



EP PerMed
European Partnership
for **Personalised Medicine**

ICPerMed
INTERNATIONAL CONSORTIUM

ICPerMed & EP PerMed Conference on Personalised Medicine Research
Day 2, 27 November 2025

SESSION 3

Marius Geanta

Center for Innovation in Medicine

**From Policy to Practice: Romania's Right to Personalized Medicine
and the Implementation of Personalized Prevention**



From Policy to Practice

Romania's Right to Personalized Medicine and the Implementation of Personalized Prevention

Marius Geantă, MD, PhD
Co-Founder and President - Center for Innovation in Medicine (INOMED)

ICPerMed & EP PerMed Joint Conference, Prague, 26-27 November 2025

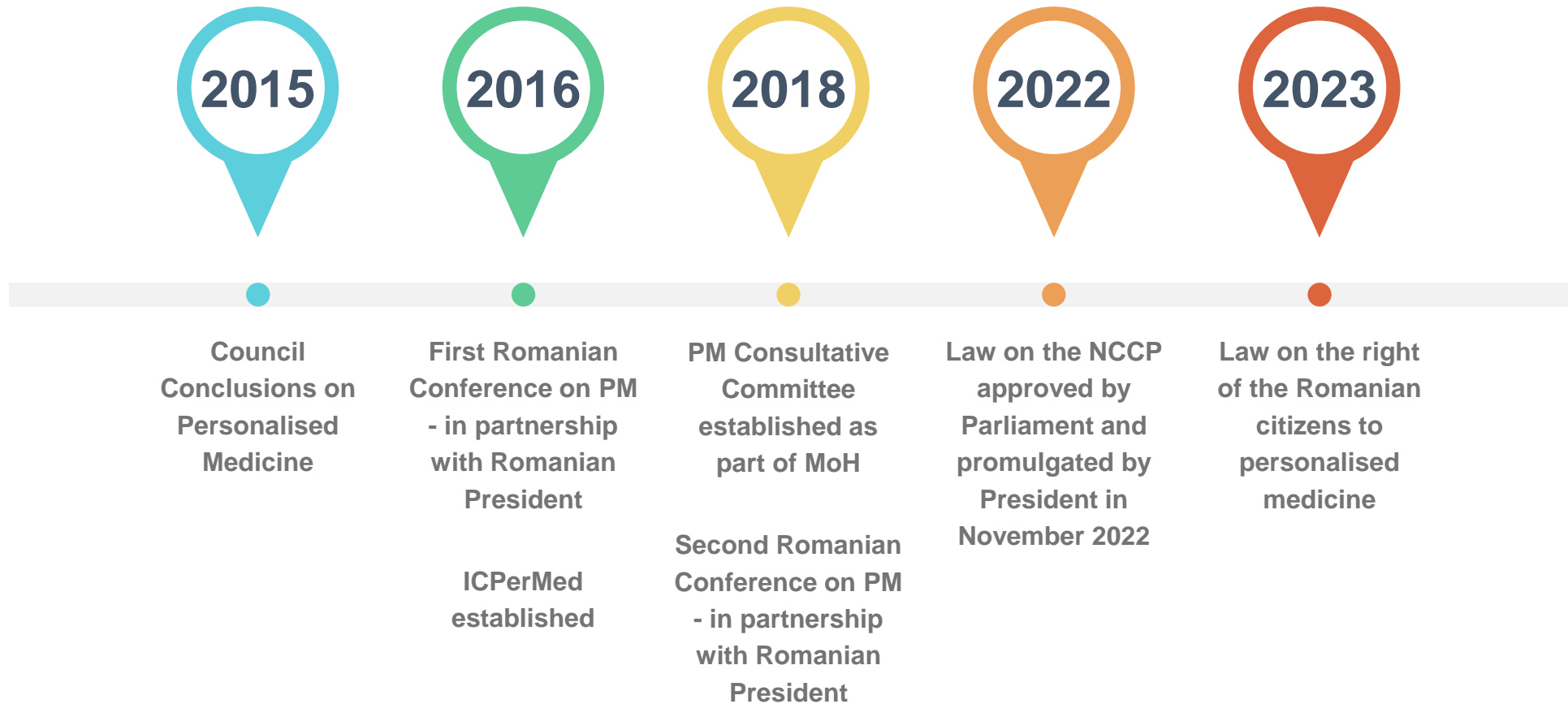
Our approach

SCIENCE - POLICY - IMPLEMENTATION



How did we get there

THE POWER OF PERSEVERENCE



Pentahelix model of stakeholders engagement

**Collaborative penta helix model for advanced policies on personalised medicine.
The development of the Law on the right of patients and citizens to personalised medicine.**

Engagement projects

- Health Innovation Agenda (2016-2023)
- Communication of innovation, innovation in communication educational project (2017-2020)

Engagement projects

- Health Innovation Agenda (2016-2023)
- Decoding cancer (2019-2023)
- European Biotech Week (2017-2023)
- Implementation of personalised healthcare in Romania (2020-2021)

Academia

- University of Medicine and Pharmacy "Carol Davila" Bucharest
- Polytechnic University of Bucharest
- University of Bucharest - Faculty of Journalism
- National School of Political and Administrative Studies

Public sector

- Romanian President
- Parliament
- Government
- Ministry of Health
- Ministry of Digitalisation, Innovation and ~~Research~~
- Ministry of European Funds
- National Health Insurance Fund

Engagement projects

- Health Innovation Agenda (2016-2023)
- Personalised Medicine Conference (2016-2023)
- Value of Data in Oncology (2019)
- Science meets Politicians (2017-2021)
- National Cancer Control Plan (2022)
- Law on the right of patients and citizens to personalised medicine (2022-2023)

Convenor Centre for Innovation in



Private Sector

- Local American Working Group
- AmCham
- Romanian Association of international Medicines Producers
- National Association of Software industry
- companies representing the pharma, diagnosis, genomics, IT industry

Civil society

- National Society of Medical Oncology
- National Society of Human Genetics
- National Society of Pathology
- National College of Physicians
- Federation of Cancer Patients Associations
- National Association of Haemophiliacs
- Mass media (TV, print media, online, radio)

Engagement projects

- Health Innovation Agenda (2016-2023)
- Keynote lectures at national congresses of cancer patients (2015-2022), national congress of medical oncologists (2015-2022), national congress of human genetics (2022)
- National Radio Romania Cultural weekly Science360 talk-show (2017-2023)

Key aspects of the Law

- Complete the Law of **patient's rights**
- Include the **definition** of PM - Council of EU
- State the a right to PM according to **medical recommendation**
- Mandatory **informed consent**
- HCPs should provide **to citizens/patients all informations** incl. risk-benefit
- EHDS - the collection, sharing, standardisation and primary use of data

PARLAMENTUL ROMÂNIEI

CAMERA DEPUTAȚILOR

SENATUL

LEGE

pentru completarea Legii drepturilor pacientului nr. 46/2003

Parlamentul României adoptă prezenta lege.

