The EU approach to AI in healthcare

Al Implications on European Union Civil Society: Perspectives from Denmark – Conference

Session: Harnessing Al and Big Data for Advancements in Rare Diseases

15 September 2025

Marco Marsella

Director, Directorate C: Digital, EU4Health and Health Systems Modernisation, DG SANTE



Al and Rare diseases

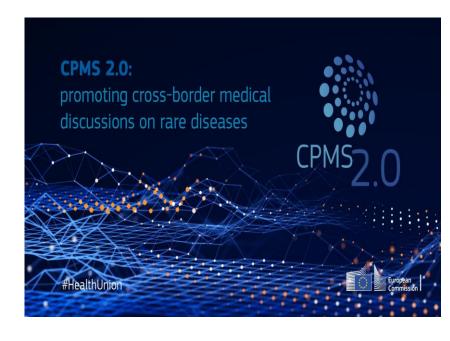
Challenges

- Small patient population
- Scarcity and fragmentation of data
- Expertise fragmented across Member States
 - Clear added value of EU-level collaboration

Opportunities

- European Reference Networks (including ERN registries)
- EHDS:
 - Access to representative data
 - Provides the ecosystem for AI to be developed and deployed to better treat patients with rare diseases
- Al & Big Data:
 - Analysis of vast datasets
 - Multimodal AI algorithms
 - Streamlining of drug discovery process







Al can already...



Analyse medical images and assist doctors in handling high volumes of patients



Repurpose existing and identify new medicines for addressing unmet medical needs



Enhance the delivery of care and patient consultation with speech-to-text tools



Support care pathways and hospital workflows via data integration



Help researchers generate synthetic data and explore knowledge spaces at higher speeds



Enable faster & more accurate genetic analysis, advancing gene editing and gene therapy





these assist and support, but do not wholly replace, healthcare professionals

The EU pillars towards AI in healthcare

Access to Data

EHDS: cross-border access to high quantity of diverse and high-quality health data.

Computing infrastructures

- TEFs, AI Factories, AI **Gigafactories**
- Pilot projects like SHAIPED for real-world testing of health AI

adoption

1 Development of algorithm and

Skills

EU4Health & Pact for Skills: training clinicians to understand, use, and challenge AI tools.

Regulatory guidance

Al Act, MDR, IVDR: clear, risk-based and clinically aligned rules for safe AI in healthcare.

Patients, ethics, trust

People first, patients at the centre: Al for better health outcomes.

Apply Al Strategy: supports innovation with public value — from start-ups to hospitals and patients, with ethical-by-design tools.

