



A Personalised Integrated Care Platform
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D9.9 Second Project Advertising Material

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1 Executive Summary

This deliverable is a follow-up on *D9.4 First Project Advertising Material* submitted in July 2016. Whereas D9.4 reported mainly on the advertising materials that were planned at the time, this deliverable provides an overview of the advertising materials that were actually created and/updated from August 2016 to June 2019.

The advertising material includes:

- Website
- Social Media
- Webinars
- Videos
- Press Releases
- Newsletters
- Leaflets and Brochure
- Poster

The materials are available via the project website: <https://www.picaso-project.eu/>

2 Introduction

A central aim in PICASO is to maximise the impact of the project by being active in communicating and disseminating results and innovations in a professional way. To this end, a set of tools and channels for communicating the progress and results of the project were defined in the project's dissemination strategy and plan (see D9.3).

2.1 Purpose, context and scope of this deliverable

This deliverable provides an overview of the advertising material created and/or updated since the submission of the first report in July 2016. In this first report (D9.4), an abstract for use via the various EU communication channels was created in the beginning of the project but as it was presented in D9.4 it will not be presented here again.

The website and social media accounts were also set up and first content provided in the beginning of the project. The website has been continuously updated with news post, information on dissemination activities, and project materials for download (including presentations, papers, deliverables etc.). The website was described in detail in deliverable *D9.2 Project Website and Media Platform*; in this deliverable an overview of the content will be provided.

The project website, social media, webinar, videos, press releases, newsletters, leaflets, brochure and poster are described. The materials are available via the project website: <https://www.picaso-project.eu/>

2.2 Content and structure of this deliverable

The project website, social media, webinar, videos, press releases, newsletters, leaflets, brochure and poster are described in the following sections.

3 Project Advertising Material

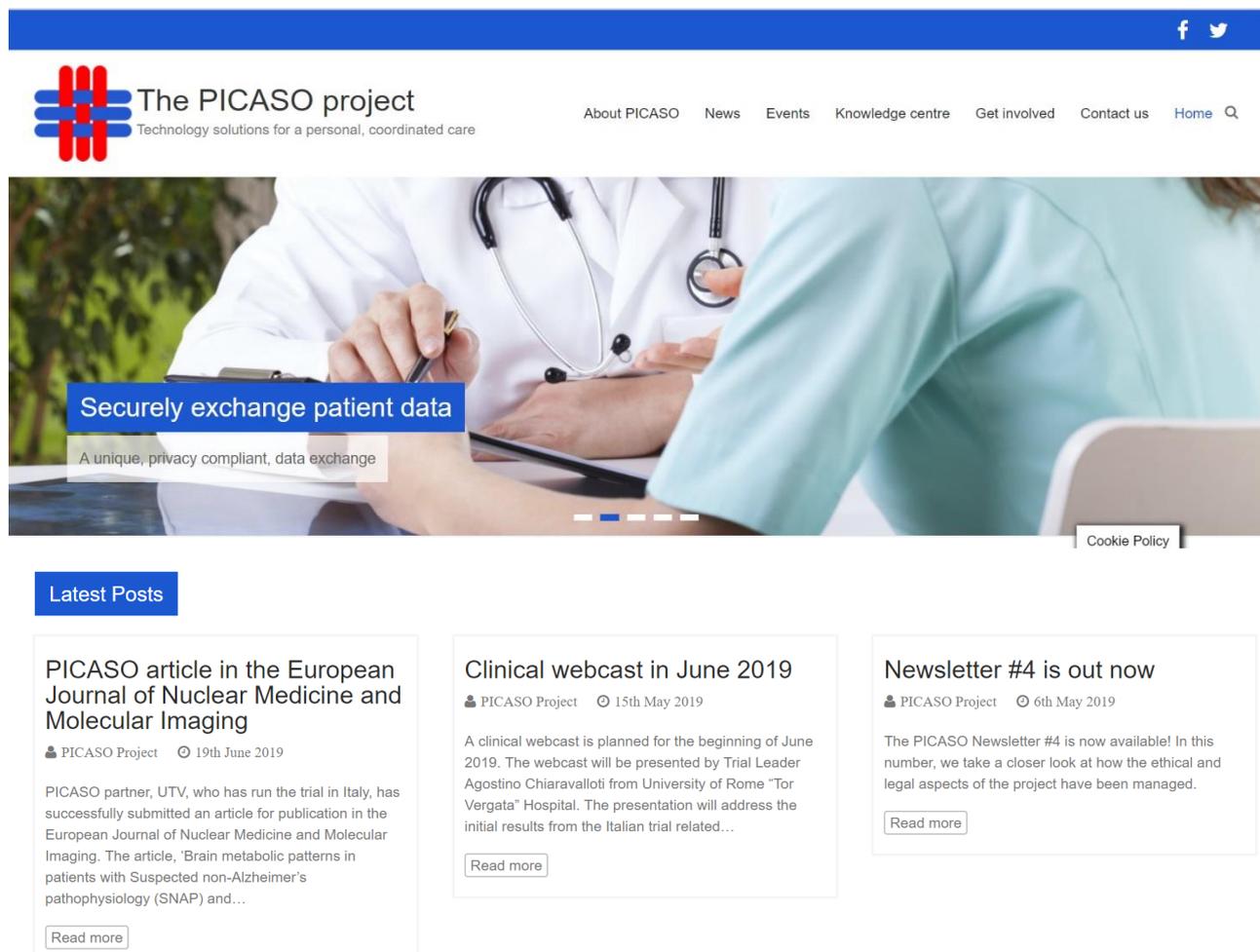
The projects strategy is to progressively increase dissemination efforts as project results are obtained, in order to first assure wide awareness of the PICASO project and progressively create favourable conditions for facilitating exploitation after the end of the project. Communication is related to the promotion of PICASO and its results, using a variety of web communication channels, communication advertising materials.

