



A Personalised Integrated Care Platform
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1 Executive Summary

A key aim in PICASO is to maximise the impact of the project by actively and strategically communicating and disseminating its results and thus lay the best possible foundation for business planning and post-project exploitation.

The project is obliged to promote the project and its results, by providing targeted information to multiple audiences, including the media and the public, in a strategic and effective manner. One of the steps is to define a comprehensive communication plan.

This deliverable presents the project's communication strategy and plan for promoting the project, describing which stakeholders the project will target, with what messages and through which channels. Together with *D9.3 Dissemination strategy and plan*, this deliverable works as a reference point for all partners in communicating and disseminating the project and its outcomes.

Five main communication objectives are listed to achieve impact for different stakeholders. They include showing clinical and cost benefits of implementing an integrated care platform; building trust in the PICASO platform and acceptance of monitoring by the use of ICT and demonstrating that it is possible to develop a generic eHealth solution satisfying the needs of interested stakeholders in Europe.

The target groups are classified as 'patient sphere', 'clinical domain', 'technology domain' and 'policy makers' and the messages given reflect the communication objectives relevant for each group.

The primary communication channels in PICASO are the project and partner websites; social media sites such as Facebook, Twitter and YouTube and webinars. Other targeted channels include online publication and journal libraries; conferences; events, workshops, meetings; exhibitions; press and networks.

The last chapter presents the communication plan for web communication and marketing material. The project plans to continuously and actively publish news and results through the various channels to ensure visibility. Key results of the project will be delivered through the channels and PICASO plans to invite stakeholders to participate in the dialogue through the use of webinars and social media.

The related aspect of dissemination i.e. the sharing of results, is covered by *D9.3*. It involves scientific dissemination, event attendance and demonstration and presents how efforts are measured using key performance indicators. *D9.3* will also cover the responsibilities and formalities related to communication and dissemination of PICASO.

All partners are encouraged to think communication and dissemination in everything that the project does, bring forward all the 'good stories' about PICASO so that they can be told to the relevant target groups for maximum impact and to be open to the media by offering interviews and visits.

2 Introduction

2.1 Purpose, context and scope of this deliverable

The purpose of this deliverable is to present the PICASO communication strategy with the main aim to promote the PICASO project and its results through focus on targeted audiences, messages and channels (who, what and how).

The deliverable is part of T9.1 Communication plans in the work package on Impact Creation, Dissemination, Exploitation and Business Planning (WP9). An important output of the task is an agreed communication strategy and plan, using a variety of web communication channels and communication materials.

Other key activities involving scientific dissemination, networking, event organisation and demonstration are covered by the project's dissemination strategy and plan, *D9.3*. Both deliverables will work as reference points for communication and dissemination in PICASO.

2.2 Content and structure of this deliverable

The deliverable outlines the goals and objectives of communication in PICASO followed by its target audiences and selling points. Each audience is described and coupled with messages and type of language. In the last chapter we describe how work is planned and how the project will measure its communication efforts.

3 Communication strategy

The overall strategy is to maximise the impact of PICASO by being active in communicating and disseminating the project and its results in a professional way and by developing a realistic exploitation strategy.

The communication objective is to achieve the following impact targeted at different stakeholders;

- Provide clinical evidence for benefits of integrated care to support uptake of PICASO technologies.
- Build trust by showing that the PICASO platform is a secure and safe work efficiency tool, supporting professional decision making.
- Demonstrate that it is possible to develop a generic eHealth solution deployable in different EU countries.
- Stimulate community and political acceptance of monitoring by the use of ICT based interventions.
- Make political decision makers see the cost-benefit of implementing an integrated care platform like PICASO and instantiate it in their own health systems.

The following specifies the target audiences in PICASO, including appropriate content, form and communication channels. It also sets out the timing of communication activities. Measurements of the efforts are handled in *D9.3 Dissemination strategy and plan*.

3.1 The PICASO context and challenges

Improving welfare services by working together more efficiently has been on the agenda since the 1970s. Today, ICT solutions are seen as a great opportunity to fulfil the 'continuum of care' for the benefit of patients and carers across organisations but also as a tool to reduce costs.

