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DISSEMINATION REPORT-1

WP5 – Management, Dissemination & Exploitation
T5.3 - Dissemination

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Glossary

Acronym	Meaning
&	and
€	Euro
AAV	Automatic Advertising Value
CORD	Chronic obstructive respiratory disease
D	Deliverable
JCR	Journal Citation Reports
KPI	Key Performance Indicator
PHE	Personal Health Empowerment
SPAIC	Sociedade Portuguesa de Alergologia e Imunologia Clínica / *Portuguese Society of Allergology and Clinical Immunology*
TagUBig	Taming your Big Data
TTB	Türkiye Barolar Birliği

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EXECUTIVE SUMMARY

This document is deliverable D5.3a from Personal Health Empowerment (PHE), "Dissemination". This report describes the dissemination strategy and communication plan throughout the project's lifespan (section 2 and 3) and presents the activities carried out so far (section 4).

The global aim of PHE dissemination and communication is to effectively transmit information of the activities and its outcomes to multiple stakeholders and audiences, in order to support and maximize the impact of PHE.

The specific aims of the dissemination and communication plan are the following:

- To promote through communication and dissemination the PHE results and technologies;
- To contribute to the widespread use and awareness raising of the developed technologies in order to increase PHE success;
- To identify the main stakeholder types/categories with emphasis and prioritize dissemination tools;
- To specify important exploitation and marketing activities which will take place in order to attract potential customers for the PHE technologies.

This deliverable outlines the channels through which results and key messages will be communicated to the stakeholders and audiences that have been identified to benefit from them, such as employees, employers, CORD patients, healthcare providers, healthcare payers, among others. The execution of the plan will be measured through quantitative and qualitative measures for the sake of accountability and improvement of the project.

1 Introduction

The Personal Health Empowerment project aims to achieve significant cost reductions for preventive solutions to help the person adopt a healthy lifestyle and providing the person with tools to actively participate in the treatment when diseases do arise by empowering people to monitor and improve their health using personal data and digital coaching. As a result, these will be causing to reduce the number of patients and decrease the burden on care personnel.

The results of the project include:

- Innovative technologies for vital signs, activity and behaviour monitoring
- Personal health analytics and visualisation tools
- Methodology and tools for the development of interactive and dynamic coaching programs (content & functionality)
- A modular reference framework for coaching application development and deployment
- Motivating self-care applications
- Validated pilot with users in the target groups for lifestyle management
- Exploitation plans for partners including go-to-market plans with disruptive business models

These project innovations have great potential to have a large impact on healthcare provision in the future, providing both evidence and means to realise people-centric and preventive health care, and allow for cost-saving solutions with increased patient involvement. But, to have the expected impact, an effective dissemination strategy and communication plan involving all project partners is needed.

Projects results will be handled using different communication channels and materials, including a website, workshops, conferences, and scientific publications, among others.

2   Dissemination Strategy

The global aim of PHE dissemination and communication is to effectively transmit information of the activities and its outcomes to multiple stakeholders and audiences, in order to support and maximize the impact of PHE. This chapter provides the framework for communication and dissemination in the project, and an analysis of its role and function.

2.1   The role of communication and dissemination in PHE

The main purpose of communication and dissemination is to inform and influence the behaviour of the people, so that they become aware of the products which are being disseminated, and hopefully adopt then. The PHE intends to produce and deliver innovative technologies and tools for both heathy people and patients, which can contribute effectively for health empowerment. Also, PHE aims to motivate self-care applications and to induce exploitation of those. For PHE is crucial the active dissemination of its results not only within scientific communities and general public, but also in other health technology companies, including pharmaceutics and medical devices industry, health funders, like insurance companies and health services providers, which constitute potential clients for the products to be developed.

