



Smart Open Services for European Patients

Open eHealth initiative for a European large scale pilot of
Patient Summary and electronic Prescription

D 1.3.1 Dissemination Concept and Plan

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ABSTRACT
<p>D 1.3.1 Dissemination activities are anticipated to play a pivotal role in the whole epSOS Large Scale Pilot (LSP). By their own nature they are expected to increase the project visibility through the multiple spectrum of eHealth domain stakeholders at any level and to amplify the awareness of the project outcomes in specific communities of interest.</p> <p>The leverage effect of the dissemination actions is also expected to drive epSOS beneficiaries through a series of opportunities which shall raise the interest about the LSP and related environment generating an impact in terms of further exploitation of results far beyond the lifetime of the project and the circle of participating Member States.</p> <p>This deliverable is devoted to identify the fundamentals of the epSOS dissemination strategy bearing in mind that it could be evolving in the light of the LSP achievements and developments, and represents a dynamic framework which shall move forward in view of the project milestones, intermediate and final outcomes and timeline. It has resulted in an initial conceptual structure and planning leading the epSOS dissemination actions in view of the pertinent context, goals, contents, actors, audiences and sources.</p>

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1 **1 Executive summary**

2 The “Dissemination Concept and Plan” is the first deliverable issued under the WP 1.3
3 (“Dissemination”) of the Smart Open Services for European Patients (epSOS) Large-
4 Scale Pilot (LSP). This document is aimed at providing an initial concept of the
5 strategy supporting the dissemination activities. It also outlines the main elements
6 shaping the preliminary plan which is intended to be deployed during the project
7 lifetime.

8 The deliverable is structured in 6 chapters and a number of Annexes.

9 Chapter 2 describes the scope of the dissemination activities, taking into account the
10 LSP background, and the concept of the dissemination strategy in terms of objectives,
11 policy, channels and instruments, target groups and strategy review.

12 In Chapter 3 the overall dissemination plan is summarised and detailed according to
13 the above key concepts.

14 Collaborations and liaisons for dissemination purposes are identified in Chapter 4.
15 These include matters and methods of cooperation with some of the target groups –
16 namely citizens and patients associations, healthcare professional and healthcare
17 provider associations, and industry at large – and with other relevant stakeholders.

18 An initial list of dissemination actions is presented in Chapter 5. It is important to note
19 that this is not exhaustive and further actions will be agreed. It shows to what extent
20 and in which context the LSP has the opportunity to be spread and is profiled according
21 to media and tools previously identified. Activities already triggered in the first project
22 semester are also reported.

23 The glossary in Chapter 6 facilitates the understanding of some terms used in the
24 document while Annexes report the results that the dissemination activities have
25 produced up to now in the epSOS LSP.

26 The Annexes provide supporting material and early Work Package outputs.

1 **2 Scope of the dissemination activities**

2 **2.1 Definitions**

3 The scope of the epSOS dissemination activity is to spread, scatter widely and
4 extensively promulgate information, knowledge and results originated by the activities
5 performed during the project lifetime. This goal is intended to be achieved via the
6 establishment of a conceptual framework outlining objectives and policy, media and
7 tools, reference user groups, timing and procedures for effectively deploying the
8 planned actions.

9 The underlying reason to gain and then disseminate innovation-based outcomes and
10 know-how – as epSOS is meant to do – is to assure that they are appropriately
11 considered for use and awareness in making changes, reaching decisions, or taking
12 specific actions in the domain of eHealth services interoperability as presently
13 addressed by the project.

14 It is important to distinguish between dissemination and communication activities.

15 “Dissemination” is understood as a systematic diffusion of project-related specific
16 information to members of the defined target groups, mostly in one direction, using
17 predefined channels, postulating previous knowledge on the epSOS project,
18 interoperability and eHealth.

19 “Communication” is understood as an interactive process to exchange information
20 using several methods and channels with an interested audience, but also between
21 epSOS partners.

22 Some preconditions will be considered when planning and implementing the epSOS
23 dissemination activities:

- 24 • Overall political background where the large scale pilot has been envisioned,
25 generated and implemented.
- 26 • Amount of current resources committed by beneficiaries participating to the
27 WP1.3.
- 28 • Opportunity by all beneficiaries to disseminate the project outcomes.
- 29 • Establishment of management procedures for handling content and processes
30 flow.
- 31 • The need to consider the dissemination - and consequently the strategy
32 beyond it - as a dynamic process calling for any proper adaptation and revision
33 according to the projects developments and achievements mainly in terms of
34 target audiences addressed, contents and information to be broadened and any
35 relevant changes entailed by the project.

36 **2.2 Background**

37 In April 2004, the European Commission adopted an action plan for a European
38 eHealth area. The main objective is to facilitate a more harmonious and
39 complementary European approach to eHealth.

40
41 Following this initiative, annual eHealth conferences have been organised with the
42 participation of all Member states and the European commission (EC). In April 2007,
43 an initial group of Member States agreed on a common declaration which can be
44 considered the origin of this Large Scale Pilot.

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2 The numerous projects already launched at the European level, all driven by the EC,
3 paved the way for the epSOS project. These projects were focusing on studying and
4 assessing the potential of eHealth developments. Nevertheless, the epSOS starting
5 point was both the willingness to launch a process driven by Member States and to
6 work on delivering real services. epSOS is a European wide project organised by 27
7 beneficiaries out of twelve EU-member states (Austria, Czech Republic, Denmark,
8 France, Germany, Greece, Italy, The Netherlands, Slovakia, Spain, Sweden and
9 United Kingdom) including ministries of health, national and regional competence
10 centres and industry.

