



PA Greece - North Macedonia

Project Presentation

Healthcare open and inclusive for all (iCARE)

September, 2025



PROGRAMME

Interreg (VI-A) IPA CBC Programme "Greece - North Macedonia 2021 - 2027"

POLICY OBJECTIVE

A more social Europe



PRIORITY

Support and upgrade of Health and Social Services



SPECIFIC OBJECTIVE

Ensuring equal access to health care and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family- and community-based care



INTERVENTION FIELD

Measures to improve the accessibility, effectiveness and resilience of healthcare systems (excluding infrastructure)





National Confederation of Disabled People



www.esamea.gr

3rd Regional Health Authority www.3ype.gr



Municipality of Prespes www.prespes.gr





Beneficiaries from North Macedonia

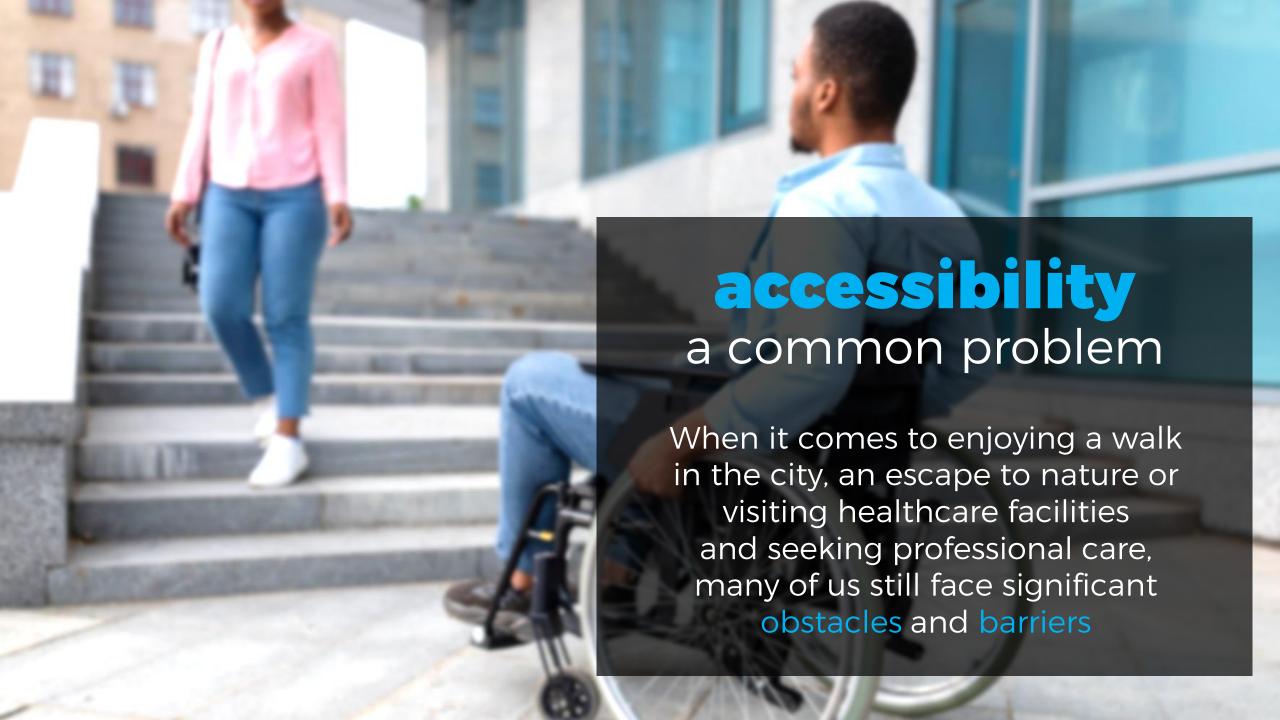
Municipality of Resen www.resen.gov.mk

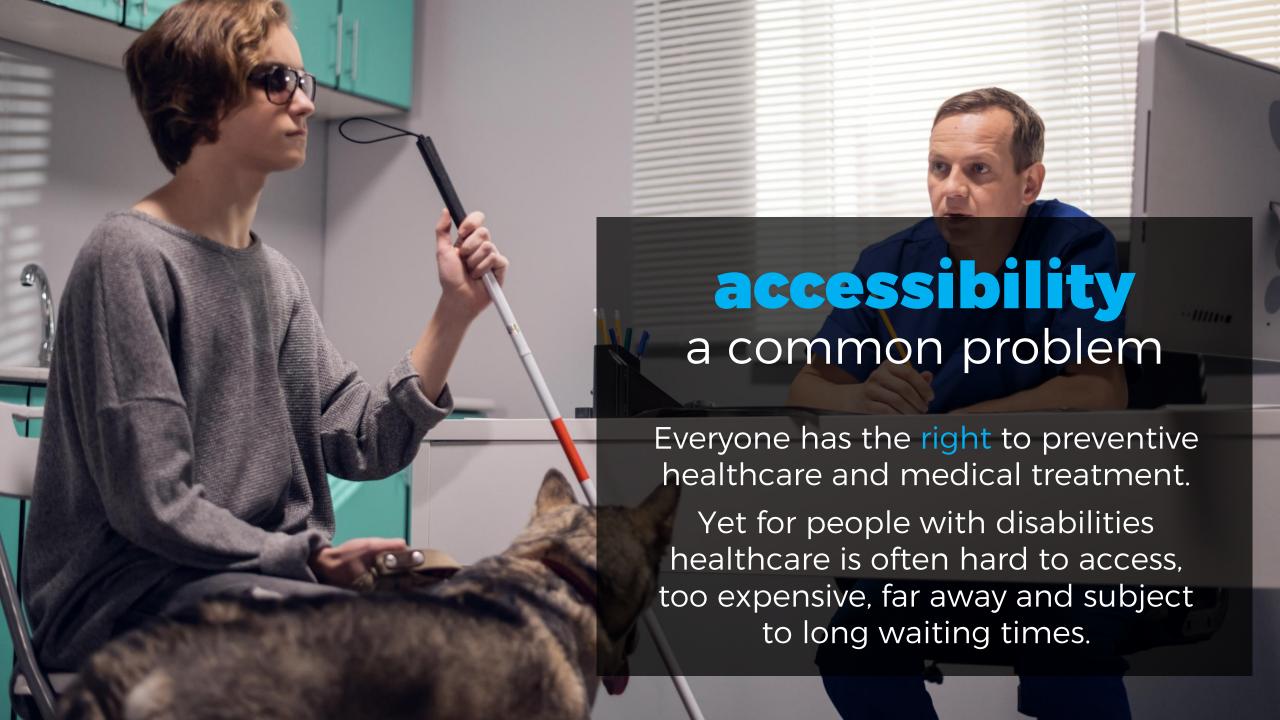


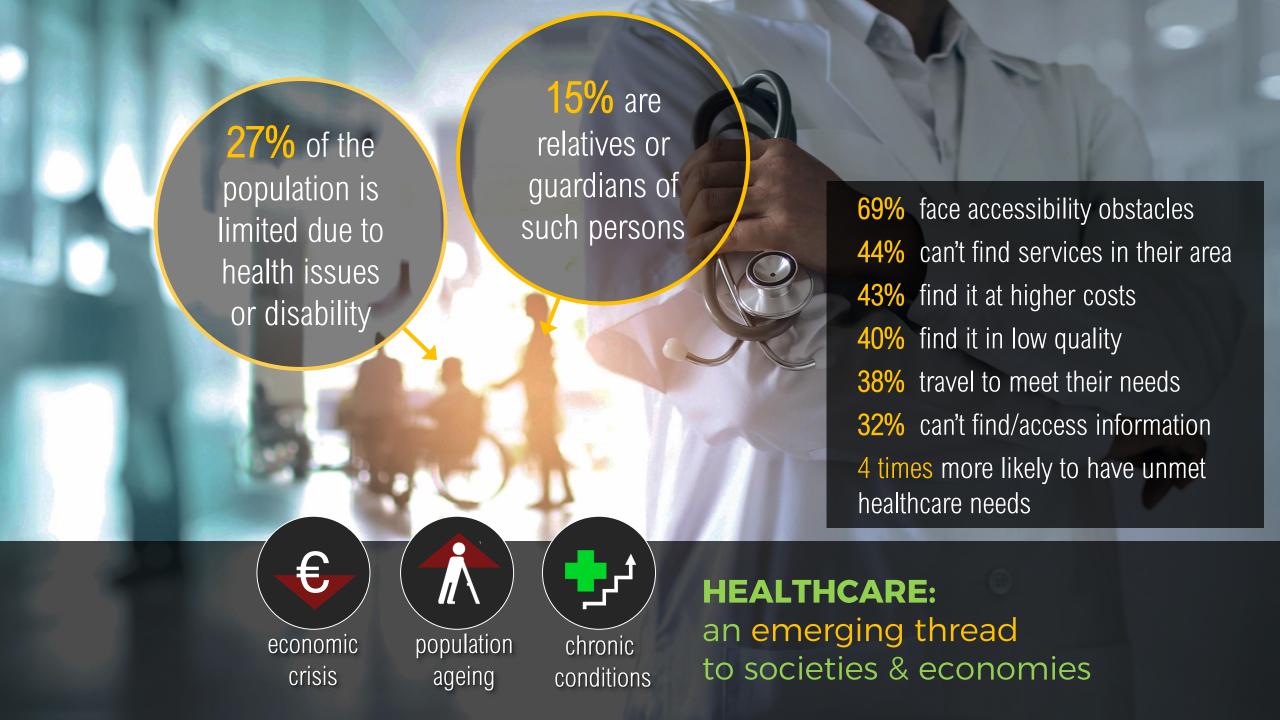
Coordination of the Organizations for Voluntary Services