The primary communication channels in PICASO are the project and project partner websites. Moreover, social media sites such as Facebook, Twitter and YouTube as well as webinars, project videos, leaflets, brochure and press release make up the project’s advertising materials.

3.1 Project Website

The website is accessible at <https://www.picaso-project.eu/>. It has been continuously updated with news, results, public deliverables and other relevant material in line with the project’s progress, achievements and events. The front page of the website has five sliders which are linked to detailed information. The sliders are as follows:

- Integrate care plans across organisations
- Securely exchange patient data
- Manage care plan with multimorbidity
- Remote patient monitoring
- Enable patients and relative to become active participants.



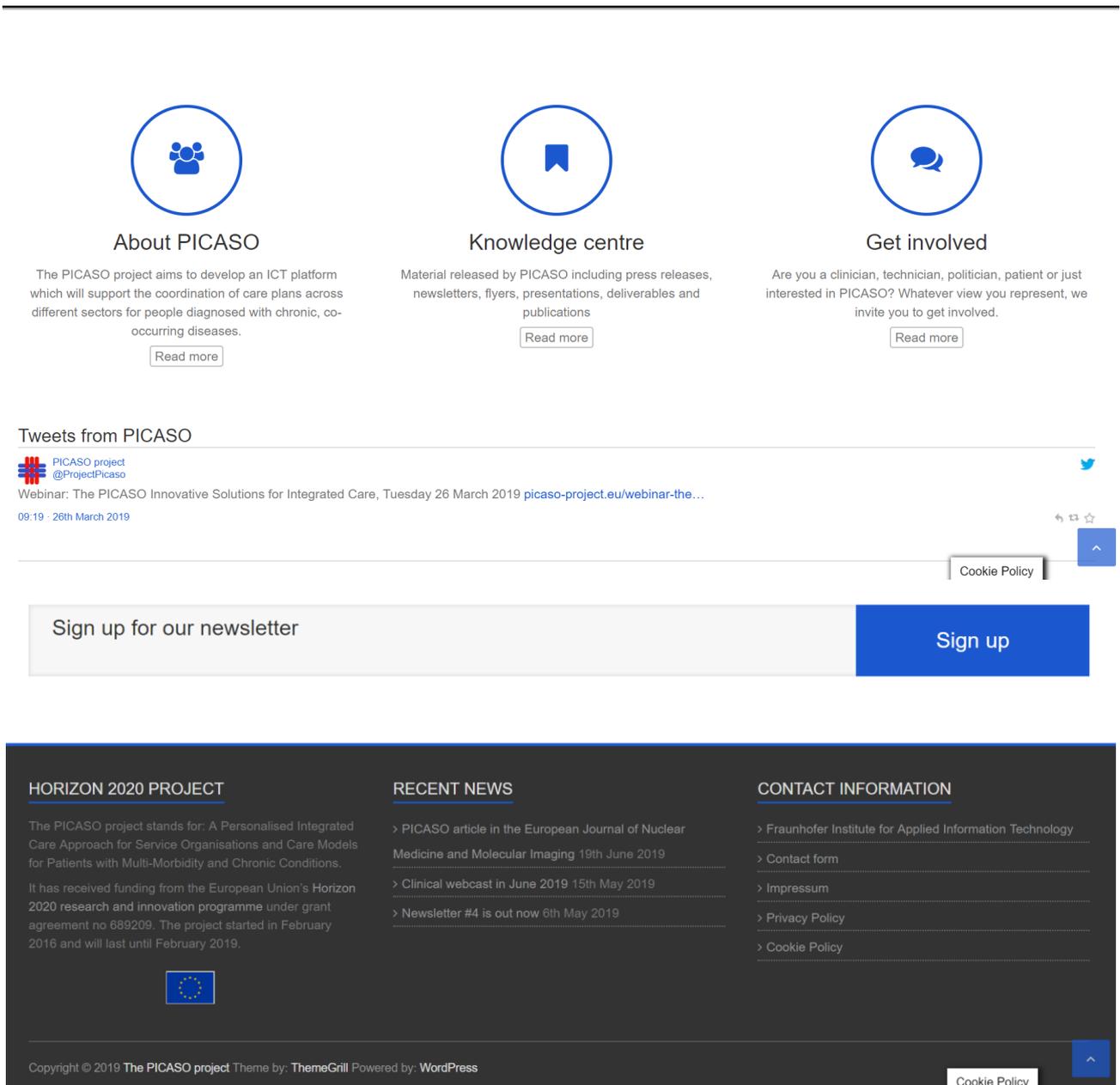


Figure 1: Website front page

There are six menus visible on the front page, a “Home” button, and a search function (pictured below)¹:

- About PICASO. This menu has three submenus:
 - Consortium: Provides a description of the project partners.
 - Work packages: Presents a short description work package structure and the nine work packages in the project.
 - Deliverables: A list of all the public deliverables which can be downloaded. Public deliverables are made available once accepted by the PO and EC reviewers.
- News: Provides a list of all the news items that have been posted on the website in a chronological order. This menu has one submenu:
 - Sign up for newsletter: Visitors can subscribe to the project newsletter by providing email address, first and last name. The formula requires that visitors actively accept that the project

¹ Screenshots of the website were taken on 19-06-2019.

can use their email address. How to unsubscribed is also described and a link to the project's privacy policy is provided.

- Events: This page provides a list of completed events and upcoming events
- Knowledge centre: On this page a collection of all the project material is available, e.g. newsletters, project press release, project leaflet, project brochure, presentations, publications and deliverables. The page also has a link to the project's YouTube page where it is possible to watch videos (project videos and patient instruction videos).
- Get involved: The project encourages visitors to get involved with us through our social sites and webinars. The page also contains a "contact us" option and provides the contact details of the project's Ethical Manager
- Contact us: This is a standard message box which visitors can use to contact the project.

Additionally, acknowledgement of the funding, quick links to recent news, contact information, legal information, privacy policy, and cookie policy is presented at the bottom of the front page. The cookie policy also appears as a small pop-up box at the right-hand bottom of website.