On top of this, chronic conditions are on the rise and a growing number of people suffer from more than one chronic disease. This co-existence of diseases complicates treatment since most management guidelines and programmes focus on single conditions rather than combinations, making it difficult to treat and control coexisting diseases and increasing the complexity for patients who have to move between different parts of the health care system and services.

The PICASO project addresses the challenges of;

- coordinating care and treatment across silos
- adapting ehealth solutions to existing care models and plans
- managing multi-morbidities

3.2 The PICASO mission

The PICASO mission is to develop an integrated platform, aiming to facilitate the establishment of comprehensive Continuum of Care management programs and containing an Integrated Care Platform, a Data Management Platform and a Multi-Morbidity Decision Support Tool with the following characteristics:

The PICASO Integrated Care Platform;

- is an integration platform for sharing of a patient's complete care pathways across multi-actor care spaces with appropriate tools such as risk prediction models for the interpretation of patients' immediate and future health status and the ability to dynamically adjust the content and management of the delivered care services so it always is adapted to the patient's personal health status and ability.
- contains a robust, privacy compliant, cloud based Resource Management system that can perform acquisition of physiological and behavioural data in non-clinically controlled care spaces, taking into account the variability in the population in order to provide carers with realistic situational awareness.
- creates a new approach to integrated care based on the concepts of dynamic service narratives that define the workflow (content and management of care services) to be launched and orchestrated across the relevant care spaces.

- provides decision support for multi-actor interaction and enables patients and relatives to become active participants.

The PICASO Data Management Platform;

- provides role based access for carers to distribute shared data and exchange of knowledge about the patient's status in an intuitive collaborative platform.
- provides a framework for secure, privacy compliant, and role based information sharing through a common view of data allowing carers to control and share patient information and exchange knowledge across care networks using intuitive, interactive ad-hoc information search.

The PICASO Multi-Morbidity Decision Support Tool;

- contains a decision support methodology for analysing conflicts, constraints and limitations from single-morbidity care plans and patient/physician/therapist preferences applied to patients with co-morbidities and multi-morbidity conditions by using the concept of constraint satisfaction problem, to allow the cares to define new care programmes for the management of co-morbidities in community and home care settings.
- forms the basis for new training programmes for the care workforce, new organisational models and new ways of exchanging medical information to improve the coordination of multi-morbidity care management across silos.

3.3 Targeted audiences, channels, messages and language

The target audiences for communication in PICASO can be divided into four main categories: Patient sphere, clinical domain, technology domain and policy makers with subgroups as indicated in the table below.

Table 1 Targeted audiences for communication in PICASO

Patient sphere	Clinical domain	Technology domain	Policy makers
Patients and relatives	Professional health care providers	ICT industry providers	National health authorities
Patient organisations	Healthcare professionals at hospital and outpatient clinics	Mobile technology providers	Regional health authorities
General public	Health administrators	Health technology providers (software and hardware)	Local health authorities
Psychologists, sociologists and behavioural scientists	Home and community carers and (social) administrators	Standardisation bodies	Health economists Health insurance provider
Press	Pharmaceutical companies	ICT health projects	EU

The main channels used for communication in PICASO are;

- project website
- social media
- webinars
- partner websites and social media platforms
- online publication and journal libraries
- conferences
- events, workshops, meetings

- exhibitions
- press and networks (local, national, EC channels)

The messages, language and channels used for each target group are described in the following sections. The messages will most likely change and expand as the project progresses and should be considered a starting point for communication.

3.4 Patient sphere

The patient sphere covers patient groups with multi-morbidities, especially patients diagnosed with Rheumatoid Arthritis or Parkinson's disease and Cardio Vascular Diseases as the co-morbidities since these conditions are the applying clinical areas in PICASO. Relatives and associated patient organisations also belong to this target group. However, a general audience is also approached including society at large, press, researchers and companies with expertise in cultural mechanisms.

3.4.1 Messages and language

The main communication objective is to gain community and patient acceptance of tele-monitoring in the management of co-morbidities and individual care programmes.

