus
Methodology...**

Catherine McCabe et al.

UPDATE
**Gravitate-Health at PEOF 2025
Stakeholder Feedback Informing
G-lens® Innovation**

Gravitate  Health

peof

26 JUN: SCIENTIFIC
PUBLICATION: HOW TO
REFINE AND PRIORITIZE
KPIs FOR DIGITAL HEALTH
INTERVENTIONS



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25 JUN: GRAVITATE-
HEALTH AT PEOF 2025:
STAKEHOLDER
FEEDBACK INFORMING G-
LENS® INNOVATION



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06 JUN: GRAVITATE-
HEALTH HACKATHON#2 IS
ANNOUNCED



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ALL OUR NEWS



...Gravitate Health is an integrated digital health information project.



Gravitate Health services and the G-lens® will be developed and tested within the project, using an evaluation framework to test their ability to improve access to & understanding of health information, drive adherence and improve patient outcomes.

MILESTONES

G-lens® mock-ups and KPIs

100%



Concept validation of FOSPS platform and G-lens®	100%
Use case prioritizing for real world validation	97%
Gravitate Health FOSPS final version	75%
Gravitate Health Project Duration	70%





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SUBMIT



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