11 Building on existing technical solutions at a national and local level, the project aims at
12 developing a set of specifications to ensure the practical interoperability of solutions
13 throughout the European health care systems, focusing on basic Patient Summaries
14 and electronic Prescriptions (ePrescriptions).

15 In a first phase, the project examines the level of maturity and deployment of Patient
16 Summaries and ePrescriptions in the participating countries. It also explores legal
17 questions and develops technical specifications covering all basic components for a
18 secure use of personal health data. In a second phase, the project will define, test and
19 validate these solutions in real-life situations.

20 The project is expected to contribute to the long-term political goal of achieving full
21 interoperability of eHealth services in order to pave the way for an integrated
22 healthcare system for the benefit of all EU citizens.

23 epSOS is co-financed by the European Commission within the Competitiveness and
24 Innovation Programme (CIP). It was launched on 1 July 2008 and will be in progress
25 for 36 months. The progress and results of the project will be openly disseminated, in
26 part through collaboration with the CALLIOPE Thematic Network.

27 **2.3 Dissemination concept**

28 **2.3.1 Objectives**

29 Electronic patient record systems and ePrescription/eMedication systems have been
30 driven forward by all European Member States. However, up to now cross-border
31 communication using eHealth tools exist to negligible extent. No common European
32 solution or even a common understanding among the EU member states on, how to
33 communicate cross border with each other has been agreed upon. epSOS tries to
34 bridge the gap from European eHealth interoperability concepts to national health
35 systems by connecting national eHealth solutions. Following the approach of the CIP
36 PSP, epSOS should be able to set up test scenarios using existing national
37 implemented technical environments for the cross-border use of personalized,
38 individual health data for defined medical services in year three of the project.

39 As a broad spectrum of – partly unsolved for decades – aspects of cross-border
40 cooperation of European health systems will be scrutinized (for example legislation,
41 especially data protection, semantics and technical definitions) a large number of
42 stakeholders is affected and has to be involved. Questions of health system financing
43 and reimbursement have been explicitly excluded from epSOS, but will be definitely
44 important for the epSOS tasks in the future. epSOS is not “reduced” to a project, which
45 only task is to find technical solutions. Recognising the complexity of cross-border use
46 of patient summaries and ePrescription/eMedication systems, epSOS tries to cover the
47 major aspects in this field, which is reflected by the work package structure and the
48 work plan.

1 Especially in the unplanned care scenario of epSOS the work would in fact
2 complement regulation 1408/71 and the European Health Insurance Card (EHIC). The
3 epSOS pilots could thus provide an ideal opportunity to test the extent to which
4 unplanned care provided in accordance with the rules on citizen mobility in Regulation
5 1408/71, can be improved by clinical access to summary patient data.

6 With this in mind the epSOS dissemination concept has the twofold objective:

- 7 • to outline an appropriate framework for designing and implementing, at any
8 stage of the project development, information and publicity measures dealing
9 with the operation environment, aims and expected results;
- 10 • to address targeted groups of stakeholders making available intermediate and
11 final project outputs thus sharing with them major achieved results.

12 More specifically, the dissemination concept will serve as basis to communicate the
13 project progress in a targeted manner to defined communities of interest having a
14 professional or expert role in health policy, health services or within the eHealth area.

15 In this light, a number of target groups have been identified in order to better orientate
16 activities which will be triggered so far.

17 While these groups are defined in chapter 2.2.5, the expected impacts for cluster of
18 users are listed below. These are:

19 **For citizens:** the objective of the dissemination will be to raise awareness about the
20 potential of the epSOS services to easier and faster access to safer healthcare
21 services when travelling or working abroad.

22 **For patients: support of treatment abroad (patients, meaning individuals which
23 have a condition already when they leave their home country)**

24 **For healthcare providers:** the expected impact can be envisaged in terms of
25 improved capacity to provide healthcare services for non-resident citizens and foreign
26 patients and increased efficiency (timeliness of interventions and cost savings) of care.

27 **For health systems:** For the European health systems, epSOS will contribute to
28 improve their efficiency by an expected reduction of medication errors due to the
29 Patient Summary and ePrescription service being extended beyond the borders of any
30 individual Member State.

31 **For Member States:** closer cross-border cooperation will contribute to achieve
32 sustainability of the health systems via the efficient deployment of eHealth services
33 also bridging the lack of interoperability of eHealth solutions across the Member States
34 and within the Member States. The impacts should be therefore considered in terms of
35 reduced fragmentation of the eHealth market and enhancement of European suppliers
36 of eHealth solutions be it products or services.

37 Furthermore, it is finally expected that dissemination and communication measures will
38 be broadly used and exploited:

- 39 • To feed the results and insights of this project into national, European and
40 international policy processes and to relevant actors (like those involved in
41 national or European health policy, the i2010 subgroup on eHealth, High Level
42 Groups on Health Care as organised by the Council or the European
43 Commission, and others).
- 44 • To feed results into standardisation and implementation processes, making
45 technical outcomes (such as technical specifications or architecture) usable for
46 commercial entities to support interoperability.

- To cooperate with related projects on appropriate dissemination activities, i.e. the CIP LSPs – namely STORK - , CIP Thematic Networks – particularly CALLIOPE, and other pan-European initiatives, such as NETC@RDS and HPRO Card, dealing with development and deployment of services for borderless healthcare in Europe.

