



Communications kit

European survey on synthetic data in healthcare

SYNTHIA is developing safer, and trustworthy ways to create and use synthetic data in healthcare. To do this responsibly, we need to understand what patients and citizens think about this technology - your expectations, your concerns, and what would make you feel comfortable with its use.

For this reason, we are conducting a survey to ensure that synthetic data solutions are developed for people by listening to them. The input collected will help us identify where clarity is needed, where concerns exist, and where potential value is seen; to assure meaningful benefits for patients and society. In short: SYNTHIA is doing this survey because peoples voices are essential to shaping how synthetic data should and should not be used in healthcare.

- Purpose: To understand the European population’s views, thoughts and concerns on the use of synthetic data in medicine
- Who can participate: General population across Europe
- Time commitment: Approximately 15–20 minutes
- Languages available: English, Spanish, French, German & Dutch
- Age: This is a survey directed at all citizens over 18 years old.
- Run time survey: April – June 2026

On the next pages please find a few ready-to-use examples of content and artwork to support the outreach of the SYNTHIA survey on synthetic data in healthcare.

All the help is highly appreciated to reach the audience we are aiming for, and we express our gratitude on behalf of the SYNTHIA Consortium.

Relevant links

- Survey link: <https://forms.office.com/pages/responsepage.aspx?id=EqAn27MaWUaJPIBw0XylyJFE4KiQ3MnKhnkdqC4Kdq9UOTNFM1M1R1RUNjkwRU9RSFRHUTA4MjYVC4u&route=shorturl>
- SYNTHIA survey news item page at the website: <https://bit.ly/4c7if0o>

More information?

Please do not hesitate to contact SYNTHIA Partners

- lilly.judd@patvocates.net
- ines.canada@patvocates.net
- communications@ihi-synthia.eu (Rea Tambic)

1. Example email

We invite you to take part in the European survey exploring public perspectives on the use of synthetic data in healthcare.

Synthetic data is an emerging approach that allows researchers to generate data based on real patient information, without directly identifying individuals. It is increasingly used to support medical research, develop AI tools, and enable data sharing in a more privacy-preserving way. At the same time, its use raises important questions around trust, transparency, and acceptance.

With this survey SYNTHIA aims to better understand how people across Europe perceive the use of synthetic data in medicine. The insights gathered will contribute to shaping future guidelines and ensuring that developments in this field reflect the expectations and concerns of citizens. SYNTHIA Partner Patvocates has developed the survey and received input from patient advocate experts. Read more here: <https://bit.ly/4c7if0o>

Your input will help inform how synthetic data is used responsibly and effectively in healthcare across Europe. We would also encourage you to share this invitation with your network to help us reach a broad and diverse audience.

Thank you in advance for your time and contribution.

- You can participate here:
<https://forms.office.com/pages/responsepage.aspx?id=EqAn27MaWUaJPIBw0XyIYJFE4KiQ3MNKhndqC4Kdq9UOTNFM1M1R1RUNjkwRU9RSFRHUTA4MjYVVC4u&route=shorturl>



- Approx. time to complete: 12-15 minutes
- Languages available: in English, Spanish, German, Dutch, and French.

This survey was developed by [SYNTHIA](#). SYNTHIA, as a large European Public-Private partnership, is working to make synthetic data safer and more reliable in healthcare. SYNTHIA brings together 39 partners, uniting experts from many different fields — from synthetic data generation developers and FAIR data specialists to clinical researchers, therapy and data tool developers, as well as legal, regulatory, socio-economic, policy, and communication experts. SYNTHIA is an IHI (Innovative Health Initiative) project. IHI is supported by the European Union's Horizon Europe research and innovation program.

Enclosure: Please insert the Digital flyer

2. Digital flyer

[Download the digital flyer here >](#)



3. Examples Social Media

Short post (LinkedIn / X / Bluesky)

Ever heard of synthetic data? It helps protect privacy, improve healthcare innovation, and still relies on real patient data. Your voice matters. Take part in the European survey on synthetic data in healthcare (12–15 minutes), find out more: <https://bit.ly/4c7if0o>

#SYNTHIA #PatientVoice #SyntheticData #AIinHealthcare #HealthData #IHITransformingHealth

Suggested image: [download here >](#)



Full post (LinkedIn)

Your Voice Matters: European Survey on Synthetic Data in Healthcare

SYNTHIA is inviting citizens across Europe to take part in a new survey exploring public perspectives on synthetic data in healthcare. As synthetic data becomes an increasingly relevant tool in medical research and innovation, understanding how people perceive its use is essential.

SYNTHETIC DATA MATTERS, also to you:

1. It protects your privacy: Synthetic data is generated by advanced algorithms trained on real patient information, but it doesn't identify any individual. Think of it as a safe, virtual version of real health data.
2. It helps improve healthcare: Researchers and developers can use synthetic data to build better AI, test new tools, and accelerate innovation - without putting sensitive personal data at risk.
3. It still depends on real human data: Synthetic data is powerful, but it's only as good as the real data behind it. It can't fully replace real patient experiences - so both are essential for meaningful progress.

SURVEY - YOUR VOICE MATTERS

SYNTHIA, as a large European Public-Private partnership, is working to make synthetic data safer and more reliable in healthcare. As part of this effort, SYNTHIA co-designed a survey together with the patient community to better understand perspectives and acceptance across #Europe on the use of synthetic data in medicine.

PARTICIPATE

- Open the QR code in the image and participate in this survey (available in English, Spanish, German, Dutch, and French).
- Please share this post and support our efforts to reach as many European citizens as possible.

Read more about the survey here: <https://bit.ly/4c7if0o>

#SYNTHIA #PatientVoice #PatientEngagement #SyntheticData #PersonalisedMedicine
#IHITransformingHealth #EURResearch

Suggested image: [download here >](#)



4. Campaign images for social media use

