



Cyclic and person-centric Health management : Integrated appRoach for hOme, mobile and
clinical eNvironments - Grant Agreement no. : 100228

ARTEMIS JOINT UNDERTAKING

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August 20 th 2010	Second version with added the FIMI contribution
August 28 th 2010	Third version with added contribution of different partners (CEIT)
September 15 th 2010	Fourth version peer reviewed



Executive Summary

Efficient dissemination is an essential activity in CHIRON project as it contributes decisively to the short and long term goals of CHIRON. Therefore, careful planning of dissemination activities is of utmost importance.

This document details the dissemination strategy and activities to be undertaken during the CHIRON project lifetime to make the project and its work widely known, focusing on different target groups, including science and industry communities. The CHIRON consortium participating partners come from to 8 different European countries and have diverse research backgrounds, namely medical institutions, enterprises, research institutes and universities. Therefore, the CHIRON consortium is well placed in order to efficiently spread the outcomes of the project.



1 Introduction

1.1 Purpose of this document

The purpose of this document is to report on dissemination activities and to outline the evolving dissemination strategy and plans, as foreseen in WP8.

WP8 is one of the horizontal activities, subdivided into five tasks the first of which (T8.1) deals with dissemination activities. The three deliverable reports, v.1 (month 6), v.2 (month 14) and v.3 (month 26) cover reporting and planning activities of Task 8.1.

1.2 Project overview

The CHIRON project intends to combine state-of-the art technologies and innovative solutions into an integrated framework designed for an effective and person-centric health management along the complete care cycle.

In this vision,

- CHIRON will address and harmonize the needs and interests of all the three main beneficiaries of the healthcare process, i.e., the citizens using the services, the medical professionals and the whole community;
- CHIRON will position the citizens at the core of the whole healthcare cycle by considering them as “persons” with specificities and identities and will empower them to manage their own health;
- CHIRON will enlarge the boundaries of healthcare by fostering a seamless integration of clinical setting, at home setting and mobile setting in a concept of a continuum of care;
- CHIRON will speed up the move from treatment of acute episodes to prevention;
- CHIRON will provide the physicians with extensive support for treatment monitoring and management, timely decisions and appropriate actions in both the clinical and home environments.

1.3 Dissemination Objectives

The CHIRON consortium is comprised of a balanced mixture of medical institutions, enterprises, research institutes and universities.

CHIRON will adopt a “multimodal” dissemination approach which will address the wide spectrum of stakeholders involved in tele-health but each one with a specific dissemination tool. The major focus of its dissemination framework will be to ensure that the project’s research and practical outcomes are widely disseminated to the appropriate target communities, at appropriate times and via appropriate methods.

CHIRON has a twofold dissemination strategy:



- a. A pure dissemination objective to get the project known to all potentially interested communities,
- b. The establishment of synergies towards common results (raising of awareness, sharing of knowledge, collection of feedbacks to improve the developed solutions, joint initiatives).

The patients and their families will be involved in User panels to present them the concept and the objectives of the HEART COUNSELLOR project and to get from them inputs related to the user requirements. The acceptance of new technological solutions is often linked to the perception of the benefits they bring therefore the dissemination of the CHIRON concepts to the patients community and to their informal caregivers (the family, the friends, etc.) is relevant.

Other key stakeholders we will address are the **medical professionals and the overall healthcare system** including the opinion leaders and the decision makers. Sometimes they have a certain resistance and they are rather skeptical about new solutions changing the conventional approaches. They must be convinced with solid arguments demonstrating the clinical validity and the overall socio-economic benefits of solutions such as the CHIRON ones.

We plan to approach them with workshops, conferences, seminars and publications in specialized magazines. The CHIRON medical partners will play an important role in this area.

The dissemination activities will aim also to promote the sharing of knowledge and the discussion in the **scientific and academic community**. The technologies involved in CHIRON are in a stage of continuous evolution and their advance asks for a synergic and multi-disciplinary effort.

All the Partners and mainly the scientific and academic Partners will give their contribution by participating as speakers to Conferences and by publishing articles in specialized magazines addressing the research themes of CHIRON.

Among the other initiatives, the CHIRON Consortium intends to organize an International Conference during the final phase of the project; it will offer the opportunity of presenting and discussing the developed solutions to get feedbacks and to define guidelines for further developments.

Dissemination tools will be developed also for **the industrial and the business community**.

We intend to identify organizations and industrial fora operating in the sector of the remote patient monitoring and management; the goal will be a dissemination of the concepts and solutions elaborated during the execution of the project and a synergic cooperation for their adoption on a worldwide basis.

Cooperation and a harmonized effort of all the industrial players are judged as a key element for promoting and speeding up the transition in healthcare from treatment to prevention through remote monitoring and management.



Some of the Partners of the CHIRON Consortium are belonging to multinational Organizations and they will have an important role in this activity. Some of them are already part of International Alliances and Groups devoted to remote monitoring and management of patients.

