



D1.20 Dissemination Plan (M12) POLYCARE Project

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1 EXECUTIVE SUMMARY

The **D1.20 Dissemination Plan (M12)** aims to build further upon the first version of this deliverable (submitted in M6), establishing a common methodology among all consortium partners in order to follow throughout the entire life cycle of POLYCARE project. The objective is to achieve successful exploitation and dissemination of the results in a structured manner ensuring high impact (future researches, opening new business...).

This version of the Dissemination Plan provides an update of the dissemination and communication actions (section 4 of the D1.7 Dissemination plan) proposed by the partners for the reporting period (M7-M12) and the description of an approach to be applied in POLYCARE project in order to select the **most adequate events** for dissemination. This version provides a basis for one of the most important dissemination and communication actions: the participation on events by every project partner.

This version takes the methodology and the communications actions described in the previous version (**D1.7 Dissemination Plan**) referencing in some points of this version to the previous one. Just to have this information as reference, the communication actions coming from the D1.7 have been added as an Annex to this document.

This deliverable will evolve throughout the POLYCARE project life cycle. This version will be submitted in December 2016 to the European Commission (a new version will be submitted every six months).

2 INTRODUCTION

The last few decades' technological development became a crucial factor for the improvement of healthcare systems. Yet, many developments are not effectively communicated to their stakeholders and thus never reach their maximum potential.

In order to prevent this from happening with the POLYCARE project, this document has been produced and has evolved from the last deliverable D1.7.

Within this document the communicators, target audience, messages and channels have been defined. These will be considered, yet not repeated, for further development of the dissemination plan. This document emphasizes the approach applied when selecting events with the purpose of high impact dissemination.

2.1 Intended audience

This document is oriented to:

- POLYCARE Consortium partners
- The European Commission
- The public in general

2.2 Overview of the document

The definition of the approach for participation of events will be described in this version and it will be based on the methodology and the communication actions discussed in the first version of the Dissemination Plan (D1.7: sections 3 and 4).

This strategy although common, could vary depending on **each POLYCARE partner typology**:

- ICT providers (MNCs) (Multi-National Corporations)
- Service providers (clinical partners and social and care partners)
- Researchers within ICT providers participating on active and healthy ageing European projects
- SMEs looking for exploitation opportunities
- Usability and accessibility experts

In other words: technical and clinical & social partners (section 3.2).

In addition to the above mentioned, the updating of the actions proposed by the POLYCARE partners for the reporting period of the document (M7-M12) will be listed.

A summary of the information contained in the document is shown below:

- **Section 3:** General strategy on which the consortium has determined in which events to participate. This approach will indicate the factors to be considered for the consortium partners to participate on high impact events.

- **Section 4:** list with the proposed actions of each partner in order to get a good (well-based) dissemination of the POLYCARE project.
- **Section 5:** annex with the communications actions proposed in the first version of the Dissemination Plan in order to have a reminder of them in this new version.

The information of the **D1.7 Dissemination Plan** that is going to be similar in the actual version (methodology and communication actions) will not be repeated in this document. For further details, please review the previous version of this document.

2.3 Reference documents

- **R1.** Grant agreement nº: 690367 for the POLYCARE Project. [November 2015]
- **R2.** Proposal number: SEP-210271031 POLYCARE
- **D1.7** Dissemination Plan (M6)

2.4 Terminology

2.4.1 Abbreviations and acronyms

- **EC:** European Commission
- **CA:** Consortium Agreement
- **GA:** Grant Agreement
- **ICT:** Information and communications technology
- **DoA:** Description of Actions
- **SMEs:** Small and Medium-sized Enterprises
- **MNCs:** Multi-National Corporation
- **ROI:** Return on investment
- **WP:** Work package
- **KR:** Key Results
- **EIP:** European Innovation Partnership
- **AHA:** Active and Healthy Ageing
- **HAH:** Hospitalization at Home
- **PoC:** Proof Of Concepts
- **TA:** Target Audience
- **SO:** Specific Objective
- **QoL:** Quality of life
- **SW:** Software
- **HW:** Hardware
- **R&D:** Research and Development
- **MNCs:** Multi-National Corporations

3 EVENT STRATEGY

3.1 Introduction

This section will present the general strategy to be applied with regards to the determination of events and conferences . This chapter identifies criteria to determine which events are most effective for each partner.

3.2 Criteria

In order to identify the specific events that are considered more effective for each partner's dissemination of the project, POLYCARE applies a general **strategy** based on **criteria** that aims to establish a general approach in order to achieve these objectives.

The combined criteria will provide a way to order/prioritize/select the events list making possible to know which of these events are more important/relevant taking into account the “physiognomy” of each partner (type of company, interests, business area).

The events have been selected based on a systematic approach using the following criteria:

- **Quality**
- **Relevance of topic**
- **Target audience**
- **Scientific Ranking of the publication and the editor**
- **Open Access availability of the proceedings of the event**

As a result, high quality events will be selected and be presented in following sections (these events have been extracted from the Confluence tool used by all the partners to share information). All events will be selected based upon their potential to ensure POLYCARE's impact.

Eventually other criteria (based on costs, usage of resources, etc.) will be taken into account to perform a final selection of the events to participate in.

However, since some of the events are taking place in the following years (2017 and 2018) it should be taken into account that some information was not at hand and so it will be necessary to update this information on future versions of this document.

A description of the above criteria is showed in following sections.

