OraMod

VPH based predictive model for oral cancer reoccurrence in the clinical practice

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4	24-02-2014	E. Martinelli	Added contribution from OneToNet-Revised and approved by Coordinator.

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Definitions and acronyms

DoW	Description of Work, Technical Annex I to the Grant Agreement
EC	European Commission
EORTC	
HIS	Hospital Information System
ICT	Information and Communication Technologies
IT	Information Technology
VPH	Virtual Physiological Human. The Virtual Physiological Human is a methodological and technological framework that once established will enable the investigation of the human body as a single complex system.

Executive Summary

Often a neglected afterthought in busy research and development schedules, the dissemination of key findings upon project completion is a crucial step in community-based research.

We believe that OraMod Consortium has a strong obligation to ensure that research findings are disseminated to research participants and to the scientific communities and to the public, and that the products originated by the research must be adequately promoted and brought to the market.

In an effort to increase efficiency in internal and external communications, this document indicates strategies for dissemination.

Through this strategic approach OraMod intends to distribute research findings to the interested communities, to enterprises and business partners, to healthcare agencies and health departments, researchers, policy makers and health advocacy groups.

In compliance to this vision we present a short summary of the dissemination intentions and a preliminary plan for the communication actions which the Consortium intends to implement during the project.

1 Dissemination goals

OraMod will produce new tools and technologies for the healthcare sector and will assess new diagnostic methods. The resulting products need to be adequately communicated and promoted to the healthcare sector stakeholders, in view of successful exploitation.

Given the high fragmentation of the market of technologies, tools and instruments for healthcare, communication is key and therefore the OraMod Consortium is engaged to achieve top-level results and acquire the endorsement of top-level authorities in the field of Oral Cancer management and to approach and raise the interest of decision makers in the healthcare sector. This to foster the adoption of our predictive modelling tools and to promote the usage of new diagnostic technologies developed within the project for diagnostic image analysis and for in-vitro diagnostic at point of care.

Project results include ICT platforms, models and algorithms, image diagnostic software, biomolecular and genomics assays, lab-on-chip technologies. These market sectors and the relevant key stakeholders constitute therefore OraMod target as well as the main exploitation opportunities.

Our dissemination strategies are therefore addressed to the commercial exploitation of results, strongly supported by scientific communication and dissemination and by strong technology endorsement and assessment.

An important part of our dissemination consists in the presentation of the socioeconomic impacts derived from the adoption of OraMod in clinical practice. Focused messages and actions will therefore target this goal and VTT is specifically engaged in this work. This action is expected to raise the attention of political bodies in charge of the investments strategies for healthcare.

1.1 Dissemination objectives and actions

The first step of the dissemination strategy consists in defining the actions leading to achieving the dissemination goals:

- **awareness raising**: widely disseminate and spread the project concept and ideas at the early stage of the project and the project achievements and results at the more mature stage of the project
- **active dissemination**: define and implement an integrated strategy to capture the project outputs and to communicate and disseminate them among stakeholders of the healthcare sector, research and international research networks, and ongoing EU and national projects (clustering);
- **products proposition**: promote the results and benefits to target audiences in industry, potential investors in new technologies, clients and the research community;
- **communication of socioeconomic impacts**: demonstrate the potential effectiveness of OraMod approach and technologies for more applications in healthcare.

Awareness raising.

This action takes advantage of the results of previous OraMod research project, and performs a further step addressing clinical practice. This activity is key to attract interest from decision-makers regarding investments and strategies for the optimization of resources in healthcare. It is also key to promote the adoption of cost-effective technologies for point of care diagnostics.

In this sense our actions will operate both at strategic and at operational level.

At the strategic level, the action will tackle active engagement and commitment of the key decision-makers, both political and professional. This may require directly lobbying to healthcare decision makers and promoting the benefits of predictive mechanism for disease and patients management. An even more effective strategy consists in carefully targeted communications to potential industrial partners in business (i.e. healthcare industries), who may easily grasp the market opportunities for new technologies and diagnostic systems.

At the operational level the awareness raising proposes an efficient use of technology in daily practice aimed at simplifying care delivery processes and improve outcomes. The approach will be to engage the medical and scientific community in an open presentation and preliminary discussion process, aimed at raising expectations and curiosity and to collect reactions and opinions. In this sense the effort of the Consortium is directed to presence and communications at Scientific workshops and congresses and to maintain updated information on the project website, on social networks and through targeted dissemination materials (newsletters, videos, etc.).

Active dissemination.

These activities shall each the main stakeholders of the healthcare. They include scientific dissemination (publications, etc.), dissemination to the medical community (presentations at congresses, direct communications to clinicians) and communications to healthcare authorities.

The abovementioned activities will be carried out through several channels regularly used for disseminating the scientific results.

- Publication in leading international journals, communications to national and international forums and authorities such as the Dutch Cancer Society (DCS), Lega Italiana per la Lotta contro il cancro, etc..
- Regular presentation of research results at national or international conferences and symposia such as congress of the European Association for Cranio-Maxillo-Facial Surgery (EACMFS).
- Knowledge and expertise sharing (Clustering) also under the support of the European Commission communication channels.

Knowledge and expertise sharing emphasizes the human aspects—cognitive, social, cultural, and organizational—of knowledge management, in addition to information storage and retrieval, as such it facilitates and enhances the ability of project teams and participants and related entities to increase their effectiveness through the exchange of knowledge .

The aim of all participants in the OraMod project is to share the knowledge we generate as widely as possible with all correlated external groups and communities.

Products proposition.

This action refers to the communication of the project results in view of commercial exploitation. main targets are potential investors in new technologies, clients and the research community at large. These activities are critical for the commercial success of the project and must therefore be performed only when the results can be strongly supported by clinical and scientific evidence and by data regarding the impacts on social and healthcare costs.

From a practical point, this dissemination will be performed at three levels:

- scientific and technological: the technologies developed within the project will be published on technical journals for technology researchers, in order to raise attention and acquire technical endorsement;
- clinical and medical: the results of the technologies will be presented to the medical community in terms of improvements in care delivery and to demonstrate the accuracy and effectiveness of the technical solutions, in order to achieve scientific and clinical endorsement;
- business and commercial exploitation: the OraMod technologies will be presented as products to industrial partners, healthcare investments decision makers and to the broad public, in order to foster business opportunities. This action entails participation to specialized fairs (such as ICT for healthcare fairs in Europe), the realization of technical materials (leaflets, etc.), the organization of presentation events and direct demonstrations. A demo video or a specific demo space will also be realized and available on OraMod website and on the websites of industrial partners.

Communication of socioeconomic impacts.

This action targets specifically the political sector, which is the key player for wide social communication, and the general public. The dissemination activities for this aim will mainly be performed through media and through direct lobbying with political decision-makers. Main actors are the industrial partners, who will need to be supported by clinicians.