Knowledge sharing and dissemination of the results achieved in the various stages of the project will be very important. The outcomes of the clinical trials will provide a large quantity of data allowing the assessment of all the characteristics of the proposed solution such as technological aspects, usability, integration, restraints, applicability of the business model and –over all– “medical” value.

Finally the CHIRON web-site will promote and diffuse the concepts and the solutions developed by the Project in a more widespread approach by addressing also **the overall community**.

Each of the CHIRON Partners will find its role in this Dissemination Strategy.

This dissemination plan will show how the variety of partners will contribute to the widespread dissemination of the CHIRON outcomes.

By summarizing, the dissemination activities within the CHIRON project have the following main objectives:

- To widely disseminate the existence of the CHIRON project; with a special attention to all the three main beneficiaries of the healthcare process: the citizens using the services, the medical professionals and the whole community.
- To disseminate the project's results and achievements through effective dissemination material.
- To develop an interactive and user friendly website to inform the general public and all stakeholders about CHIRON.
- To attend international conferences and workshops to inform the scientific community about CHIRON, its goals and achievements and to gather valuable information on the same issues.
- To organize special forums in order to discuss, exchange information, gather input and evaluation the results in the problems addressed CHIRON, its proposals and achievements from all relevant stakeholders and special interest groups.



2 Dissemination Strategy and Plans

2.1 Specification of targeted groups

The goal of the CHIRON project is to combine state-of-the art technologies and innovative solutions into an integrated framework designed for an effective and person-centric health management along the complete care cycle. Thus, the project's foremost target groups together with summaries of dissemination channels and activities are the following:

- The patients and their families i.e., informal caregivers:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - Generic media communication
 - Group meetings and user forums
- Doctors and medical professionals:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - International conferences and seminars
- ICT community:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - International conferences and seminars
 - Publishing papers in technical journals
 - Exhibitions and commercial events
- Links with other European Research projects:
 - Mailing lists and e-Newsletters
 - Web-site



- Communication material
- International conferences and seminars
- Publishing papers in technical journals
- Exhibitions and commercial events
- Brainstorming meetings, networking sessions and joint initiatives
- Medical scientific community:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - International conferences and seminars
 - Publishing papers in technical journals
 - Exhibitions and commercial events
- The institutions, policy makers and opinion leaders:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - Generic media communication
 - Exhibitions and commercial events
- The industry, business and financial community:
 - Mailing lists and e-Newsletters
 - Web-site
 - Communication material
 - International conferences and seminars
 - Publishing papers in technical journals
 - Generic media communication
 - Exhibitions and commercial events



- o The overall community:
 - Web-site
 - Communication material
 - Generic media communication

The following two diagrams show

- a. The first the different dissemination tools planned to be used for the various stakeholders;
- b. The second one the specific CHIRON-related topics conveyed to each of the involved stakeholders.

CHIRON-related TOPICS →	General concepts & objectives	Specific CHIRON-related ICT technologies (sensors, wireless communication, imaging, data management, architectural topics, etc.)	Medical science		Socio-economic related issues	Business aspects
			Cardiac	E-health, patient monitoring, CHF, etc.		
INVOLVED STAKE-HOLDERS ↓						
Patients & their families	AWARENESS - EDUCATION		GENERAL INFO			
Doctors & medical professionals	AWARENESS / GENERAL INFO		GENERAL AND SPECIALIZED INFO ON NEW APPROACHES / OUTCOMES OF THE CHIRON RESEARCH			
ICT Researchers / Developers	GENERAL INFO	OUTCOMES OF THE CHIRON RESEARCH IN SPECIFIC AREAS OF INTEREST				
Medical scientific community	GENERAL INFO		OUTCOMES OF THE CHIRON RESEARCH IN THE MEDICAL AREA (e.g. results of the clinical trials, new sensors, new imaging solutions, etc.)		GENERAL INFO	
Institutions, policy makers & opinion leaders	AWARENESS / GENERAL INFO	GENERAL INFO	GENERAL INFO		SOCIO-ECONOMIC ASSESSMENT OF THE CHIRON SOLUTION	GENERAL INFO ON THE IMPACTS
Industrial, business & financial community	GENERAL INFO	GENERAL INFO	GENERAL INFO			DEEP ANALYSIS ON BUSINESS MODELS AND MARKET POTENTIAL / STANDARDIZATION TOPICS
Overall community (the citizens)	AWARENESS - EDUCATION / GENERAL INFO		GENERAL INFO			

Figure 1. Disseminated contents and involved stakeholders

DISSEMINATION TOOLS →	Mailing list / Newsletter	WEB site	MARCOM material (brochures, posters, leaflets, flyers, LOGO, templates, gadgets, etc.)	CONFERENCES / SEMINARS		PUBLICATION OF PAPERS / ARTICLES / PRESS RELEASES		Specialized Exhibitions / Other commercial events	VISITS and / or small group meetings / workshop / User Forum	Brainstorming meetings / Networking sessions / Joint initiatives
				Presentation of papers / posters	ORGANIZATION	SPECIALIZED JOURNAL S / MAGAZINE S	GENERIC MEDIA			
INVOLVED STAKE-HOLDERS ↓										
Patients & their families	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Doctors & medical professionals	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
ICT Researchers / Developers	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Other European Research Projects	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Medical scientific community (incl. Medical Associations)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Institutions ,policy makers & opinion leaders	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Industrial , business & financial community (incl. Industrial Alliances or Associations and Standardization Committees)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Overall community (the citizens)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green

Figure 2. Involved stakeholders and dissemination tools

3 Description of Dissemination Plan

This section describes the approach of the dissemination plan. The CHIRON project has identified a series of activities that will be undertaken in order to reach the different groups of stakeholders. The aim of these activities is both to raise awareness of the CHIRON project and to deepen the understanding of the project itself.