3.2.1 Quality

The **quality** of event refers to the prominence of the speakers (position), the amount of times that the event has taken place (reputation) and the organization offering the event.

It is important to take into account that only high quality events have been selected in order to generate higher impact. However, this also brings higher costs.

As a result, for the POLYCARE dissemination, these events should be of very high quality in terms of speakers and content.

In the case of attending to conferences (for instance to show/present the project) it is suggested that the speaker should be someone with a higher function within the organization. This could be more difficult to realize but contribute to enlarge the impact. It is suggested to pick few events and excel in dissemination (**quality over quantity**).

As the organization of these events has strict guidelines, every event should be planned in advance. For details regarding preparation visit the website of each conference.

3.2.2 Relevance of topic

Relevance of topic gives an indication of how important this event may be for the dissemination of the POLYCARE project, it shows how the event topic is related to POLYCARE and if the event is in line with the key messages that POLYCARE tries to communicate.

In order to ensure relevance to topics POLYCARE will apply **analogy and typology**.

Each partner can search for an initial list of their own events applying specific terms related to their type of organization trying to find some kind of “ontology” to find the events which better fit with their organization characteristics:

1. Technological partners
2. Medical and Social health partners

Based on these terms, for instance, conferences could be grouped on common factors (the topics of the conferences) and attended for the partners thinking on the event localization (i.e.: Spain, France, Germany and/or Europe).

The following table shows the list of terms used for the searching of events and conferences:

Type of partner	List of terms
<p>Technological partners</p>	<p>healthcare, eHealth, mHealth, , digitalhealth, medical, pharma, innovation, care, platform, IoT, embedded systems, distributed systems, web platforms, usability, accessibility, education, people, researcher, public, science, European, integrated care, chronic disease, human-computer interaction, wearables, health</p>

Type of partner	List of terms
	informatics,, biomedical, health systems engineering, bio signals sensors
Medical and Social health partners	general practice, family medicine, integrated care, health care research, public health, social care, social work research, innovation, public, home hospitalization, acute phases, chronic management, informatics for health, health services ICT supported, health informatics,

Table 1 – List of terms used for the searching

The different actions (dissemination activities) proposed by the consortium partners will be showed in the section 4 of this document and in the case of **events and conferences** (the strategy described is focused to them), the column of the terms used by their searching will be matched with the terms listed in the table above.

3.2.3 Target audience

Finally, **target audience** criteria compare the target audience of the event to the target audiences identified in the first version of the D1.7 Dissemination Plan of POLYCARE (submitted on June 2016) and shown in the following table (insert number). In order to maximize impact the consortium should consider the messages to communicate to each target audience.

Seven groups of **target audiences** (or target groups) were identified within the scope of the POLYCARE project:

Number of Target	Target Audience
TA1	Policy makers and healthcare authorities: regional, national and european
TA2	End users: <ul style="list-style-type: none"> ○ Healthcare professionals ○ Social professionals ○ Patients and family
TA3	Private companies: <ul style="list-style-type: none"> ○ MNC and SMEs (related with eHealth, ICTs)
TA4	Patient associations
TA5	Scientific/ healthcare associations
TA6	Hospitals (public and private)
TA7	Press & media

Table 2 – POLYCARE Target audiences

3.2.4 Scientific Ranking

This criteria is focused to evaluate the academic journal's impact and quality from different perspectives. This also applies to the publication of proceedings in different conferences and workshops.

The most used criteria is the impact factor (IF) of a journal, which is a measure reflecting the average number of citations of recent articles in the journal [1]. The Journal Citation Reports are compiled by Thomson Reuters [2].

3.2.5 Open Access

Open access (OA) refers to online research outputs that are free of all restrictions on access (e.g. access tolls) and free of many restrictions on use (e.g. certain copyright and license restrictions) [3].

This policy is actively supported by the European Commission within the Horizon 2020 research programme [4]. POLYCARE has reserved from the beginning a budget to support the publication of our results in open access journals.

4 PARTNERS ACTIONS

This section is an updated summary of all the dissemination actions performed and proposed by the consortium partners. As mentioned above, the **events and conferences** presented in this summary (first of the tables listed) will keep the column named 'Search Terms' informed with the specific terms used for their searching. These terms have been extracted from Table 1 ('List of Terms used for the searching') of the previous section.

The final actions performed will be explained in the D1.5 deliverable ("Report on information and presentation materials"). This document will be submitted to the European Commission on M17, M25 and M36.

At the time of writing this document, the activities proposed by the partners are the following (extracted from the Confluence tool used by all the partners to share information):

Presentations of project (conferences, events, visits to region by external guests...)										
No.	Activity type	Name	Location (if applicable)	Target audience	Audience estimated size	Language	Date	Lead partner	Search terms	Link
1	Conference		Madrid (Spain)	Policymakers, decision	200	Spanish	09/03/2016	SALUD		http://www.seis.es/inforsalud2016/imagen/Programa.pdf
2	Conference		San Jose, CA, USA	Human-Computer Interaction Researchers	3700 participants, 400 in each keynote	English	7-12/05/2016	PLUX	Human-Computer interaction	https://chi2016.acm.org/wp/ACM_CHI_POLYCARE.jpg