1.2 Communications manager

In order to coordinate dissemination at Consortium level, the project Coordinator has appointed a communications manager who will be in charge of the official communications done at Consortium level. These include the maintenance of a ever informing and updated project website (www.oramod.eu), the production of standard dissemination materials, the communications through social networks and the issue of periodic newsletters.

An additional task of the communications manager consists in promoting knowledge sharing among Consortium members and with other research initiatives and projects (i.e. EU funded projects, etc.).

2 Dissemination strategies

The dissemination strategy adopted by OraMod Consortium conforms to the dissemination objectives and in particular:

- awareness creation on OraMod approach to oral cancer patients management
- dissemination of information about the project during its duration
- communication of advances in research and on clinical results to the scientific community
- preparation of the market for products commercial exploitation
- identification of potential clients and markets.

The dissemination modalities and content will therefore be tailored and synchronized to achieve these objectives, with different timings for different communications, in line with the progress of the research and with the assessment of the project results and of the developed technologies.

2.1 Target audiences

OraMod targets the scientific and medical community and in general the decision-makers in the healthcare delivery sector, and consequently the related industrial actors. But given the high social impact of cancer - and the increasing incidence of oral cavity cancer among the population, we will carefully address also the general public in our dissemination strategy.

We have identified

The dissemination targets are varied and serve different purposes in the dissemination strategy. The segmentation believed to make a better fit between messages/media can be grouped as follows:

- Specialised physicians involved in cancer treatment (surgeons, oncologists, radiologists)
- General practitioners and medical community in general
- Biomolecular researchers interested in advances on cancer target markers
- Hospitals and clinics (especially the decision-makers, i.e. general managers)
- National and regional healthcare authorities
- Industries interested in the area of biomolecular analysis, integrated ICT systems for the healthcare sector, image diagnostics and in-vitro diagnostics
- Research entities interested in bioinformatics, biostatistics, nanotecnologies and nano-systems, bioengineering etc.
- General public.

For each target group we need to deliver specific messages and to adopt specific communication channels and methodologies.

2.2 Phased approach to dissemination

Correct timing is essential for effective dissemination, in particular when healthcare is concerned. We will therefore carefully plan our communications in order to obtain the maximum effect.

The initial phase – creating awareness - where there are still no clinical results and practically no technical work concluded – the focus should be on making the different aware of the initiative and its scope, as well as its objectives, creating a positive expectation, and getting a first reaction to how they see it. This can be done through the presence in Scientific and medical Conferences, creating a website, and early press releases.

Development and assessment – validation phase - some results (essentially technical) have been achieved which may originate demos. A few, well chosen, one-to-one meetings will be organized to get feedbacks, that is important for the tuning of technologies and for the assessment of the project to be in-line with market demand, and to refine the business model. A more effective presence in exhibitions and conferences is also to be expected.

The last mile – pre-product - after concluding the clinical study, some conclusions can already be drawn and results are available and assessed. The project is nearing its end, so it is possible not only to show the solution working, but also to show consolidated data supporting its effectiveness. At this time the dissemination should be the strongest. The production of support material, such as technical and scientific leaflets, presentations, exhibition material, videos, should be more intense in this phase, in order to support multiple dissemination and exploitation activities performed at Consortium level and by individual partners. A careful planning to avoid overlaps and to effectively reach all target audiences is essential in this phase.

The post project – entering the market - depending on exploitation agreements, common approaches for a coordinated dissemination and exploitation strategy may e implemented. This phase however goes beyond the project duration and we expect that the main efforts are deployed by individual partners, with the intent to achieve business opportunities. In this respect, the endorsement of clinical partners is particularly important and possible collaborations or support from clinicians may be sought by industrial partners.

2.2.1 During the initial phase and the development and assessment

In this period the dissemination will be oriented to present the OraMod approach and to inform the different audiences regarding the methods and the work the Consortium is performing to address the clinical problem, to advance technologies and to modernize the clinical and organizational workflows.

At the end of the first year we will publish preliminary results, based on retrospective data, to the scientific and medical community. This dissemination is expected to raise attention on the scientific part of OraMod.

Technical dissemination related to data analysis algorithms and image analysis tools will be performed all along the technology development, as part of the scientific dissemination conducted by the involved research institutions (VUMC, Fraunhofer). At the same time industrial partners will start informing potential customers regarding the ICT products development and eventually present some preliminary stand-alone modules. Until the validation of the technology is not completed and assessed, the dissemination will be carefully monitored in order to avoid premature disclosure to potential competitors. This dissemination will

consist mainly in scientific presentations at workshops and conferences, papers, reviews in journals and in specialized press.

The Consortium will produce periodic dissemination materials for the use of the European Commission offices, in order to benefit from the available communication channels and opportunities provided by the EC media and press.

Communications to the general public will be performed on a more generic basis throughout the project. This dissemination will concern the project objectives, the approach to the clinical and technological challenges, the clinical aspects of the disease relevant for the public and the advances of our work.

The public communication will give particular emphasis to the role of the EU in supporting research, in promoting personalised and better healthcare and in sustaining industry in innovations and in internationalization.

The main channels for this dissemination consist in our web site (www.oramod.eu) in specific pages on social networks (facebook, Linkedin etc.) and in media and press communications targeting the general public. Also the coordinator will take care to involve NGOs and no-profit associations supporting the research on cancer, in order to reach the wider public audiences at national and international level.

2.2.2 Last mile dissemination

The technical and scientific results of the project will be completely disseminated to all target audiences.

As soon as a technology is assessed, broad dissemination will be performed by technology owners (industrial partners and Fraunhofer), with the intention to:

- exploit the market and business potential for the developed technologies (this especially for industrial partners)
- raise the interest of key market players in order to establish business partnerships and alliances or to release use licenses for the developed products.

The dissemination activities will mainly consist in specific presentations, demonstrations of the technologies during hands-on sessions, specific fairs and events, and selected dissemination materials which will be presented and commented during presentations, events and demonstrations.

At this stage dissemination will be accompanied by actions for the products certification/qualification as medical devices or in-vitro diagnostic devices (i.e. the qRT-PCR lab-on-chip) in order to successfully enter the market. At this stage also business-oriented dissemination and communications will be undertaken.

Very important is the scientific dissemination of clinical results: this will be done during the last year of the project, when results from the model validation and of the clinical study are assessed and the predictive bio-signature for oral cancer reoccurrence is validated. To ensure publication in high-impact scientific journals, these results will be disseminated at due time.

At this stage popular dissemination will be performed, to inform the public and especially oral cancer patients regarding the research. Video communications will be produced to explain the social impacts of OraMod and to introduce the new research findings to the general public.

2.3 Partners' role for dissemination

The Consortium includes partners with different background, expertise and areas of operations and interests. Their complementary interests will be important to cover all the dissemination aspects.

Technical partners (Fraunhofer IGD, STMicroelectronics, OneTonet, VCI) will effectively communicate to the technical and industrial audiences the technical advances and the advantages of the OraMod technologies. Their first communication channels will be technical events, preferably focused on health, as well as in giving support to medical partners when making their own dissemination action.