The CHIRON Dissemination Plan foresees a 7 steps process as shown in the following graph.

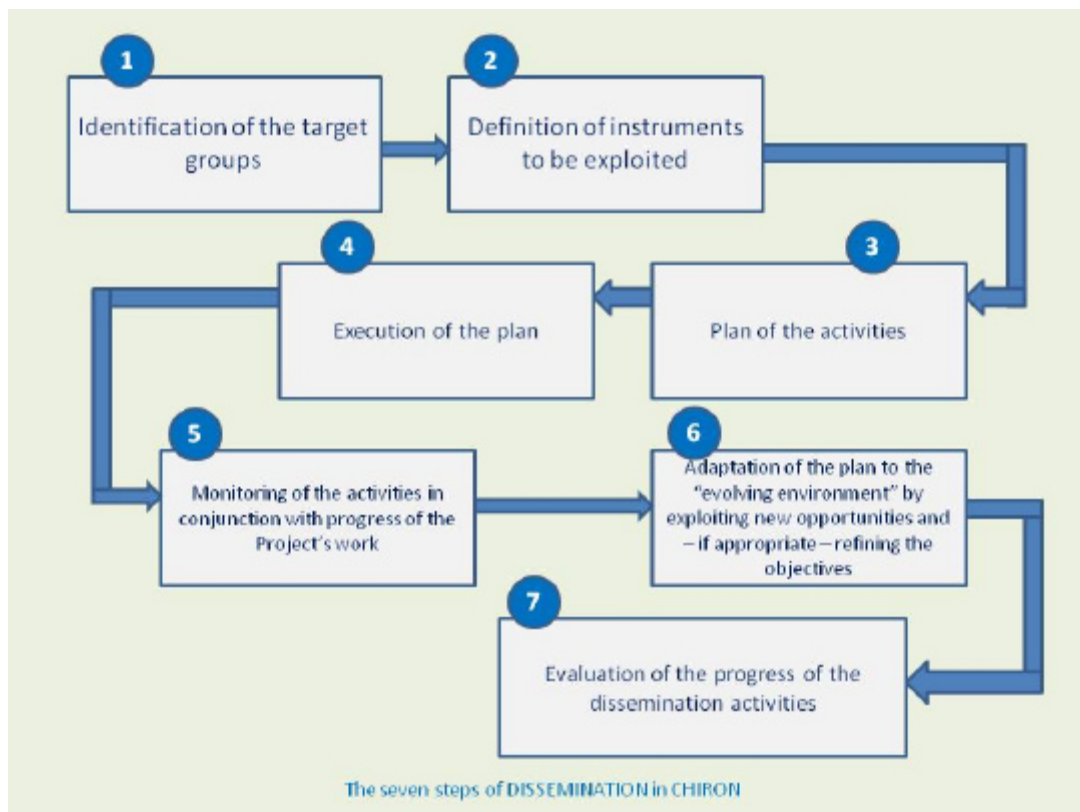


Figure 3. The steps of the Dissemination Plan

3.1 Dissemination tools

3.1.1 e-Newsletter

The CHIRON web page will announce important events such as prototype developments, contribution to conferences, etc. It will also inform about the different meetings that will take place throughout the project.

The users can also subscribe to a newsletter, if they prefer it. This newsletter summarizes the most important news of the project, such as, prototype development, contribution to conferences or journal, etc.



3.1.2 Web site

The website of the project is intended to be the main dissemination channel of the CHIRON project (<http://www.chiron-project.eu>) addressing the overall community.

It will serve as a source of information for external parties that are interested to the concepts and objectives of CHIRON and to its work.

It contains information that could be of potential interest to external observers.

The figures reported below gives an overview of the structure and of the contents of the web site.