www.cosv.org















Greece - North Macedonia

iCARE a shared vision

A set of joint actions to transform health and social care across the Greece-North Macedonia CB area.

To address discriminations & inequalities and ensure accessible and high-quality care for underserved populations in risk.



it's... a (social)

no matter our origins,
no matter our age,
no matter our disability,
no matter the circumstances,

we all deserve to be treated right



it's... an (institutional) obligation

- The UN Convention on the Rights of Persons with Disabilities (Article 25 – Health, Article 9 – Accessibility)
- The European Disability Strategy 2021-2030 and the European Accessibility Act
- The Greek National Strategy for the Rights of Persons with Disabilities 2024-2030 (Pillar 3- Access to health)
- The National Strategy for the Rights of Persons with Disabilities 2023-2030 of North Macedonia



it could be an... (economic)

opportunity

135 million peopleone in four people adults in the EU

As for the private healthcare sector, all these people, characterized by a wide range of different needs and access preferences, make up a particularly large market which, due to existing conditions, is currently underserved

from inequality to quality & quality

The project will further focus on two pilot cases, one in Prespes and one in Resen

These two Municipalities, along with NCDP, will work together on improving and extending their help at home services, transforming them into "healthcare at home"

- healthcare personal specialized in serving people with disabilities
- more friendly and accessible to individuals with chronic conditions and disabilities
- more and improved services (preventive health services, diagnostic pre-assessment, guidance, prescription services, etc.)