2.2   Target groups

Health care value chains, which include multiple stakeholders, are typically complex and vary according to regulation and between public and private services. The targets of the dissemination activities were defined based in the identified stakeholders of PHE, attending to specific roles, interests and communication needs. Three different target groups were identified, as schematised in the Figure 1: Technological and Technical-scientific Communities, Potential Costumers and General Public, which include the decision makers. Some of the communication activities will be developed with specific target groups of the project, regarding different dissemination purposes.
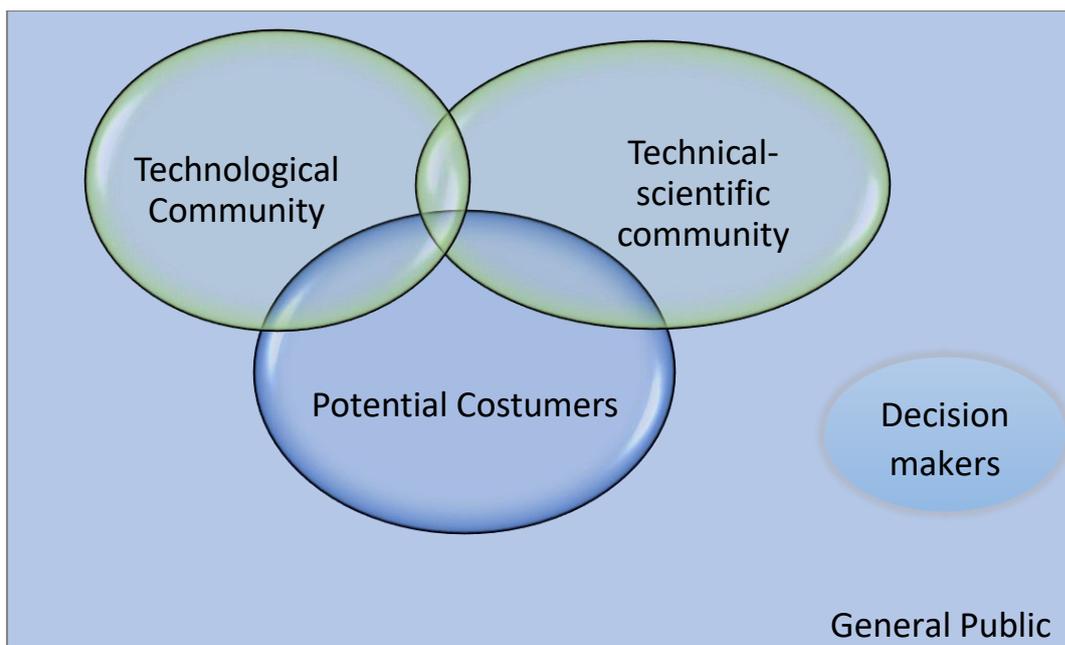

Figure 1 Target groups

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2.2.1   Potential customers

In the framework of the products proposed by PHE, final users and buyers can be different. On the one hand, primary users are people interested in innovative health solutions provided by ubiquitous means (e.g. workers or patient with CORD) who downloads the solution from the of self-monitoring and coaching technologies. That person can then interact with health care providers if he decided to. Alternatively, advanced users, such as health care providers, can be interested in providing self-monitoring and coaching services to the final user. In this situation, the solutions developed under the PHE are acquired by providers or service funders who decide to implement innovative services. Regarding primary users in CORD use case, man and woman with CORD and interest in using self-monitoring and coaching technologies for managing their disease, and informal careers of patients with CORD ae potential customers. For heathy workplaces any worker with interest in innovative health solutions and mobile heath is potential primary user and customer. With respect to advanced users, health care providers, including health professionals, health insurance providers, telecommunication companies and employers are potential customers for both use cases.

2.2.2   Technological and Technical-scientific communities

By developing innovative technologies and a modular reference framework for coaching application development and deployment PHE and its results has the potential to be relevant for both technological and technical-scientific communities, including academic community with interest in health technologies and coaching, health professionals, devices manufacture's and other technological companies. Important contributions in heath monitoring research are expected and the licencing of developed products to be used in other applications can be an exploitation solution. Also, data from self-monitoring and coaching technologies can be seen as a great opportunity for big data and intelligent data analysis solutions.