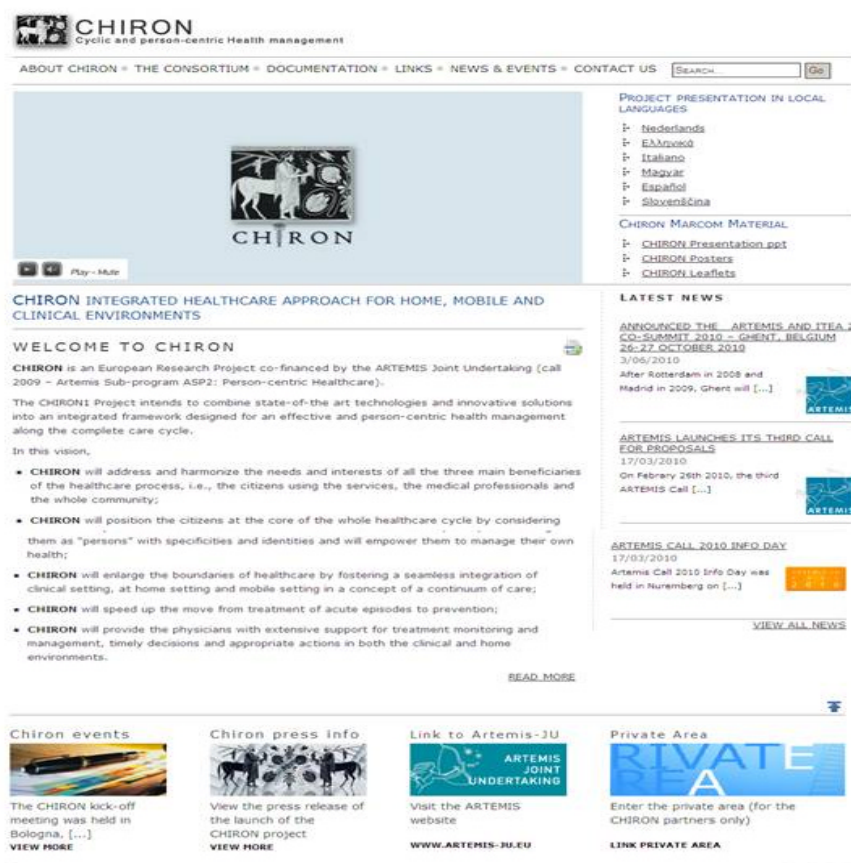


Figure 4. The Home Page of the CHIRON web site

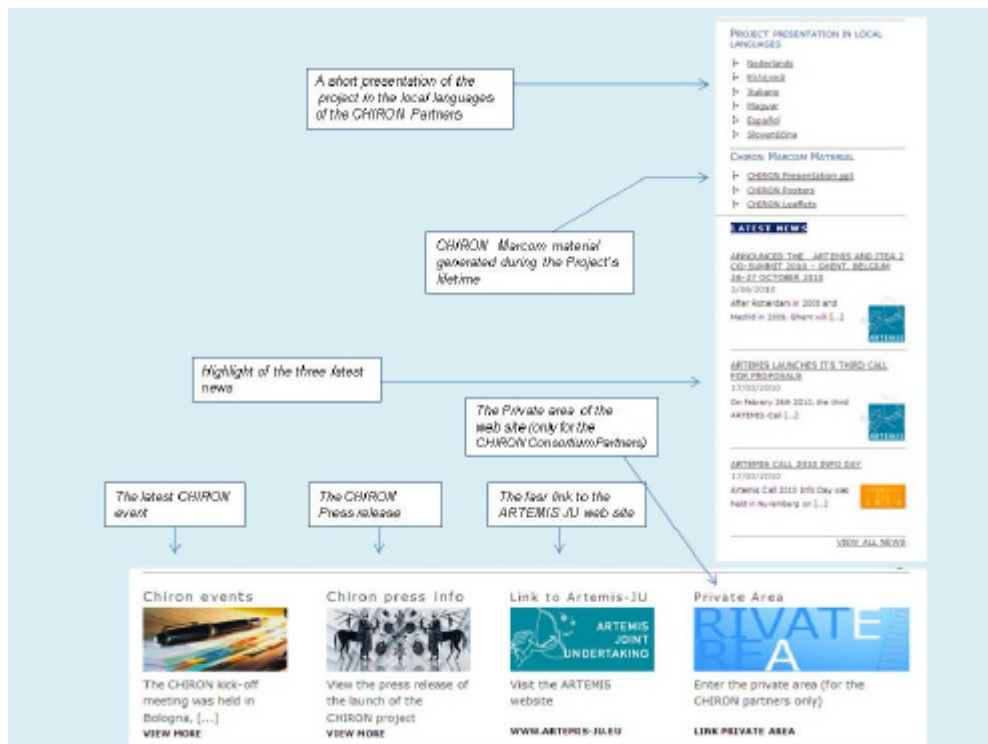
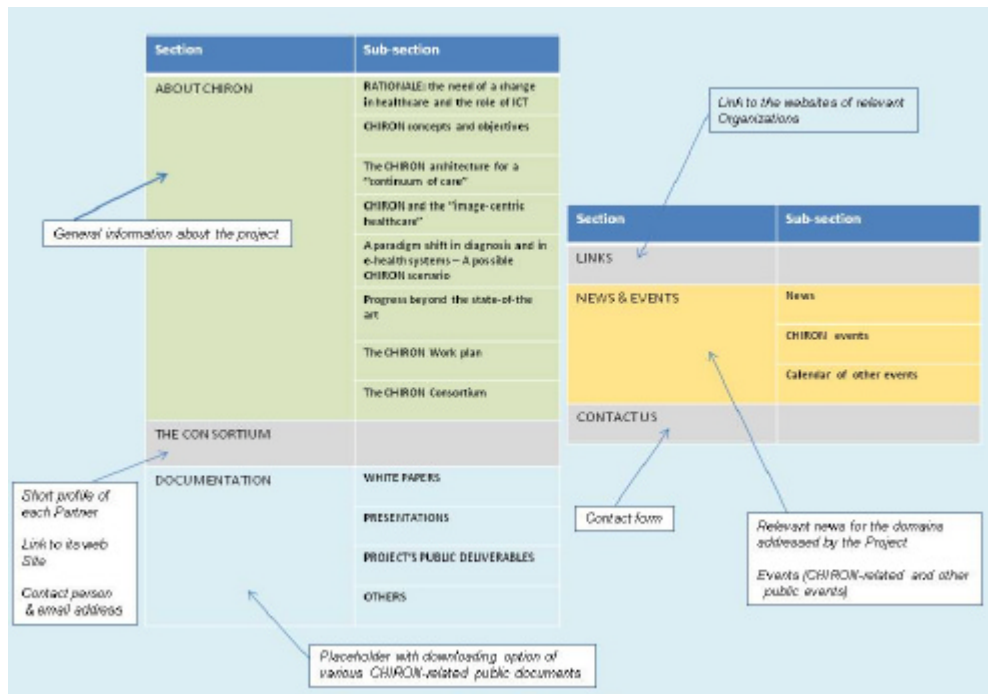