The message is that the PICASO ICT platform offers the patient a personal continuity of care programme from hospital to home where doctors, nurses and carers may access the same information across sectors, and where information and multiple care plans are dynamically adjusted.

The platform offers close monitoring and personal feedback which help the patient to comply with therapy and better self-manage the diseases.

The language used in communication is predominantly non-specialist, using everyday language, providing explanations of specialist terms (clinical, organisational and technical) and illustrative examples. For patient organisations and cultural scientists, the language can use medium to high specialist terms.

3.4.2 Channels

The following are the channels for communication to the patient sphere;

- project website – dedicated page for the patient sphere
- dedicated blogs, Facebook, YouTube, (Instagram) – short news and videos
- webinars – on patient empowerment and have participation of patients, relatives and carers
- press – press releases targeted the general public

3.5 Clinical domain

The clinical domain covers professional health care providers across health care sectors, focusing on continuity of care programmes between hospitals, outpatient clinics and homes for patients with chronic conditions and co-morbidities. PICASO will especially target professional health care providers who are specialised in or have experience with patients who have been diagnosed with Rheumatoid Arthritis or Parkinson's disease and diabetes and with Cardio Vascular Diseases as the co-morbidities.

3.5.1 Messages and language

The communication objectives are to provide clinical evidence for benefits of integrated care to support uptake and build trust by showing that the PICASO platform is a secure and safe work efficiency tool, supporting professional decision-making. It provides integrated care across silos for a better continuum of care and thus service for patients.

The objective is also to demonstrate the potential in deploying new organisational models and new ways of exchanging medical information to improve the coordination of care management across silos. A final aim is to demonstrate the cost-benefit of implementing an integrated care platform like PICASO. The rationale is that by improving workflows of health and social carers and fostering more active participation of the patients in the care process the result is a reduction of hospital admissions and days spent in care institutions.

The language predominantly uses medium to high specialist terms, anticipating a high level of clinical and organisational knowledge and uses less specialist terms when communicating about technical topics.

3.5.2 Channels

The following are the primary channels for communication to the clinical domain;

- project website – dedicated page for the clinical aspects
- clinical partner websites – press releases and news
- webinar - management of co-morbidities with participations of medical professionals
- conferences and network events – submission and presentation of medical papers
- online publication and journal libraries – submission and acceptance of medical (journal) publications

3.6 Technology domain

The technology domain covers health technology and ICT stakeholders, such as software and hardware companies, research institutions, standardisation bodies and projects.

3.6.1 Messages and language

The communication objectives are to demonstrate that it is possible to develop a generic eHealth solution deployable in all EU countries and to demonstrate how the PICASO platform is a secure and safe work efficiency tool for supporting professional decision-making.

The message is that the PICASO platform (integrated care platform, data management platform and decision support tool) facilitates the establishment of comprehensive Continuum of Care management programs. It offers a new generation of integrated service components and a cloud based platform for management of continuum of care plans based on improved usability (through high level abstraction tools), organisational and software adaptability (personal dynamic narratives across care sectors and service orchestration of care plans), high degree of flexibility, interoperability and scalability, allowing private and public partnerships.

The language predominantly uses medium to high specialist terms, anticipating a high level of knowledge of technical topics and ICT and uses less specialist terms when communicating clinical, organisational and user needs.

3.6.2 Channels

The following are the primary channels for communication to the technology domain;

- project website – dedicated page for the ICT aspects, news, newsletters
- Twitter, YouTube (LinkedIn) – sharing of project news and event invitation, videos
- industrial and research partner websites and social media – press releases, articles and news
- conferences and network events - submission and presentation of scientific papers
- online publication and journal libraries - submission and acceptance of scientific (journal) publications
- exhibitions – leaflet, posters, demonstrations

3.7 Policy makers

The policy domain covers health authorities at all levels (national, regional and local) responsible for care strategies and investments, health economists, and policy makers (local, national and EU level). The domain also covers health insurance actors who in some countries decide the budget and chargeable services.