3	Conference		Lake Buena Vista (Orlando), Florida USA			English	16-20/08/2016	PLUX	biomedical, signal processing, health systems engineering, wearable sensors and systems, biomedical sensors and systems, rehabilitation engineering, health Informatics	http://embc.embs.org/2016/ EMBC.JPG
4	Conference		15th International Conference on Computers Helping People with Special Needs July 13-15, 2016; Pre-Conference July 11-12, 2016 University of Linz, Austria	Scientists, Engineers, Stakeholder, Students	150		11-12/07/2016	Fraunhofer		http://www.icchp.org/
5	Conference		Software Development and Technologies for Enhancing Accessibility and Fighting Info-exclusion	Scientists, Engineers, Stakeholder, Students	100	English	1-3/12/2016	Fraunhofer		http://www.dsai.ws/2016/

			December 1-3, 2016 - UTAD, Vila Real, Portugal http://www.dsai.ws/2016/call-for-papers							
6	Conference		Lisbon, Portugal	Makers, DiY and tech enthusiasts	50	Portuguese	25-26/06/2016	PLUX	Makers, DiY, technology, wearables, sensors, engineering	http://makerfairelisbon.com/en/about.html MakerFaireLisbon.JPG
7	Meeting		5th Tactic Table of the MAIA departmental network	Social and Health representatives of the most relevant care organizations in the Ariège department	20	French	17/03/2016	ECHOSANTÉ		
8	Prize		Submission of POLYCARE to the prize "Trophée de la Santé" in the framework of "L'université d'été". University of Castres (resolution still pending)		200	French	29/05/2016	ECHOSANTÉ		www.universite-esante.com
9	Event		Mérida, Spain	Social Workers, national policy makers	1000	Spanish	19-21/10/2017	Comarca de Somontano	social work research, innovation, integrated care	http://www.congresotrabajosocial.es/

10	Prize		Submission of POLYCARE to the annual award of Social Work in Aragón			Spanish	Anticipated for end of 2018	Comarca de Somontano		http://www.trabajosocialaragon.es/wp-content/uploads/actualidad/2016/05/Convocatoria-Premios-y-Reconocimientos-T.Social-Arag%C3%B3n-BASES.pdf
11	Conference		Zaragoza (Spain)	Healthcare Staff	100	Spanish	14/06/2016	SALUD		http://www.aragon.es/estaticos/GobiernoAragon/Organismos/ServicioAragonesSalud/Documentos/docs2/Areas/Informacion al profesional del SALUD/Calidad/Comunicaciones_TODAS_comunicaciones_recibidas.pdf
12	Event		Digitalisierung ohne (Alters)grenzen – Services, Mobilität, Teilhabe, Versorgung organised by commerce chamber Bonn	General public - mainly SMEs and entrepreneurs	70	German	05.09.2016	Fraunhofer		http://www.podium49.de/sites/default/files/itk-innovativ_2016-09.pdf
13	Workshop		science café 2016 at Fraunhofer FIT	Researcher	30	German	07.09.2016	Fraunhofer		
14	Event		Accessibility Tage Wien 2016 (ATAG 2016) - Vienna Austria	General public, disabled persons and elderly	120	German	16.09.2016	Fraunhofer		http://atag.accessiblemedia.at/
15	Event		Orihuela del Tremedal (Teruel), Spain	Social workers, regional policy makers	100	Spanish	19-21/10/2016	Comarca de Somontano	public social care, integrated care	X Jornadas de Profesionales de los Centros de Servicios Sociales: https://goo.gl/ve5f24

16	Conference		Madrid, Spain	Researcher	150	English	28-29.07.2017	Fraunhofer		PhyCS 2017: 4th International Conference on Physiological Systems: http://www.phyics.org/
17	Conference	DEGAM	Düsseldorf, Germany	GPs, Public Health	800	German	September 21-23, 2017	Universitätsklinikum Bonn	N/A	http://www.degam.de/kongresse-veranstaltungen.html
18	Conference	DEGAM	Innsbruck, Austria	GPs, Public Health	800	German	September 13-15, 2018	Universitätsklinikum Bonn	N/A	http://www.degam.de/kongresse-veranstaltungen.html
19	Conference	Deutsche Gesellschaft für Integrierte Versorgung (DGIV)	Berlin, Germany	GPs, Public Health	150	German	December 1, 2016	Universitätsklinikum Bonn	N/A	http://www.dgiv.org/cmsMedia/Downloads/Veranstaltungen/13-DGIV-Bundeskongress_Vorankuendigung.pdf
20	Conference	deutscher Kongress für Versorgungsforschung (DKVF)	Berlin, Germany	Public Health	200	German	October 4-6, 2017	Universitätsklinikum Bonn	N/A	http://www.netzwerk-versorgungsforschung.de/index.php?page=dkvf
21	Conference	2nd German Pharm-Tox-Summit	Heidelberg, Germany	Clinical Pharmacologists	150	German	March 6-9, 2017	Universitätsklinikum Bonn	N/A	http://www.gpts-kongress.de/
22	Conference	Telemedizinkongress	Berlin, Germany	Public Health, IT	250	English, German	November 3-4, 2016	Universitätsklinikum Bonn	integrated care, telemedicine	http://www.telemedizinkongress.de/
23	Conference	European Federation for Exploratory Medicines Development (EUFEMED)	London, UK	Clinical Pharmacologists	300	English	May 16-18, 2017	Universitätsklinikum Bonn	N/A	http://www.eufemed.eu/