Art. I. – Legea drepturilor pacientului nr. 46/2003, publicată în Monitorul Oficial al României, Partea I, nr. 51 din 29 ianuarie 2003, cu modificările și completările ulterioare, se completează după cum urmează:

1. La articolul 1, după litera c) se introduce o nouă literă, lit. c¹), cu următorul cuprins:

„c¹) prin medicină personalizată se înțelege îngrijirile de sănătate acordate pe baza unui model medical care folosește caracterizarea fenotipurilor și genotipurilor persoanelor, care constau în oferirea de servicii medicale preventive, de diagnostic, curative, de reabilitare, respectiv îngrijiri terminale specifice fiecărui pacient;”

2. După articolul 36¹ se introduce un nou articol, art. 36², cu următorul cuprins:

„Art. 36² – (1) Pacientul are dreptul la medicină personalizată, pe baza recomandării medicale.
(2) În vederea asigurării respectării dreptului prevăzut la alin. (1), medicul specialist are obligația de a pune la dispoziția pacientului informații fiabile, pertinente și ușor de înțeles referitoare la opțiunile privind intervențiile medicale propuse, inclusiv beneficiile preconizate și riscurile acestora.
(3) Consimțământul pacientului este obligatoriu pentru fiecare intervenție medicală specifică medicinei personalizate.
(4) Colectarea, partajarea, gestionarea și standardizarea datelor necesare pentru dezvoltarea și aplicarea medicinei personalizate se realizează în conformitate cu legislația privind protecția datelor.”

Art. II. – Prezenta lege intră în vigoare la 6 luni de la data publicării în Monitorul Oficial al României, Partea I.

Art. III. – Legea drepturilor pacientului nr. 46/2003, publicată în Monitorul Oficial al României, Partea I, nr. 51 din 29 ianuarie 2003, cu modificările și completările ulterioare, precum și cu



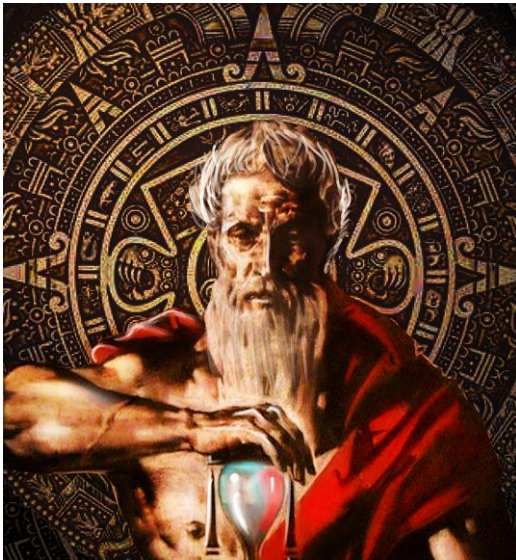
Fast development of genomic medicine

- Romanian Government approved in May 2023 the memorandum allowing the Minister of research and Innovation to **sign 1+MG Declaration**
- Romania joined in autumn 2023 **GDI project** and in 2024 **B1+MG** plus project and **EDIC** initiative
- 85 million Euros allocated for the **ROGEN project** through operational EU-funded Health Program
- **National Institute for Genomic Research and Development** established in 2023 and operational in 2024
- Romania joined **ELIXIR** in October 2025
- November 2025: **First CAR-T clinical research lab** funded through operational EU-funded Health Program
- **Starting January 2026**: first National Strategy for Genomic Medicine to be developed

Gods of Personalized Medicine

Chronos

past, present, future



Aeon

eternal time



Kairos

opportunistic time



Bottom-up, EU-funded implementation of PM

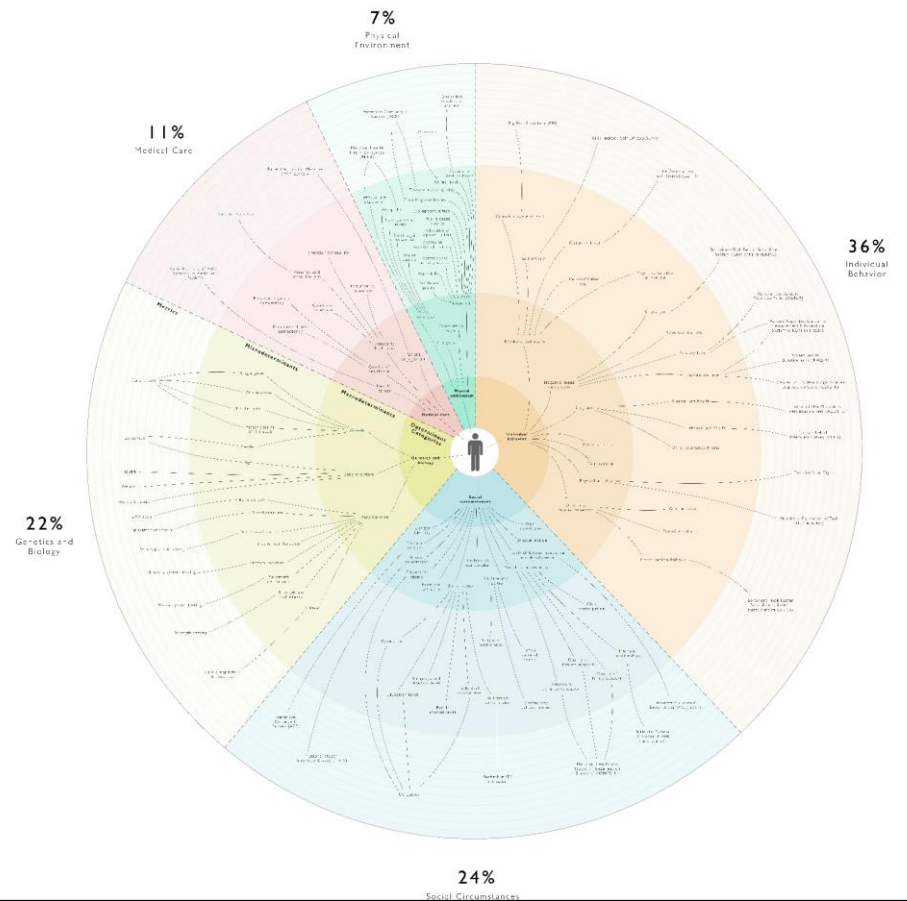
	Social Impact Innovation	Policy and Health Systems	4P Medicine	AI and Data
4P-CAN	x	x	x	x
ECHoS	x	x	x	
ReThinkHPVaccination	x		x	x
PERFECTO	x	x	x	x
GUIDE.MRD	x	x	X	
FH-EARLY	x		x	x
MAYA	x	x		
EU-CIP	x	x	x	x
CURTAIN	x	x	x	x
PRIME-ROSE/PCM4EU		x		

