

PUBLIC ANNOUNCEMENT (PRESS RELEASE)

xShare Open Call 2025: Call for early adopters of the xShare Yellow Button

DEMONSTRATING EHDS READINESS ACROSS HEALTHCARE, POPULATION HEALTH AND CLINICAL RESEARCH

Brussels, 1 May 2025

xShare project, in collaboration with the European EHRxH Standards and Policy Hub, is proud to announce the xShare Open Call for early adopters of **the xShare Yellow Button, to demonstrate readiness to implement the European Health Data Space (EHDS) regulation.**

This open call invites startups, Electronic Health Record (EHR) vendors, digital health app developers, and wellness platform providers to innovate using the xShare “Yellow” Button concept – an one-click solution for individuals to share their health data securely across systems in Europe.

The xShare Yellow Button is a pan-European effort to empower individuals with a simple, trusted way to obtain and share their health data in a standard format based on HL7 FHIR, the format that EHRxH is based on. With a single click of the “Yellow Button,” individuals can exercise their data portability rights under GDPR and download their health data in HL7 FHIR, a computable format. The associated xShare Industry Label is an industry label indicating that an application or service can work with standardized health records (EHRxH) – meaning it can both produce and consume health data in the European EHR Exchange Format. Solutions bearing this label enable patients to seamlessly share structured, high-quality health data (with proper consent and security) to other trusted applications. Together, the xShare Button and Industry Label embody Europe’s vision for citizen-centric health data exchange as outlined in the EHDS regulation.

Please express your interest in participating as soon as possible, latest by July 31, 2025, by filling in [this form](#).



Objectives of the Open Call

The call seeks proposals that integrate the xShare Button into real-world healthcare or wellness scenarios, showcasing how one-time health data sharing can improve care delivery, personal health management, or research. Solutions should leverage the [HL7 FHIR xShare IG](#). We are especially interested in Use Cases involving priority categories of personal electronic health data for primary use (EHDS Regulation, Art. 14) in the EEHRxF, such as:

- Patient Summaries (e.g. medical history, allergies, medications)
- ePrescription and eDispensation records (digital prescriptions and their fulfillment)
- Laboratory Test Results and reports
- Medical Imaging and Reports (radiology images and their interpretations)
- Hospital Discharge Reports (summaries of hospital stays)

And the new health data priority data categories to be proposed by xShare:

- IPS+R the extension of IPS for clinical research
- Care Plans

Innovative proposals may explore one-time sharing of these records via a Smart Health Link – a secure, time-limited link or QR code that encapsulates a person's health data for easy sharing. Smart Health Links are an emerging standard (based on HL7 FHIR) that increases portability of health information by allowing patients to share a package of their data through a verifiable link. For example, a patient might click the xShare Button to generate a Smart Health Link containing their latest lab results, which they can then share with a specialist one time for a consultation. We encourage projects that demonstrate such novel data-sharing workflows in compliance with privacy and security best practices.

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Target audience

This call is open to a wide range of innovators in the digital health ecosystem, including but not limited to:

- Health Tech Startups – early-stage companies building digital health applications or devices.
- EHR/PHR Vendors – providers of EHR systems or Personal Health Record apps looking to enhance interoperability features.
- Digital Therapeutics & Wellness App Developers – creators of wellness, fitness, or chronic disease management apps that could integrate official health data.
- Healthcare Service Providers & Integrators – organizations that can pilot the xShare Button in patient portals, telehealth platforms, or health information exchanges.
- Patient Associations – groups advocating for patient rights and digital health innovation, capable of promoting or co-developing patient-centered use cases.
- Hospitals – healthcare institutions interested in piloting solutions that enhance patient access, data portability, and cross-border health data sharing.
- National Agencies – public authorities or governmental bodies supporting health innovation, interoperability initiatives, or patient data access frameworks.

We welcome both individual companies and consortia. Applicants should have the capacity to develop a working demonstrator or Minimum Viable Product (MVP) within the timeframe of the call. Proposals can be new applications or extensions to existing products (+) – as long as they showcase a compelling use case for the xShare Button and the EEHRxF.

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What we are looking for

Potential early adopters should address real-world needs and demonstrate clear value primarily for patients, demonstrating how the EHDS offers individuals control of their data. Generating actionable insights for individuals, productivity gains for healthcare providers, or efficiencies for health systems are a plus. Some examples of relevant use cases might include:

- A personal health management app that lets citizens import their Patient Summary from a hospital via the xShare Button, then combine it with their wearable sensor data to provide personalized wellness insights indicating provenance (i.e. the source) of the data.
- An EHR vendor enhancing its patient portal with a “Download My Data” Yellow Button, allowing patients to easily obtain their records (e.g. discharge summary or lab report) as a FHIR document and share it with a new specialist through a secure Smart Health Link.
- A research or public health project where participants use the xShare Button to contribute standardized data (like their health summary, ePrescriptions or lab results) directly from their health providers into a research database, with proper consent and without manual data entry.
- An individual using the xShare Button to download/share EHDS priority data categories to search for matching clinical trials (pre-eligibility criteria) alone or with the help of their physician.

These are just illustrative examples. We encourage applicants to come up with creative business models and workflows. Proposals should highlight how they will use health data from multiple sources – for instance, combining official health system records with patient-generated data or environmental data – to create new value. Solutions that empower patients, giving them control of their data, and improve continuity of care, patient safety, or data-driven wellness will align well with the call’s goals.

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