2.3.2 Policy

The epSOS dissemination policy statement is the way the project beneficiaries express accomplishment of their mission and value to their staff and to the public. This policy should serve as a foundation for the implementation of measures and its principles should address the undertaking activities. This Policy should also help guide staff by establishing a common vision and a “standard” of accepted behaviours in order to achieve that vision.

For the epSOS dissemination purposes, this policy is based on the following criteria:

- **Effectiveness:** effective dissemination requires an understanding of project developments, achievements, processes and changes. Personnel staff involved in the dissemination activities have gained expertise and proficiency in this domain, both under the contents preparation and carrying out of activities, and they shall maintain relevant links with staff devoted to other work-packages in order to assure that information provided is coherent with the overall project progress status.
- **Timeliness:** comprehensiveness of dissemination and appropriateness of triggered actions comply with timely information, reinforcing awareness of the availability of accessible contents.
- **Availability:** information is initially available in English however, in order to reach national and local audiences and communities of interest, it shall be made available in other languages.
- **Accessibility:** project beneficiaries are engaged to achieve eased access and simplicity of information comprehension, orienting customised actions to targeted audiences and using media and tools as appropriate.
- **Monitoring:** the success of the dissemination actions is considered in terms of measurement (quantitative indicators) of impacts such as, for instance, number of events organised and participated in, number of created leaflets and brochures and copies disseminated, number of press/articles published in the press and other media, estimated number of participants in the events.
- **Organisation:** without prejudice of the roles and procedures established or under definition by the epSOS project management bodies, dissemination strategy, planning and implementation call for a sound management procedure involving:
 - Project boards – namely the PEB – for agreeing releases and any joint publications;
 - WP1.3 leader assisted by a Dissemination Working Group for: making the dissemination concept and plan operational; preparing core materials; assuring quality control mechanisms, accuracy and relevance of information; providing facilities for storing and retrieving materials; monitoring activities and reporting.
 - Beneficiaries personnel – including those belonging to each project domain – for producing information materials on themes within their competence and skilled staff responsible for local dissemination

1 activities and reporting back to the WP1.3 leader on activities and
2 outcomes.

- 3 • Representation of epSOS
- 4 epSOS should be presented in public by
- 5 - the coordinator
- 6 - all members of the PEB and the PSB
- 7 - other project participants, when agreed by the PSB
- 8 - the TPM can assist the PSB in this process

9 **2.3.3 Instruments**

10 The following instruments will be used to support dissemination:

- 11 • Corporate Design Handbook:

12 Logo, graphic and colour definitions, high resolution logo data, logo types, ppt.
13 and background will be provided at Projectplace for the use of all consortium
14 members, logo and logo specifications also on the epSOS website. The rules
15 have to be obeyed, whenever epSOS is represented.

- 16 • epSOS website

17 The website is the central tool of project communication and dissemination.
18 The website will be designed and technically maintained by a contracted
19 company and presumably hosted by the Austrian MoH IT Department. Content
20 maintenance will be covered by the project coordinator in co-operation with WP
21 1.3. as well as partly by Administrative Project Management (APM).
22 Responsibilities for the content will be covered by the work package leaders.
23 The content will be updated continually.

24 The website will contain information on the epSOS project and project members
25 themselves, it will provide content related to the project, a news and a
26 download-section plus contact information. The epSOS website follows a
27 technical concept which will allow to act flexible on new functionalities and types
28 of content. Gradually content, produced in the work packages of epSOS will be
29 placed on the website and the character of the website will change to content-
30 oriented, data-base like website, where all the results of epSOS will be available
31 in a well structured open manner. The epSOS meta-info will still exist, but will
32 be only a small percentage of the website. The figure below demonstrates the
33 standard procedure for updating the web-site.

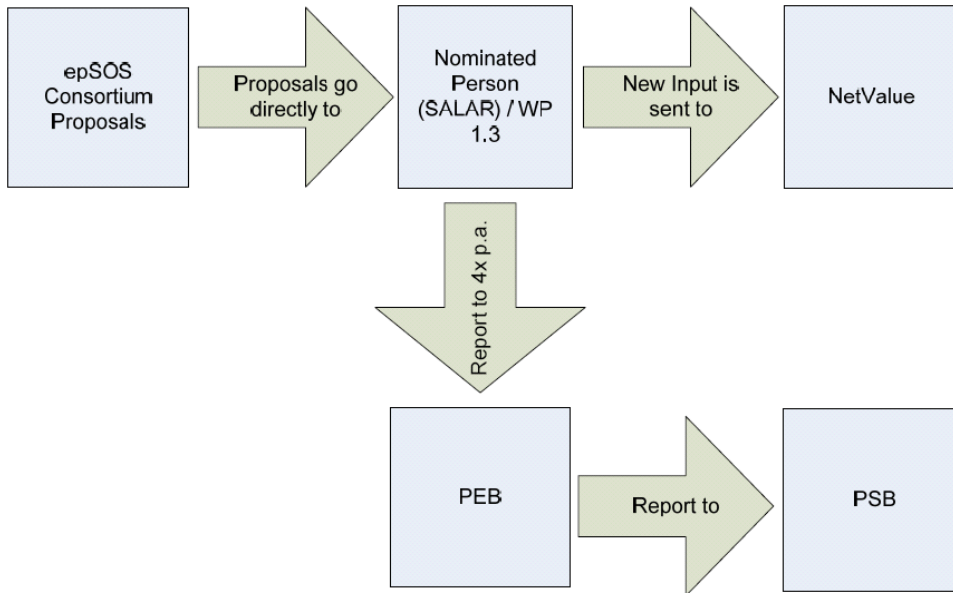
- 34 • General Public Presentation

35 Based on project progress, WP 1.3 is to develop, keep up-to-date and make
36 available to the consortium a general power point presentation to be used
37 before wider audience
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Figure 1: Web Site Standard Procedure

epSOS Standard Procedure



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- epSOS leaflet

A 6-page project leaflet with basic information on the project will be produced. An adequate number of copies will be printed; content will be reviewed once a year.