In the late stages of the project, these partners will also approach key stakeholders and decision makers of the healthcare sector and of the healthcare technology industry to promote their products and to establish business alliances. To this aim they will participate to specific events (fairs etc.) and organize public and private presentations and demonstrations.

Research partners (VTT, VUmc Bioengineering department) – are the best ones to disseminate the research possibilities offered by the platform, together with the medical partners. While VUmc Bioengineering specialists are internationally accredited for their work on models and biostatistics algorithms, VTT has a strong reputation in the assessment of technology usability and usefulness, on the measurement of clinical impacts and on the assessment of socioeconomic benefits of technologies and eHealth systems.

Medical partners (UNIPR school of medicine and biomolecular research unit, UDUS and VUmc) play a critical role in the dissemination among the medical and scientific community interested in cancer research. Their scientific and medical credibility will support strong scientific and clinical dissemination among their peers. The targets will be other healthcare institutions and medical communities. The dissemination will de conducted both through top-level scientific papers, communications, presentations and speeches in front of the scientific and medical communities, and also through individual communications - formal and informal - to colleagues and to the decisional bodies of health institutions.

The following table presents the main dissemination resources available in OraMod consortium.

Type of partner	Short name(s)	Area of expertise, strengths
Medical/Clinical partners	UNIPR, UDUS, VUMC	Deep knowledge of the medical problem addressed by OraMod Longstanding experience in specialized communication to the medical community Consolidated reputation in the clinical research community
Medical research partners	VTT	Deep knowledge on assessment of clinical, socioeconomic impacts from the use of eHealth technologies. Wide experience in medical communication Long-standing experience in translation between medical knowledge and IT knowledge
Technical research partners	Fraunhofer IGD, VUmc Bioengineering department	Deep knowledge of technical solutions to support bio-medical research. Well established contacts with users and industries in the area of diagnostic imaging.

Type of partner	Short name(s)	Area of expertise, strengths
		Clear experience in technical communications both in the field of IT, bioinformatics and bio-engineering
IT industrial partners	VCI, OneToNet	Longstanding experience in providing IT solutions for healthcare and in producing smart presentation and visualization tools. Supporting research teams with relevant information for dissemination Knowledge of the ICT for health market and of key stakeholders
Biotech industrial partners	ST-Italy	Deep knowledge and understanding of the bio-medical community both in terms of medical knowledge dissemination and market exploitation Expertise regarding medical products certification and contacts with regulatory bodies.

Table 1 – Dissemination resources in OraMod consortium

2.4 Dissemination contents and messages

Contents and content presentation are key for an effective dissemination. In OraMod we need to combine technical and industry-oriented messages with scientific and clinical findings. This mix may be difficult to handle and generate confusing communications. Therefore we need to consider a short set of guidelines when producing dissemination materials and messages.

Responsive: communication methods, formats and contents must be fit for each specific target group.

Attractive: devote resources to attractive graphic design, use colors in printed materials and characterize your communications carefully, in order to be recognized as a brand. Conform to a format which identifies the project easily; adopt communication methods adapted to the dissemination means (paper, web, social network, posters, videos, etc.).

Concise: communications should be short and to the point; information must be easy to find.

Interesting: dissemination should present just the new or compelling information, research findings or technologies.

Logical: the communication must progress in a logical order.

Correct: the information must be clear and correct, easy to understand and non ambiguous, especially when health subjects are presented.

Useful: the communication must include conclusions, recommendations and benefits; if the reader understand what to do with the information he will be more likely to use it.

Clear language and layout: clear and understandable language, simple words and phrases; technical or scientific terms must be defined. The communications should use a standard format for headings, an easy readable font for the text. Pages must not be too crowded: leave empty spaces, limit the amount of text, bullet lists, graphics to the essential.

Multiple viewpoints: multiple perspectives and feedback will benefit the communication products.

2.5 Conveying different messages to different audiences

We have identified a grid of different messages adapted for the OraMod target audiences, depending on their interests.

Target audience	Interests	Message to be conveyed
Head and neck specialists	More accurate stratification of patients (supporting tools and data) Fast access and usage of patients data in clinical practice, with no extra effort for data collection. Availability of accurate predictive factors. Overall vision on all aspects of the disease.	**Scientific**. The OraMod model is accurate, it takes into account all the relevant data as from gold standards, it presents data clearly and has been validated in an adequate panel of cases. **Technical**. The technology is user-friendly, does not require expertise or additional efforts, is accessible, reliable and presents data clearly and visually. Allows access to other data in the hospital. Is state-of-art.
Oncologists and specialists in other cancers	Potential target biomarkers to be addressed in therapy. Possibility to extend the OraMod concept to other cancers.	**Scientific**. same as Head and neck specialists. **Technical**: modelling techniques can be successfully applied to cancer treatment, provided that data are fed into the model.
Researchers (biologists, biostatisticians, pathologists) and genomic medicine community in general	New markers for cancer. new diagnostic tools for low-cost personalized diagnosis.	**Scientific**. Same as head and neck specialists. Evidence of the quality and accuracy of the modelling algorithms and of the bioinformatics approach. **Technical**. Evidence that the diagnostic RT-PCR lab-on-chip is accurate, fast, low-cost and personalized and qualified for research and 'omics' tests. Specific supporting data.
IT for healthcare community, IT specialists *IT Business companies*	Possibility to re-use the OraMod model and other stand-alone modules in other eHealth applications (image analysis tools, algorithms etc.). New techniques for data presentation (i.e. the Virtual Patient presentation).	**Technical.** Value and strengths of OraMod technologies, with evidence of performance and assessment of users acceptance. Important technological advances of the OraMod technologies and potential for wide application in different areas. Compliance with standards and interoperability potential.
Diagnostic imaging community. *Diagnostic imaging industries*	Specialized group of the engineering community with specific interest in imaging interpretation and automatic features extraction and in visual representation of different biological and physiological levels of human body.	**Scientific**. The Image processing tool is useful to radiologists and the accuracy of features extraction is high and produces new information useful for better diagnosis and referral. **Technical**. The technology is sound, scientifically endorsed and validated, interoperable and customizable. Technical measurements, comparisons with other competing tools and technology details support the message.