24	Conference	European Forum for Primary Care	Porto, Portugal	GPs	200	English	September 24-26, 2017	Universitätsklinikum Bonn	general practice	http://www.euprimarycare.org/
25	Conference	European General Practice Research Network (EGPRN)	Riga, Latvia	GPs, Public Health	150	English	May 11-14, 2017	Universitätsklinikum Bonn	N/A	http://www.egprn.org/index.php?option=com_content&view=article&id=114&Itemid=88889143
26	Conference	European General Practice Research Network (EGPRN)	Dublin, Ireland	GPs, Public Health	150	English	October 19-22, 2017	Universitätsklinikum Bonn	N/A	http://www.egprn.org/index.php?option=com_content&view=article&id=114&Itemid=88889143
27	Conference	Global Healthcare Conference (GHC)	Singapore, Singapore	Physicians	500	English	July 24-25, 2017	Universitätsklinikum Bonn	health care research	http://www.globalhc-conf.org/
28	Conference	European Association for Communication in Healthcare (EACH)	Porto, Portugal	Public Health, Medical Staff	250	English	2018	Universitätsklinikum Bonn	integrated care	http://www.each.eu/events/conferences/
29	Conference	American Association for Communication in Healthcare (AACH)	Baltimore, Maryland, US	Public Health, Medical Staff	250	English	October 8-11, 2017	Universitätsklinikum Bonn	integrated care	http://www.each.eu/events/conferences/
30	Event		Jaén, Spain	Social workers, Regional policy makers	200	Spanish	2018 (date to be confirmed)	Comarca de Somontano	social care, integrated care	II Congreso Intersectorial de Envejecimiento y Dependencia: http://www.envejecimientoydependencia.com/
31	Event		La Valeta, Malta	Social workers, European policy makers	1000	English	June 26-28, 2017	Comarca de Somontano	social work research, innovation	25th Conferencia Europea de los Servicios Sociales: http://esn-eu.org

32	Event		Sevilla, Spain	Social workers, National policy makers	300	Spanish	February 16-17, 2017	Comarca de Somontano	social work research	VI Congreso de la Red Española de Política Social: http://reps-sevilla.com/programa/
33	Event		Reykjavík, Iceland	Social workers, European policy makers	1000	English	May 28-30, 2017	Comarca de Somontano	social work research, innovation	http://ifsweurope2017.yourhost.is/
34	Event		Florence, Italy	Social workers, Researcher	200	English	June 28-30, 2017	Comarca de Somontano	social work research	http://www.refuts.eu/colloque%20Florence%202017.htm
35	Event		Unknown yet	Social workers, policy makers, Researcher, representatives of the most relevant social care organizations	1000	English	2018 (date to be confirmed)	Comarca de Somontano	social work research, innovation, integrated care	18th General meeting International Federation of Social Workers: http://ifsw.org/what-we-do/general-meetings/
36	Conference	International Conference on Integrated Care (ICIC17)	Dublin, Ireland	Nurses, Social workers, Physicians, Policy makers	400	English	May 8-10, 2017	Universitätsklinikum Bonn	integrated care	http://integratedcarefoundation.org/events/icic17-17th-international-conference-on-integrated-care-dublin
37	Conference	International Forum on Quality and Safety in Healthcare	London, UK	Physicians, Nursing Staff	200	English	April 26-28, 2017	Universitätsklinikum Bonn	general practice	http://internationalforum.bmj.com/london/
38	Conference	International Forum on Quality and Safety in Healthcare	Kuala Lumpur, Malaysia	Physicians, Nursing Staff	200	English	August 24-26, 2017	Universitätsklinikum Bonn	health care research	http://internationalforum.bmj.com/kuala-lumpur/
39	Conference	Global health Congress (GHC)	Oxford, UK	Mainly Physicians	500	English	June 29 - 1 July, 2017	Universitätsklinikum Bonn	health care, general practice	http://www.globalhealthcongress.org/
40	Conference	World Organization of Family Doctors	Prague, Czech Republic	Mainly GPs	1000	English	June 28 - July 1, 2017	Universitätsklinikum Bonn	N/A	http://www.globalfamilydoctor.com/AboutWonca/brief.aspx

		(WONCA)								
41	Conference	World Health Summit	Berlin, Germany	policy makers, physicians	350	English	October 15-17, 2017	Universitätsklinikum Bonn	health care research	http://www.worldhealthsummit.org/the-summit.html
42	Event	World of Health It (WoHIT)	Barcelona, Spain	European healthcare stakeholders	N/A	English	November 21-22, 2016	Everis	healthcare, European, IT, eHealth, mHealth	http://www.worldofhealthit.org/ehome/index.php?eventid=199702&
43	Conference	Salud Conectada	Oviedo, Spain	Salud Conectada Forum	100	Spanish	November 22nd, 23rd	SALUD		http://www.seis.es/SaludConectada/comunicaciones.html
44	Event	European Summit on Innovation for Health and Active Ageing (EIP-AHA)	Brussels, Belgium	European healthcare stakeholders	N/A	English	December 6-8, 2016	Everis	innovation, care, eHealth, mHealth, researcher, platform, IT, European	http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing
45	Event	Addressing Chronic Diseases and healthy ageing Across the life cycle (CHRODIS)	Zaragoza, Spain	European healthcare stakeholders	N/A	English	December 14, 2016	Everis	chronic disease, care, integrated care, education, people, eHealth, mHealth	http://chrodis.eu/
46	Event	Paris Health Week	Paris, France	European RDI companies, care centers, research and technology centres, policy makers, universities	30.000	English	May 16th-18th, 2017	ECHOSANTÉ	innovative hospitals, eHealth, mHealth, eCare, Gerontology, integrated care	www.parishealthcareweek.com

