



This project is co-financed by the European Union  
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WORKSHOP NAME: Health

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## Description of the Organisation



NOVA (Universidade NOVA de Lisboa) is a public higher education institution dedicated to advancing knowledge, fostering cultural exchange, and serving society at both local and global levels. Our mission is to excel in research and community engagement.

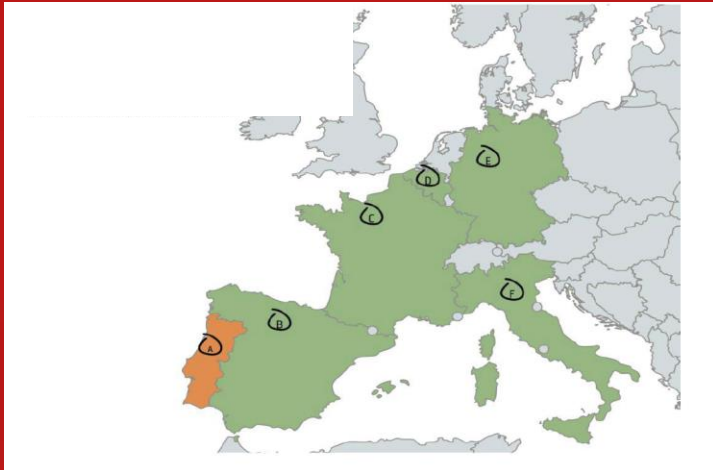
NOVA's expertise extends to understanding user, citizen, and consumer behavior, and impact which is crucial for managing and achieving sustainability.

We promote inclusiveness for all citizens through research that supports the design, implementation, and use of advanced technological innovations.

Our mission is to excel in research and community engagement.

## Teams' Expertise

Providing deep insights into user/consumer behavior across all adoption units using primary and secondary surveys.



**Applying tailor-made conceptual models and innovative approaches to identify homogeneous behaviors and attitudes.**



**Statistical data analysis methods to understand the drivers of adoption, willingness, attitudes, use, value, and engagement with technological solutions.**

## Team's expertise

### Competences:



**Provide deep understanding of the user/consumer behavior journey** across all adoption units using primary and secondary survey.



**Ability to apply tailor-made conceptual models** combined with innovative approaches for the identification of homogeneous behavior/attitudes.



**Application of statistical data analytical methods.**



**Structural Equation Modeling for understanding the drivers** for adoption/willingness/attitude use/value/engagement... of technological solutions.

## Your Research Fields

- Adoption of innovative solution;  
Value of IT/IS



- Impact assessment



- User/Citizen/Consumer Behavior
- Engagement with patients, healthcare providers, health authorities and regulators ensuring suitability and acceptance of solutions



- Market assessment
- Improving patient engagement and empowerment by increasing public knowledge, trust and acceptance of AI tools, leading to better understanding of medical information and to improved patient outcomes



## On-going Horizon Projects





## Project Idea

**Call Topic: HORIZON-HLTH-2025-03-ENVHLTH-01-two-stage: The impact of pollution on the development and progression of brain diseases and disorders**

**Deadline Dates: 18 Sep 2025 (First Stage), 16 Apr 2026 (Second Stage)**

- ☐ **Objectives:** This call focus on supporting activities that are enabling or contributing to one or several expected impacts of destination “Living and working in a health-promoting environment”.
- ☐ **Result:** Citizens are more protected by having a better insight into exposure to pollution and its impacts on brain health and adopting health enhancing behaviours;

## Project Idea

**Call Topic: HORIZON-HLTH-2025-03-ENVHLTH-02-two-stage: Advancing knowledge on the impacts of micro- and nanoplastics on human health**

**Deadline Dates: 18 Sep 2025 (First Stage), 16 Apr 2026 (Second Stage)**

- ☐ **Objectives:** This call focus on supporting activities that are enabling or contributing to one or several expected impacts of destination “Living and working in a health-promoting environment”.
- ☐ **Result:** Citizens are informed about the impacts of exposure to micro- and nanoplastics on health and adopt behaviours protecting health and reducing human impacts on the environment.



## Project Idea

**Call Topic: HORIZON-HLTH-2025-01-CARE-01: End user-driven application of Generative Artificial Intelligence models in healthcare (GenAI4EU) (RIA)**

**Deadline Dates: 18 Sep 2025**






- ☐ **Objectives:** This call focus on the application of Generative AI models in healthcare, addressing usability, trust, and ethical concerns.
- ☐ **Relevance:** This call requires engagement with end-users (healthcare professionals) and stakeholders, ensuring that AI adoption in healthcare considers social acceptance and usability

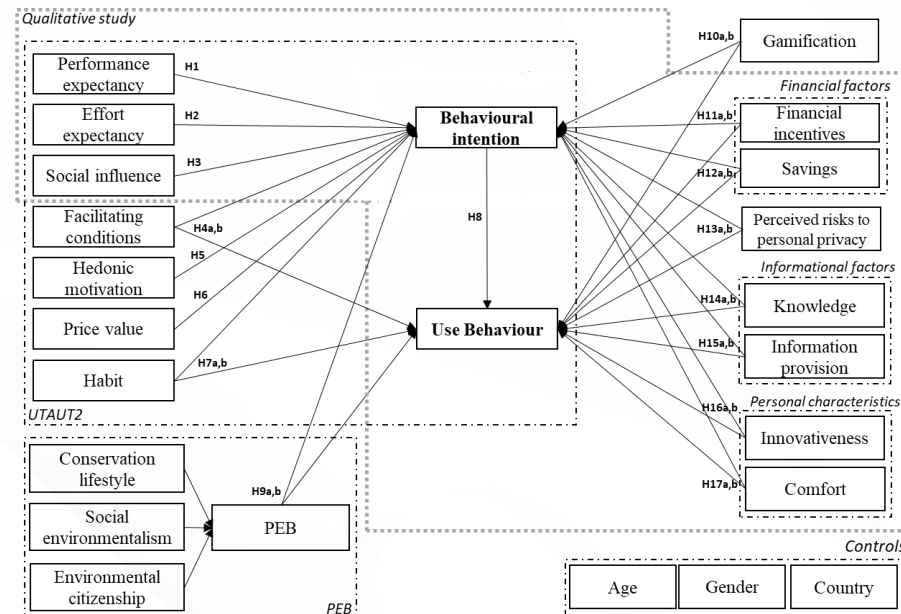
## Project Idea

**Call Topic: AI and digital technologies for health research and innovation**

**Focus: Ensuring trust in AI-driven health technologies, focusing on usability, and acceptance.**

### Procedure:

- Step 1**  Design a research model based on exhaustive literature review and interviews with experts
- Step 2**  Data collection across different countries (at least 400 complete responses per country to achieve a representative sample)
- Step 3**  Statistical techniques to deep understand the data (structural equation modeling, cluster...)
- Step 4**  Interpretation of statistical analysis
- Step 5**  Final report and technical recommendations





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