- epSOS Factsheet

A Factsheet will be published including the most important figures (e.g. milestones, goals, etc.) and contact details about epSOS. It can be used for exhibitions or it could also be provided at local ministries, competence centres or Industry Team partners' companies. The content will be renewed yearly.

- epSOS poster, epSOS roll up board

A poster and a roll-up board to be used at exhibitions and presentation will be produced; content will be reviewed at least once a year.

- Information packages for defined target groups

Stepwise information packages for specified audiences (e.g., health care providers, health professionals, ...) will be elaborated and provided. These information packages will support the consortium members in their dissemination activities, and they will be published via the epSOS website

- Information package on national level

Information activities on the national level are extremely important for the sustainability of the project and the future implementation of the project results. Creation of material for disseminating these activities, based on the ongoing

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1 work of the consortium as a whole, has basically to be covered by the national
2 consortium members.

3 • Documentation of dissemination measures

4 The impact of information measures will be documented as far as possible by
5 WP 1.3. and project progress reports, based on information, which will be
6 provided by the consortium members.

7 • Give-aways (e.g. pens)

8 **2.3.4 Dissemination Channels**

9 • Internet

10 epSOS will use the internet as the central dissemination channel. Via the
11 project website (www.epsos.eu) relevant information will be provided and
12 results of the epSOS project will be communicated.

13 • Presence at European and International Conferences, including presentations
14 at exhibitions and events

15 epSOS will be present at European and International Conferences in the area of
16 eHealth. The epSOS consortium is not planning to organise nor finance
17 conferences for the generic public. Concrete activities and stages of
18 involvement have to be decided case by case. The presence at conferences will
19 be target group oriented and in accordance with progress of the ongoing work
20 and the defined goals of epSOS.
21

22 • Presentation at regional/national events

23 Project partners will be in charge to disseminate the project achievements at
24 regional/national level addressing events focusing on eHealth and healthcare
25 domain.

26 • Printed information material

27 Along with the progress of the epSOS project, printed material will be provided.
28 Over the whole project periode a current project fact-sheet and an up-to-date
29 project-leaflet will be available and support other dissemination measures.

30 • Media co-operations (mass media communication events)

31 Media products, especially special interest media related to eHealth, will be
32 interesting partners for information dissemination. Main focus will be on the
33 provision of information and providing contacts (e.g. for interview partners);
34 media co-operations shall be of benefit for both partners, financial implications
35 has to be approved by the PSB

36 • Press releases, including specialised and scientific articles

37 Press releases will be published at the milestones of the project, at least twice a
38 year or/and additional connected to presentation events.

39 All beneficiaries will support this activity by using their communication channels
40 in their area of work and in publishing press releases in all national languages
41 present in the consortium.

42 • Cooperation with other projects and initiatives

43 Dissemination of epSOS will be supported by the CALLIOPE Thematic
44 Network. epSOS will liaise with other LSPs and TN in the areas of
45 eGovernment and Telemedicine and cooperate with projects like ePractice or
46 other eHealth related Internet platforms.

1 **2.3.5 Target groups**

2 As previously pointed out, the main objective of the dissemination activities is to ensure
3 that the vision, work and outcomes of the epSOS project are well known,
4 communicated and recognized, in order to create the necessary conditions so that to
5 increase know-how of interested stakeholders. It is of major importance to identify at a
6 very early stage the main target groups. The dissemination activities carried out by the
7 partners will take the different groups into consideration, in order to ensure the greater
8 impact and the widest spread of the project progress and outcomes

9 These are the main target groups that EPSOS dissemination activities will be
10 addressing:

11 **Health care authorities, Policy decision makers, Governments;**

12 This is the most important and relevant target group. A big effort will be devoted to
13 produce and disseminate a clear and consistent message to the authorities about
14 epSOS objectives and results. Not just to the ones involved, or represented, in the
15 project, but also to those not yet participating. The goal of epSOS is to build
16 consensus, and eliminate barriers for an effective uptake of ehealth applications.
17 Awareness on project activities is a necessary step in order to include its goals on the
18 agendas of European governments.

19 In order to achieve this, it is extremely important to spread a common and consistent
20 message through the EU. An important part of the effort will be to focus on the group
21 that represents the necessary support to a real implementation of epSOS results.

22 Contacts with health care authorities will be established mainly with those in charge of
23 health policy development and research, and those having the responsibility for
24 assessment and evaluation of new services.

25 **Health professionals;**

26 Health professionals can play a key role in the effective dissemination the epSOS
27 project. The approach to this group should consider:

- 28 • Establishment of contacts with professional associations;
- 29 • Participation in medical congresses and exhibitions, presenting epSOS and
- 30 • Publishing in well-known medical journals is also a possibility to be considered.