Screenshot of "About PICASO" and its submenus:

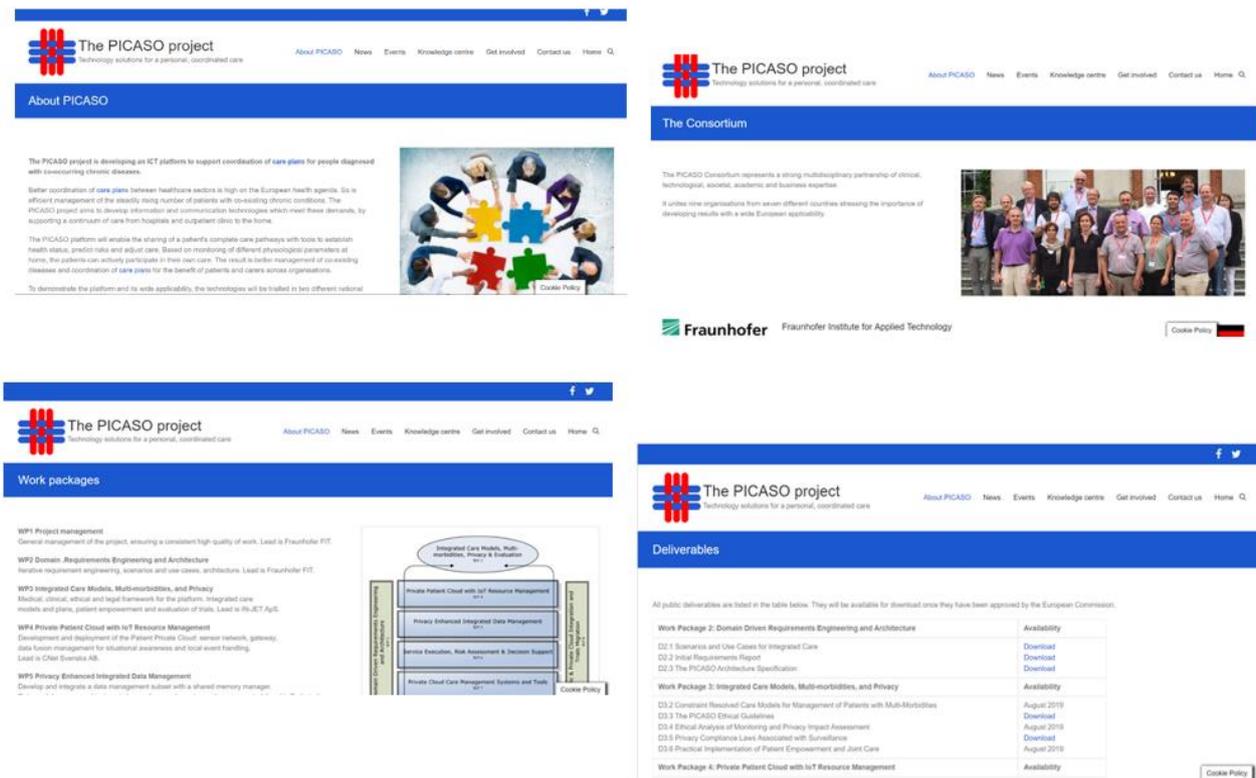


Figure 2: About PICASO

Screenshot of the "News" page. More than 40 news items have been posted:

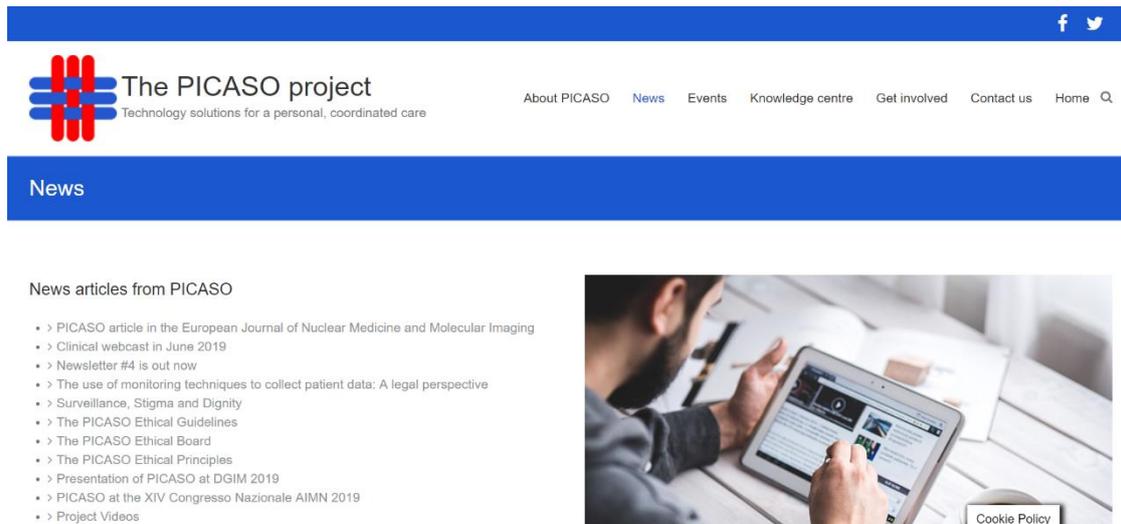


Figure 3: The "News" page on the website

Screenshot of the "Events" page:

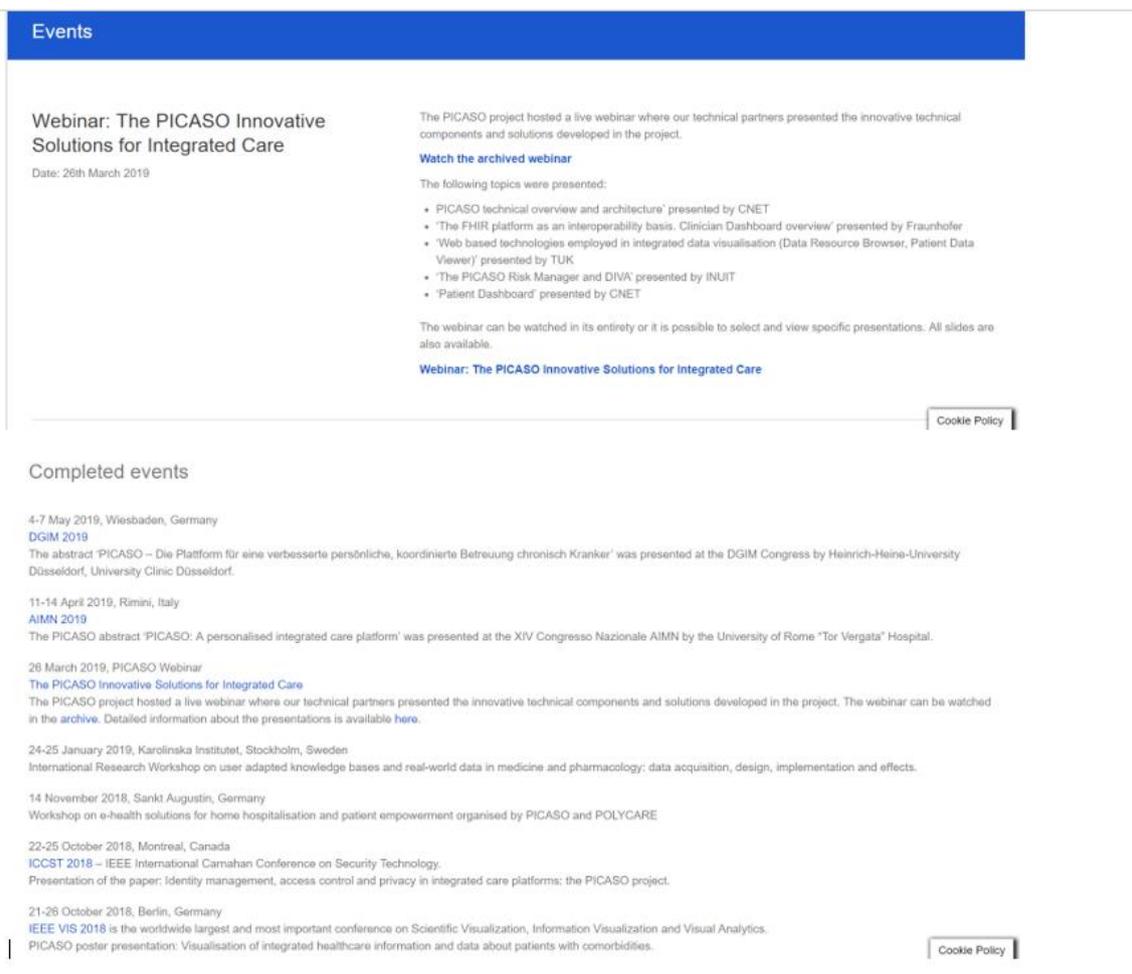


Figure 4: The "Events" page

The screenshot shows the 'Knowledge centre' page of the PICASO project website. At the top, there is a blue navigation bar with the PICASO logo and the text 'The PICASO project - Technology solutions for a personal, coordinated care'. Navigation links include 'About PICASO', 'News', 'Events', 'Knowledge centre', 'Get involved', 'Contact us', and 'Home'. The main content area is titled 'Knowledge centre' and is divided into several sections:

- Information material:** Lists newsletters from May 2019, March 2019, October 2018, and December 2016, along with a press release from July 2016 and a project flyer.
- Presentations:** Lists several presentations, including 'PICASO Architectur' by Peter Rosengreen & Mattis Ahtsin, 'Fusion Imaging in Nuclear Medicine' by Prof. Orazio Schifano, and 'Understanding and granting Android permissions: A user survey' by INJIT.
- Publications:** Lists publications such as 'The EU commission's risky choice for a non-risk based strategy' by Paul Quinn, 'Gute Genesung: Projekt PICASO für die integrierte Patientenversorgung in Europa' by FIT, and 'PICASO - A Personalised Integrated Care Platform' by UTV.

On the right side of the page, there is a large image of a brain-shaped bookshelf filled with books, set against a background of various icons and symbols. Below this image, there are sections for 'Deliverables' and 'Videos'. The 'Deliverables' section states that public deliverables will be released as downloads once approved by the European Commission. The 'Videos' section states that videos released by the project will be available on YouTube. A YouTube logo is displayed below the 'Videos' section. At the bottom of the page, there is a dark blue footer with three columns: 'HORIZON 2020 PROJECT', 'RECENT NEWS', and 'CONTACT INFORMATION'.