Target audience	Interests	Message to be conveyed
In-vitro diagnostic industries	New devices for low-cost point-of-care diagnosis to be commercialized. Possible business opportunities from specific biomolecular assays.	**Scientific**. The qRT-PCR lab-on-chip is accurate and scientifically assessed. The results are comparable with usual RT-PCR tests performed with laboratory equipment. **Technical**. The instrument is CE marked and usable in laboratories and hospitals. The lab-on-chip can be produced pre-functionalized and it is safe and reliable. Roadmap for approval as medical diagnostic system is defined and criteria are already assessed. The lab-on-chip may be validated also for different targets in new research so offering new business opportunities. The qRT-PCR is low-cost.
Healthcare system / hospital decision makers	Optimization of clinical workflow, improvement of care delivery. Low-cost, effective, interoperable and certified tools for resources optimization.	**Scientific**. OraMod improves the prediction of high-risk patients, optimizes the information flow, supports clinicians and improves therapy and follow-up. **Technical**. The technology is affordable and cost-effective, fully integrated into existing IT environments, accepted by clinicians and approved by hospital IT managers, in line with IT for healthcare standards.
Patients, patients associations, Societies and NGOs involved in cancer research	New approaches to oral cancer treatment. Benefits for patients. Advances in research which promise better care al lower side effects. reference centres of excellence for oral cancer treatment.	Presentation of the benefits from the project, illustration of the analysis to be performed and to the new approach to treatment and follow-up. OraMod progresses research with an eye on patients wellness. Careful dissemination of vision and results to encourage patients that relevant research is going on in the cancer field, but without raising false expectations and misinterpretation of the results coming from the research community
General public	This audience is interested into the progress of the medical science as well as the need for information related to the major diseases	The dissemination should aim at providing consolidated medical knowledge on the available treatments and diagnostic procedures as well as a clear idea of the efforts that the research community is doing to overcome the current limitations and provide better medical solutions in the future.
EU Commission	Interest in the progress of the project, in the scientific and technical results.	The communication should be at all angles, covering both the scientific and the technical results. Evidence must be provided that the research really meets societal and scientific needs and that it offers real business opportunities for industrial partners involved. The results need to be presented clearly with supporting evidence of

Target audience	Interests	Message to be conveyed
		efficacy and performance. To this we will mainly use fact sheets, newsletters and press releases. Given the possibility that the EC published project results and offers media coverage, we will produce articles, presentations and videos which may be produced at EC-supported events and broadcasted eventually.

Table 2. OraMod targeted messages for specific audiences

In the following we illustrate more in details for each specific target group the purpose of dissemination, the used dissemination means and the expected outcome.

Dissemination purpose	Means and channels	Expected results
Target group: Head and neck specialists		
Raise interest on ongoing bio-molecular and imaging research in their field. Inform regarding OraMod predictive modeling and simulation, data presentation and virtual tumor board capabilities. Create expectations on the possibilities and applications of the platform once available. Provide important research data on biomarkers in oral cancer.	Presentation in relevant national and international medical conferences. Publishing of scientific papers in international peer-reviewed medical journals. Articles in medical websites. Project Newsletter.	Increased awareness on the application of genomic an imaging research to clinical practice in oral cancer. Interest in modeling and IT tools applied to clinical practice and in particular to the prediction of oral cavity cancer.
Target group: Oncologists and specialists in cancer at large		
Increase knowledge and interest on ongoing bio-molecular and imaging research in the field of head and neck cancer. Inform about the existence of OraMod as a highly valuable research project proposing new biomarkers for OSCC reoccurrence early prediction. Create expectations on the possibilities and applications of the platform once available, also outside the specific field of oral cancer.	Presentation in relevant national and international medical conferences. Publication of scientific papers in international peer-reviewed medical journals. Articles in medical websites. Project Newsletter.	Increased awareness on the application of genomic an imaging research to clinical practice in cancer. Specific interest into the possibility of applying OraMod approach and tools in other oncology fields. Interest in the usage potential of the new diagnostic qRT-PCR lab-on-chip.
Target group: Researchers and genomic medicine community in general		
Increase knowledge and interest on ongoing bio-molecular and imaging research in the cancer field and in the OraMod approach to biomolecular biomarkers discovery and use. Inform regarding semi-automated imaging analysis in the search for meaningful biomarkers. Inform on the predictive	Presentation at national and international scientific conferences and events. Publication of specific papers on scientific peer-reviewed journals. papers, interviews and videos. Articles in medical website and Social media.	Awareness on the application of genomic in clinical research for cancer prediction and risk stratification. Interest for techniques aiming at knowledge extraction from diagnostic images to be used

Dissemination purpose	Means and channels	Expected results
scope and value of such biomarkers for oral cancer reoccurrence prediction.	Project newsletter.	in preventive and personalized medicine. Awareness of the research potential of OraMod tools.
Target group: Technical community (IT enterprises, industries in the area of IT for healthcare)		
Raise interest for the IT platform and stand-alone modules developed by OraMod (model, Virtual Patien presentation tools, Virtual Tumor Board). Inform and raise interest on specific devices and tools: qRT-PCR lab-on-chip and Image analysis tools. Promote exploitation of results and business alliances with OraMod technology partners.	Presentation in relevant national and international IT and biotech conferences. Publication of scientific papers in international peer-reviewed journals in the field of IT, bioinformatics, and computational biology. Web dissemination through the project website and specialized forums, blogs and social media. Project newsletter.	Business interest for OraMod technologies exploitation.
Target group: Policy makers and healthcare decision makers		
Create awareness around OraMod and illustrate the socioeconomic benefits brought by the project and by the products developed by the project. Illustrate advantages and cost-effectiveness. Promote adoption in Hospitals.	Direct interviews, face-to-face presentations. participation to specific events where the policy makers attend. Press communications and dissemination campaigns on local media. targeted documents. Project web site and social media.	Increased interest for the adoption of OraMod into hospitals. Potential contracts and proposals for extensions of the technology platform.
Target group: General public (including patients) and EC Offices		
Inform the public regarding advances in Oral cancer treatment. Raise interest around oral cancer prevention and care.	Presentation at public events and at specific appointments (Oral cancer day) and at manifestations directed to the general population and related to cancer treatment or prevention. Participation to public campaigns on cancer with specific dissemination materials. Papers, interviews and press-releases on major national and international press. Web dissemination through the project website, forums, blogs, social networks and on-line press.	Better understanding of the role of genomics for cancer prevention, reoccurrence prediction and personalized treatment. Inform regarding risks associated with oral cancer onset and on specific prevention and prediction actions. Increase awareness on the importance of the funding process to pursue relevant medical research.

Table 3. Dissemination methods and expected results

3 Dissemination Plan

3.1.1 Dissemination means and tools

The Consortium will use all available and effective dissemination channels and means, in order to reach our target audiences at all levels:

- Corporate image and logos
- Media coverage
- Press releases
- Conferences, meeting and workshops
- Research summary papers
- Flyer, posters, brochure and research briefs
- Newsletter
- Video, animations and visual materials
- On-line mock-up demo of OraMod platform
- EC communication channels
- Website
- Social networks.

3.2 Consortium actions for project dissemination

The Consortium has already started an initial dissemination as foreseen in the first phase of awareness raising among the scientific community. The next step consists in the preparation of suitable dissemination materials and in organizing the Consortium efforts for timely and effectively coordinated dissemination of intermediate and final results. In the following we present some proposals.

Corporate image and logos

OraMod logo is key to characterize and identify the project. The project logo, along with any links to the project website, the pages in social media and the contact information (project leader, scientific manager, coordinator) must be included in all communication materials.

Starting from the logo, it will be structured the corporate image (format for newsletters, brochures, presentations, etc..) with a common graphic line. In this way, all communication materials can be immediately identified as part of OraMod. The visual identity is a basic element for any project to achieve effective communication.