Figure 5. The structure of the CHIRON web site



The website has been designed to ensure easy navigation and fast retrieval of content.

The developments of the project and current results, as well as the results of other dissemination activities will be presented via this website.

The project's website was the primary focus of attention for dissemination activities in the first four month's of the project. The web site has been up and running since Month 3 (May 2010).

The website is in English but a short presentation of the project is available also in the local languages of the CHIRON Consortium members i.e., in Dutch, in Greece, in Italian, in Hungarian, in Spanish and in Slovenian.

Links to the CHIRON website were included in the web sites of two important organizations, the ARTEMIS JU (<https://www.artemis-ju.eu/> in the PROJECT NEWS section) and the ARTEMISIA Association (<https://www.artemis-association.org/> in the ARTEMIS JU PROJECTS – call 2009 section).

The partners are encouraged to incorporate a page about the project into their academic or corporate website.

A statistical service will provide the number of accesses to the CHIRON web site.

The website includes also a private section accessible only through a password and reserved to the members of the CHIRON Consortium. It represents a collaborative working tool and a communication tool for the Partners.

Project's deliverables with "public" dissemination level will be made available in pdf format in the public area of the web site to interested individuals for consultation and download.

3.1.3 Generic MARCOM material

A flyer, brochures and poster will be produced for distribution at a number of events.

The first event where these materials will be used will be the ARTEMIS & ITEA Co-summit 2010 planned on 26 & 27 October 2010 in Ghent, Belgium.

The CHIRON Project will have a booth in the exhibition area.

- Flyer: a two-sided three-fold presentation of the project consortium, objectives and scope (horizontal A4)
- Brochure: a typical presentation of the project on a two-sided A4 form, which can be easily included in partners' presentations and documents, where the three-fold flyer cannot fit
- Poster: a large free-form poster for use in presentations and events (typically to be printed on 70X100cm board)



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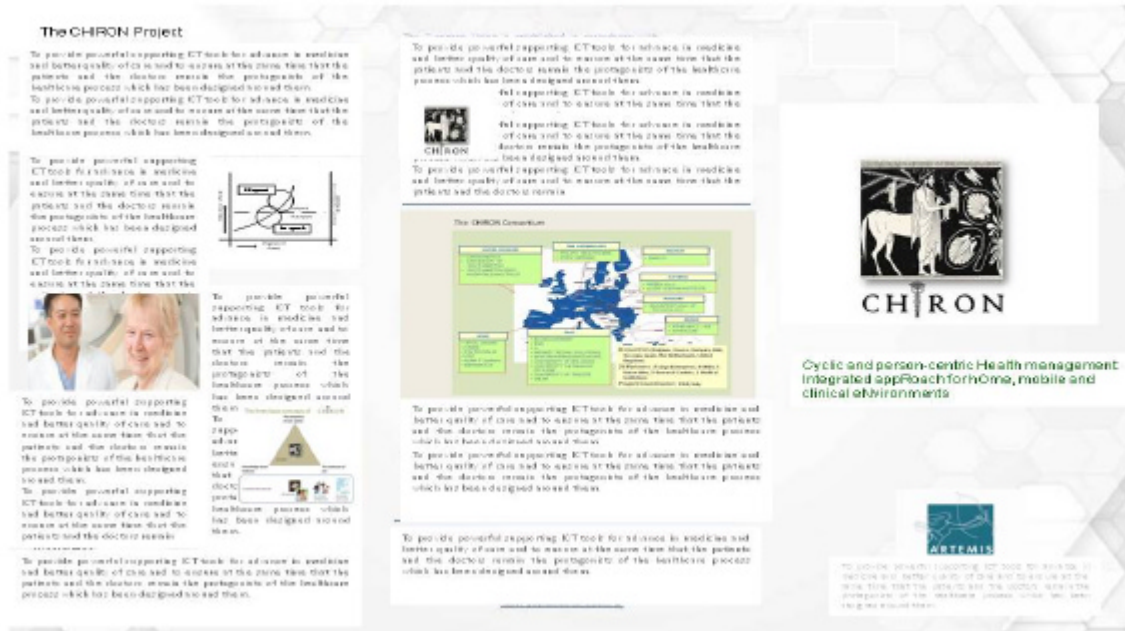