Figure 5: The "Knowledge Centre" Page

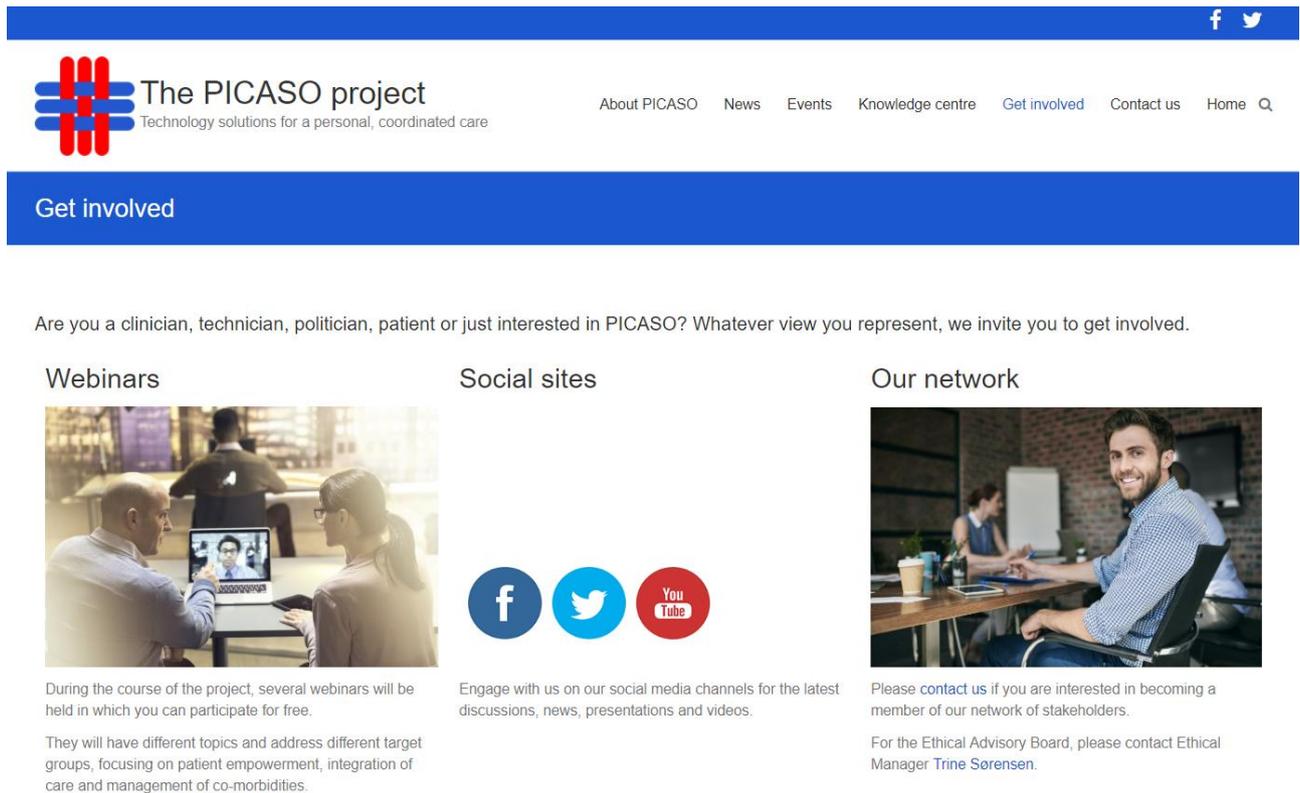


Figure 6: The "Get Involved" page

3.2 Social Media

PICASO uses different social media channels to increase visibility and interact with people. Facebook, Twitter and YouTube are the main social media channels which PICASO have used. It is possible to access all three platforms via the project website.

3.2.1 Facebook

Facebook has been targeted particularly at patients, their relatives, patient organisations and the general public. The messages have used a lay language to promote project results, events and news.



Figure 7: Facebook page - <https://www.facebook.com/Picaso-EU-project-938335469615728/>

3.2.2 Twitter

Twitter has primarily been targeted at the professional community, e.g. stakeholders in the clinical and the technological domain. It has been used to promote events, news and results.



Figure 8: Twitter account - <https://twitter.com/ProjectPicaso>

3.2.3 YouTube

The PICASO YouTube channel contains the two project videos that are based on the experiences and results of the two trials. The video is targeted at all stakeholders and invites viewers to contact the project to learn about the exploitable products resulting from the project.

The channel also contains instruction videos that were created to help patients use the devices to measure their health parameters and send the data to a clinician using the PICASO App. As these videos were directly targeted to the patients in the trials, two sets of videos have been created: one with German subtitles and one with Italian subtitles. The instruction videos will also relay to the general public how easy the PICASO self-monitoring solution is to use.

PICASO's YouTube channel: https://www.youtube.com/channel/UCSCmeKer26ZZLJOix4zgs_g

3.3 Webinar

PICASO has produced one webinar. The aim was to reach targeted audiences and to invite them to interact and engage with the project and potentially with other participants. The webinar has been archived and can be viewed online here: <https://in-jet.public-i.tv/core/portal/home>

The presentations have been attached and the slides follow the presentation dynamically. It is also possible to download the presentations as pdf files, both in the player and via the "Knowledge Centre" on the project website.

3.4 Videos

Two unique project videos have been produced. One video is based on the trial conducted by UNITOV. It contains interviews with professionals and patients on their experiences with using PICASO for the sharing of care plans and patient data. The video demonstrates how PICASO helps to overcome the fragmentation of today's health care systems by providing a data platform that ensures that all relevant information reaches patients and professional caregivers across care sectors on time.

The other project video is based on the trial run by UDUS. It is an animation video that demonstrates the PICASO home-monitoring solution from the patient perspective and how it supports patient adherence to the care plan. The video demonstrates the PICASO tools that ensure an active inclusion of the patient as well as an easy way to communicate with other healthcare professionals based on safe data transfer.

The videos are available on the project's YouTube channel and on the project website.

3.5 Press Releases

Four press releases have been issued to disseminate significant achievements and events:

20 July 2016

Coherent care plans for patients with multiple, co-occurring chronic conditions

https://www.picaso-project.eu/wp-content/downloads/PICASO_press_release_20160720.pdf

17 Oct 2018

Projekt PICASO für die integrierte Patientenversorgung erfolgreich vorgestellt

<https://www.fit.fraunhofer.de/de/presse/18-10-17.html>

English version: *Presentation of the PICASO platform for integrated patient care a resounding success*

<https://www.fit.fraunhofer.de/en/presse/18-10-17.html>

24 Oct 2018

Workshop der EU-Projekte PICASO und POLYCARE: IT-Lösungen für bessere Gesundheitsdienstleistungen

<https://www.fit.fraunhofer.de/en/presse/18-10-24.html>

3.6 Newsletters

The project has published five newsletters which partners have distributed to their relevant contacts. The publication of the newsletters has followed the progress of the project to ensure that it had new and interesting developments and achievements to report. The newsletters have also been used to promote different dissemination activities carried out by the consortium as a whole or by individual partner(s) (e.g. workshops, conferences, papers, webinars, project videos etc.). All newsletters can be downloaded via the menu “[Knowledge Centre](#)” on the project website. Direct link to all newsletters: <https://us10.campaign-archive.com/home/?u=6272fb19f818a0e634c8226bf&id=0aed974756>

3.6.1 Newsletter #1

The first newsletter presented the first results of the project and carried the following headlines:



- Welcome to PICASO
- Coordinating care plans for patients with multimorbidities
- Developing technology from vision
- Definition of the PICASO trials
- Founding integrated care plans.

