



The Wittenberg Statement 2025 ***Advancing a Rural Reformation in*** ***European Healthcare***

Wittenberg Statement is underpinned by the conviction that equitable healthcare cannot be achieved without recognizing the distinct needs, strengths, and contributions of rural communities. The following core insights, derived from cross-national dialogue among rural health professionals, researchers, and system thinkers, articulate a contemporary vision for reform.

Vienna, November 2025

Core links:

The Wittenberg Declaration and OpinioNet possibilities

The Wittenberg Declaration and Opinion HUB contributions

This document presents the correlations between the conclusions of the Wittenberg Declaration and the structure and logic of our actions.

Guided by experience, we have developed tools emerging from everyday life – from difficulties, silence, and small signals that indicated the need for change.

The possibilities of practical application of the OpinioNet communication platform and the services of the Opinion HUB business center for the advancement of rural reform in European healthcare are outlined.

The justification and necessity of the existence of OpinioNet and Opinion HUB are evident and subject to change and development.

*Dr. Marijan Gjukić,
Second Opinion GmbH
Institute for health management GmbH*

The Wittenberg Statement 2025

The Wittenberg Statement 2025 is both a call to action and a roadmap for transformation.

It affirms that rural communities do not seek exceptional treatment, but demand equitable recognition, structural investment, and sustained partnership.

This declaration invites all stakeholders to participate in shaping a healthcare future that is inclusive, evidence-based, and responsive to the voices of those who serve rural communities and are central to the health of the continent.

OpinioNet

OpinioNet is not a platform for treatment or substitution of treatment or other professional help.

OpinioNet is a platform that encourages active user engagement, prevents burnout and loneliness, directs users to verified information and saves time and money.

Opinion HUB

Opinion HUB is not an advisory institution, but a center for the exchange of opinions in relations that transcend the geographical and professional routines of the participants' daily work.

The Wittenberg Statement

1. Decentralization and Local Authority

Current healthcare governance structures remain overly centralized, often failing to reflect the operational realities of rural practice.

There is a pressing need for greater regional autonomy, flexible funding mechanisms, and localized decision-making that empowers rural communities and healthcare professionals as co-architects of care delivery rather than as policy end-users.

OpinioNet

OpinionHUB

For Decentralization and Local Authority:

OpinioNet offers an infrastructure for communication and expression of needs at all levels, from local to global.

Opinion HUB enables collaboration between doctors and the local community with the aim of improving communication between all participants in healthcare processes!

The Wittenberg Statement

2. Translation of Knowledge into Practice

Medical education and clinical guidelines frequently lack relevance to rural contexts.

Reform efforts must prioritize the translation of evidence into rural-proofed, context-sensitive and actionable tools and protocols.

Digital and health literacy initiatives should support rural practitioners and communities in navigating and applying complex medical knowledge effectively.

OpinioNet

OpinionHUB

For Translation of Knowledge into Practice:

OpinioNet has a strategy of simplifying professional topics and abstracting essential and verified information!

Opinion HUB enables transdisciplinary coordination regardless of profession and location of participants in three basic formats of professional communication.

The Wittenberg Statement

3. Empowerment of the Rural Frontline healthcare practitioners

Rural practitioners must be recognized not merely as implementers of policy but as active drivers of systemic change.

Grassroots innovations—particularly those involving community-based models, digital platforms, and collaborative networks—should be acknowledged, supported, publicly funded and scaled.

OpinioNet

OpinionHUB

For Empowerment of the Rural Frontline healthcare practitioners:

OpinioNet provides infrastructural benefits to physicians for working with their own patients and participating in external events.

Opinion HUB is a business community that uses its authority to support the interests of physicians in their environment.

The Wittenberg Statement

4. Research

Funding opportunities should be made available for rural research strengthening research capacity at the rural level is essential to ensuring that policy is informed by lived experiences. Bringing together knowledge, needs and community assets that can inform and shape future research to address an inform future practice.

Rural populations participation must be actively considered and included in the design and delivery of healthcare research and clinical trials. Rural recruitment and participation should be monitored by national research bodies

Researchers should be able to develop their careers within rural settings. Universities, educational institutions and organisations must ensure that staff from rural areas can take up research and opportunities positions through providing flexible working opportunities and access to financial support for accommodation and travel costs.

OpinioNet

OpinionHUB

For Research:

With its innovative subscriptions, OpinioNet mobilizes funds from different resources, in which interaction with employers is one of the stronger pillars.

With its grants and memberships, Opinion HUB enables the allocation of resources and the education of doctors with international standards!

The Wittenberg Statement

5. Strategic Use of Technology

Contemporary digital tools must not replace rurally placed service provision from local healthcare professionals and community services.

Smart technologies, telemedicine, artificial intelligence, and open health data, have transformative potential.

However, their deployment must be contextually appropriate and equity-driven.

Investment in technological infrastructure and training in rural regions is necessary to ensure that these tools serve as instruments of inclusion rather than further marginalization.

When services are digitalised, monitoring of impact and outcomes must be undertaken to ensure rural communities are not disadvantaged.