Figure 6. CHIRON 3-fold flyer (front and back page)



The CHIRON poster



The CHIRON brochure

Figure 7. CHIRON poster and brochure.



3.1.4 CHIRON Project Identity

This activity will be devoted to develop a coherent visual identity for the project including graphics, templates, styles and guidelines which can be used by partners when presenting their work in electronic and print material.

3.1.4.1 Logo

Prior to the start of the project, the Consortium selected a logo that would serve as the project's identity throughout the duration of the project as well as beyond. The logo reproduces the image of CHIRON, the centaur who – according to the Greek mythology - invented medicine in order to heal himself.



Figure 8. CHIRON logo

The logo (see **Figure 8**) serves as a first and essential step in achieving a brand.

3.1.4.2 Presentation and other Templates

In order for the project to reach the outer world uniformly, and having in mind to create a distinctive visual concept that is closely bound to the platform to be implemented, the CHIRON Consortium has created a dedicated presentation template to be used throughout all project's presentation.

The slide presentation templates (in MS PowerPoint format) adopted in the project is as per the following figure. The power point is simple yet elegant and it can be used for internal and external presentations.



Deliverables and report templates (in MS Word format) have been also produced. All the templates are available in the private site of the CHIRON web page.



Figure 9. Slide presentation templates

3.1.5 Technical publications and conferences

Independent studies based on the findings and conclusions produced during the development phase will be produced by project experts and be published in relevant peer reviewed journals and international conferences. The multi-disciplinary nature of the project means we will ensure that the project results will be submitted in the relevant journals to fully disseminate project advances to scientific, technical and clinical audiences of the project. Articles for the wider and more general audiences will be submitted in connection with conferences and lectures and sent to relevant online and printed magazines.



The CHIRON Consortium will also consider proposing special sessions on the CHIRON work in reputed conferences, where papers from different partners can be included under a session in order to disseminate the latest project results.

The most relevant scientific journals are summarized in Table 1 whereas the most relevant conferences are summarized in Table 2.



Table 1. List of relevant technical journals

Journal	Publisher	Description/URL
International Journal of Integrated Care	Igitur Publishing and Archiving Services	IJIC is a joint project of Utrecht University, Maastricht University, Groningen University and is published with the help of Igitur Publishing and Archiving Services http://www.ijic.org/
British Medical Journal (BMJ)	BMJ Publishing Group	BMJ Publishing Group Ltd (a wholly owned subsidiary of the British Medical Association) http://www.bmj.com/
Journal of Telemedicine & Telecare	The Royal Society of Medicine	http://www.rsmppress.co.uk/jtt.htm
European Journal of ePractice	epractice.eu	http://www.epractice.eu/journal/
Applied Research in Quality of Life	Springer Netherlands	http://www.springerlink.com/content/120173/
Quality of Life	Springer Netherlands	http://www.springer.com/medicine/journal/11136



American Journal of Health Promotion	American Journal of Health Promotion	http://www.healthpromotionjournal.com/
Health Promotion International	Oxford Journals	http://heapro.oxfordjournals.org/
Technology and Health Care	IOS Press	http://www.iospress.nl/loadtop/load.php?isbn=09287329
IEEE Transactions on Information Technology in Biomedicine	IEEE	http://bme.ee.cuhk.edu.hk/TITB/
Studies in Health Technology and Informatics	IOS Press	http://www.iospress.nl/html/pa_shti.php
IEEE Pervasive Computing	IEEE	http://www.computer.org/portal/site/pervasive/
IEEE TRANSACTIONS ON MEDICAL IMAGING	IEEE	http://www.ieee-tmi.org/
BIOMEDICAL MICRODEVICES	Elsevier	http://www.springer.com/engineering/biomedical+eng/journal/10544
MEDICAL IMAGE ANALYSIS	Elsevier	http://www.elsevier.com/locate/media