3.7.1 Messages and language

The communication objectives are to stimulate political acceptance of monitoring by the use of ICT based interventions; demonstrate the cost-benefit of implementing an integrated care platform like PICASO and instantiate it in existing health systems and to show that it is possible to develop a generic eHealth solution deployable in all EU countries, strengthening Europe's industrial position and competitiveness.

The message is that the PICASO platform as an ICT platform can support the highly individualised management of patients with complex conditions and co-morbidities across the traditional silos and in different national settings and facilitate the establishment of comprehensive continuum of care management programs for the benefit of the healthcare providers and patients.

PICASO demonstrates the cost-benefits in deploying an integrated care platform such as increased cost efficiency in workflows of health and social carers, more active participation of the patients in the care process resulting in a reduction of hospital admissions and days spent in care institutions.

The language predominantly uses medium to high specialist terms, anticipating a high level of economic, cultural and organisational knowledge and uses less specialist terms when communicating about technical and clinical topics.

3.7.2 Channels

The main communication channels to the policy domain are;

- project website – deliverables and news about the project results
- press and networks – press releases, news through local, national and EC networks and channels
- exhibitions, meetings – leaflet, posters and demonstrations

4 Communication plan

Communication is related to the promotion of PICASO and its results, using a variety of web communication channels and communication materials. The following presents the plan for web communication and marketing material. Plans related to the sharing of the project results i.e. dissemination activities are covered by *D9.3 Dissemination strategy and plan* involving publications, conferences, networking, event organisation and demonstrations. Measuring the efforts through the use of Key Performance Indicators (KPI) will also be presented in *D9.3*.

The plan is to continuously and actively publish project news and results on the project and partner websites and through social media channels to ensure visibility.

Key results related to the PICASO objectives and documented in the project deliverables are communicated to the different target groups through the different channels as they appear. The following list presents the timing (in project months) of deliverables (and hence communication) related to the objectives;

- clinical evidence for benefits of integrated care
 - M2: D2.1 Scenarios and use cases for integrated care
 - M6: D3.1 Integrated Care Plans Across Care Sectors – Analysis and Recommendations
 - M6: D3.3 The PICASO ethical guidelines
 - M18 D3.5 Privacy Compliance Laws Associated with Surveillance
 - M18 D3.6 Practical Implementation of Patient Empowerment and Joint Care
 - M24 D3.4 Ethical Analysis of Monitoring and Privacy Impact Assessment
 - M24 D3.2 Constraint Resolved Care Models for Management of Patients with Multi-morbidities
 - M36 - D8.11 Final Evaluation Report of Early Risk Detection and ICT Based Intervention
- security and safety of the PICASO platform as a work efficiency tool
 - M2: D2.1 Scenarios and use cases for integrated care
 - M7: D2.3 The PICASCO architecture specification
 - M6: D3.3 The PICASO ethical guidelines
 - M7: D2.3 The PICASCO architecture specification
 - M18 D3.5 Privacy Compliance Laws Associated with Surveillance
 - M18 D3.6 Practical Implementation of Patient Empowerment and Joint Care
 - M24 D3.4 Ethical Analysis of Monitoring and Privacy Impact Assessment
 - M24 D3.2 Constraint Resolved Care Models for Management of Patients with Multi-morbidities
 - M36: D8.11 Final Evaluation Report of Early Risk Detection and ICT Based Intervention
- generic eHealth solution deployable in all EU countries
 - M6: D8.1 Trial Definitions for Integrated Care Management
 - M7: D2.3 The PICASCO architecture specification
 - M9: D8.2 Trial Protocol for RA and Comorbidities Trial in Germany
 - M9: D8.3 Trial Protocol for PD and CVD trials in Italy
 - M12 D8.4 First Annual Trial Progress and Ethical Report
 - M18: D9.5 Plan for Contributions to Standardisation
 - M24 D8.7 Second Annual Trial Progress and Ethical Report
 - M24 D8.8 Second Trials Installation and Annual Updates