It was published in December 2016.



Figure 9: Newsletter #1 extract

3.6.2 Newsletter #2

The second newsletter was published in October 2018 with focus on trial feedback, presentation of PICASO solutions and invitation to workshop.

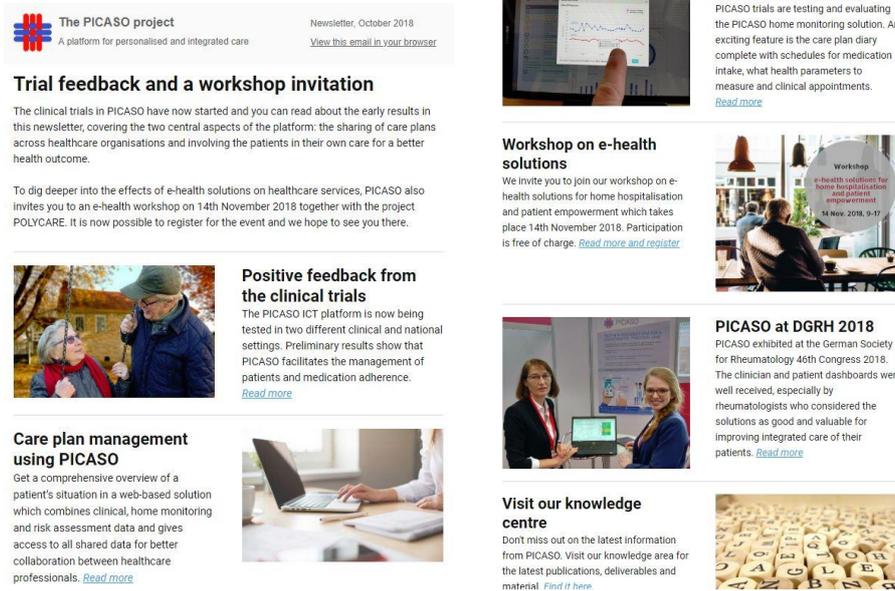


Figure 10: Newsletter #2 extract

3.6.3 Newsletter #3

This newsletter was released in March 2019, with an invitation to join the PICASO webcast and other events, attended by project partners.

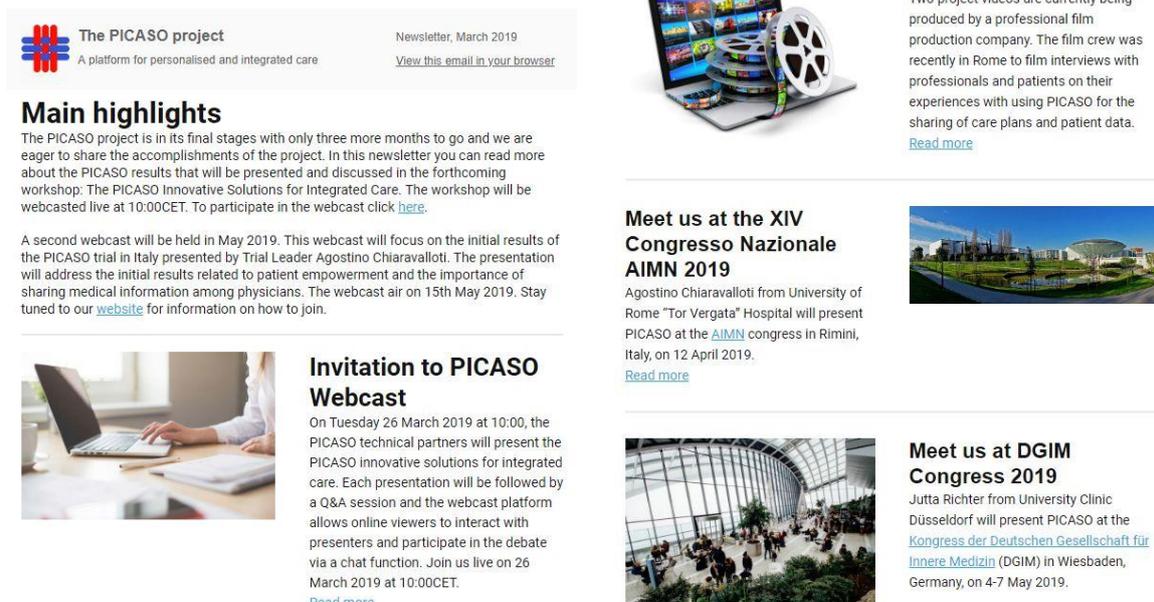


Figure 11: Newsletter #3 extract

3.6.4 Newsletter #4

Released in May 2019, the fourth issue was dedicated to the management of ethical and legal issues in PICASO as well as requirements.



The PICASO Ethical Principles
One of the first activities of the PICASO project was to establish a set of ethical principles and guidelines for the project. This was highly prioritised by the project because the two project trials would involve real patients who would test and evaluate the PICASO solutions.
[Read more](#)

The PICASO Ethical Guidelines
The PICASO Ethical Guidelines were based upon the project's Ethical Principles. The guidelines were implemented in the project by means of the development of a check list, The PICASO Ethical Check List. The Check List is a tool for the project to check if the Ethical Principles were implemented and that applicable regulatory requirements were fulfilled.
[Read more](#)

The PICASO Ethical Board
The PICASO Ethical Board was established as an advisory entity soon after the project started. The PICASO Ethical Board consists of the project's Ethical Manager (Chair), a legal expert, the two trial owners (internal members) and three external expert members. The PICASO Ethical Board had its first meeting on 25 May 2016 where the ethical issues relevant to the project and the two trials were discussed, the PICASO Ethical Guidelines and Principles were defined, and the board's Terms of Reference were agreed upon.
[Read more](#)