Personalised Prevention of NCDs

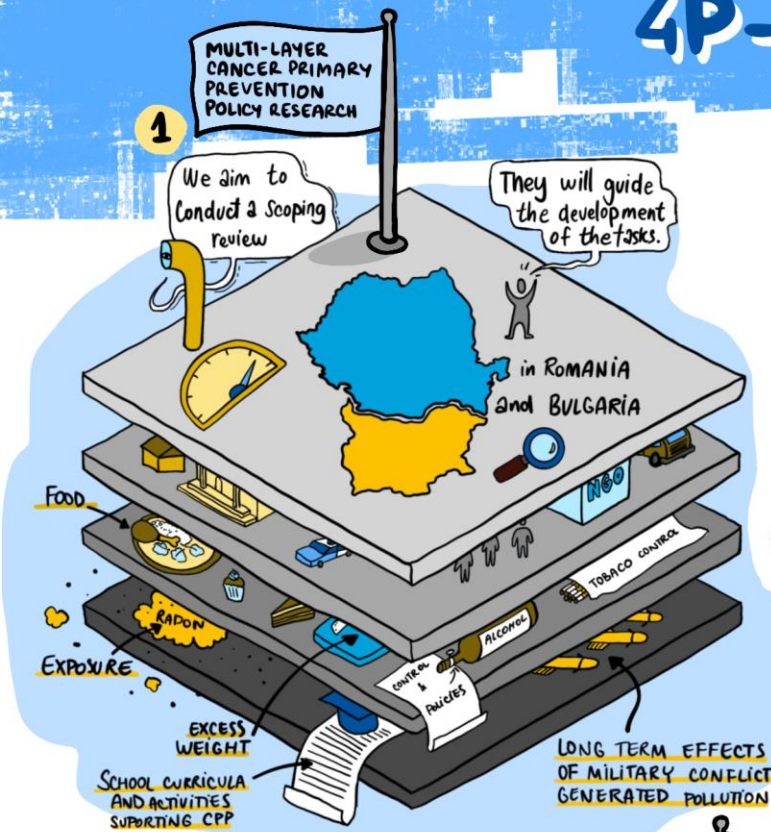
Personalised prevention aims to prevent onset, progression and recurrence of diseases through the adoption of **targeted interventions that consider** the biological information (e.g. genetic and other biomarkers, demographics, health conditions), **environmental and behavioural characteristics, socio-economic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

DETERMINANTS OF HEALTH

This diagram is a model of all factors correlated with health outcomes for an individual



4P-CAN PROJECT CONCEPT



what needs to change for a behaviour change intervention to be effective?...

3 Factors

NEED TO BE PRESENT FOR ANY BEHAVIOUR TO OCCUR:

- CAPABILITY
- MOTIVATION
- OPPORTUNITY

SURVEY to measure individuals level

PERCEPTION ON CAPABILITY

KNOWLEDGE ABOUT POLICIES

ATTITUDES ON PREVENTION

IDENTIFY INFLUENCERS

How citizens prioritize preventive measures in relation to cancer?

EVALUATION OF THE TARGETED PUBLIC HEALTH COMMUNICATION CAMPAIGNS ON PRIMARY PREVENTION OF CANCER

From an economic point of view, it's difficult to measure the real costs:

- EMOTIONAL SHOCK
- IMPACT ON FAMILY MEMBERS
- EMPLOYMENT

2 SOCIO-ECONOMIC IMPACT

2

THE INFLUENCE OF SOCIOECONOMIC FACTORS IN THE ADOPTION OF PREVENTIVE MEASURES AND THE PEER INFLUENCE

INDIRECT COSTS ANALYSIS IN EU MEMBER STATES

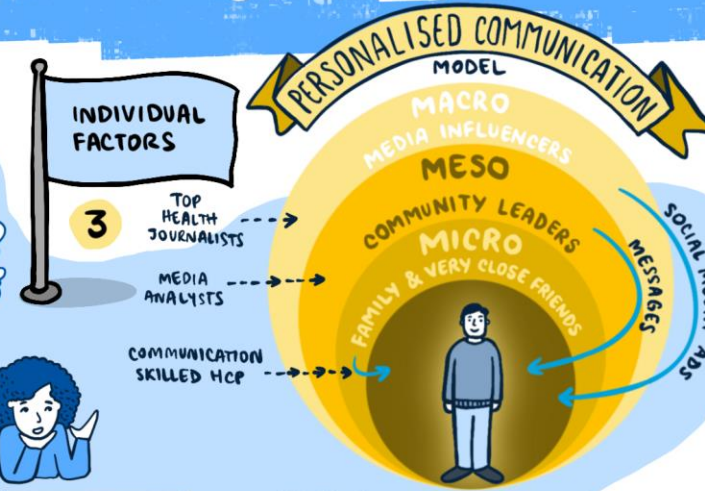
We are here!

60% OF CITIZEN'S EXPECTATIONS

PRIMARY Cancer PREVENTION

5% OF THE RESEARCH

HUGE DISCONNECTION



MULTI-STAKEHOLDER'S CO-CREATION OF CANCER PRIMARY PREVENTION POLICY RECOMMENDATION



RECOMMENDATIONS FOR IMPROVING THE UPTAKE OF PRIMARY PREVENTION MEASURES



ASSIST THE UPDATE OF THE EUROPEAN CODE AGAINST CANCER



RECOMMENDATIONS FOR ADDRESSING CPP INEQUALITIES IN EUROPE USING INNOVATION



CONTRIBUTE TO UKRAINE'S RECOVERY THROUGH POLICY RECOMMENDATIONS

We will design the... using Advanced Social Science Tools.

CITIZEN JOURNEY FOR CANCER PREVENTION

ARGES COUNTY ROMANIA

PLOVDIV BULGARIA



2 LABS



OBESITY IS A NETWORK DISEASE



Nobody eats alone!