OpinioNet

OpinionHUB

For Strategic Use of Technology:

OpinioNet uses digital infrastructure to optimize part of the services provided by doctors, provides support for the continuous monitoring of vulnerable groups and families, and acts as a screening tool for timely detection of changes in the behavior of participants.

Opinion HUB uses technologies in balance with interactions in real space and time, especially to strengthen international contacts and the exchange of experiences and knowledge!

The Wittenberg Statement

6. Redefining Norms of Excellence

Rural practice must be recognized for its adaptability, generalist expertise, resilient and potential to pioneer integrated, community-based care models. Prevailing models of healthcare excellence often reinforce urban-centric norms and must be challenged.



For Redefining Norms of Excellence:

OpinioNet is based on three pillars: modern patients must understand, be allowed to actively participate and need to plan!

Opinion HUB has the strength in its ability to mobilize different experts using transdisciplinary coordination techniques, thus encouraging independence and the ability to choose before making decisions.

The Wittenberg Statement

7. Moral Imperative and Social Justice

The persistence of rural health disparities constitutes a systemic injustice.

Reform must be underpinned by moral clarity and an explicit commitment to social equity.

This Statement—analogous to a modern set of Martin Luther's 95 Theses—must serve as a unifying framework to mobilize policymakers, practitioners, and the public.



For Moral Imperative and Social Justice:

OpinioNet and Opinion HUB, in their structure, encourage equality by balancing the investment of time, effort, and finances.

The Wittenberg Statement

8. Sustained Commitment to rural health Reform

Rural actors bring deep-rooted connections, knowledge and expertise, but often struggle to navigate wider organisational structures.

Bureaucratic and organisational structures should actively engage and support the rural voice in re-designing and delivering sustainable services in rural areas.



For Sustained Commitment to rural health Reform:

OpinioNet enables participation regardless of knowledge level, bridges language barriers and uses cultural and geographical contrasts to highlight valuable opinions.

Opinion HUB conducts communication in three parallel directions: dedication to the needs of employers, physicians and politicians.

The Wittenberg Statement

9. Legacy-Oriented Reform

A successful Rural Reformation will lay the groundwork for lasting structural change: health systems that are place-sensitive, a workforce trained in and for rural realities, and research agendas shaped by and responsive to rural experience.

OpinioNet

OpinionHUB

For Legacy-Oriented Reform:

OpinioNet and Opinion HUB have the purpose of presenting different views and experiences, pointing out the diversity of health, social and living conditions with the aim of achieving favorable conditions in families that balance business obligations and family situations in the context of health.

The Wittenberg Statement

10. Building Alliances Around Shared Values

The future of rural health depends on the strength of its coalitions. Shared values such as equity, sustainability, and solidarity must guide cross-sector collaboration.

Strategic alliances—with patients, policymakers, academic institutions, and technology developers—are essential to ensure the translation of vision into lasting impact.



For Building Alliances Around Shared Values:

OpinioNet and Opinion HUB have core values: strengthening communication within the family, between families and employers, institutions and the local community!

The Wittenberg Statement

11. One Health

Adoption of a One Health approach to rural communities is essential for environmental sustainability and the wellbeing of future generations.

Empowering rural communities and reinforcing the strategic capacity of the agricultural, forestry, and other economic sectors will underpin the stability of our countries.

In the face of growing geopolitical challenges, sustained investment in Europe's rural medicine and comprehensive rural health reforms is more vital than ever.

OpinioNet

OpinionHUB

For One Health:

OpinioNet and Opinion HUB have several tools to support intergenerational communication and cooperation, and special use of natural resources in maintaining and improving health!

The Wittenberg Statement 2025

Rural medicine reform needs to:

1. Decentralization
2. Knowledge Transfer
3. Empowering Doctors
4. Research
5. Technology
6. Excellence Norms
7. Social Justice
8. Inclusion
9. Legacy
10. Values
11. One Health

OpinioNet

Opinion HUB

OpinioNet enables:

- Expression of local needs
- Simplified information
- Infrastructure and support
- Mobilization of resources
- Digital tools for users
- Active patient
- Balance of roles, knowledge and resources
- Participation without prerequisites
- Focus on daily balance
- Strengthening family communication
- Tools for intergenerational cooperation

Opinion HUB contributes to:

- Collaboration doctors and community
- Transdisciplinary coordination
- Shaping and representing interests
- Grants and education
- Balance of tech and real encounters
- Independent professionals in a network
- Equal contribution opportunities
- Focus on three key groups
- Representation of diverse conditions
- Building alliances among actors
- Integration of health and environment



Second Opinion recognises the challenges posed by labour shortages, particularly those related to health and demographic changes.

We understand the contemporary challenges that employers face and help balance the work and private lives of employees.

We use new technologies to address issues such as sick leave and presenteeism.



Institute

for health management

The Institute explores the needs of individuals seeking to balance a demanding professional career with family obligations or striving for stability.

At the same time, it provides guidance and strategic orientation where standard solutions are not sufficient – in such cases, clarity, strategy, and decisive action are essential to achieving the desired success.