Surveillance, Stigma and Dignity
The ethics of surveillance raises a number of issues but in PICASO we have focused on stigmatisation and human dignity. Both issues are extremely important in the context of healthcare in general and with specific focus on the patient, notably a chronic patient, in particular. Surveillance, monitoring, stigmatisation and human dignity cannot be separated from a discussion on privacy and protection of personal data, especially as the digitalisation of societies, and of healthcare, increases and spreads.
[Read more](#)

The Use of Monitoring Techniques to Collect Patient Data: A Legal Perspective
PICASO has had the advantage of having a legal expert from VUB as a project partner. In addition to sitting on the Ethical Board, VUB has advised the consortium on the applicable regulatory frameworks and legal requirements, both in the context of 'PICASO as a research project' and in the context of 'PICASO as an exploitable system'. In particular, the consortium was advised on legal issues that related to surveillance issues and to the use of patient data in a manner that was foreseen by the PICASO project.
[Read more](#)

Meet us at DGIM Congress 2019
Jutta Richter from University Clinic Düsseldorf will present PICASO at the [Kongress der Deutschen Gesellschaft für Innere Medizin \(DGIM\)](#) in Wiesbaden, Germany, on 4-7 May 2019.



Watch our Webcast
A clinical webcast will air on 15 in May 2019. The webcast will focus on the initial results of the PICASO trial in Italy presented by Trial Leader Agostino Chiaravallotti. The presentation will address the initial results related to patient empowerment and the importance of sharing medical information among physicians. Stay tuned to our [website](#) for information on how to join.

Visit our knowledge centre
Don't miss out on the latest information from PICASO. Visit our knowledge area for the latest publications, deliverables and material. [Find it here.](#)



Figure 12: Newsletter #4 extract

3.6.5 Newsletter #5

The final newsletter was released at the end of the project detailing the results from the PICASO project.

The PICASO project
A platform for personalised and integrated care
Newsletter, 30 June 2019
[View this email in your browser](#)

Results from the PICASO Project
The PICASO project officially ended on 30th June 2019. In this newsletter you can read about our main achievements.

A Secure Multiple Cloud Solution
The PICASO platform is an innovative cloud solution that facilitates interoperability across distributed data sources. It enables care organisations to benefit from cloud technologies and experience benefits of scalability and software resource sharing without violating regulations regarding clinical data.
[Read more](#)

Integrated Care
The PICASO Clinician Dashboard enables clinicians to create and share care plans for patients with multiple conditions. Patient data can be shared across multi-actor care spaces via the PICASO Integrated Care Platform to support integrated care where multiple care services, interventions and care providers are joined together to deliver a more holistic care to patients.
[Read more](#)

Patient Self-Monitoring
The Patient Self-Monitoring Solution is supported by the Patient Dashboard and the PICASO App. It is a self-monitoring platform that integrates three types of monitoring schemes - scheduled vital signs measurements with medical devices, continuous activity and behaviour monitoring using wearable sensors, and patient self-assessment using disease-specific clinical questionnaires.
[Read more](#)

Trial Results
The clinicians involved in the two PICASO trials have been positive about the possibility to share patient data because it allowed them to better understand the patient's health status. They see PICASO as a solid tool that can support integrated care because it allows all associated clinicians to work in, and share, one integrated patient care plan.
[Read more](#)

Project Brochure
A final project brochure is currently underway to highlight the main results and impacts of the project and the solutions that will now become available on the market.

Market analysis paper
The project has published a market analysis paper which can be downloaded [here](#). The paper provides an analysis of the European healthcare landscape with special attention given to the healthcare markets in Denmark, Germany, Italy and Sweden. The level of e-health readiness and implementation is highlighted in the analysis.

Project Videos
Two project videos based on the experiences and results of the two PICASO trials have been produced and can be watched here. The videos demonstrate how PICASO supports integrated care and helps to identify constraints and conflicts when caring for patients with multimorbidities.
[Read more](#)

PICASO Webcasts
Two webcasts have been hosted by PICASO: one focusing on the innovative technologies developed and one focusing on the clinical experiences and results from one of the PICASO trials.
[Read more](#)

Publications
The consortium has published a number of abstracts, papers, and presentations. A full list of publications and how to access them is available in the [Knowledge Centre](#) on the website. Public deliverables are also available on this page.



Figure 13: Newsletter #5 extract

3.7 Leaflets and Brochure

The leaflet produced at the start of the project has been updated continuously. The latest version is displayed here:

PICASO

DELIVERING A CONTINUUM OF CARE FOR PEOPLE WITH MULTIPLE CHRONIC CONDITIONS

The PICASO project is developing a cloud-based ICT platform, which optimises the coordination of care plans across different actors for people with multimorbidities.

CLINICIAN SOLUTION

Managing patients with multiple chronic conditions is a complex task, involving different specialists and caregivers across several healthcare domains. The PICASO clinical solution supports a coordinated, holistic care of patients based on sharing patients' complete clinical pathways with tools to establish health status, predict risks and adjust care.

Highlights include:

- Display of relevant information about a patient, including medication and treatment history, visits and appointments as well as home monitoring readings, medication adherence and well-being assessments
- Search on shared patient data in a data resource browser, with a dynamic, contextual map of available information depending on the access given to the user
- Creation and sharing of care plans between involved professional caregivers
- Risk scores based on patient profile and simulation of results according to change of input.

PATIENT SOLUTION

Studies have shown that measurement and monitoring of physiological parameters at home have clinical benefits and positive effects on the quality of life for chronic patients, since they become more actively involved in their own health and care. The PICASO patient solution entails an easy-to-use dashboard where patients can measure important physiological parameters and monitor their health status for increased knowledge, a better overview and more control.

Highlights include:

- Care plan diary with schedules for medication intake, list of health measurements to do and clinical appointments
- Integration of multiple care plans for an easy overview and adherence
- Sharing of monitored data with relevant stakeholders based on informed consent.