2.2.3   General public

The workplace directly influences employees' physical and mental state, economic status and social well-being and, thus, the health of their families, communities and society. The WHO has Defined by WHO as a working place in which workers and managers collaborate to use a continual improvement process to protect and promote the health, safety and wellbeing of all workers and the sustainability, healthier workplaces have been set as one of the priority areas where health should be promoted into the 21st century. More than 1 billion people suffer from CORD worldwide and in Europe alone, the total annual costs of respiratory diseases exceed €380 billion. CORDs have a considerable impact on patients' quality of life, patients become more susceptible to exacerbations, which cause frequent hospital admissions. This is a public health problem with increasing burden on health systems, the economy and society. Flexibility at work is also required to cope with challenges related to ageing, disabled, or chronically ill workers. Thus, both work cases constitute solutions for society important current challenges, of general interest for anyone whom could be interested in health or mobile technologies, in particular mobile health.

2.2.3.1   Decision makers

As part of society and general public, decision makers in particular, are prone to give attention to media dissemination, communication of innovation and to public opinion.

2.3 Dissemination Partners

Facilitating partners, which will collaborate in the dissemination of the ITEA results and products will be identified during all project, according to the opportunities. Candidates to this role include previously established collaborations of the consortium participants, other ongoing projects involving consortium participants and other ITEA projects teams. Up to the moment were identified 5 dissemination partners, listed below:

- **INSPIRERS team** - Part of the PHE researchers from Portuguese consortium are also leads or participate in projects INSPIRERS regarding adherence to medication in CORD, both in Portugal and Spain. INSPIRERS Team include almost 100 medical specialists related to CORD.
- **Project TagUBig** (Taming your Big Data) – This project is led by a PHE researcher aims to contribute to improving transparency, privacy and usability of applications.
- **Union of Turkish Bar Associations -** or Türkiye Barolar Birliği (TBB) is an organisation for Turkish lawyers, uniting over 60,000 lawyers in 78 Turkish bar associations.
- **Platform of technologies for active and independent Health and living (eVIA)** - Different news and press releases through this platform news and press releases generated by the project will be redistributed to increase their impact on an audience related to innovation in health.
- **Planetic** - Spanish technological platform for the adoption and dissemination of electronic, information and communication technologies. Different news and press releases will also be distributed through this platform whose audience is more related to communication technologies experts.

3 Communication Plan

The project will actively seek to disseminate its contributions and results and for that the consortium has defined a broad dissemination plan, capable of effectively disseminating the results of PHE in the international context and involving all partners. This will be done in two ways: general dissemination, targeting final users and general public, and technological /scientific dissemination, targeting the Technical-scientific community and buyers.

3.1 Communication and dissemination channels

The dissemination activities of PHE will use several instruments and strategies to promote and facilitate the communication to all target groups. Table 1 outlines materials and activities to be considered as resources in the communication plan. Partners will be encouraged to actively disseminate the project results in scientific fora, media, seminars and otherwise.

Material / Activity	Goal	Target groups		
		General public	Technological and Technical-scientific	Potential Costumers
[short name]	*[purposes and characteristics]*			
Project branding	Defining project branding (logo, colours, templates) in order to have a homogeneous project identity.	●	●	●
Project Web-page	Working as centralized information source, hosting the public information, such as partners, public deliverables and list of scientific outputs, with regular update.	●	●	●
Press releases	Informing stakeholders about key achievements and events.	●		●
Physical/digital promotional materials	Informing the general public of the basic information on the project or specific features aiming population subgroups	●		●
Social Media dissemination	Informing the general public of the basic information on the project or specific features aiming population subgroups		●	●
Information events in the community with specific sub targets	Participation in more general scope events in the community	●		●
Workshop organization	Informing stakeholders directly		●	●
Participation in events of technical / scientific dissemination	Promotion of the innovative contributions and results		●	●
Scientific papers	Technical / scientific dissemination of the innovative contributions and results		●	
PhD and master thesis	Technical / scientific dissemination of the innovative contributions and results, which constitute relevant part of the research work of the students which belong to the research team		●	
Project deliverables	Documents with access level defined as public which can be technical scientific dissemination channel		●	

Table 1 Activities and Materials for dissemination, with target groups

3.2 Global project actions

For the dissemination strategy of the PHE project is crucial the definition of the project brand to create a uniformed identity, to be used in all materials and deliverables. This should include the choice of a LOGO and the definition of templates for documents and materials.