Most important is the recognition of the EC funding, as indicated by the communication guidelines issued by the European Commission Offices (cordis.europa.eu/fp7/ict/components/documents/communication-and-dissemination-guidelines-a4.pdf).

Media coverage

Health-related research raises great interest in the media. Free media coverage can be an easy way to present results out to as many people as possible.

We will use local newspapers, television and radio as much as possible. We will use the communication offices at research institutions and hospitals (Fraunhofer, VUMC, UNIPR, UDUS) to periodically convey dissemination messages to public media.

Press releases

Press releases are very effective to disseminate information. They will especially be used in case of salient events, such as publication of results in high-impact journals, presentations to the public, awards winning or promotion of dedicated conferences and events. Timing of press releases needs to be carefully planned in order that information released to the media and published in the web is timely and newsworthy.

A press release has been issued at the first stages of OraMod, to present the research to the public.

Conferences, meeting and workshop

The presentations of research results at national or international conferences and symphosia such as the Congress of the International Academy of Oral Oncology are strategic.

The target to which it is addressed is attentive and interested in the issues presented in this case and the communication goes directly to physicians and researchers with the possibility of having a sort of interactive communication.

Research summary papers

Research summaries are important for scientific dissemination. They will concisely present key findings, fact sheets illustrated by a few images and conclusions.

Flyers, posters, brochures and research briefs

These should present in a concise and attractive manner the research project, the scientific findings and the technological results, in a visually appealing way. These documents need to be simple and clear and broadly use graphs and images. They will be the main communication material in workshops, events, presentations and demonstrations. They need to be different and fit for each specific audience.

Newsletters

OraMod will publish six-monthly newsletters summarizing study findings in order to update research participants and research communities on the progress of the research and of the technology development. Important is to establish a very efficient communication channel for the distribution of the newsletters to the exterior. To this aim the Consortium will involve the usual distribution channels of each participating partner as well as the EC resources and related supporting initiatives (e.g. the VPH-NoE network) and the social network communities. The project website is as well a good dissemination channel for newsletters.

Videos, animations and visual materials

Videos are an extremely effective communication and dissemination means, in particular when communications target the general public or illustrate the functionalities of technologies. To be effective videos must be short and professionally designed and produced. However the new technologies provide easy and low-cost tools for video shooting which may be successfully published in web sites and in social

media pages. In OraMod we will use such materials (videos, animations, self running presentations and images) both for the illustration of the clinical research and for the presentation of the developed technologies. A final professional video will be produced before the end of the project. For the production of this materials we will rely on the expertise of specific partners, in particular VCI and Fraunhofer.

On-line mock-up demo of the OraMod platform

On-line demonstrators are an easy and fast method to promote the use of technologies among the medical community. We have therefore planned to realize a mock-up of the OraMod risk stratification and modeling platform to be available on the web. This tool, initially only available to consortium partners for the purpose of system refinement and adaptation to users' needs and usage scenarios, once adapted and upgraded will be published in the public space of OraMod website and will allow potential users to simulate the technology. This will be done in the medium-late stage of the project, when the technology will be presented to the public. Additional self-standing tools (such as the model) may be published, under the IPR framework described in the technical Annex I and in the Consortium Agreement.

EC communication channel

Because OraMod is an European Project co-funded under the European Community's 7th Framework Programme they will be used all the channels available to the European Commission for the dissemination of results.

Website

The OraMod Website has a double objective: to disseminate information about the project including the news, recent activities and related issues and to be used as a working tool by the partners to upload the project documents and to make those documents available to the EC project officer.

For that purpose, two areas were defined, a public and a private area, were information is placed, depending on the users that should (or not) have access to it.

The public area is made of different sections according to the following information structure:

HOME - general explanation of what the project is about

PROJECT

At a glance –summary of the project

Clinical problem – overview about OSCC and disease reoccurence

Objectives – state the objectives of the project

Vision and strategy - description of the strategy of development of the project

OraMod Scenarios – how OraMod could fit in medical procedures

Project structure – the project workplan

Pilot study – How OraMod concept will be tested and validated

CONSORTIUM - describes briefly the consortium members and their roles in the project

DOCUMENT – deliverable, brochure, newsletter etc.

NEWS – news and events (Conferences and Meeting)

LINKS – general links of interest in the related field, links of other projects and others of specific focus.

CONTACT - how to get in contact with the representatives of the project

A private web space is being released to all consortium partners, based on redmine and Tortoise SVN platform. This tool may used for knowledge sharing, documents management and internal communications and also for project management, software development tracking, bugs management and testing purposes.

Social networks

The development of social networks, forums, blogs and newsgroups through which you can share experiences, ask and search news, has profoundly changed the role of scientific information to the patients.

In fact, if a new project in the web has the opportunity to be more visible, the patient, in turn, uses the web as a source to gain information about their health, about a disease and its treatment.

That's why OraMod should used news tools of communication addressing so to a much wider audience. Facebook will be used for the dissemination of information in real time while in a You Tube dedicated channel will be posted the videos to better explain some visual concepts

3.3 Current dissemination material

General dissemination materials.

The following dissemination material has been prepared in the first three months of the project.

- The OraMod Logo:

- The OraMod press release: Published in "La gazzetta di Parma" newspaper and on the University of parma web site: http://www.unipr.it/notizie/progetto-europeo-oramod-coordinato-dalluniversita-degli-studi-di-parma.

- The OraMod website: www.oramod.eu.