CARE MANAGEMENT AS A SERVICE

The PICASO ICT platform is a cloud solution that enables care organisations to use cloud technology and experience benefits of scalability and software resource sharing while complying with regulations on clinical data.

All software for care management and decision support is hosted in one public cloud while all clinical data reside inside the care organisations. All access and use of data are done in a secure and authorised way, adhering to data protection regulations.

THE PICASO TRIALS

The PICASO platform and its services are being tested and evaluated in two different clinical and national settings to prove the versatility of the platform.

One trial is carried out in Rome, Italy by the University Tor Vergata and the Department of Psychiatry of the Institute of Treatment and Research, Santa Lucia of Rome. It involves 30 patients over 65 years of age with Parkinson Disease and an associated comorbidity.

The other trial takes place in Germany, organised by the Policlinic of Rheumatology & Hiller Research Unit at the Heinrich-Heine University in Düsseldorf. Here, the target is 30 patients who attend the outpatient clinic. They are over 18 years of age and have Rheumatoid Arthritis with a cardiovascular comorbidity.

www.picaso-project.eu | Facebook.com/PICASOProject | Twitter.com/ProjectPICASO

The PICASO project: A Personalised Integrated Care Approach for Smart Organisation and Care Models for Patients with Multimorbidity and Chronic Conditions. Co-funded by the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101019720.

Project partners: Fraunhofer Institute for Applied Information Technology, Chiesi S.p.A. S.p.A., In-IT, Apt, Fondazione Istit Tor Vergata, Heinrich-Heine-University Düsseldorf, University CHIC Düsseldorf, Technical University of Kočica, University of Rome "Tor Vergata" Hospital, Vrije Universiteit Brussel.

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Figure 14: PICASO flyer

Additionally, a final 12-page brochure is being finalised at the time of writing. It focuses on the innovations and results coming from PICASO. It can be found on the project website.

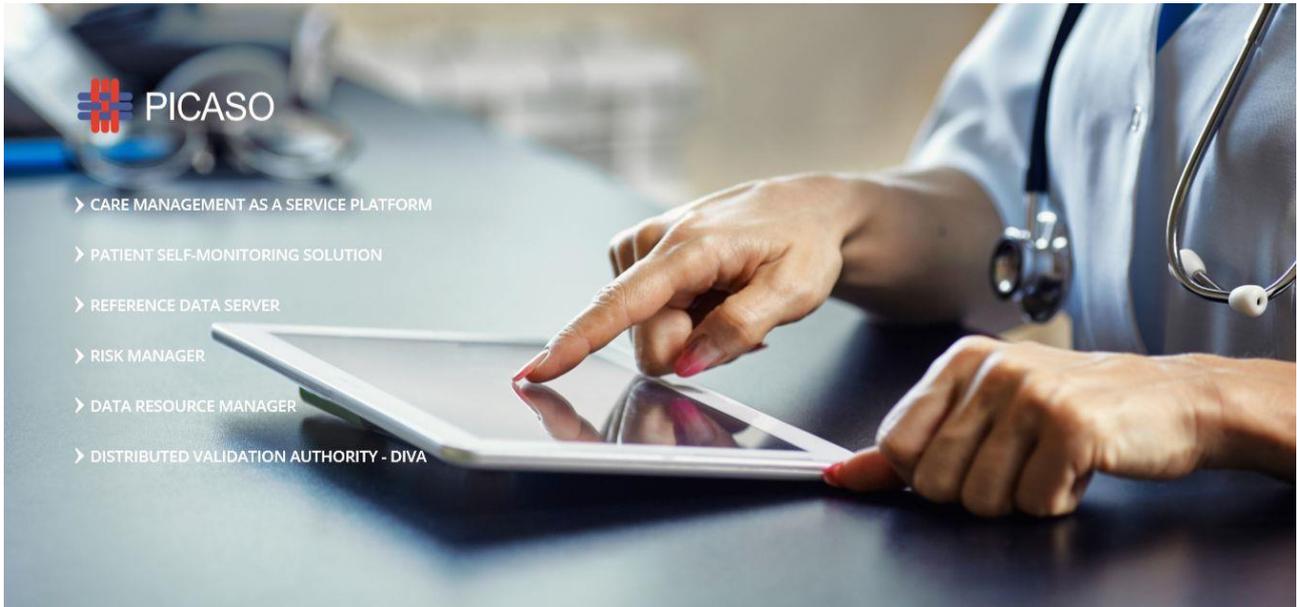


Figure 15: Page from PICASO final brochure

3.8 Poster

A poster was produced in October 2018 to support project partners at dissemination events.



PICASO

TECHNOLOGY SOLUTIONS FOR A COORDINATED, PERSONAL CARE

The PICASO project provides an ICT platform, which supports a better coordination of care plans for people with multimorbidities

- › Delivering a continuum of care from hospitals and outpatient clinics to patients' home
- › Sharing patients' complete clinical pathways with tools to establish health status, predict risks and adjust care
- › Empowering the patients to actively participate in their own care based on monitoring physiological parameters at home

Trial settings: Heinrich-Heine-University Düsseldorf, University Clinic Düsseldorf, Germany
University of Rome "Tor Vergata" Hospital and Santa Lucia Hospital, Rome, Italy

www.picaso-project.eu facebook.com/PICASOProject twitter.com/ProjectPicaso

Project partners: Fraunhofer Institute for Applied Information Technology, CNet Svenska AB, Fondazione Inuit Tor Vergata, Heinrich-Heine-University Düsseldorf - University Clinic Düsseldorf, InjeIT ApS, Technical University of Košice, University of Rome "Tor Vergata" Hospital, Vrije Universiteit Brussel.

The PICASO project
A Personalised, Integrated Care Approach for Service Organizations
and Care Models for Patients with Multimorbidity and Chronic Conditions
Funded by the European Union's Horizon 2020 Research and Innovation
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Figure 16: PICASO poster

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