47	Conference	European Union Geriatric Medicine Society	Nice, France	Geriatrist, gerontologists, researchers	1000	English	September 20th-22th, 2017	ECHOSANTÉ	prevention, ehealth, connected health, geriatry	www.eugms.org
48	Conference	Medetel	Luxembourg	RDI companies, care centers, research and technology centres, policy makers, universities	1000	English	April 5th-7th, 2017	ECHOSANTÉ	Telemedicine, eHEALTH, connected health, mHealth	www.medetel.eu
49	Conference	Université de été Castres	Castres, France	RDI companies, care centers, research and technology centres, policy makers, universities	500	English-French	July 5th-7th, 2017	ECHOSANTÉ	eHEALTH, connected health, chronic conditions	www.universite-esante.com
50	Conference	Urgences	Paris, France	Doctors, nurses, carers, researchers	800	English-French	May 31, 1st-2nd June	ECHOSANTÉ	ehealth, emergencies, telemonitoring	www.urgences-lecongres.org

Table 3 – Presentations of Project (conferences, events, visits to region by external guests...)

Articles and appearance in local/National/international media, social network activity						
No.	Activity type	Target audience	Language	Date	Lead partner	Link
1	Digital press	Public in general	Spanish	8/03/2016	Everis	http://www.computing.es/empresa/noticias/1087722013701/everis-liderara-proyecto-POLYCARE.1.html http://www.europapress.es/economia/red-empresas-00953/noticia-everis-liderara-aragon-proyecto-mejorar-teleasistencia-pacientes-mayores-europa-

						20160308173340.html http://www.strategicpartner.es/sanidad/noticias/1016358026607/everis-liderara-proyecto-mejorar.1.html http://www.itcio.es/sanidad/noticias/1016358015602/everis-liderara-proyecto-mejorar.1.html?utm_source=rss http://www.ituser.es/actualidad/2016/03/la-ue-impulsa-un-proyecto-para-mejorar-la-teleasistencia-a-personas-mayores http://www.digitalavmagazine.com/2016/03/09/everis-desarrolla-el-entorno-tic-colaborativo-para-el-proyecto-de-teleasistencia-a-mayores-POLYCARE/ http://www.techweek.es/sanidad/noticias/1016358004601/everis-liderara-proyecto-mejorar.1.html
2	Web Everis	Public in general	Spanish	8/03/2016	Everis	http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/asistencia-POLYCARE-everis.aspx
3	NTT Data newsletter	Public in general	English	/04/2016	Everis	
4	<p>Poster at the Annual Congress of the German College of General Practitioners and Family Physicians German (DEGAM, http://www.degam2016.de, Frankfurt, Germany)</p> <p>Notes: Presentation of the study design with the</p>	General Practitioners	German	29.09.-01.10.2016	Institute of General Practice and Family Medicine	http://www.degam2016.de

	German pilot					
5	Web Comarca de Somontano	Public in general	Spanish	13/06/2016	Comarca de Somontano	http://www.somontano.org/servicios/servicio-social-de-base
6	Press release	Technical press	German	14/06/2016	Fraunhofer	https://www.fit.fraunhofer.de/de/presse/16-06-14.html
7	Press release	Technical press	English	14/06/2016	Fraunhofer	https://www.fit.fraunhofer.de/en/presse/16-06-14.html
8	Press release in Informationsdienst Wissenschaft e.V.	Technical press	German	14/06/2016	Fraunhofer	https://idw-online.de/de/news654294
9	Press release in AlphaGalileo	Technical press	German	14/06/2016	Fraunhofer	http://www.alphagalileo.org/ViewItem.aspx?ItemId=165125&CultureCode=de
10	Press release in HEALTH-CARE-COM GmbH	Researchers	German	14/06/2016	Fraunhofer	http://bit.ly/1VX2pKa
11	Press release in eHealthServer.de	Technical press	German	14/06/2016	Fraunhofer	http://www.ehealthserver.de/fraunhofer/703-bessere-versorgung-chronisch-erkrankter-zu-hause
12	Press article	Medical press	English	14/06/2016	Fraunhofer	http://www.news-medical.net/news/20160615/POLYCARE-project-aims-to-develop-integrated-home-care-model-for-older-c
13	Press article	General press	German	21/06/2016	Fraunhofer	http://bit.ly/28PzUOq

14	Press release	Public in General	Spanish	06/08/2016	Comarca de Somontano	http://www.radiohuesca.com/noticia/568986/La-Comarca-de-Somontano-participa-en-el-proyecto-de-cooperacion-sanitario-POLYCARE http://noticiashuesca.com/la-comarca-de-somontano-participa-en-el-proyecto-de-cooperacion-del-ambito-sociosanitario-POLYCARE/ http://www.rondasomontano.com/revista/107652/
15	Press article	Public in general	French	08/11/2016	ECHOSANT É	http://www.ladepeche.fr/article/2016/11/09/2455292-maladies-chroniques-le-couserans-en-pointe.html

Table 4 – Articles and appearance in local/national/international media, social network activity

Publications/ scientific articles								
No.	Activity type	Target audience	Author	Language	Date	Journal/ Publication (if applicable)	Title	Link