31 **User groups / Associations;**

32 They represent the more active groups of citizens involved in decisions affecting their
33 health. It is convenient to take these target group very seriously, since they may
34 contribute to a better understanding and dissemination of the project results. The
35 strategy on how to approach these groups should consider the whole line from
36 distribution of material to attendance at conferences, where epSOS can be presented.

37 **Industry**

38 Industry is an important stakeholder, and a clear and devoted dissemination strategy
39 will be applied, with the support of the industry team of the project. The progress and
40 the challenges EPSOS will face will be presented and disseminated in the identified
41 industrial fora: from specific targeted conferences, to invitations to participate in events
42 organized by epSOS.

43 **Patients and Citizens**

44 This group will be addressed mainly at local, regional and national levels. epSOS will
45 produce a clear message to be disseminated. Effective communication channels here
46 could be those with a broad audience, especially articles published in the mass media,

1 for example newspapers and magazines; particularly those devoted to health topics or
2 containing sections dealing with health issues.

3 **2.3.6 Strategy review**

4 The epSOS Dissemination Concept and Plan provides an overall strategy to widen the
5 large scale pilot outcomes and results taking into account the initial project conditions
6 and mandate including: workload, activities interdependencies, planning and schedule,
7 budgetary and personnel resources, expected developments and attainments.

8 In view of any relevant project evolution, the concept and plan summarized in this
9 strategy shall be revised in order to make them coherent with the pilot progress,
10 mutated conditions and modified mandate.

11 A midterm review of the dissemination strategy is foreseen for that purpose¹ at month
12 19 of the project. (1 D1.3.4 Midterm Review of dissemination strategy)

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2 **3 Dissemination plan**

3 The objective of the dissemination plan is to identify and organise the activities to be
4 performed in order to promote the project's results and ensure wide promotion of
5 knowledge raised from the project.

6 The epSOS dissemination plan is initially elaborated on the mandate of Annex I and
7 the “Dissemination Strategy” produced as internal document for the project
8 beneficiaries. This plan is designed according to the following assumptions:

- 9 • Dissemination activities are planned to take place during the whole period of the
10 project, starting in month 1, ending in month 36. After the project completion
11 dissemination will continue in the light of the final achieved results and the
12 partners commitment to extend the epSOS outputs visibility beyond its
13 contractual duration. The accomplished activities will be reported through four
14 Deliverables and the specific sections included in the Project Management
15 Reports. A final dissemination report will be integrated into the Final Project
16 Report.
- 17 • WP 1.3 has a cross-sectional function in the project; it will receive input from
18 each project domain and specifically by every work-packages and is articulated
19 under the umbrella of four tasks as currently described in the Annex I.
- 20 • Dissemination activities therefore will be oriented through the project
21 advancements taking into account the intermediate results achieved in different
22 work packages, final project outcomes and milestone achievements.
- 23 • The plan shall be updated according to changes occurring to the dissemination
24 strategy in order to customise it to agreed forthcoming visions.
- 25 • Objectives, target groups, policy, channels and instruments, as represented in
26 the previous chapters, guide the plan, being them an essential element.
- 27 • The dissemination plan suffers from the initial delay of the overall project
28 activities and is now delivered bearing in mind that any revision of the project
29 plan shall have an impact on the dissemination activities.

30 The results of the dissemination plan are structured around the four milestones
31 foreseen during the epSOS lifetime and the final stage of project execution. For each
32 milestone period, dissemination activities will mainly focus – but not exclusively – on
33 some typology of activities, target groups, channels and instruments. Table 1 overleaf
34 summarises the progression of the dissemination plan according to this strategy.

Table1: Summary of Dissemination Plan

Planned Milestones, WP1.3 Deliverables and Management Reports including dissemination report	Major relevant inputs from WPs	Main planned activities	Main addressed target groups	Main used channels (media)	Main exploited instruments (tools)
Milestone 1: Initial project plan finished (M3) D1.3.1 D1.3.3	Initial scope (WP5.2); Project start (WP5.1)	<ul style="list-style-type: none"> ▪ To prepare the ground for the dissemination plan and set up “Dissemination Strategy” internal document ▪ To generate information on project scope and goals for basic press release and information sheet; ▪ To design logo and web site. 	-	Web sites, including EC DG INFSO web pages.	Static project website, leaflet (first version), press releases.
Milestone 2: Analysis and requirements phase completed (M12) D1.3.2 D5.1.1.a	Analysis and comparison of national plans/solutions (WP1.1) and of the legal and regulatory issues (WP2.1); Definition of services (logical/functional) (WP3.1 and WP3.2)	<ul style="list-style-type: none"> ▪ To produce dissemination content starting from inputs of WP leaders and transfer into accessible and available materials ready for beneficiaries dissemination actions; ▪ To design actions partially differentiated according to the target groups ▪ To start liaisons with other LSP projects and exploit networking and cooperation with CALLIOPE To deploy dissemination activities and reporting.	Healthcare professional and healthcare provider organisations, government authorities.	Presentation at international, European and national forum, conferences and exhibitions.	Project website; Press releases; proceedings; leaflet (updated version)