CANCER EVENTS IMPACT HUMAN NETWORKS

ReThink cancer prevention through participation

Lessons from **4P-CAN Rural Living Lab** in Eastern Europe

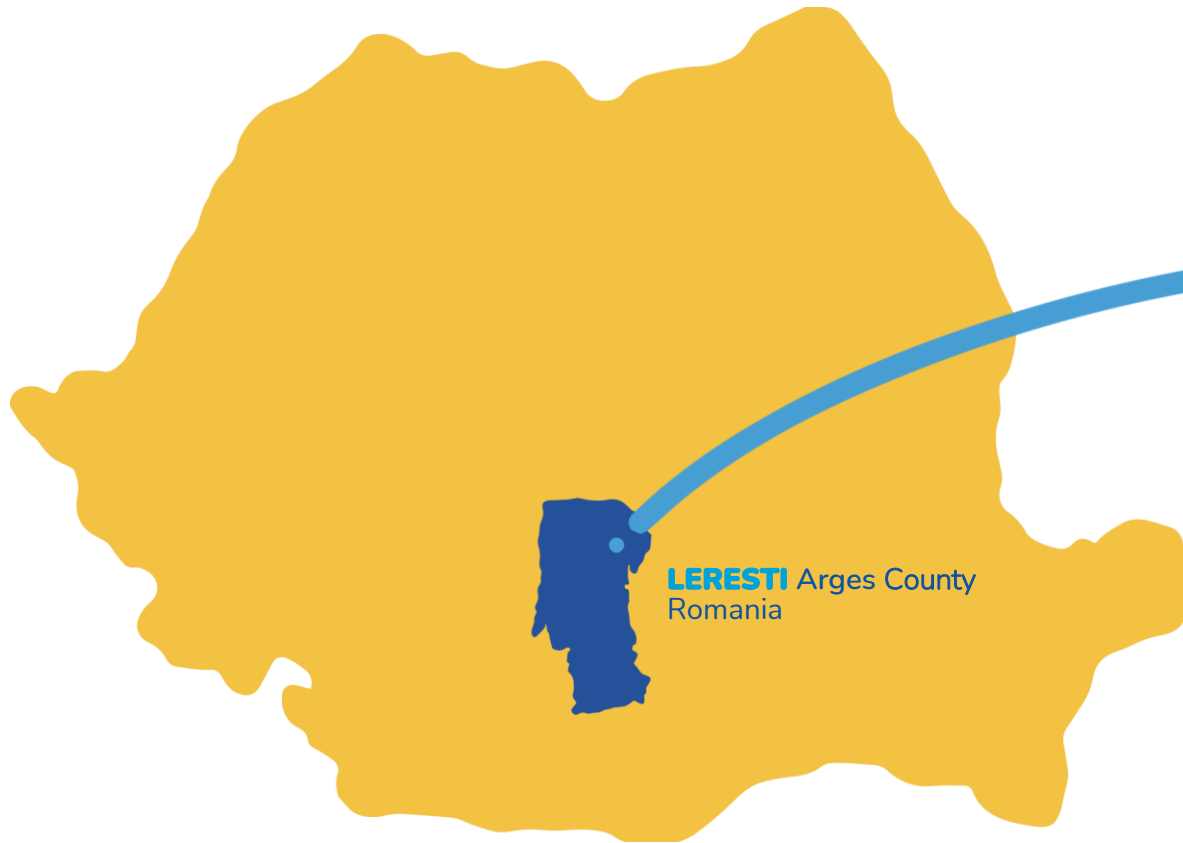


Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