1	Article Publication	General Practitioners and others, e.g. health care researchers	K. Weckbecker, D. Mauer, N. Heiland; Institute of General Practice and Family Medicine, University Hospital Bonn M. Coenen, C. Coch, S. Huhn; Clinical Study Core Unit, Study Center Bonn, Institute of Clinical Chemistry and Clinical Pharmacology, University Hospital Bonn	English	anticipated for 2017	BMC Family Medicine and other journals of BMC group (https://www.biomedcentral.com/journals)		
2	Article Publication	General Practitioners and others, e.g. health care researchers	K. Weckbecker, D. Mauer, N. Heiland; Institute of General Practice and Family Medicine, University Hospital Bonn M. Coenen, C. Coch, S. Huhn; Clinical Study Core Unit, Study Center Bonn, Institute of Clinical Chemistry and Clinical Pharmacology, University Hospital Bonn	English	anticipated for end of 2018	Journals of PLOS One group (http://journals.plos.org/plosone/)		

3	Article Publication	General Practitioners	K. Weckbecker, D. Mauer, N. Heiland; Institute of General Practice and Family Medicine, University Hospital Bonn M. Coenen, C. Coch, S. Huhn; Clinical Study Core Unit, Study Center Bonn, Institute of Clinical Chemistry and Clinical Pharmacology, University Hospital Bonn	German	anticipated for end of 2018	Journal of General Practitioners and Family Physicians (ZFA, https://www.online-zfa.de)		
4	Conference Article Publication	Software developer of web of things systems, Accessibility & usability researcher	C. Velasco, Y. Mohamad, P. Ackermann Fraunhofer FIT	English	anticipated for begin of 2017	ACM International Conference Proceedings Series (ISBN: 978-1-4503-4748-8) http://dl.acm.org/ and will be published as well in ACM open access.		

Table 5 – Publications/scientific articles

5 ANNEX 1: COMMUNICATION ACTIONS

This section remembers the communication actions directly extracted from the first version of the D1.7 Dissemination Plan already submitted in M6.

5.1 Website

<i>Description of the action</i>		
<ul style="list-style-type: none"> The website of POLYCARE project will be published and will be available to collect all the information related to the project. Each partner will include updated information about the project and links to the central website. 		
<i>Objectives</i>	<i>Key messages</i>	
<ul style="list-style-type: none"> SO1: Open new business opportunities related with the typology of POLYCARE partners (increasing the client portfolio or the possible partner's portfolio). SO3: To disseminate that POLYCARE achieves a sustainable Integrated Care Home Hospitalization (cost reduction leads to sustainability). SO5: To emphasize the usage of ICT technologies on telecare health systems (from the professionals point of view). SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life. 	<ul style="list-style-type: none"> Integrated Care Home Hospitalization as a sustainable system (reducing costs and better allocation of resources). Increasing of knowledge and expertise to participate on new R&D projects. POLYCARE aims to reduce the gap between research, technological developments and practice. The need for SW/HW within the healthcare sector is increasing ICT technologies improve chronic disease management in terms of collaboration and sustainability. Improved collaboration between stakeholders increasing the interaction and knowledge with the patient and informal caregivers. Technology to get a better quality of life. Reduction of the stay of chronic patients at hospitals. 	
<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>

<i>Description of the action</i>		
All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners	TA2: End users TA3: Private companies TA4: Patient associations TA5: Scientific and healthcare associations TA6: Hospitals (public and private) TA7: Press and media	Website

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
To develop a functional and usable website for all targets audience defined in this plan	EVERIS	
To keep updated content of the website	ALL	
To keep updated information about the project and links to the central website	ALL	

Table 6 – Communication action: Website

5.2 Press

<i>Description of the action</i>		
<ul style="list-style-type: none"> • A press release is another tool to disseminate information and results of the POLYCARE project. All partners have long year experience with press releases, in the local as well as in the international context. A press release is best used iteratively, at the time when publicity is most desired. • After discussing the impact of press releases, POLYCARE partners decided to produce press releases in the languages of the participating countries and in English. They will monitor upcoming results out of the project and suggest, write and issue press releases at the most suitable time. Press releases cause usually reactions from the public and media and lead to interviews and queries. The partners will tackle these reactions to produce the most possible publicity for the POLYCARE project. 		
<i>Objectives</i>	<i>Key messages</i>	
<ul style="list-style-type: none"> • SO1: Open new business opportunities related with the typology of POLYCARE partners (increasing the client portfolio or the possible partners portfolio). • SO3: To disseminate that POLYCARE achieves a sustainable Integrated Care Home Hospitalization (cost reduction leads to sustainability). • SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life 	<ul style="list-style-type: none"> • Life quality of patients of chronic disease will be improved by an integrated Care Home Hospitalization approach. • Increasing of knowledge and expertise to participate on new R&D projects. • Improved collaboration between stakeholders increasing the interaction and knowledge with the patient and informal caregivers • EU-funded research projects produce results for the community 	
<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
All the project partners	TA2: End users TA3: Private companies TA4: Patient associations TA5: Scientific and healthcare associations TA6: Hospitals (public and private) TA7: Press and media	News agencies; Press media

<i>Description of the action</i>		
<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Write and issue press releases	ALL	
Monitor results and suggest the issue of new press releases	ALL	
Follow up reactions and interviews related to the press releases	ALL	

Table 7 – Communication action: Press

5.3 Events, conferences, workshops

Description of the action

Oral Communications, Posters, Presentations and active participation at events (conferences, workshops, forums, seminars, meetings) where the target audience is the same as the one in POLYCARE.