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<p>Milestone 3: Specification phase completed (M18)</p> <p>D5.3.1.b</p>	<p>Specification of system architecture, common components and services (WP3.3 to WP3.8)</p>	<ul style="list-style-type: none"> ▪ To improve dissemination content with technological features ▪ To extend the dissemination to additional target groups through tailored media and tools; ▪ To reinforce strategic collaboration and liaison with consensus building initiatives and other projects. 	<p>Industry, standardisation bodies and related groups.</p> <p>Scientific / professional press.</p>	<p>Panel, round table, focused workshop.</p> <p>Specialised press communication event.</p>	<p>Booths and demonstrations, articles on specialised publications.</p> <p>Specialised press communication event.</p>
<p>Milestone 4: Implementation phase and operation I phase completed (M27)</p> <p>D1.3.4 D5.1.1.b</p>	<p>Testing and Implementation phase and operational I (WP3.9 to WP4.4)</p>	<ul style="list-style-type: none"> ▪ To address dissemination through implementation and operation in real context▪ To increase the visibility of the project outcomes and broaden dissemination by exploiting specific media and instruments; ▪ To take appropriate measures in terms of dissemination strategy review (M19). 	<p>Healthcare professionals and providers, local healthcare authorities.</p> <p>Mass communicators, specialised / scientific / professional press</p>	<p>Presentation at national and local events.</p> <p>Mass media communication events, specialised / scientific / professional press conference.</p>	<p>Articles on journals and magazines at national and local level</p>
<p>End of the project (M36) and beyond its completion</p> <p>D1.3.3 D5.3.1.c D5.1.1c</p>	<p>Overall project results and achievements</p>	<ul style="list-style-type: none"> ▪ To produce final dissemination message starting from the Final dissemination report; ▪ To disseminate at large via involvement of all target groups, including generic public. 	<p>Generic public, citizens and patients associations.</p>	<p>Web sites and generic press</p> <p>Mass media communication events, specialised / scientific / professional press conference</p>	<p>Articles and tools for generic public.</p>

1

2 **4 Collaboration and liaisons for dissemination purposes**

3 In this section we describe potential collaboration of epSOS with other LSPs the
4 Thematic Network CALLIOPE and other projects and initiatives for dissemination
5 purposes. This could involve providing links at the projects' websites, exchange of
6 news, and targeted communication of results to stakeholders involved in these
7 initiatives but also, where appropriate, joint press releases, joint events, workshops,
8 and other means strengthening the impact of the dissemination activities.

9

10 Collaboration with different stakeholders as well as a close liaison with particular
11 groups is a major task for epSOS throughout the project lifetime. A distinction has to
12 be made between dissemination activities, aiming at presenting the project, and the
13 establishment of stakeholder liaisons. While the former primarily imply one-way
14 communication, the latter aims at two-way communication with stakeholders, that is,
15 collecting and thoroughly analysing stakeholders' feedback on key issues relevant to
16 epSOS, e.g., issues concerning the development and provision of cross-border patient
17 summaries and ePrescriptions. Within this workpackage only collaboration for
18 dissemination purposes are considered while the liaisons with stakeholders and with
19 EU and global players will be addressed by other project tasks (T5.3.4 and T5.3.5) in
20 close cooperation and coordination with CALLIOPE where appropriate.

21

22 Existing networks of stakeholders will be used to better channel the communication.
23 There are several fora, active in eHealth today, in the form of specific interest networks,
24 professional associations and also communication platforms set up and supported by
25 the Commission, the most relevant one being the i2010 Subgroup on eHealth², with its
26 associated Expert and Stakeholder groups (industry and users). These will be
27 important parts of the dissemination channels for the project.

28

29 Other networks and fora are available to epSOS through IHE, EHTEL, etc.

30

31 A strong collaboration for effective communication and dissemination will be
32 established with CALLIOPE, the Network which currently brings an additional 9 EU and
33 EFTA countries and 10 EU stakeholder associations together (IT industry, doctors,
34 pharmacists, insurance organizations and patients) under the common theme of cross-
35 border eHealth. They are representatives of national public authorities, Competence
36 Centres or are EU level stakeholder non-governmental organisations that are
37 mandated with the planning and the implementation of eHealth. The broader eHealth
38 community will also be associated to CALLIOPE through the establishment of the
39 CALLIOPE Forum, and will be empowered, through a structured approach, to
40 contribute to the debate and benefit from the best practice exchange. The CALLIOPE
41 Dissemination Strategy defines targeted approaches for achieving these objectives.
42 The founding CALLIOPE members have set up a Network Governance and are now
43 inviting additional Member States and EU stakeholders to join the Network. The
44 Network has set up an internal governance to secure openness, transparency and
45 integrity of the work produced within its Work Groups and has now announced that it is
46 ready to engage in collaborations such as the one pursued by epSOS. The
47 Communication and Dissemination Working Group of CALLIOPE (WG2) is led by the
48 Austrian Federal Ministry of Health, the leader of the epSOS WP on dissemination - a

² The i2010 Subgroup on eHealth of Member States' representatives provides specialist policy advice to the i2010 High Level Group, and to the European Commission, with specific regard to the eHealth Action Plan.

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- 1 fact which will also contribute to closer synergies and potential common activities of the
- 2 two projects. A first joint press release of epSOS and CALLIOPE has been published.
- 3
- 4 In addition, epSOS' industry team members are invited to use the communication
- 5 materials to inform industry peers, namely through participation in industry events and
- 6 membership associations. epSOS will seek joint collaboration opportunities with the
- 7 industry for any outreach events and other dissemination initiatives.

1 **5 Activities**

2 This section provides information on the type and variety of completed and planned
3 activities of epSOS partners. As a first step, WP1.3 has initiated the collection of
4 information on dissemination activities already carried out by beneficiaries since the
5 launch of the project in July 2008. A sample of such dissemination events is presented
6 in Table 3.