Physical and digital promotional materials to publicize the PHE and its results will be developed in English, Portuguese, Spanish and Turkish.

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Press releases will be produced, both at the moment when the prototype of the integrated system is available and at the end of the project, and availability for interviews and news will be provided, if required.

A specific website will be created regularly updated with deliverables and results. Relevant developments will be publicized using the social media of the institutions and dissemination partners.

The most relevant developments and results of the PHE will be published in reference journals and/or presented at international meetings of the most appropriate scientific or technological areas. Each partner shall be free to disclose the results of the project in publications that it deems relevant, being only necessary to communicate to the others in order to avoid duplication and promote joint publication. The limitations to publication will be minimized due to the protection of the products to be marketed, since only publications that describe in detail algorithms and code that will obviate the need to license the products developed by other companies will be limited.

The project deliverables with access level defined as public will also serve as technical scientific dissemination channel, allowing the monitoring of project developments by the scientific and business community.

3.3 Specific actions from Use Case Healthy Workplaces

PHE consortium aims to promote the dissemination of Healthy Workplaces results internationally, although a special effort will be performed in Spain. For this use case, the targeted audience is mainly represented by potential customers (big corporations, insurances or healthcare providers), TIC developers' community (mHealth developers or other telecommunication companies), as well as the general public.

For this purpose, the main dissemination action is a continuous communication with Manpower's Occupational Health Department, our main client. In addition, potential future clients are being identified. As soon as a first prototype is available our marketing and commercial department would be able to contact these potential clients and offer them PHE as a future commercial product.

A map of events related to eHealth and mHealth is underdevelopment and PHE project will be presented in the most suitable.

To finalize all news generated by the project will be redistributed through key stakeholders to raise awareness among all out targeted audiences.

3.4 Specific actions from Use Case CORD Management

The project will actively seek to disseminate the CORD Management results in Portugal and internationally through actions among target sectors, namely the business, scientific and clinical communities, the patients and the general public. However, the main focus will be the dissemination to other health technology companies (in particular the pharmaceutical and medical equipment industry), funders (e.g. insurers) and healthcare providers that are potential customers for the products developed.

With that in mind, as soon as the prototype is available, a Workshop open to the clinical, academic and business communities will be organized, having the potential customers as the target audience. Being of a technological nature, it is intended to discuss mobile technologies for self-monitoring, coaching and innovation in health care for CORD.

Particularly important is the identification and establishment of partnerships for the licensing of signal acquisition and processing products for respiratory sounds. Thus, the products resulting from the project will also be presented at the world's leading market for medical technology and products MEDICA business world fair, the technical presentation of the European Respiratory Society congress, in which a large number of potential customers should be present. There will also be visits to entities in the target sector, including partners of the PHE project, in order to promote interest in the technologies to be developed.

Health professionals will also be involved in the Workshop to be held, not only to disseminate the product to potential future clinical and business users, but also in order to facilitate the recruitment of patients to the validation studies. Specific dissemination will also be made to scientific and clinical societies, as the Sociedade Portuguesa de Alergologia e Imunologia Clínica (SPAIC / Portuguese Society of Allergology and Clinical Immunology), as well as patient associations in order to facilitate the recruitment of patients to the validation studies.

With respect to technical / scientific publications, the developments and results of the CORD Management use case will be published in the form of scientific articles in reference journals, as well as in articles resulting from the participation in renowned conferences, preferably in sources indexed in the main scientific indexing systems. The use case related specific innovations are planned to be publish as at least 4 articles in full text, including at least 2 of a technical-scientific nature and joint authorship and responsibility of MEDIDA and non-corporate partners CINTESIS or ISEP. These articles should describe the system developed in the project, including its validation and usability, and the short-term results of prospective study. The choice of publication media will privilege open access journals and the impact factor (JCR). It is also planned the participation in 6 scientific meetings, including engineering and medical scopes.