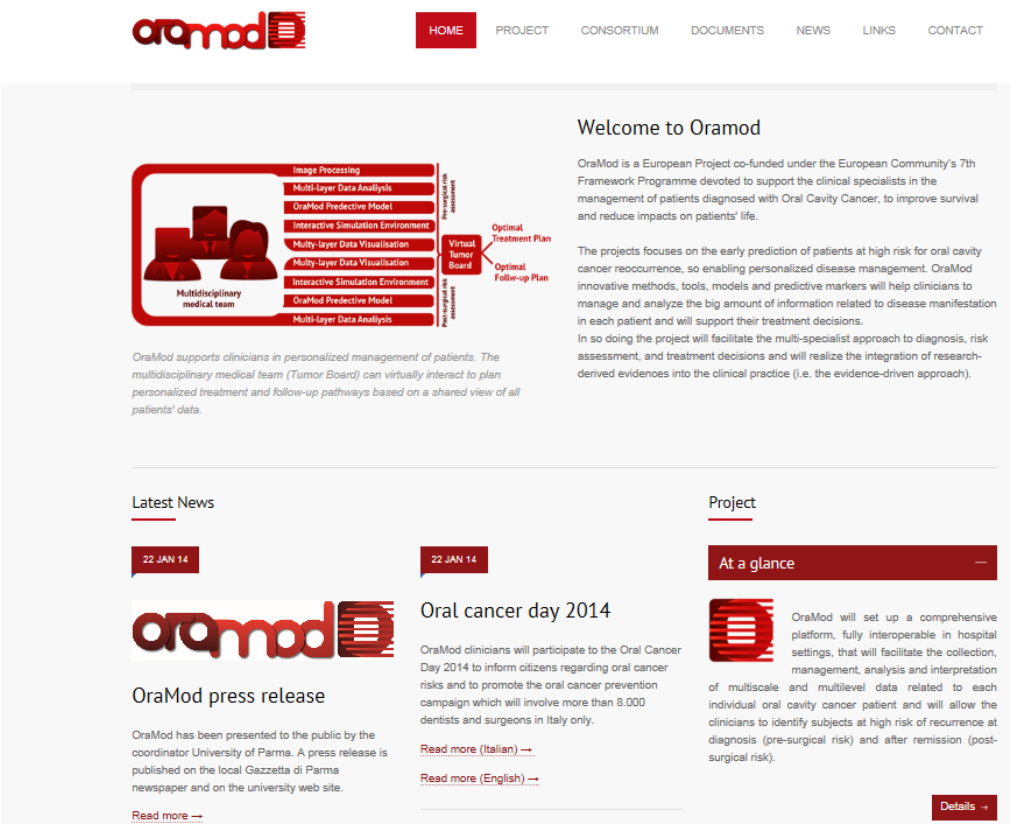

Fig. 1. OraMod web site home page

- A fact sheets and project brochure are currently being edited, and will be issued by the end of February 2014.
- OraMod pages on Facebook are currently being produced and will be available by March 2014 with some preliminary contents and results.
- Video channel on Youtube
- First OraMod newsletter: to be issued by March 2014.
- Standard templates for public presentations: in progress, to be issued by 15 February 2014.
- Private web space: for knowledge sharing, documents management and internal communications is being released to all consortium partners (delivery date February 2014), based on redmine and Tortoise SVN platform. This tool may be also used for project management, software development tracking, bugs management and testing purposes.

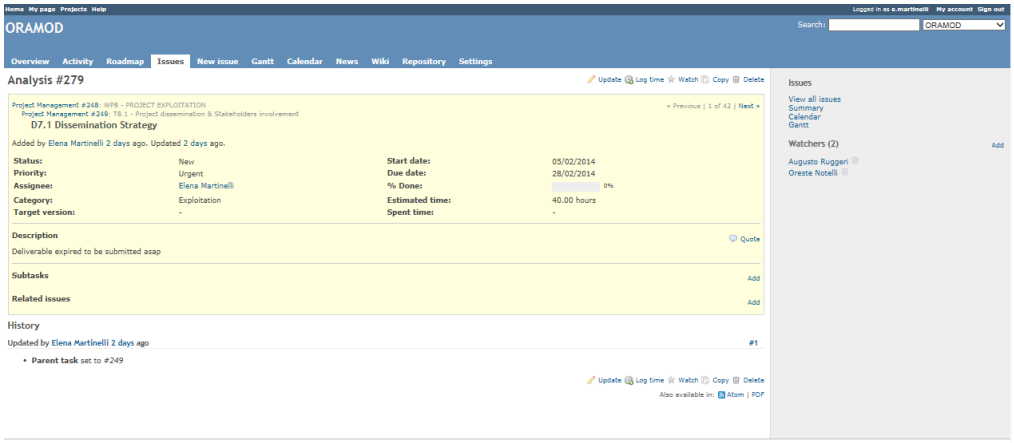

Fig. 2. OraMod website private area - preliminary version

Papers

A paper on OraMod image analysis tools will be presented by Florian Jung (Fraunhofer IGD) at the SPIE International Conference taking place in San Diego (CA) - USA from 15 to 20 February 2014. 9034-53, Session 10 - "Personalized articulated atlas with a dynamic adaptation strategy for bone segmentation in CT or CT/MR head and neck images", Sebastian Steger, Florian Jung, Stefan Wesarg, Fraunhofer-Institut für Graphische Datenverarbeitung (Germany). see http://spie.org/Documents/ConferencesExhibitions/MI14-Abstracts.pdf.

3.4 Partners dissemination plans

Commento [E1]: da completare a cura dei medici UNIPR

Università degli Studi di Parma - UNIPR

Activity	Target audience	Tentative schedule	Dissemination means and goals
Press release	General public	December 2013	Inform regarding OraMod objectives
Supporting materials	General Public / E.C.	February 2014	Fact sheet/Brochure (Italian and English version)
Newsletters	Researchers, VPH community, Consortium, E.C.	Every 6 months	Communication of project key aspects, achieved results and main events, news and opportunities for collaboration
Oral cancer Day 2014	General public, Dentists, General Practitioners, policy makers	May 17th, 2014	Promote Oral cancer prevention. Illustrate OraMod.
IEEE EMBS International Conference on Biomedical and Health Informatics (BHI) Valencia. bhi.embs.org/2014/	Research community	June 2014	Illustrate OraMod and present preliminary results
AACR - American Association for Cancer Research	Scientific-medical community, Cancer researchers	First half of 2015	Present preliminary biomarkers for OSCC reoccurrence
SIC (Italian Cancer Society) annual congress	Scientific-medical community, Cancer researchers	September 2014 Year 2015	Present OraMod clinical study and preliminary results from the model Present results of the study
EACR European Association for Cancer Research - Biannual congress	Scientific-medical community, Cancer researchers	Year 2016	Present OraMod results from the clinical study
EACMFS 2016 - European Association for Cranio-Maxillo-Facial Surgery congress 2016	Head & Neck surgeons, cancer researchers	Year 2016	Present OraMod results from the clinical study and the OraMod model and platform
XXII Congress of the European Association for Cranio-Maxillo-	Head & Neck surgeons, cancer researchers	23-26 September 2014	Present OraMod clinical study and preliminary

Activity	Target audience	Tentative schedule	Dissemination means and goals
Facial Surgery (EACMFS), , Prague			results from the model
IV Congress Associazione Italiana di Oncologia Cervico-Cefalica (AIOCC)	Head & Neck surgeons, cancer researchers, oncologists	2015 (date to be defined)	Present preliminary biomarkers for OSCC reoccurrence and the OraMod model
XIX National Italian Society of Maxillo-facial surgery (SICMF),	Head & Neck surgeons, cancer researchers, oncologists	2014?	
ASCO 2015	Head & Neck surgeons, cancer researchers, oncologists	2015 (date to be defined)	Present OraMod results from the clinical study and the OraMod model and platform
5th World Congresso f the International Academy of Oral Oncology,	Head & Neck surgeons, cancer researchers, oncologists	8-11 July Sao Paulo (Brazil)	Present preliminary results of the project (predictive markers, model,)

Papers / publications

We plan to publish scientific articles on the following journals (in collaboration with other participating hospitals, as soon as remarkable scientific results are available (forecast: year 2015-2016)):

- Journal of the National Cancer Institute
- Clinical Cancer Research Journal
- Cancer Letters
- Oncology Reports
- Advances in Cancer Research
- Annals of Oncology
- Current Cancer Drug Targets
- European Journal of Cancer
- British Journal of Cancer
- Oral Oncology
- Head & Neck
- Journal of Cranio-Maxillo-Facial Surgery
- International Journal of Oral and Maxillofacial Surgery
- British Journal of Oral and Maxillofacial Surgery
- Journal of Oral and Maxillofacial Surgery

Media, press and other dissemination

UNIPR will participate to the yearly Oral Cancer Day and present the OraMod project and results. Coverage by local media will be organized by UNIPR Communications Offices.

