

Acronym: SmartBEAT
Name: Smart system for the management of
Heart Failure in older adults
Call: AAL JP Call 2014
Contract nr: aal-2014-157
Start date: 01 May 2015
Duration: 36 months

D5.6 Project Dissemination Plan

Nature¹: R

Dissemination level²: PU

Due date: Month 18

Date of delivery: Month 20

Partners involved (leader in bold): **FhP**, REM, LoK, KLF, SmH, VIGS, VPS

Authors: Inês Lopes, Liliana Ferreira, Filipe Sousa (FhP)

¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

² PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)



Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Fraunhofer AICOS (<i>coordinator</i>)	FhP	R&D	Portugal
2	Centro Hospitalar São João	CHSJ	End-U	Portugal
3	Verhaert New Products & Services NV	VPS	SME	Belgium
4	Remedus	REM	SME	Belgium
5	Seniornett Norge	SN	End-U	Norway
6	LifeonKey	LoK	SME	Israel
7	VigiSense S.A.	VIGS	SME	Switzerland
8	SGE	KLF	End-U	The Netherlands
9	Stichting Smart Homes	SmH	R&D	The Netherlands
10	Faculdade de Medicina Universidade do Porto	FMUP	R&D	Portugal

Revision history

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1	15.03.2016	FhP	Adapted template and added sections	Inês Lopes
2	24.03.2016	FhP	Fill contents	Inês Lopes
3	24.03.2016	FhP	Revision	Liliana Ferreira
4	08.04.2016	FhP	Restructuring content	Inês Lopes
5	09.11.2016	FhP	Revision	Inês Lopes
6	20.12.2016	CHSJ, FMUP	Revision CHSJ/FMUP	Carla Sousa, Sérgio Leite

Approved by (Partner)

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Glossary

AAL: Ambient Assisted Living Association

ICT: Information and Communication Technology

NYHA: New York Heart Association

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1 Introduction

Heart Failure (HF) is a prevalent condition in the elderly associated with high mortality, morbidity, healthcare costs and recurrent hospitalizations, mostly due to decompensation episodes.

The SmartBEAT project aims to support senior HF patients, their families and friends, and healthcare professionals with an integrated autonomous monitoring solution for early detection of decompensation episodes. Using this solution, it is possible to improve disease outcomes and enhance the quality of life of these patients.

1.1 Deliverable Objective

The dissemination and communication activities in the SmartBEAT project are carried out within the Work Package 5 (WP5): Dissemination and Exploitation.

This document outlines the dissemination strategy to be followed in the SmartBEAT project. It identifies target audiences, to which dissemination activities should be oriented to, and defines concrete actions such as awareness activities, publications, workshops, best practices and the project visual identity.

The following sections of this Dissemination Report will provide a description of the dissemination activities undertaken and the tools developed during the SmartBEAT lifecycle.

2 Dissemination Strategy

The goal of the dissemination and exploitation plan is to raise awareness of the project and ensure activities and outcomes are extensively distributed and efficiently promoted, through appropriate communication channels, to the selected target groups.

Each partner participates in the activities related to the dissemination and exploitation plan, each with their specific expertise and competence.

The dissemination plan will support presentation and reporting of all activities performed and all actions planned during the project lifecycle, including the design of the project visual identity and the scheduling of all dissemination activities.

Any dissemination activity and publication in the project will acknowledge the AAL JP Funding Programme and National Funding Agency.

2.1 Dissemination of project objective and expected results

In the first phase, dissemination will focus on the objectives and expected results. Afterwards, it will centre on distribution of results and conclusions through the web site of the project and other communication channels described in this report.

A set of dissemination material will be developed to support the dissemination (posters, brochures, etc.), and also electronic documentation (website, general presentation, public deliverables).

The participation in Information and Communication Technology (ICT) workshops and the organization of targeted demonstrations and special sessions are dissemination activities susceptible to be performed from the beginning of the project.

Results and best practices learned will be disseminated through workshops, conferences, forums and journals. It is expected the publications on newspapers, bulletins, and newsletters describing the outputs of the project.

2.2 Target audiences

Target audiences describe the different groups of stakeholders connected to the project. The classification of target audiences in a dissemination strategy is one of the best ways of achieving results. After obtaining information on the stakeholders, the dissemination activities will be tailored in order to act efficiently on the specific audiences through proper dissemination channels. By achieving a common understanding between the various stakeholders on the inclusion field, it will enable SmartBEAT outputs to benefit the whole industry.

According to the D2.1, the stakeholders are divided in 4 groups:

- **Primary stakeholders** – Patients and informal caregivers
- **Secondary stakeholders** – Health Professionals
- **Tertiary stakeholders** – Suppliers of ICT solutions

- **Quaternary stakeholders** – Organisations and authorities

2.2.1 Primary stakeholders

The primary stakeholder category comprises private users of ICT for ageing products and services, particularly senior Heart Failure patients and their informal caregivers.