This use case includes tasks that constitute relevant contributions from one master thesis of MEDIDA team member and two ongoing PhD research from CINTESIS of team members.

3.5 Proposed calendar

The planned actions will be distributed along the three years of the project. The following sections present the dissemination activities as planned at the beginning of the project. In section 4 are presented the activities that were effectively performed UpToDate.

3.5.1 Actions planned for 2018 (first year of the project)

The dissemination strategy of the PHE project commence by the definition of the project brand namely the choice of a LOGO and the definition of templates for the deliverables.

Six project deliverables, with access level defined as public were planned for this period:

D1.2a.- Preliminary Market Analysis & Business Plan Specification

D3.1.- System Requirements Specification

D3.2.- User Profile definition

D4.2.- Description of reference situation and training data

D5.2a.- Standardisation Report-V1

D5.3.-Dissemination Report-1 (this report)

Specifically, regarding the Use Case Healthy Workplaces and as mentioned in Section 3.3, Experis has planned meetings with Manpower managing to arouse their interest and involvement in the project.

Specifically, regarding the Use Case CORD Management, it was planned the conclusion of a master thesis by Bernardo Pinho (MEDIDA), master in Informatics Engineering at ISEP, on the acquisition and pre-processing specifically targeting the product relative to the assessment of respiratory function.

Actions that effectively took place during the first year are presented in the next chapter of this document.

3.5.2 Actions planned for 2019 (second year of the project)

Any dissemination action planned for 2018 which was not accomplish will be completed in the second year of the project. The definition of the project brand will continue with the definition of templates for presentations, project flyers and other materials to be produced. The web-page of the project will be defined and prepared by ARD in collaboration with CINTESIS. A Facebook account will be set up by ISEP, having all partners as administrators to be able to publish their own activities. A press release will be produced once the prototype of the integrated system become available. MANTIS will promote articles in local media (local informatics associations). Three project deliverables, with access level defined as public are planned for this period:

D3.3a.- Intelligent Coaching Engine-V1

D5.2b.- Standardisation Report-V2

D5.3.- Dissemination Report-2

Specifically, regarding the Use Case Healthy Workplaces, Experis is developing an event mapping the are relevant for the project. Although it is desired to participate in as many events as possible, the objective is to be involved presently in at least one event in Spain in 2019. For the rest of the events there will be an attempt to participate remotely, for example by sending publications.

Additionally, Experis is also identifying key stakeholders who will help build on the recognition of PHE in the marketplace. At present we have connections with two platforms, one related to eHealth and the other one with technology. All different news generated by the project will be distributed through these key stakeholders to leverage the visibility of the project.

Finally, internal meetings will continue to be held within manpower. This way, the added value provided by PHE will be understood inside the company, thus this message can be transmitted to our main clients and the Occupational Health Department will not lose interest.

Regarding the Use Case CORD Management, partial results regarding the technology development will be presented in at least two scientific meetings and two short papers. The definition and development of the clinical decision matrix to drive the coaching module and the clustering of the patient clinical profile and its interaction with the clinical decision matrix will be integrated in the doctoral thesis at the PhD program in Clinical and Health Services Research (CINTESIS) of Ana Isabel Santos Sá Sousa and Rita Silva Amaral, respectively, with conclusion expected for 2019. A minimum of two events having as specific targets health professionals will be performed.

3.5.3   Actions planned for 2020

Any dissemination action planned for 2019 which was not accomplish will be completed in the last year of the project. Physical and digital promotional materials to publicize the PHE and its results will be developed in English, Portuguese, Spanish and Turkish, following the templates defined. These materials should be made available at web-page and further disseminated using Social Media. Four project deliverables, with access level defined as public are planned for this period:

D1.2b.- Final Market Analysis & Business Plan Specification

D5.- Standardisation Report-V3.2c

D5.3.-Dissemination Report-3

A press release will be produced at the end of the project.

The Use Case CORD Management will organize the workshop and to disseminate actively the products by participating in MEDICA business world fair, and with a technical presentation of the European Respiratory Society congress and at the SPAIC meetings and contacting patients associations. Innovative results will be presented in at least two scientific meetings and two technical-scientific papers.

