



This project is co-funded by the European Union
and the Republic of Türkiye



ICTürkiye2026

29 September, 2026

International Brokerage Event

PRESENTER: Dr. Esin Temeloğlu Şen

ORGANIZATION: Istanbul University

WORKSHOP: Digital and Smart Health

E-MAIL: esin.sen@istanbul.edu.tr





ISTANBUL UNIVERSITY
Research and clinical expertise across
psychology and health

PATIENT ACCESS
Experience with osteoporosis outpatient
samples and postmenopausal women

DIGITAL FOUNDATION
OPKO psychoeducation platform with
modular behavioural content



Clinical health psychology
Behavioural medicine
Illness perceptions and medication beliefs
Treatment adherence and patient engagement
Stress, anxiety and depression in chronic illness
Patient reported outcomes and psychometrics



Behavioural intervention design

Common-Sense Model
ACT-informed stress support
Self-efficacy and action planning
Patient–clinician communication



Clinical evaluation and analytics

RCT and longitudinal designs
SEM and mediation analysis
Latent profile analysis
Cross-cultural validation



DIGITAL BEHAVIOURAL HEALTH

Personalised psychosocial support and engagement



OSTEOPOROSIS AND HEALTHY AGEING

Fracture prevention, adherence and quality of life



PATIENT REPORTED OUTCOMES

Psychometrics, longitudinal evaluation and mechanisms



IMPLEMENTATION AND ACCEPTANCE

Usability, trust, equity and clinical integration





OPKO DIGITAL PLATFORM

Six-module online programme addressing illness perceptions, medication adherence, patient–clinician communication, stress, emotional distress and self-efficacy.

OSTEOPOROSIS EVIDENCE BASE

Patient studies on psychosocial stress, illness perceptions, medication beliefs, adherence and distress profiles, including samples of 307 patients.

NEXT STEP

A multicountry clinical study that develops OPKO into a personalised intervention and tests its effectiveness, implementation and transferability.



CALL

HORIZON-HLTH-2027-02-DISEASE-01-two-stage

Innovative healthcare interventions for non-communicable diseases

PROJECT IDEA

OPKO-EU: Personalised Digital Support for Osteoporosis Care

DEADLINES

Opening: 9 February 2027 Stage 1: 13 April 2027

OBJECTIVE

Develop and clinically validate a personalised digital behavioural intervention that improves medication adherence, psychosocial adjustment and fracture prevention behaviours.

EXPECTED RESULT

An evidence-based, interoperable and scalable intervention ready for integration into osteoporosis care pathways.



PERSONALISATION

Patient reported data on illness perceptions, medication concerns, distress, self-efficacy and adherence guide tailored content and support.

INTERVENTION COMPONENTS

Medication support; risk communication; patient–clinician communication; ACT-informed stress management; self-efficacy and action planning; physical activity and fall prevention support.

MULTICOUNTRY VALIDATION

A pragmatic randomised trial with baseline, post-intervention and follow-up assessment across diverse European healthcare settings.

PRIMARY VALUE

OPKO-EU connects behavioural mechanisms with clinical implementation. It supports patients while giving care teams actionable information on barriers to adherence and adjustment.



No	Partner / Expertise	Organisation Type	Country	Proposed Role in the Project
01	Istanbul University	University	Türkiye	Psychosocial intervention lead; development of the OPKO-EU behavioural content; patient-reported outcomes; psychometric evaluation; Türkiye pilot; analysis of adherence and psychosocial mechanisms
02	Osteoporosis or metabolic bone disease centre	University hospital / Clinical centre	EU or Associated Country	Clinical leadership; definition of clinical outcomes; patient recruitment; clinical safety and validation
03	Digital health platform and interoperability provider	SME / Technology company	EU or Associated Country	Technical development of the multilingual platform; healthcare system integration; interoperability; cybersecurity and maintenance
04	Personalisation, AI and health data analytics expert	SME / RTO / University	EU or Associated Country	Development of the personalisation engine; predictive analytics; explainable AI; data governance and model validation
05	Health economics and implementation science team	University / RTO	EU or Associated Country	Cost-effectiveness analysis; implementation evaluation; organisational readiness; sustainability and scale-up planning

PRESENTER CONTACT DETAILS

Dr. Esin Temeloğlu Şen

Istanbul University

E-mail: esin.sen@istanbul.edu.tr

Website: <https://opko.com.tr>

COUNTRY: TÜRKİYE