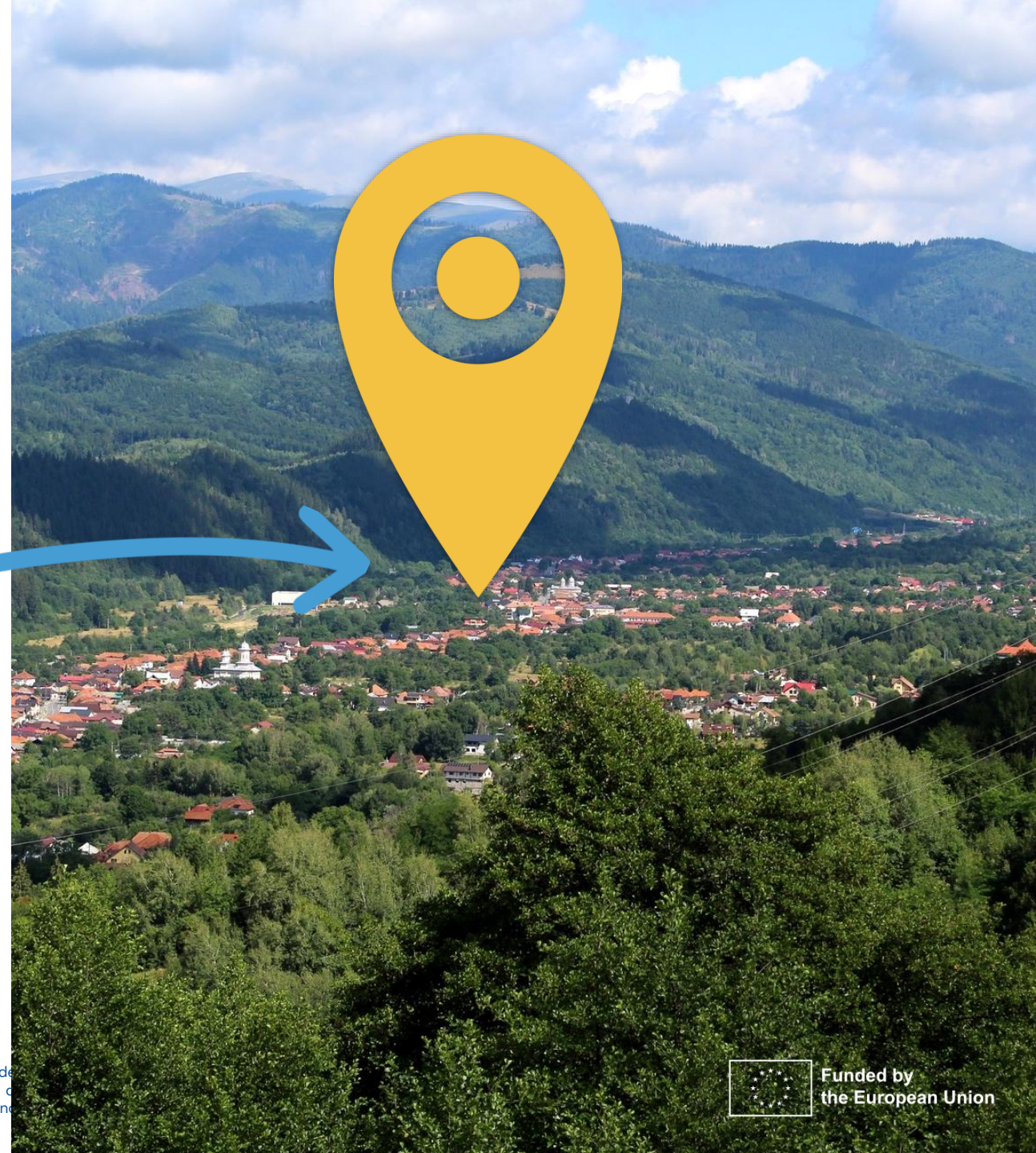


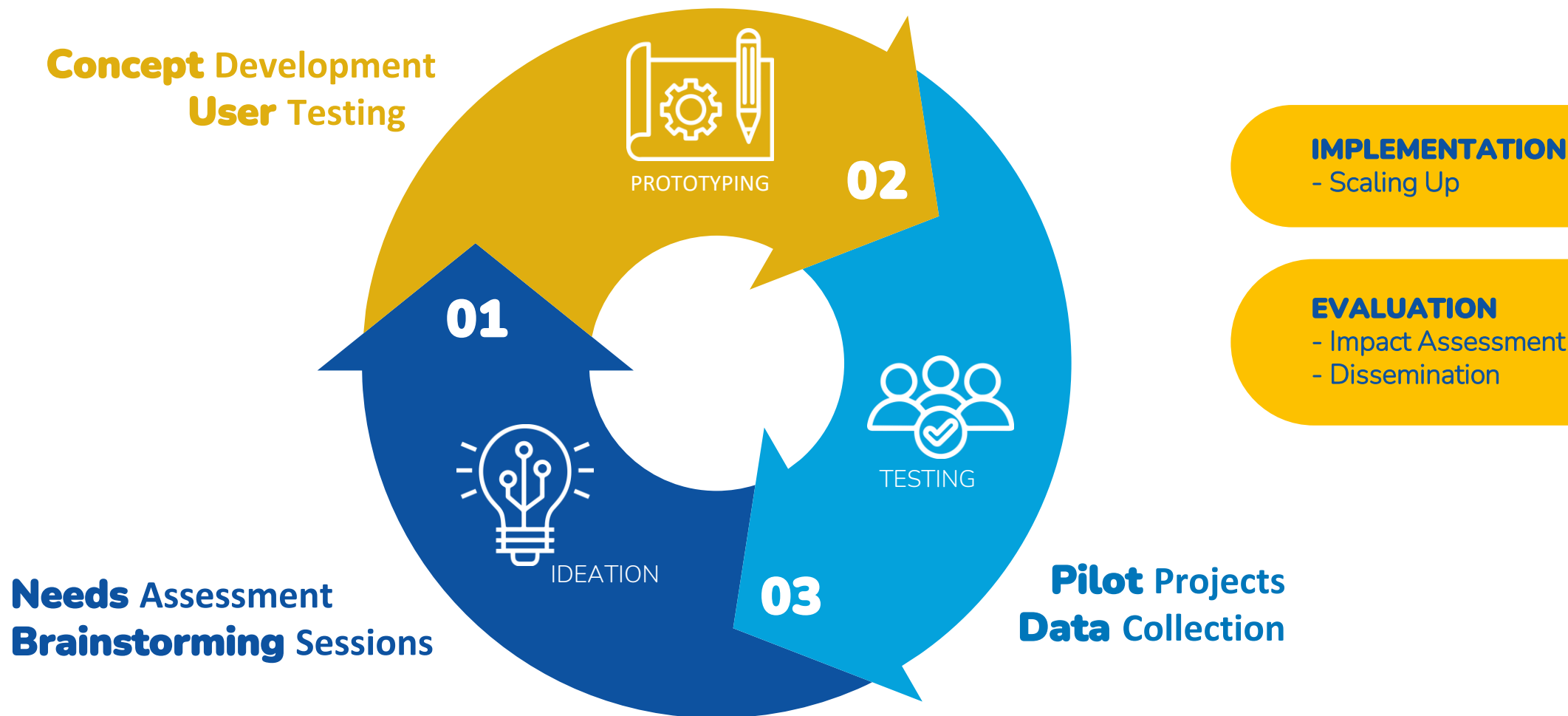
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Leresti Living Lab



LERESTI Arges County
Romania





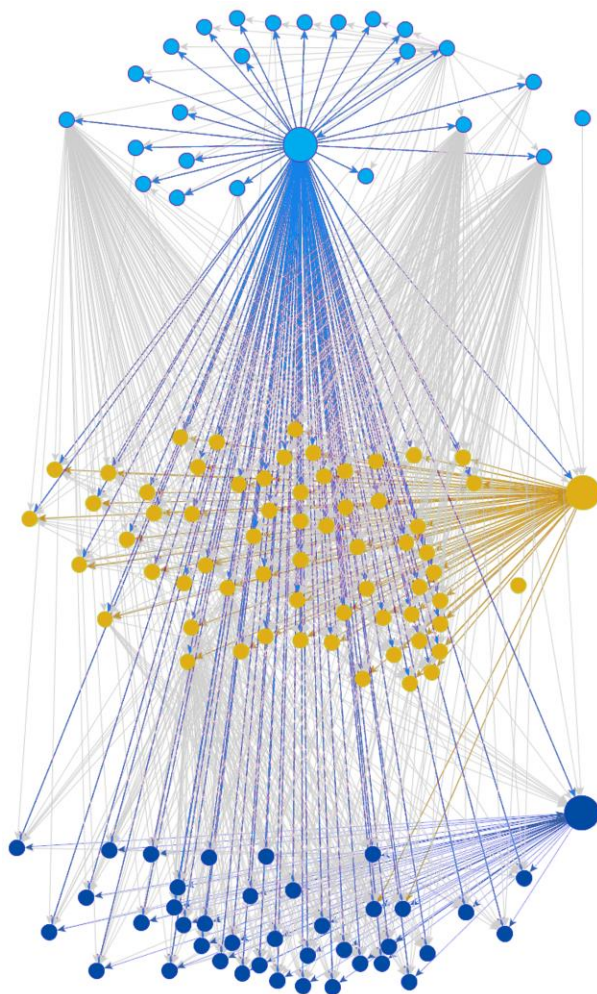
Living Lab Concept

Welcome to the...