3.6   Monitoring Effectiveness of dissemination

It was defined as KPI18 that the Number of dissemination events performed by PHE partners should be more than 10 per year. It is now clear for us that in the first year of the project, as no results are available yet and the focus of the work is in the organizational issues and development tasks, fewer dissemination activities should be expected. Thus, KPI18 should be applied for second and third years only. Also, a higher risk of delays is expected in the first year. For that reason, monitoring effectiveness measures will be applied at the months (M) 18, 24, 30 and 36 of the project, as described in the Table 2 Effectiveness measures

Material / Activity	Effectiveness measures	Evaluation times			
		M18	M24	M30	M36
Project branding	Availability	logo, colours and template for deliverables available	All templates available		
Project Web-page	Availability		Fully functional		
Press releases	Number of news by circulation / audience level. Automatic Advertising Value (AAV)		Regarding prototype of the availability of the integrated system		Final of the project
Physical/digital promotional materials	Availability		First promotional materials	More than three promotional materials	More than six promotional materials
Social Media dissemination	Number of posts and tags. Automatic Advertising Value	First mention at social media	More than five mentions at social media		More than 20 mentions at social media
Information events of the community	Number of events.		First participation		More than three participations
Workshop organization			One workshop organized		
Participation in events	Number of events.	First participation	More than 10 participations		More than 20 participations
Scientific papers	Number of documents.		First publication achieved		More than 4 publications
PhD and master thesis	Number of documents.	First thesis concluded	3 thesis concluded		
Project deliverables with access level defined as public	Number of documents.	50% made available		75% made available	100% made available

Table 2 Effectiveness measures

4   Activities carried out

In the first 12 months of the project the priority was to the organizational issues. Also, the Portuguese consortium participation in the project only become effective by September 2018. For that reasons the dissemination activities carried out during 2018 are minimal, as expected. The list of the activities carried out in presented in Table 1.

Date	Action	Global project	Use cases Healthy Workplaces	CORD Management
July 2018	Master thesis #1			●
August 2018	Project Identity Logo	●		
October 2018	Deliverable Templates	●	●	●
November 2018	D1.2a.- Preliminary Market Analysis & Business Plan Specification Document	●	●	●
June / July / September 2018	Meeting with Manpower Occupational Health Department		●	
December 2018	Meeting with Manpower Marketing Department		●	

Table 3 List of dissemination and communication activities

4.1 Project Identity and Logo

The first global project dissemination activity of the PHE project was the choice of a uniformed identity by creating a project logo, to be used in all materials and deliverables. Partners were asked to send their proposals for the Logo. The final Logo was chosen from the proposals by the representatives of the partners (Figure 2).

Figure 2: PHE Logo

4.2 Project deliverables with public access

One deliverable with access level as public have been finalized in the first year of project. (D1.2a) and is already available at the ITE3 website. Five other deliverables (D3.1, D3.2, D4.2, D5.2a, D5.3a), including this report, are final stage of preparation and review, being expected to be concluded in the first trimester of 2019.

4.3 Communication in the framework of master thesis

The acquisition and pre-processing specifically targeting the product relative to the assessment of respiratory function was part of the research work Sistema para Avaliação e Feedback de Manobras Respiratórias Forçadas em Crianças (System for Evaluation and Feedback of Forced Respiratory Manoeuvres in Children), Master in Informatics Engineering at ISEP, by Bernardo Rocha Pinho (MEDIDA) [1]

4.4 Meetings with Manpower

Experis held numerous meetings with the Occupational Department of Manpower managing to arouse their interest and involving them in the development of the project. Given that Experis is a group within a large multinational (Manpower), additional meetings were also held to publicize the effort and results expected in order to awake the interest of the Marketing Department who could include PHE in the portfolio of products/services to be offered in the future.

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[1] Pinho, Bernardo Rocha, Sistema para Avaliação e Feedback de Manobras Respiratórias Forçadas em Crianças, master thesis in Mestrado em Engenharia Informática, ISEP - DM – Engenharia Informática, 2018
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