

## Find out what Gravitate-Health means for you

### What is Gravitate-Health?

Gravitate-Health is a digital health information project that is developing a digital platform to improve patients' access to more relevant and understandable information about medicines from trusted sources, delivered via a G-lens<sup>®</sup> service. It is a Public-Private partnership with 45 members from 16 countries, aiming to advance innovation and improve patients' lives.

### How does it work?

The Gravitate-Health digital platform uses trusted information in a focused way—via the G-lens<sup>®</sup> services— from electronic product information (ePI, i.e. medicinal product leaflet in an electronic format) and a subset of health record data (IPS). The platform presents users only with information that is relevant to them, based on their conditions and preferences. Additional trusted materials can be incorporated for safety and to enhance understanding. The G-lens<sup>®</sup> services consider your medication list, allergies, conditions, therapy plan, health goals, personality, lifestyle, etc.



A digital platform with G-lens<sup>®</sup> services will enable citizen empowerment and engagement to stimulate adherence to treatment, safety, and improved quality of life.

### What does Gravitate-Health offer?

- >A digital tool that provides easy access to information for all;
- >Relevant and individualized information on medicines from trusted sources, incorporating a search function;
- >Additional health information that improves the safe and proper use of medicines;
- >Information relevant to your personal health conditions and preferences;
- >Multi-lingual information for easier understanding of the use of your medicines when displaced or abroad;
- >Better information to manage your health.

Contact us

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## What does Gravitate-Health offer to...



### CITIZENS & PATIENTS

The G-lens<sup>®</sup> digital service improves personal health management and well-being by facilitating easy access to relevant medication details; it enhances access to relevant medication information for citizens/patients, aligning with their needs and preferences. Unlike traditional paper leaflets, it offers comprehensive details to improve safe and effective medication use. Moreover, it provides up-to-date information, ensuring users can access it in their preferred language, even when traveling abroad.



### HEALTHCARE PROFESSIONALS

Informed patients tend to adhere better to treatment plans and experience improved health outcomes. Gravitate-Health is a digital platform designed to enhance patient understanding and safety through the utilization of trusted information from electronic product information (ePIs) and other health education resources, facilitated by the G-lens<sup>®</sup> services. By integrating relevant data such as medication lists, allergies, conditions, therapy plans, and health goals, the platform delivers personalized medication insights to patients. Additionally, it incorporates materials such as pictures, videos or other visuals, seeking to improve understanding, safety, and saving time; multilingual medication information is also available for easier access to medicines when patients are abroad.



### INDUSTRY

Gravitate-Health's digital open-source platform in development builds on three key components: content from the electronic product information (ePI), a subset of health record data (IPS), and the FHIR (Fast Health Interoperability Resources) standard to create relevant and personalized medication information for users. Gravitate-Health engages a dynamic community of stakeholders, including pharmaceutical companies, technology firms, small to medium enterprises, and experts in the field. This collaborative effort drives the creation of commercial solutions that cater to specific patient needs, ultimately improving patients' lives and promoting safer medication use while also opening new market opportunities.



### GOVERNMENT, POLICYMAKERS, REGULATORS

Engaged and empowered, informed patients often can enable better clinical outcomes and robust, viable, sustainable healthcare systems. Gravitate-Health ensures patients have access to up-to-date personalized health information from trusted sources, tailored to their unique circumstances, making it possible to manage their health and wellbeing. Gravitate-Health and our G-lens<sup>®</sup> service provide content in digital form and take advantage of opportunities to enrich the information. The platform asserts security and complies with regulation on privacy of personal data, offering confidence in safeguarding patient information. By improving adherence to treatment, Gravitate-Health contributes to better population health outcomes.



### ACADEMIA – RESEARCH COMMUNITY

Gravitate-Health plays a pivotal role in contributing to understanding health literacy challenges and behavioral challenges.

The Gravitate-Health platform, alongside G-lens<sup>®</sup> services, serves as a research environment for studying drug adherence, understanding patient needs, and analyzing health outcomes through focusing mechanisms like G-lens<sup>®</sup>. Additionally, it facilitates the exploration of user experience regarding strategies for and satisfaction with focused information delivery. Furthermore, Gravitate-Health provides insights for various research areas, including health economics, policy, citizen engagement, and the utilization of real-world data (RWD), among others.