Living Lab!



from **theory...**



Stakeholders engagement



... to **practice**

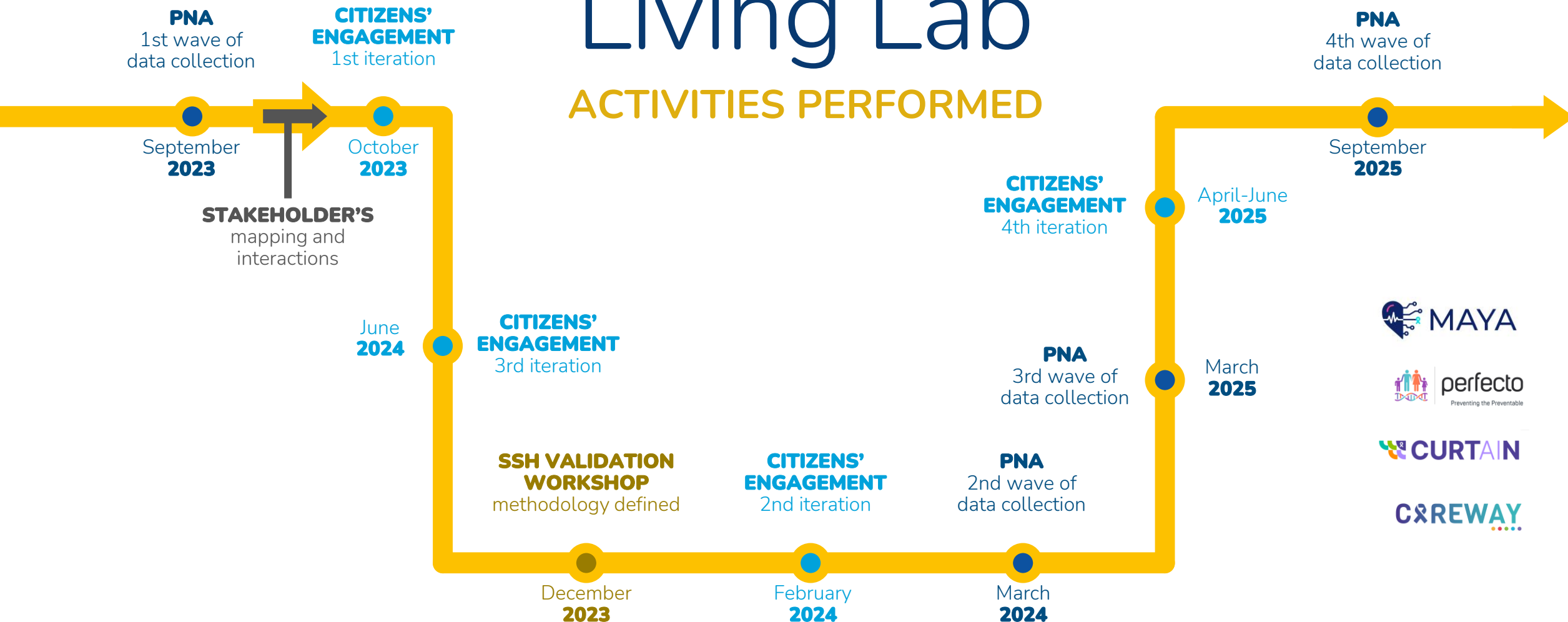
POLICY INCEPTION DIALOGUE
15 MAYORS FROM ARGES COUNTY
MARCH 15, 2025

THE ROLE OF **SOCIAL SCIENCES** AND **HUMANITIES** IN CANCER PREVENTION



Leresti Living Lab

ACTIVITIES PERFORMED



Scientific publications

Published on 25.Oct.2024 in [Vol 26 \(2024\)](#)

Preprints (earlier versions) of this paper are available at <https://www.medrxiv.org/content/10.1101/2024.03.07.24303919v1>, first published 11.Mar.2024.



Online Media Use and COVID-19 Vaccination in Real-World Personal Networks: Quantitative Study

Iulian Oană^{1,2} ; Marian-Gabriel Hâncean^{1,2,3} ; Matjaž Perc^{4,5,6,7} ; Jürgen Lerner⁸ ; Bianca-Elena Mihăilă^{1,2} ; Marius Geantă² ; José Luis Molina⁹ ; Isabela Tincă^{1,2} ; Carolina Espina¹⁰ 

[nature](#) > [scientific reports](#) > [articles](#) > [article](#)


Article | [Open access](#) | Published: 26 March 2025

Processed food intake assortativity in the personal networks of older adults

[Marian-Gabriel Hâncean](#) , [Jürgen Lerner](#), [Matjaž Perc](#), [José Bianca-Elena Mihăilă](#)

Research articles

Cross-sectional personal network analysis of adult smoking in rural areas

Bianca-Elena Mihăilă , Marian-Gabriel Hâncean, Matjaž Perc, Jürgen Lerner, Cosmina Cioroboiu

[10.1098/rsos.241459](#)

Method Article

Adapting Longitudinal Personal Network Research through Participation: Reflections from a Rural Study

Marian-Gabriel Hâncean, Christopher McCarty, José Luis Molina, and 5 more

This is a preprint; it has not been peer reviewed by a journal.




<https://doi.org/10.21203/rs.3.rs-8064502/v1>
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From stakeholder mapping to statistical modeling: An illustrative demonstration of end-to-end Net-Map methodology for health governance analysis

October 2025

DOI: [10.21203/rs.3.rs-7837431/v1](https://doi.org/10.21203/rs.3.rs-7837431/v1)

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 Bianca-Elena Mihăilă ·  Marian-Gabriel Hancean ·  Marius Geanta · [Show all 9 authors](#) · Iulian Oană

Normalization of overweight and obesity in family relations: a personal network analysis study

November 2025

DOI: [10.21203/rs.3.rs-8059527/v1](https://doi.org/10.21203/rs.3.rs-8059527/v1)

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Iulian Oană ·  Marian-Gabriel Hancean ·  Marius Geanta · [Show all 8 authors](#) · Bogdan-Adrian Vidraşcu

 Open access |  | Research article | First published online June 24, 2024

Perceptions Towards the Adoption of Multi-Risk Factors Cancer Prevention Educational Tool Among European Union Citizens: A Multi-Country Qualitative Study Protocol

[Ariadna Feliu](#) , [Bibiana Barrera](#), [...], and [Carolina Espina](#)  [View all authors and affiliations](#)