IEEE TRANSACTIONS ON BIOMEDICAL ENGINEERING	IEEE	http://tbme.embs.org/
MEDICAL & BIOLOGICAL ENGINEERING & COMPUTING	Elsevier	http://www.springer.com/biomed/human+physiology/journal/11517
ARTIFICIAL INTELLIGENCE IN MEDICINE	Elsevier	http://www.elsevier.com/locate/artmed
Biomedical Engineering Online	BioMed Central	http://www.biomedical-engineering-online.com/
COMPUTERS IN BIOLOGY AND MEDICINE	Elsevier	http://www.elsevier.com/locate/compbimed
COMPUTER METHODS AND PROGRAMS IN BIOMEDICINE	Elsevier	http://www.elsevier.com/locate/cmpb
Biomedical Signal Processing and Control	Elsevier	http://www.elsevier.com/locate/issn/17468094
JOURNAL OF THE AMERICAN MEDICAL INFORMATICS ASSOCIATION	BMJ	http://jamia.bmj.com/
INTERNATIONAL JOURNAL OF MEDICAL INFORMATICS	Elsevier	http://www.elsevier.com/locate/issn/13865056



BMC Medical Informatics and Decision Making	BioMed Central	http://www.biomedcentral.com/bmcmedinformdecismak/
MEDICAL INFORMATICS AND THE INTERNET IN MEDICINE	Taylor and Francis Ltd	http://www.ingentaconnect.com/
ACM Transactions on Sensor Networks	ACM	http://tosn.acm.org/
IEEE Transactions on Mobile Computing	IEEE	http://www.computer.org/portal/web/tmc
IEEE Transactions on Wireless Communications	IEEE	http://dl.comsoc.org/twc/
ACM Wireless Networks Journal	ACM	http://portal.acm.org/
EURASIP Journal on Wireless Communications and Networking	Hindawi	http://www.hindawi.com/journals/
EURASIP International Journal of Distributed Sensor Networks	Hindawi	http://www.hindawi.com/journals/
IEEE Transactions on Circuits and Systems I&II	IEEE	http://www.ieee-cas.org/



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IEEE Journal of Solid State Circuits	IEEE	http://ewh.ieee.org/soc/sscs/
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A list of relevant International journals is reported also in the Technical Annex of the CHIRON Project – section B4.2.1, Table 18b



Table 2. List of relevant scientific conferences

Conference	Date	Venue	URL
SENSYS	November		http://sensys.acm.org/
SENSORCOMM			http://www.iaria.org/conferences/SENSORCOMM.html
EUROSYS			http://www.eurosys.org/
BIOSENSORS	Bi-annual		http://www.biosensors-congress.elsevier.com/
IEEE IWASI			http://iwasi.poliba.it/
IEEE SENSORS			http://ewh.ieee.org/tc/sensors/Conferences.htm
1st Pan-Hellenic congress on Mental Health & Telematic Applications	May 17, 2009	Athens, Greece	http://www.prosarmogi.gr/images/seminar-mental-health.pdf
36th & 37th Pan-Hellenic Annual Medical Congress	May, 2010, 2011	Athens, Greece	http://www.mednet.gr/
37th & 38th Pan-Hellenic Annual Nurse Congress	May, 2010, 2011		http://www.esne.gr/
18th, 19th & 20th Annual Congress of the Hellenic Thoracic Society	November, 2010, 2011		http://www.hts.org.gr/
10th & 11th Pan-Hellenic Congress on Preventive Medicine			http://www.proliptiki.gr/
5th, 6th & 7th Pan-Hellenic Congress on Management, Economics & Policy on Health	Dec., 2010, 2011	Athens, Greece	http://www.healthcongress.gr/



6th, 7th & 8th Pan-Hellenic Congress for Health Promotion	Dec., 2010, 2011	Athens, Greece	
ESC (European Society of Cardiology) Congress			http://www.escardio.org/
Mediterranean Conference on Medical and Biological Engineering and Computing (MEDICON)			
Annual International Conference of the IEEE-Engineering-in-Medicine-and-Biology-Society			http://www.embs.org/
International Conference of the European-Federation-of-Medical-Informatics (MIE)			www.efmi.org/
Conference on Artificial Intelligence in Medicine in Europe (AIME)			
World Congress on Medical and Health Informatics (MEDINFO)			
ACM MobiCom/MobiHoc			http://www.sigmobile.org/
IEEE Percom			http://www.percom.org/
IEEE Infocom			http://www.ieee-infocom.org/
IEEE MASS			



IEEE SECON			http://www.ieee-secon.org/
IEEE RFID			http://ewh.ieee.org/conf/rfid/
IEEE ICDCS			
IEEE DCOSS			http://www.dcoos.org/
IEEE ICNP			http://www.ieee-icnp.org/
IEEE Globecom			http://www.ieee-globecom.org/
IEEE HEALTHCOM			http://www.ieee-healthcom.org/
IEEE ISCAS	May 2011, 2012	Rio de Janeiro,	http://www.iscas2011.org/
IEEE RFIC	June 2011, 2012	Baltimore,	http://www.rfic2011.org/
IEEE ISSC	February 2011, 2012	San Francisco,	http://isscc.org/

A list of relevant International Conferences is reported also in the Technical Annex of the CHIRON Project – section B4.2.1, Table 18b



3.1.6 Exhibitions and commercial events

The target audience for CHIRON will be engaged at national, international, and EU congresses, fairs, and exhibitions. Participants in these events will be targeted to promote both uptake of specific developments and a wider interest in the project as a whole. Several conferences are accompanied by exhibitor presentations, where partners present and inform the visitors about advances in the field of medical imaging, sensor networks and hospital information systems. This commercially driven dissemination will be integrated with academic presentations by relevant participants. The list of the events is shown in Table 3.