- M36 D8.9 Third Annual Trial Progress and Ethical Report
- M36 D8.10 Third Trials Installation and Annual Updates
- community and political acceptance of ICT based monitoring
 - M2: D2.1 Scenarios and use cases for integrated care
 - M36 - D8.11 Final Evaluation Report of Early Risk Detection and ICT Based Intervention
- cost benefit of an integrated care platform
 - M30 - D9.7 Integrated Care Economics and Cost Benefit Analysis
 - M36 - D8.11 Final Evaluation Report of Early Risk Detection and ICT Based Intervention

Demonstrators will be communicated to the general public and ICT communities in videos and at events. The following list presents the timing of demonstrators and the subsequent communication activity;

- Year 1
 - M9 D5.1 Data Models and Shared Memory Objects Structures Demonstrator
 - M12 D4.3 First version patient private cloud - Demonstrator
 - M12 D5.4 First Integrated Data Management Subset in Public Cloud Demonstrator
 - M12 D7.4 First Private and Public Cloud Integration Demonstrator
 - **M12 D7.5 First PICASO Integrated Care Platform Demonstrator**
 - M12 D8.5 First Trials Installation and Annual Updates Demonstrator
- Year 2
 - M24 D4.5 Second version patient private cloud - demonstrator
 - M24 D5.6 Second Integrated Data Management Subset in Public Cloud Demonstrator
 - M24 D7.7 Second Private and Public Cloud Integration Demonstrator
 - **M24 D7.8 Second PICASO Integrated Care Platform Demonstrator**
 - M26 D7.6 Second Care Management and Design Tools Demonstrator
- Year 3
 - M36 D4.6 Third version patient private cloud - demonstrator
 - M36 D5.7 Third Integrated Data Management Subset in Public Cloud Demonstrator
 - **M36 D7.9 Third PICASO Integrated Care Platform Demonstrator**

Four webinars will be organised to share knowledge and best practise. Two events will be webcast by the end of Y2 and another two by the end of Y3. Partners will decide whether to organise some of the events targeted the two countries of the trials or whether to approach a broader European audience, using English.

- two webinars on patient empowerment with participation of patients, relatives and carers;
 - the events will be marketed beforehand with invitations, website news and through newsletter.
- one webinar on integration of care with participation of a broad selection of care givers
 - the event will be marketed beforehand with invitations, website news and through newsletter.
- one webinar on management of co-morbidities with participations of medical professionals.
 - the event will be marketed beforehand with invitations, website news and through newsletter.

The project will prepare communication material for events, exhibitions, partner clinics, research institutes and other relevant places;

- A press release is prepared to announce the start of the project. Each partner organisation will issue the press release locally, customised to their main audiences.
- An abstract targeted at the media and the public is made to distribute through the EC channels such as [ICT for ageing Well Newsletter](#) and the [Marketplace](#) of the European Innovation Partnership on Active and Healthy Ageing.
- A leaflet is created at the beginning of the project with objectives, expected results and impact. The leaflet is updated as the project progresses, reflecting the latest development.
- Two posters are made for tradeshows and workshops. One is a general poster about the project, the other a poster about the two pilots.
- Short videos are created, the first after demonstrators have been built in M12 aimed at the general public and industrial community.
- At least four newsletters will be issued with project results and planned activities, one per project year.

The aim of the marketing activities is to create general awareness of the project's results and the potential of improved health outcomes, quality of life, care efficiency gains and economic benefits from the use of PICASO components in new care models and disease prevention.

The project measures the effects and impact of communication and dissemination by using quantitative and qualitative measures. The project has defined a set of relevant quantitative KPI to measure impact, some of which have been presented in this chapter. A complete overview of KPI is given in *D9.3*.

Besides these KPI, the project will closely monitor and record results generated from communication and dissemination activities such as feedback from events, interviews, visits to the project website, press coverage, new alliances and business opportunities.

4.1 Internal communication

To ensure maximum impact of PICASO it is important to think communication and dissemination in everything that the project does and communicate and coordinate these activities within the project. A dedicated wiki has been established to register and share all communication activities as well as press coverage and feedback from stakeholders. Partners are encouraged to bring forward 'good stories' about PICASO so that they can be told through the communication channels and to be open to the media through interviews and visits.

The more formal obligations and responsibilities when communicating and disseminating the project results are covered in *D9.3*.