[All Articles](#) | <https://doi.org/10.1177/16094069241256276>



Exercizumab

Health Festival



Cardiovascular Risk

- **122 participants with variables such as total cholesterol, LDL and HDL cholesterol, Lp(a), smoking status, alcohol consumption, diabetes status, blood pressure**
- **Global cardiovascular risk score calculated using an AI-based algorithm**
- **53.5 % of participants fall into high or very high cardiovascular risk**
- **Personalised medical counseling**
- **Men show a markedly higher metabolic and cardiovascular risk compared with women, highlighting the need for sex-specific cancer preventive policies.**

Genetics

- **Lp(a) independent inherited genetic risk factor for cardiovascular diseases**
- **High Lp(a): 20% of population**

Lp(a) International Task Force - Members and Observers

CORE GROUP



Magdalena Daccord

FH Europe Foundation

*The Netherlands/
Europe*



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Centre for Medicine Use
and Safety Faculty of
Pharmacy and
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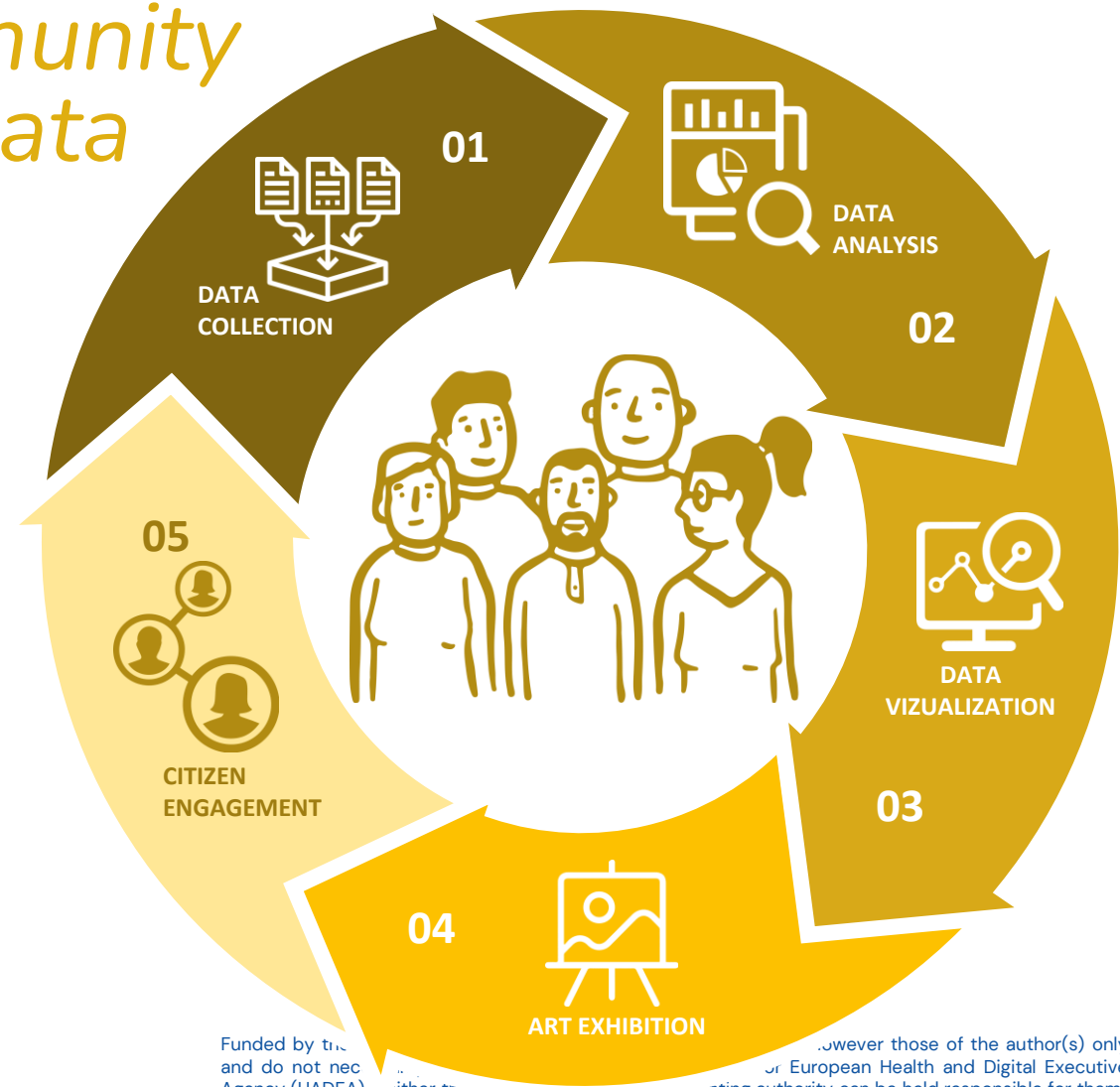
Amgen