Direct dissemination at Regional Level will be performed both regarding the OraMod IT platform (in the framework of the Regional technology network and of "progetto Sole") and regarding the clinical and scientific results (in the framework of the communications with the Regional Health Authorities).

OraMod workshops

The Coordinator intends to organise workshops for internal dissemination, involvement of doctors and patients in pilots and for knowledge and expertise sharing with other projects and initiatives with similar or complementary areas of research. These workshops will involve both internal personnel and invited clinicians from other institutions.

A final scientific workshop will be organized during the last months of the project, to communicate the scientific results fo the research and to present the OraMod platform and all the developed devices to the clinicians, the hospital general managers and to the policy makers of Emilia-Romagna region.

Stichting VU-VUmc - VUMC

Activity	Target audience	Tentative schedule	Dissemination means and goals
Biostatistics and Bioinformatics meetings	Biostatisticians and bioinformaticians	Every year	Communication of project results achieved
Otolaryngology meetings	Researchers and clinicians in otolaryngology	Every 6 months	Communication of project results achieved
Dutch Corporative Working Group Head and Neck Oncology (NWHHT) meetings	Researchers and clinicians in head and neck oncology	Every year	Communication of project results achieved
Conferences on head and neck oncology	Research community	Every year	Illustrate OraMod and present results

VUMC researchers may publish on many journals (more than 100). The researchers will apply for publications, as soon as relevant research findings are assessed, to all journals on clinical research, imaging research, clinical oncology, molecular oncology, biostatistics, bioinformatics and head and neck oncology.

Finally, an important means for dissemination in our field is the R-software. This makes it possible for other researchers to apply the same algorithms to their data and to test the validity of our method.

Formally, we deliver a product: an R-package, which we will disseminate through the OraMod web-site, but also through BioConductor (www.bioconductor.org) which is a well-known repository for R-packages with world-wide coverage. The package comes with standard documentation and a manual on how to use the software.

Fraunhofer

These are the preliminary dissemination activities foreseen by Fraunhofer IGD.

Activity	Target audience	Tentative schedule	Dissemination means and goals
Miccai Clip Workshop Paper Submission	Research Community	Sep 2014	Illustrate OraMod and present preliminary results
Medica – World Forum for Medicine	Research community, General Public	Nov 2014	Illustrate OraMod and present preliminary results
ISBI 2015 Paper Submission	Research community,	2015	Illustrate OraMod and present preliminary results

Fraunhofer will also contribute to feed information to OraMod website and to the periodic newsletters, as well as to posters and other dissemination materials produced by the Consortium. Fraunhofer will contribute to papers which will be produced during the project.

STMicroelectronics Srl. - ST-Italy

As a technical partner, STMicroelectronics will give its contribution to the dissemination initiatives of the OraMod medical partners, by providing the technological aspects of the developed lab-on-chip technology for publication on scientific journals, website articles and press releases, and for presentation in scientific conferences.

STMicroelectronics will also communicate the technological advances developed within the OraMod project in technical events focused on health and in specific events such as public fairs.

In the late stages of the OraMod project, STMicroelectronics will perform the exploitation of the developed platform and will approach key stakeholders of the healthcare technology industry to establish business alliances.

VCI

VCI will complement and coordinate with the ORAMOD consortium in order to extend the dissemination activities of the project. Prime intention for VCI is to take advantage of the multi-discipline and excellent quality technical and clinical partners available within the ORAMOD consortium and make sure that VCI's activities are primarily communicated within the consortium through f2f plenary and technical meetings, white papers and technical deliverables. More specifically VCI, will consult with the medical personnel of the consortium, e.g. Università degli Studi di Parma, Italy, VU medish centrum, Netherlands, Heinrich-Heine-Universität Düsseldorf, Germany, in order to involve clinicians early on in the design process and also provide early prototypes of the envisioned knowledge assisted visualization environment that can be validated via the proof-of-concept in a clinical environment.

VCI will seek interaction with other related ICT and VPH projects in the area of natural user interfaces and knowledge assisted visualization tools to exchange knowledge and experience and where possible to consider joint dissemination activities. Targeted projects include RT3S and SensorART, where several VCI collaborators partners participate already and therefore a high degree of synergetic activities is expected, while upcoming HORIZON 2020 projects focusing on the digital patient paradigm will be gradually approached.

VCI will also target key EU clusters that have relevance for its collaboration activity and exploit potential synergies, technical concentration and contribution to specific working groups.

Finally, via VCI's company website periodic updates on the progress of the objectives by VCI and the consortium as a whole will be provided, while important milestones and public prototypes will be efficiently communicated to VCI's collaborators and potential customers.

OneToNet

Activity	Target audience	Tentative schedule	Dissemination means and goals
HL7 - Structure and Semantic Design Steering Division	Health IT Standards Community	Continuous participation	Illustrate and support the adoption of OraMod integration patterns as a standard
HL7 - Clinical Genomics	Health IT Standards Community	Continuous participation	Illustrate and support the adoption of OraMod integration patterns as a standard
HL7 - Electronic Health Records	Health IT Standards Community	Continuous participation	Illustrate and support the adoption of OraMod integration patterns as a standard
IHE Oncology Planning and Technical Committee	Health IT Standards Community	Continuous participation	Illustrate and support the adoption of OraMod integration patterns as a standard
IHE-Europe Connectathon	Health IT Vendors	2015	Communication of ORAMOD integration tools and practical interoperability tests
W3C - Semantic Web Health Care and Life Sciences Interest Group	Health WEB Standards Community	Continuous participation	Illustrate and support the adoption of OraMod semantic representation as a standard
EXPOSANITA' 2016	Generic Health Stakeholders	May 2016	Communication of project results achieved
Medica – World Forum for Medicine	Generic Health Stakeholders	Nov 2015	Illustrate OraMod and present preliminary

Activity	Target audience	Tentative schedule	Dissemination means and goals
			results
ISCB - Conference on Semantics in Healthcare and Life Sciences 2015 Paper Submission	Health IT Research community	2015	Illustrate OraMod and present preliminary results

ONETONET designed the ORAMOD logo, the Integrated Marketing Communication and the web site. In addition, in coordination with the Communication Manager, ONETONET is providing WEB marketing and dissemination of the ORAMOD site by Search Engine Marketing (SEM) and Search Engine Optimization (SEO) approaches with strong coordination with the already planned social media market and communication activities.