Dissemination to this group will focus on advantages offered by the SmartBEAT solution and evaluation of the group's acceptance.

2.2.2 Secondary stakeholders

The secondary stakeholder category is represented by health professionals involved in HF care:

- **Inpatient care:** cardiologists, specialized nurses
- **Outpatient care:** general practitioner, visiting nurses.

Dissemination to this group will focus on advantages offered by the SmartBEAT solution and evaluation of the group's acceptance.

2.2.3 Tertiary stakeholders

The tertiary stakeholder category includes suppliers of ICT, such as: SmartBEAT technology provider, Sensor supplier, System integrator, Software Company for the Electronic Health Records (EHR), Smartphone Supplier, App developer and Vendors/Distributors.

From a future investment perspective, this group will be made aware of the progress in good evidence-based practices, with the intention of results and findings of SmartBEAT to be integrated into the products and services they develop and provide to the targeted patient population.

2.2.4 Quaternary stakeholders

The quaternary stakeholders represent organisations and authorities who have a socio-economic impact on the dissemination and uptake of ICT-based ageing solutions, such as: policy-makers, insurance companies, employers, public administrations, standardisation organisations, civil society organisations, the media, etc.

This group will be updated on the developments and accomplishments of SmartBEAT with the purpose of reaching a wider audience and calling future investors which directly or indirectly may profit with the solution.

2.3 Capacity for Dissemination

Each partner will contribute to the dissemination plan according to their specific competencies and affiliated target groups.

Partners will report on both their planned and completed activities in their own country and/or international events to FhP (project coordinator) and LoK (WP5 Leader).

A template for recording completed and future dissemination activities has been created (Table 2) which will be used as a tool for monitoring and guaranteeing the quality of the dissemination procedure.

2.4 Communication and Dissemination Management Structure

2.4.1 Dissemination Management

As responsible for task 5.4, FhP will monitor all dissemination activities, together with WP5 leader, LoK, and will be responsible for the creation and update of the present Dissemination Plan.

The leader of the WP5, LoK, will be responsible for exploring and researching the viability of SmartBEAT as a commercial solution and for the day-to-day coordination of the activities identified within this document.

All the initiatives connected to the communication and dissemination of SmartBEAT must be communicated to, and supported by, all consortium members according to the established on the amendment to the SmartBEAT Consortium Agreement³.

The contact details of the members responsible for the coordination of dissemination tasks are included in the table below.

Table 1 – Contact details of dissemination leaders

Partner	Name	Email
LoK	Linda Harnevo	linda@lifeonkey.com
FhP	Filipe Sousa	filipe.sousa@fraunhofer.pt

2.4.2 Local Dissemination Leaders

The dissemination manager is supported by local dissemination leaders which are responsible for:

- Liaising with potential local-regional-national stakeholders to raise awareness about the SmartBEAT initiative and to engage them into the network.
- Organizing focus sessions (working groups, info days, etc.) at local-regional-national level addressing specific topics covered by the Thematic Groups to activate and to foster the relationship among stakeholders (sharing ideas, exchanging expectations and needs, etc.).
- Reporting to the Manager Leader all dissemination activities to be carried out as well as resulting conclusions.

The following partners act as Local Dissemination Leaders: FhP (PT), LoK (IL), REM (BE), VIGS (SW), SmH (NL), and SN (NO).

³ *SmartBEAT Consortium Agreement Amendment, Nov. 6, 2015, AAL-2014*

2.4.3 Advisory Board

The Advisory Boards are expected to play a relevant role in the planned dissemination activities, as the members of these boards will be part of the key stakeholders addressed by the project.

The SmartBEAT project is composed of a Scientific Advisory Board (FMUP, FhP, and SmH) and an End-User Advisory Board (CHSJ/FMUP, Seniornett, and SGE) which will provide feedback and recommendations to the operational management.

2.5 Dissemination Activity Levels

Dissemination activities will be classified according to the extension of its audience, so that the planning of activities are more accurate and effective.

2.5.1 Strategy at International and European Level

The project website and other social networking services will be used to communicate new developments. The participation in the annual AAL Forum is planned for each year of the project and the presence in international events, fairs and workshops dedicated to eHealth and telemedicine systems are expected.

In each event, one or more of the following actions will occur: the distribution of the project brochure, publishing of press releases, submission of scientific articles in international journals.

2.5.2 Strategy at Local-Regional-National Level

Targeted local workshops with municipalities, government officials and other organizations responsible for development of active ageing policies will be arranged together with the rest of the stakeholders. The goal of these workshops is to raise users' participation and awareness, while approaching new potential users/customers. Additionally, it will provide an opportunity to disseminate and exchange views on best practices and policy development guidelines which will be structured based on SmartBEAT activities.