Table 3. List of events

Event	Location	Date Scheduled	URL
RSNA Radiological Society of North America			http://www.rsna.org/
MEDICA			http://www.mdna.com/shows/medica.html
Arab Health			http://www.arabhealthonline.com/
Computers in Cardiology			http://www.cinc.org/
ECR (European Congress of Radiology)			www.myesr.org/
World of Health IT			www.worldofhealthit.org/
HIMSS			www.himss.org/
Med-e-Tel			www.medetel.eu/
Biomed Europe			www.biomedeuropa.com/



3.1.7 Press Releases

Press releases are an essential tool for the dissemination of project activities and results.

Press releases will be produced as newsworthy events arise; according to a preliminary plan we will issue three press releases according the schedule indicated in the following table:

Table 4. Communication to the public – Planned press releases

Date	Collateral event	Contents	Focused audience
1 st quarter of the Project	Starting of the CHIRON project	a. Objectives, contents, methods and plan of the Project and of the research work; b. Structure of the CHIRON Consortium and the added value of its pan-European composition; c. The expected benefits and the clinical trials; d. The integration of the CHIRON project with the overall health and e-health policy of the European Commission and with its plan for the coming years; e. The integration of the CHIRON Project with the ARTEMIS overall objectives and programs.	<ul style="list-style-type: none"> • Users and user organizations; • Medical professionals and experts; • Research and Academic Community; • The industry; • The Public Institutions and the policy makers
M20-M24	CHIRON International Workshop	a. Presentation of the workshop and its objectives; b. Information on the progress of the activities of the Project; c. Presentation of the first outcomes of the research work and of the overall CHIRON Architecture.	As above but with a specific focus on the main users (patients and medical professionals) and on the research community.
Last Quarter of the Project (M34-M36)	CHIRON International Conference	a. Presentation of the achieved results (outcomes of the verification phase including the clinical trials); b. Overall assessment of the Project; c. Guidelines for future work and exploitation plans; d. Detailed descriptions of solutions / results beyond the state of the art.	<ul style="list-style-type: none"> • Users and user organizations; • Medical professionals and experts; • Research and Academic Community; • The industry; • The Public Institutions and the policy makers

Prior to the distribution of any press release to journalists, it must be approved by the Plenary Board for accuracy of information.

3.1.8 Articles in popular newspapers and magazines

The Partners will identify the most popular magazines in their countries dealing with healthcare topics and addressed to the general public.

The list will include also newspapers that periodically have special issues devoted to healthcare.



The CHIRON Partners will prepare articles explaining in very simple way the concepts, the objectives and the ad interim results of the research work.

3.1.9 Links with other European Projects, lead R&D communities, and similar initiatives

The Chiron consortium will cooperate with the EC and ARTEMIS JU to disseminate information through the EU supported R&D initiatives: ARTEMIS events, scientific and political events of the EC, international conferences, workshops and synopsis. This will be useful for increasing awareness about the project within the EU and identifying and promptly seizing any possibility for cooperation with other JU and Eureka funded projects.

A list of R&D European Projects and European cross-boarder initiatives relevant for CHIRON is reported in the Technical Annex of the Project – section B2.2.1

4 Metrics

In order to monitor and evaluate the effectiveness of the dissemination activities, a set of data will be collected, analyzed and presented in the periodic reports of the project. The metrics are shown in Table 5.

Table 5. Metrics for the dissemination activities

Description	Data to collect
Newsletters	Number of newsletters advertising CONFIDENCE Date of newsletters Number of pages Number of contacts the newsletter was sent to
E-mailing	Number of request for further information
Project web site	Number of visits Visit duration Top visitors Most active countries Most popular pages
Publications in scientific conferences	Number of publications in scientific conferences Type of conference Date Language
MARCOM material	Number of posters, brochures, folders and flyers produced Date Language
Publications in scientific journals	Number of publications in scientific journals Type of journal Language SCI impact factor of a journal
Commercial events	Number of commercial events Type of event Date
Press releases	Number of press releases issued Subject of the press release Published date Name of partner initiating the release Language/ Translation version
Publications in popular newspapers and magazines	Number of media inserts Name of newspaper , magazine Published date Title of the article Author of the article Language
Links with EU projects/R&D Communities Dialogue, debate and networking	Number of web sites linking to the CHIRON site Number of people actively participating



5 Conclusions

In the present document, the CHIRON activities that fall within the area of dissemination have been described. While this document is mainly focused on the applied approach, the actual dissemination efforts will be closely monitored on a more regular basis and captured in the periodic project reports.

Finally, it must be noted that the dissemination plan will only be successful if CHIRON partners adhere to the dissemination plans, participate in the efforts in a collaborative spirit and keep partners informed of the progress made in their area of work.