Objectives	Key messages
<ul style="list-style-type: none"> • SO2: Impact on integrated care at a European dimension by defining (and spreading) common best practices and methodology applied on eHealth systems. • SO3: To disseminate that POLYCARE achieves an sustainable Integrated Care Home Hospitalization system. • SO4: To remark the optimization of care processes at public and private medical centers (saving costs, improving collaboration and increasing the knowledge about patients). • SO5: To emphasize the usage of ICT technologies on telecare health systems (from the professionals point of view). • SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life. 	<ul style="list-style-type: none"> • ICT enhances the traditional approach of Home Hospitalization • Sustainability of the service • Quality of the service. With objective information. From different perspectives • User (quality of life) • Professional (ease of work, better quality of service provider) • Organization

Communicators	Target Audience	Communication Channel
<p>Project partners, participants directly involved in the project. If it is possible, similar profiles to those on the target audience.</p>	<p>TA1: Policy makers and social/healthcare authorities</p> <p>TA2: End users (professionals)</p> <p>TA3: Private companies</p> <p>TA4: Patient associations</p> <p>TA5: Scientific/ healthcare associations</p> <p>TA6: Healthcare institutions</p> <p>TA7: Press & media</p>	<ul style="list-style-type: none"> - Oral communication - Presentation - Poster - Roundtable presentations - Workshop - Seminar

<i>Description of the action</i>		
<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
To identify those events (seminars, workshops, conferences, other projects meetings) in which the target audience groups are similar to those in POLYCARE.	ALL	The events should be relevant at local, regional, national, European and international level.
To evaluate the kind of participation (oral communication, presentation, poster, etc.) in terms of expected impact, target audience and costs. All the target audience should have been reached through this communication channel at the end of the project.	ALL	There must be a balance between the cost of the action and the expected impact (number of participants, dissemination material, significance).
To prepare the content of the participation with updated information adapted to the target group. To update the POLYCARE web calendar with information about the event.	ALL	A global picture of the project should be introduced, but key messages and contents must be adapted to maximize the impact on the target audience of the event.
To maximize the impact of the action by publishing information about it through other communication channels, primarily through digital media (social networks and webpages).	ALL	Concrete and visual information (videos, pictures and messages) about the events must be published right before, during and/or after the event (for instance, pictures of the presentation making visible POLYCARE logo).

Table 8 – Communication action: Events, conferences, workshops

5.4 Project brochure

Description of the action

- A promotional brochure has been developed for the POLYCARE project, with the aim of enabling wide dissemination of the project in face-to-face events (e.g. trade shows, conferences, scientific meetings, general public events).
- The brochure has been developed considering inputs from all the partners and includes information about the project goals, overall vision and links to the consortium members.

Objectives

- **SO1:** Open **new business** opportunities related with the typology of POLYCARE partners (increasing the client portfolio or the possible partners portfolio).
- **SO3:** To disseminate that **POLYCARE** achieves a **sustainable Integrated Care Home Hospitalization** (cost reduction leads to sustainability).
- **SO5:** To emphasize the usage of **ICT technologies on telecare health systems** (from the professionals point of view).
- **SO7:** To disseminate that **POLYCARE** achieves an improvement of the **patient quality of life**.

Key messages

- Integrated Care Home Hospitalization as a sustainable system (reducing costs and better allocation of resources).
- POLYCARE aims to reduce the gap between research, technological developments and practice.
- ICT technologies improve chronic disease management in terms of collaboration and sustainability.
- Improved collaboration between stakeholders increasing the interaction and knowledge with the patient and informal caregivers.
- Technology to get a better quality of life.
- Reduction of the stay of chronic patients at hospitals.

Communicators

All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners

Target Audience

TA2: End-users
TA6: Hospitals (public and private)
TA7: Press and media

Communication Channel

Flyer (project brochure)

Tasks

Responsible

Notes

<i>Description of the action</i>		
To develop an engaging and usable brochure for all targets audience defined in this plan.	PLUX	
To define the key messages to be conveyed in the printed materials	ALL	
To keep a graphical language coherent with the project image and logo	PLUX, EVERIS	

Table 9 – Communication action: Project brochure

5.5 Social networks

5.5.1 Twitter

<i>Description of the action</i>		
<ul style="list-style-type: none"> Diffusion of POLYCARE project across specific Twitter account at least to cope with the DoA commitments (over 500 followers) 		
<i>Objectives</i>	<i>Key messages</i>	
<ul style="list-style-type: none"> SO3: To disseminate that POLYCARE achieves a sustainable Integrated Care Home Hospitalization (cost reduction leads to sustainability). SO4: To remark the possibility of optimization in terms of sharing information between the health care stakeholders involved in the care process. SO5: To emphasize the usage of ICT technologies on telecare health systems (from the professionals point of view). SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life. 	<ul style="list-style-type: none"> Integrated Care Home Hospitalization as a sustainable system (reducing time and capital needed). POLYCARE aims to reduce the gap between research, technological developments and practice. To Healthcare and social professionals: POLYCARE will increase collaboration while providing health professionals with additional resources. POLYCARE increases interaction and knowledge with the patient and informal caregivers. Patient QoL will significantly increase (due to continuous monitoring and reduced hospitalization). 	
<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
ICT providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners (Those who have active Twitter account)	TA2: End users TA7: Press and media	Twitter
<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Till December 2016: 3post/week	EVERIS	ALL partners are asked to interact with POLYCARE twitter account.