7 Information collection on future eHealth events relevant to epSOS, is currently being
8 undertaken. An initial list of such events was compiled on the basis of the information
9 provided by beneficiaries (see Table 2). Relevant events include, but are not limited to,
10 conferences and exhibitions on eHealth where the project can be publicly presented.
11 The intention is to have the list regularly updated as information on similar epSOS-
12 related events will flow from all beneficiaries. This list presents European and
13 international events as well as regional and national conferences, fairs and fora. Major
14 target groups include policy-makers, implementation authorities, industrial and user
15 representatives as well as health informatics community and research institutions.

16 The tables provide information on the type of the event, theme and its relevance for
17 eHealth, main target groups, date and venue, opportunities for epSOS participation in
18 terms of submitting or organising any of the following:

- 19 • paper, presentation (possibly subject to peer review)
- 20 • panel, policy discussion, roundtable
- 21 • focused workshop
- 22 • distribution of leaflet
- 23 • booth
- 24 • potential honour sponsorship.

25

26 Further events will be organised and will be incorporated in updated versions of the
27 dissemination plan.

28 -

29

30

Table 2: Future dissemination events

1. Name of the event	2. Type of event	3. Theme / Relevance for eHealth	4. Target groups	5. Date & Venue	6. Potential opportunities for participation						6. Other aspects/ notes
					Paper / Presentation	Panel, Round-table	Focused Workshop	Distribution of Leaflet	Booth	Honour Sponsorship	
World Health Care Congress Europe	Congress	Leading European forum on health care business innovation	Policy & HCP decision makers	13-14 May, 2009 Brussels	?			x			
European Health FORUM Gastein	Conference	"Values in health – from visions to reality"	Policy & HCP decision makers	30th September - 3rd October 2009, Gastein	x	x	x	x	x		
World of Health IT 2010	European Conference and Exhibition	Major industrial event, in conjunction with the eHealth Conference 2010	Industry, Policy, HCP decision makers	15-18 March 2010, Barcelona, Spain	x	x	x	x	x	?	
MIE 2009	22nd International Congress of the European Federation for Medical Informatics	"Medical Informatics in United and Healthier Europe" Scientific event	Medical informatics community	30 August - 2 September 2009, Sarajevo, Bosnia & Herzegovina	x		x	x	x		
MEDICA	Global Medical Expo	MedicaMedia (within the expo) - focus on eHealth	Healthcare professionals	November 2009, Düsseldorf, Germany	x			x			
VITALIS	Swedish Conference and Exhibition	Health IT and healthcare	Healthcare professionals, industry, policy	21-24 April 2009, Gothenburg, Sweden				x			
HP's Global Executive 2009 Health and Life Sciences Symposium	International Conference	Global Industrial Forum on health IT and life sciences	key industry representatives involved in ICT for Health	March 02-05, 2009; Litchfield Park, AZ, USA	x						

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"VÅRD OCH OMSORGSRIKSDAGEN"	Swedish Conference and Exhibition	Theme: Better and more efficient healthcare	HCP decision makers, Healthcare professionals	9-11 September 2009, Stockholm, Sweden	X			X			
HOSIT	Swedish Conference and Exhibition	IT in Healthcare	Industry, health care professions, policy and decision makers	13-14 October 2009, Stockholm, Sweden	X						
National IT Strategy	Swedish Conference	IT in Swedish Healthcare	See above	Not decided	Possibly						
Sanità Futura	Annual Conference and Exhibition organised by the Italian Ministry of Health	Major Italian event on healthcare related themes, including eHealth	National and regional governments, ICT and pharmaceutical industry, professionals	Cernobbio, 6-8 April 2009; Spring 2010 and 2011	x	x	x	x	x		
FORUM PA	Annual Conference and Exhibition on eGovernment	Major Italian event on eGovernment, including ICT for health	Public administrations, ICT industry and experts	Rome, 11-14 May 2009; Spring 2010 and 2011	x	x	x	x	x		
eHealth Forum SOLE24ORE	Conference and training	ICT for health and healthcare management	Industry, public administration, professionals, business	Milan, Fall 2009, 2010, 2011			x				
Medmatica	Annual Conference and Exhibition	ICT for health, telemedicine, medical informatics	Industry, public administration, professionals, business	Vicenza, Fall 2009, 2010, 2011		x	x	x			
Expo Sanità	Bi-Annual Conference and Exhibition	Services and systems for eHealth	Public administrations, ICT industry and experts	Bologna, 26-29 May 2010			x	x			
Inforsalud	spanish Annual conference of medical informatics	Medical Informatics	Officers, health professionals, health managers, health regional authorities	Madrid, 16-18 may 2009		x					

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conHIT	conHIT	Annual Conference and Exhibition	ICT industry, hospital CIOs	Berlin, 21-23 April				x			FHGISST and GEMATIK will be present at the event
IHE Europe connectathon	connectathon and exhibition	Annual Interoperability testing event - connectathon	ICT industry	Vienna, April 2009	N/A yet			N/A yet	N/A yet	N/A yet	
eChallenge 2009	Conference & Exhibition	Annual Conference & Exhibition eGovernment & eDemocracy, eHealth	Policy makers	21-23 October 2009, Istanbul	x		x	x			
HC 2009 “Shaping the Future”	Conference & Exhibition	Harrogate International Conference Centre	ICT industry	28-30 April 2009, Harrogate, UK	x		?	x	x		
NoiSanità	Monthly magazine of the General Directorate for Health, Regione Lombardia	Activities, programmes and projects promoted and supported by Regione Lombardia in the healthcare area	Regional officers, healthcare professionals and organisations, experts	Monthly issued	x						Distributed to all regional healthcare professionals and organisations
www.sanita.regione.lombardia.it	Regione Lombardia web site	Directorate General for Health web pages for international operations and projects on eHealth	Officers, professionals, organisations, citizens	Continuous update	x						