We have to reserve a particular mention to the IHE Europe Connectathon. The IHE-Europe Connectathon provides a unique opportunity for vendors to test the interoperability of their products in a structured environment with peer vendors. Participants test against multiple vendors using real world clinical scenarios following IHE Integration Profiles specifications. The Connectathon is held every year, and is the best European opportunity to show the integration capabilities of the ORAMOD Documentation System.

ONETONET, as member of the "Fondazione Cluster Tecnologie per le Smart Cities & Communities - Lombardia will disseminate the results between other key Italian and EU health technology clusters in order to find potential business partners for the commercial exploitation of the ORAMOD System in the healthcare market and find novel access to new healthcare stakeholders.

University Dusseldorf - UDUS

The OraMod project was introduced to the internal grant platform of UDUS with a description of its basis, aims and purposes. An internet advertisement is planned within the revised web page after relocation of the ENT Department in the new Operative Center of UDUS (ZOM II). Furthermore, after first progresses, the OraMod project will be presented at internal, national ENT and oncologic events and conferences. The first of these presentations is planned for summer 2014.

VTT - Technical Research Centre of Finland

Activity	Target audience	Tentative schedule	Dissemination means and goals
VTT IMPULSE: A magazine on science, technology and business	VTT customers, general public interested on research	During 2014, next issue if possible	Present OraMod project for VTT customers
NordiCHI 2014	Research community	Conference is held 26.-30.10.2014	Short paper or workshop paper about OraMod and Human

			Driven Design
Health technology event in Finland	General public, Technology developers, General Practitioners,	Beginning of 2015	Present OraMod for other health technology partners
The International Workshop on Innovative Simulation for Healthcare	Research community	2015/2016	Present OraMod Impact Analysis results
International Journal of Healthcare Information Systems and Informatics (IJHISI)	Research community	2016	Research findings of OraMod system usability and impacts in clinical work

3.5 Clustering and communications with other projects

Many research initiatives and projects in the area of Virtual Physiological Human are ongoing under the umbrella of EC-FP7 work programme, which may complement the work carried out by OraMod.

Predictive modelling technologies, bioinformatics, genomics and 'omics' in general are "hot" topics in research and our Consortium cannot afford isolation.

We will therefore engage in establishing communications and knowledge exchange with national and international projects and initiatives with the aim to generate more added value in research and in technical development and to benefit from the public results of existing research.

As a first channel the Consortium will approach the VPH Institute (http://www.vph-institute.org/) which aggregates the EC-funded VPH initiatives and acts also as steering group for VPH and ehealth initiatives ate European level.

One opportunity is already available to present OraMod at the next VPH2014 Congress in Trondheim (9-14 September 2014). On this occasion OraMod may be selected for an abstract presentation.

4 Internal communication

4.1 Internal communication system

Internal communication is a process that aims to establish a network of communication channels to facilitate the flow of information for the internal public: the project partners. Building an internal communication system is functional for the productive activities of the project and for a better indoor climate which tend to improve thanks to a flow of quality information communicated widely and readily available. The informational effort of the partners has to be matched to the message that internal communication will be a further opportunity for them and for the project as well. The internal communication facilities must not in any way be perceived as more looming. The flow of communication in the project OraMod is facilitated by the project coordinator and by the communication manager. The partners send the information on the progress of the project and on dissemination respectively to the coordinator and to the communication manager.

These two figures have the task of processing the information received from individual partner and, through various channels, making them accessible to the consortium .

4.2 Private web space for project documents

A private web space is being released to all consortium partners, based on redmine and Tortoise SVN platform. This tool may used for knowledge sharing, documents management and internal communications and also for project management, software development tracking, bugs management and testing purposes.

The usefulness of having a single space, organized and accessible to all project partners allows immediate and effective internal communication. The documents drawn up by some partners will be accessible to all the other allowing a continuous flow of information.

4.3 Web site – "section events and news"

The section "events and news" on the website will have a double meaning. It will be critically important for external communication, as detailed in the previous paragraphs, but it will also be of great support to the project partners.

In the **events section** will be published all the major meetings and conferences that address issues related to OraMod project. For each event will be published: name of meeting/conference; date and place; a brief description of the event; deadline for submissions; abstract submission guidelines; deadline for abstract submissions; official web site.

The partner has just to send the link of the meeting to the communication manager who will prepare the news and published on the web site making so immediately visible to all partners and, optionally, stimulating the consortium to participate.

In the **news section** instead will be placed in chronological order all meetings or events where there was a presentation of OraMod. For each news will be published: title (i.e. OraMod Platform presented at ....) date and place; brief description of the event; official website; partners who attended the event; title of presentation, possibility to download the PDF presentation.

4.4 Communication within partners organization

The same dissemination tools used by the Consortium to reach the target audiences (i.e. research summary papers, flyers, brochure, newsletter etc.) are essential to transfer information within the organizations whose representatives are part of the project. The resources that each partner devotes to OraMod are only a small fraction of the total number of employees so it is very important to equip each partner with immediate communication tools to engage and inform their own company (Universities, Research Centre, Private enterprise etc.).

OraMod internal communication will be transformed into partners internal communication exponentially increasing the dissemination of information.

Annex - Checklist for dissemination

The following checklists - organized by target audience - is intended to provide guidance regarding recommended communication methods.

Project /Research participants and Participating Institutions	
☐ Distribute brochures & research briefs (i.e. in health institutions, clinics, health trusts, etc.)	☐ Host or attend workshops / seminars
☐ Distribute summary documents	☐ Host / organize focus groups / forums to discuss the research
☐ Send periodic newsletters to report research progress	☐ Ask participating Institutions to present the project in their newsletters / websites

Communities, decision makers and healthcare stakeholders	
☐ Distribute brochures & research briefs (i.e. in health institutions, clinics, health trusts, etc.)	☐ Host or attend workshops / seminars
☐ Distribute summary documents	☐ Host / organize focus groups / forums to discuss the research
☐ Send periodic newsletters to report research progress	☐ Ask participating Institutions to present the project in their newsletters / websites
☐ Participate in local health events	☐ Apply for articles / communications on local media and press

Public Health departments	
☐ Distribute summary documents	☐ Send press released
☐ Organize face-to-face visits and presentations	☐ Participate to specific workshops

Policy makers	
☐ Distribute fact sheet / summary document	☐ Organize face-to-face presentations and demonstrations
☐ Distribute specific press release on socioeconomic impacts	

IT industries and industrial communities	
☐ Distribute brochures & technical briefs	☐ Attend and participate to technology workshops, fairs, events
☐ Publish technical documents on specialised press including online press	☐ Publish technical information on website

Media	
☐ send press releases to journals, newspapers, magazines and electronic publications	☐ Publish videos and news on social networks and Youtube
☐ Distribute summary documents	☐ Post on health-related list servers and websites

Scientific communities	
☐ Publish on peer-reviewed journals	☐ Host or attend scientific workshops / seminars and present research findings
☐ Ask scientific societies to host information on your research	☐ Involve scientific societies in presentations