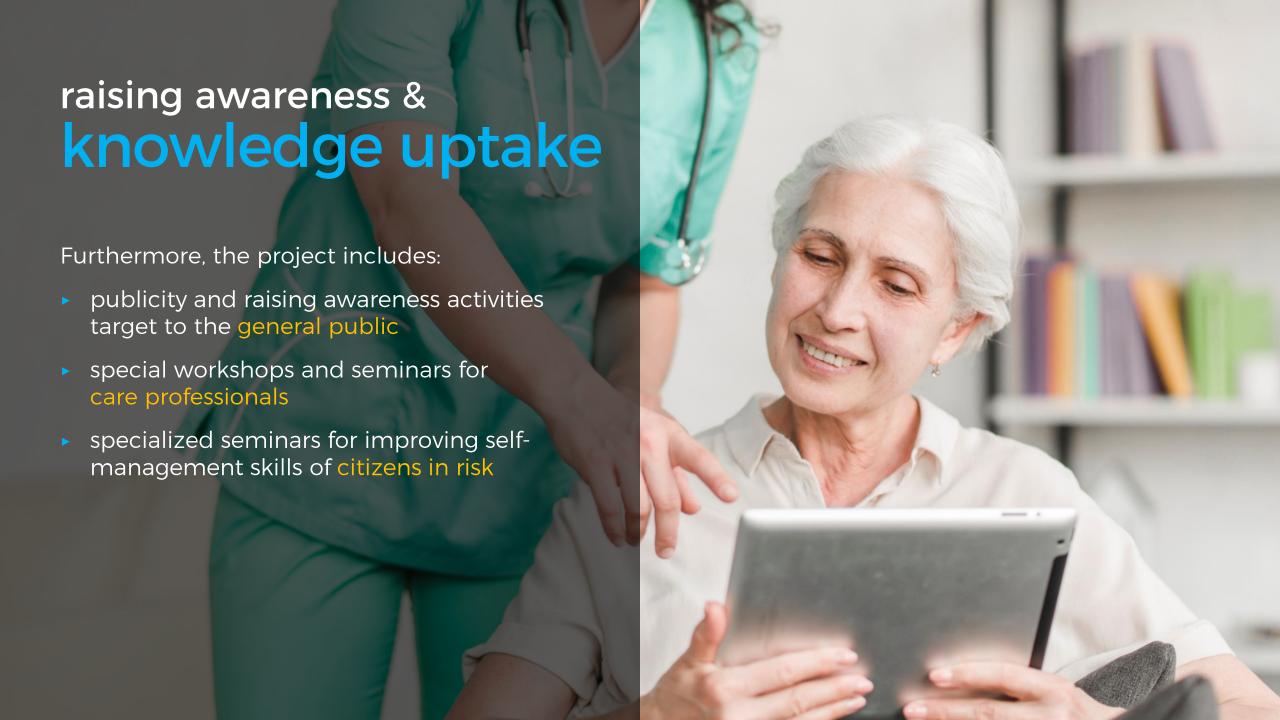


information & accessibility innovation

iCARE also focuses on installing state-of-the-art solutions for supporting citizens with special access needs and preferences, both:

- prior their visit to healthcare providers (by making available reliable information about available infrastructures and services in the region that can meet their needs/preferences)
- during their attempt to access a service of their choice
 (by making available novel information, wayfinding,
 - (by making available novel information, wayfinding, mobility and transportation support resources, based on means designed for all and 'smart' solutions)





project objectives

- O.1 To foster health literacy and digital health literacy and promote self-management
- O.2 To design innovative practices for improving healthcare accessibility for vulnerable groups and for tackling health inequalities
- O.3 To improve the capacity of health professionals to accommodate efficiently the needs of the people with disabilities and/or chronic conditions
- O.4 To establish new mechanisms focused on services of preventive care, comfort and counselling at home, including in rural and isolated areas
- O.5 To promote networking and joint strategies for developing inclusive healthcare and social care sans frontiers



Improved access to primary healthcare for all

- Electric vehicles & power stations for primary health services in the home (Prespes & Resen)
- Telemedicine & telecommunication equipment to deal with medical emergencies of the population of the Prespes Municipality



WP4 Skills acquisition & capacity building

- Study on inequalities and underserved access citizen needs
- Accessibility information about healthcare systems
- Exchange of good practices & skills acquisition
- Accessible healthcare guidelines
- Accessible information sources for citizens



WP5 Pilot programmes and exercises

- Pilot healthcare services at home (Resen)
- Pilot social e-services for remote & isolated citizens (Prespes)
- Crisis situation scenarios & exercises (Jointly)
- Initiatives for the promotion of health and well-being for all (cross-border)



WP2 Information & publicity

- communication strategy and assigned manager
- project website (connected with project outcomes)
- social media (YouTube, Instagram, facebook, X)
- 2 videos (sign language, subtitles, audio) + photos
- posters, banners and publications
- 4 public events (awareness/engagement, results)
- promotional materials





This cross-border collaboration will create an inclusive healthcare model, free of discriminations and accessibility obstacles, adapted to the unique needs of Prespes and Resen areas

iCare shall set a replicable standard for healthcare access in underserved areas; for reaching, screening and supporting effectively individuals in risk





The iCARE project builds on synergies with past EU-funded projects that focused on healthcare accessibility for vulnerable groups

iCARE extends the Cross4all project* by integrating lessons learned, especially in relation to tools for assessing healthcare accessibility, to tools to enable citizens in to create personal electronic health records for cross-border use and to inclusive e-health services

This continuity enables iCARE to leverage proven methods, avoid duplication, and strengthen impact within the region

(*) Interreg Greece-North Macedonia 2014-2020 project





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PROJECT

Healthcare open and inclusive for all (iCARE)

BUDGET

€892.220,98