Table 3: Past dissemination events

1. Name of the event	2. Type of event	3. Theme / Relevance for eHealth	4. Target groups	5. Date & Venue	6. Potential opportunities for participation					
					Paper / Presentation	Panel, Round-table	Focused Workshop	Distribution of Leaflet	Booth	Honour Sponsorship
					May be subject to peer review					
eHealth 2009	European High Level Ministerial eHealth Conference	"eHealth for Individuals, Society and Economy" http://www.ehealth2009.cz/	Policy & HCP decision makers	19-20 February 2009, Prague	x	x	x	x		
World of Health IT 2008	European Conference and Exhibition	Major industrial event	Industry, Policy, HCP decision makers	2-4 November 2008, Copenhagen, Denmark	x			x	x	
EU/USA Conference International Challenges in Health IT	International Conference	ehealth Cooperation	Industry, Policy, HCP decision makers	20-21 October 2008, Paris, France		x	x			
http://www.mondointernet.biz/eHealth/2008/eHealth_parte_il_progetto_SOS_per_garantire_accesso_alle_informazioni_vitali_dei_pazienti_in_tutta_la_Ue.html	Web advertising	New technology portal	Business, HCP, Industry	3 July 2008	x					
http://www.innovazionepa.gov.it/dit/ita/Dipartimento/notizie/2007/Novembre/20071128_Progetto_CIP.shtml	Web advertising	Portal of the Italian Government (Department of Innovation and Technology)	Public administration, Policy, decision makers	From July - December 2008: update	x					

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http://www.medmatica.it/news/convegni-in-italia/e-health-dalle-strategie-ai-servizi/	Web advertising	eHealth and Telemedicine eHealth Italian Portal	HCP, Industry	From July - December 2008: update	x					
http://sanita.forumpa.it/saperi/story/smart-open-services-in-italia-tra-le-regioni-e-leuropa	Web advertising and interview (Forum PA: the largest Italian forum on PA digitalisation)	Forum PA newsletter	Public administration, Policy, decision makers	September 2008	x					
Collaboration amongst Regione Lombardia, the Italian Government (Dipartment of Innovation and Technology, and Ministry of Welfare and Health) and 9 Regions.	Dissemination in the frame of the institutional cooperation established at national level	Interoperability of eHealth services at European and national level	Public administration, Policy, decision makers	From July - December 2008: update		x				
Forum of Electronic Health Record in the national Health System	Spanish Conference	Annual conference organized by Ministry of Health and Consumers Affairs	Officers, health professionals, health managers, health regional authorities and vendors	Madrid, 2&3 december 2008		x				

6 Glossary

CALLIOPE	DGINFSO project, Thematic Network - CALL for InterOPERability, http://www.calliope-network.eu
CEN	Comité Européen de Normalisation (European Committee for Standardization): http://www.cen.eu/cenorm/index.htm
CENELEC	Comité Européen de Normalisation Electrotechnique, the European Committee for Electrotechnical Standardization: http://www.cenelec.org/
CIP	Competitiveness and Innovation framework Programme
COMMUNICATION	is understood as an interactive process to exchange information using several methods and channels with an interested audience, but also between epSOS partners
DG INFSO	Directorate General for Information Society and Media: http://ec.europa.eu/dgs/information_society/index_en.htm
DISSEMINATION	is understood as a systematic diffusion of project related specified information to members of the defined target groups, mostly in one direction, using predefined channels, postulating previous knowledge on the epSOS project, interoperability and eHealth
EC	European Commission: http://ec.europa.eu/index.htm
EHR	Electronic Health Record
EHRIS	Electronic Health Record System
eP	Electronic Prescription
eID	Electronic Person Identification
epSOS	European Patients – Smart Open Services
ESO	European Standardization Organizations
ETSI	European Telecommunications Standards Institute: http://www.etsi.org
EU	European Union (Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom)
HCP	Health Care Professional
HCPO	Health Care Professional Organization
HL7	Health Level 7: http://www.hl7.org
ICT	Information and Communication Technologies
ICT PSP	Information and Communication Technologies Policy Support Programme
ID	Identity
IHE	Integrating the Healthcare Enterprise - Europe

ISO	International Organization for Standardization: http://www.iso.org
IT	Information Technologies
LSP	Large Scale Pilot
M/403	European Commission's mandate to the European Standardization Organizations (ESOs), CEN, CENELEC, and ETSI, to develop a coordinated work programme for standardization in health informatics
MS	(EU) Member State
NA	National Administration (e.g. ATNA for Austria National Administration, DKNA Denmark National Administration, ...)
NCP	National Contact Point
PoC	Point of Care (any place where health care is provided)
PS	Patient Summary
SME	Small / Medium Enterprise
STORK	LSP on eID, secure Identity across borders linked
UC	Use case
XML	Extended Mark-up Language

7 Annexes

- Dissemination Guidelines
- Corporate Identity (incl. project logo)
- Project website
- PPT presentation, template
- Project brochure (leaflet)
- EC Fact sheet
- Roll-Up Board