Switzerland/Global

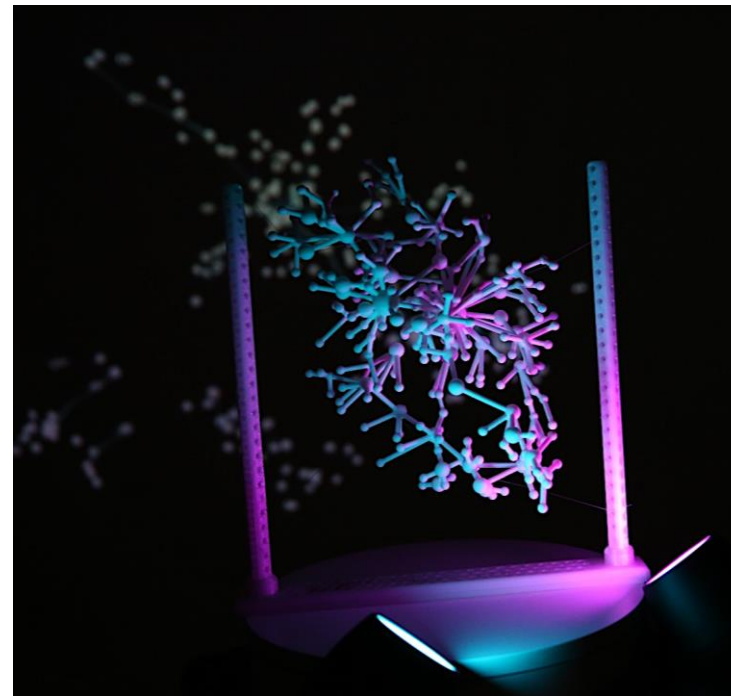


Art of Networks

Citizens, Community
and Data



Art of Networks *Exhibition*



AI Consultation

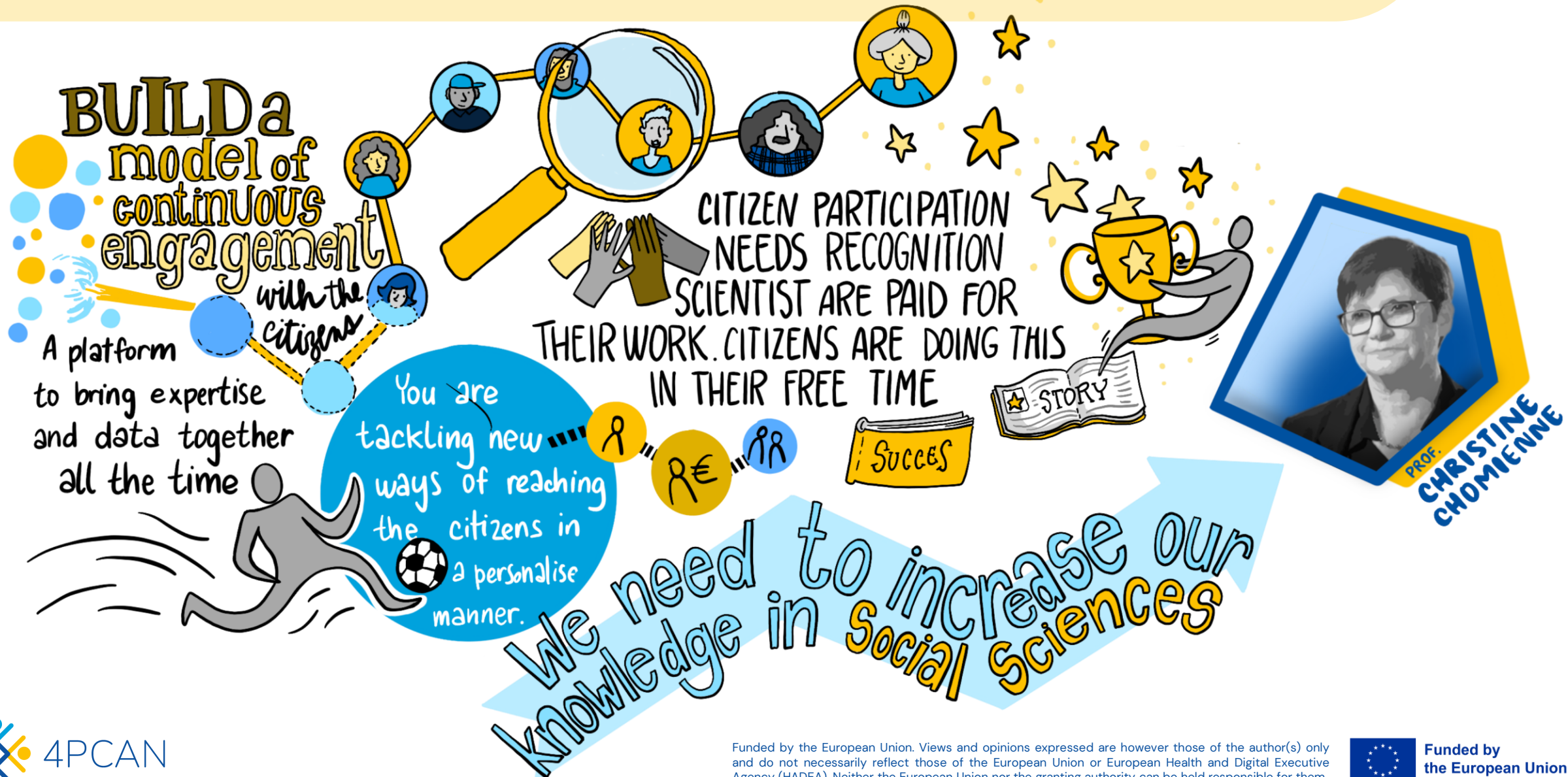
- **Citizens care more about reliable, effective results than data privacy.**
- **They feel safer using digital health tools when a trained professional confirms the outputs.**
- **Older adults prefer not to have in-home devices like smart mirrors due to discomfort with cameras and low tech confidence.**
- **Only 3 of the 9 interviewed had used LLMs, and all three are coworkers who have used it together, showing how much social influence shapes tech adoption in rural areas.**



Citizens Jury



CITIZEN'S ENGAGEMENT IN CANCER MISSION



PERSONALIZED PREVENTION

TAKING ALL THE
TECHNOLOGY AVAILABLE

POLYGENIC RISK SCORES

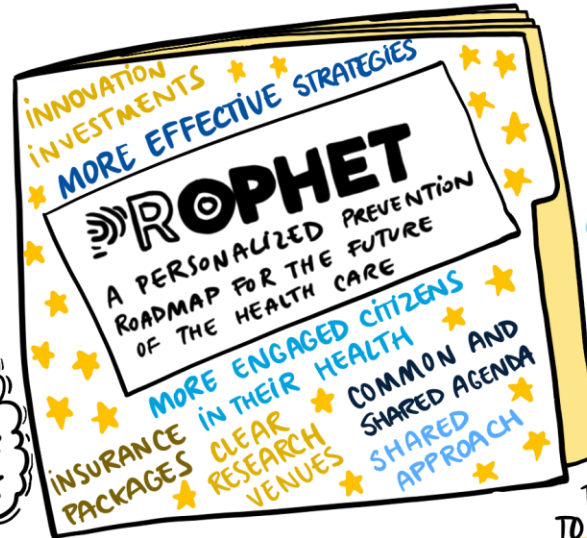
MOTIVATE PEOPLE TO CHANGE

THEIR LIFE STYLE

involve all factors

We still need to invest in RESEARCH

ENSURING EVERYONE HAS AN OPPORTUNITY TO BE AS HEALTHY AS POSSIBLE



PRIMARY PREVENTION

polygenic risk score
stratification
life style intervention

SECONDARY PREVENTION

BRCA1-2 testing
individual breast cancer risk
mammography screening

TERTIARY PREVENTION

CYP2C19 genotyping
personalise chemotherapy
prevention of recurrence

4P-CAN and PROPHET synergies



PROF. STEFANIA BOCCIA

Having a chance to predict a disease is not good enough.

We need large trials,

big data analysis to demonstrate the use of these predictions!

Otherwise you need too much money to cure all the patients.

I am afraid to share my data.
Risks: privacy breach, used for profit... or improper

Thank you!

Marius Geanta

President and Co-Founder
Centre for Innovation in Medicine (INOMED)



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