<i>Description of the action</i>		
2 nd and 3 rd year of the project to be reviewed the publication strategy	EVERIS	

Table 10 – Communication action: Social networks – Twitter

5.5.2 Facebook

<i>Description of the action</i>
<ul style="list-style-type: none"> Diffusion of POLYCARE project across specific Facebook account at least to cope with the DoA commitments (over 250 likes)

<i>Objectives</i>	<i>Key messages</i>
The same as in Twitter card	The same as in Twitter card

<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
ICT providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners (Those who have active Facebook page)	TA2: End users TA7: Press and media	Facebook

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Till December 2016: 3post/week	EVERIS	ALL partners are asked to interact with POLYCARE Facebook page.
2 nd and 3 rd year of the project to be reviewed the publication strategy	EVERIS	

Table 11 – Communication action: Social networks - Facebook

5.5.3 YouTube channel

<i>Description of the action</i>		
<ul style="list-style-type: none"> Diffusion of POLYCARE project across specific YouTube channel at least to cope with the DoA commitments (5 project videos uploaded) 		
<i>Objectives</i>	<i>Key messages</i>	
<ul style="list-style-type: none"> SO4: The possibility of optimization in terms of sharing information between the health care stakeholders involved in the care process. SO5: To emphasize the usage of ICT technologies on telecare health systems (from the professionals point of view). SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life. 	<ul style="list-style-type: none"> POLYCARE aims to reduce the gap between research, technological developments and practice. To Healthcare and social professionals: POLYCARE will increase collaboration while providing health professionals with additional resources. POLYCARE increases interaction and knowledge with the patient and informal caregivers. Patient QoL will significantly increase (due to continuous monitoring and reduced hospitalization). 	
<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
ICT providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners (Those who have active YouTube channel)	TA2: End users	YouTube channel
<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Till December 2016: 2 videos (KOM/ 1 st Consortium meeting)	EVERIS	ALL partners are asked to disseminate the POLYCARE videos uploaded into this channel.
2 nd and 3 rd year of the project to be reviewed the publication strategy	EVERIS	

Table 12 – Communication action: Social networks – YouTube channel

5.5.4 LinkedIn

<i>Description of the action</i>
<ul style="list-style-type: none"> Diffusion of POLYCARE project across specific LinkedIn account at least to cope with the DoA commitments (200 members)

<i>Objectives</i>	<i>Key messages</i>
<ul style="list-style-type: none"> SO1: Open new business opportunities related with the typology of POLYCARE partners (increasing the client portfolio or the possible partners portfolio). SO2: Impact on integrated care at a European dimension by defining (and spreading) common best practices and methodology applied on eHealth systems. SO3: To disseminate that POLYCARE achieves a sustainable Integrated Care Home Hospitalization (cost reduction leads to sustainability). SO4: The possibility of optimization in terms of sharing information between the health care stakeholders involved in the care process. SO5: To emphasize the usage of ICT technologies on telecare health systems (from the professionals point of view). SO7: To disseminate that POLYCARE achieves an improvement of the patient quality of life. 	<ul style="list-style-type: none"> eHealth business opportunities are increasing: potential future collaborative projects or initiatives with a common background are possible. POLYCARE solutions promote home hospitalization reducing costs allowing better allocation of resources. Emphasize the benefits of an integrated care model for chronic disease patients. Communicate the growing need for an integrated care system to ensure sustainability of healthcare systems and improve patient care. Communicate that the results of POLYCARE will enhance scientific and technological on an integrated care European dimension. Integrated Care Home Hospitalization as a sustainable system (reducing time and capital needed). POLYCARE promotes the collaboration between stakeholders increasing the knowledge of patients. Demonstrate how ICT technologies improve chronic disease management in terms of collaboration and sustainability. Communicate the growing need for SW/HW within the healthcare sector. Patient QoL will significantly increase (due to continuous monitoring and reduced hospitalization).

<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>

<i>Description of the action</i>		
All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, Usability and accessibility issues expert partners (Those who have active LinkedIn account)	TA2: End users TA3: Private companies TA4: Patient associations TA5: Scientific and healthcare associations TA6: Hospitals (public and private) TA7: Press and media	LinkedIn

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Till December 2016: 1post/week	EVERIS	ALL partners are asked to interact with the POLYCARÉ LinkedIn account.
2 nd and 3 rd year of the project to be reviewed the publication strategy	EVERIS	

Table 13 – Communication action: Social networks - LinkedIn

5.6 Midterm workshop / Final event

This card will be fulfilled in future versions of this deliverable, maybe making differences between midterm workshop (M18) and final event (M36) just to be able to fit with the dissemination needs at each of these moment (i.e.: final press conference of the project).

6 REFERENCES

- [1] The impact factor was devised by Eugene Garfield, the founder of the Institute for Scientific Information. Impact factors are calculated yearly starting from 1975 for those journals that are listed in the Journal Citation Reports (see: https://en.wikipedia.org/wiki/Impact_factor)
- [2] <http://tmsnrt.rs/2hYZL9X>
- [3] https://en.wikipedia.org/wiki/Open_access
- [4] <http://bit.ly/2hZ3Bju>