These activities include the organization or participation of workshops, events or seminars at national level, diffusion of the project brochure in those events, collaboration with universities, publish press releases or scientific articles in national newspapers, magazines and journals, and participation in TV programs whenever possible. The audience can be reached through frequent visibility in regional and local media like newspapers, radio and television, and the distribution of the project brochure in the corresponding language.

2.6 Related projects

Exchange with related projects will allow knowledge sharing among the consortium partners and various initiatives within similar research spheres. The consortium will make use of other important

projects across Europe, in most of which project partners are already involved, to make the project outcomes available beyond the partner countries.

The project coordinator and the project partners are involved in, or affiliated to, a number of European projects, networks and associations offering excellent possibilities for networking and for the creation of synergies as regards to content and dissemination.

3 Dissemination Tools and Materials

Key materials are all the artefacts created by the project in order to disseminate SmartBEAT during events. They follow different tones of red and white to be easily associated with the heart. The following sections present the most relevant dissemination material.

3.1 Logo

The project logo, seen in Figure 1, plays an important role in representing the project's identity. It is included in all documents, dissemination materials, presentations in events and conferences, as well as in any web presence of the project.



Figure 1 – SmartBEAT logo

3.2 Presentation

SmartBEAT will be presented at several local, national and international meetings and conferences. Thus, a project presentation template is available for all consortium members that wishes to present the project in an event.

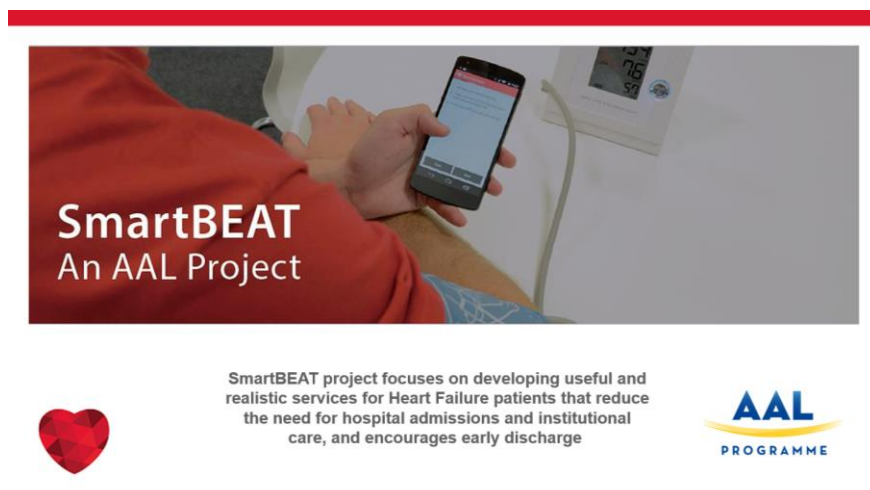


Figure 2 – SmartBEAT presentation template

3.3 Website

The project website is a key dissemination tool that should be regularly updated. It will be a useful tool to communicate news, events and results of the project to stakeholders and interested entities. The website contained provides general information about the project, the members of the consortium, funding entities, news and events related and contact information. The involvement of all partners in this task is essential in order to achieve an engaging website.

The website can accessed in <http://www.smartbeatproject.org/>.

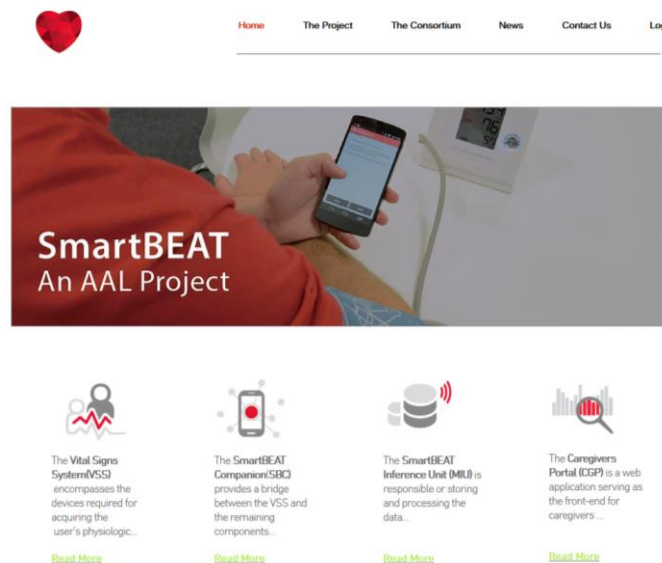


Figure 3 – Website Home Page

3.4 Project Repository

The project repository is given through the main website where all consortium members are able to manage confidential and non-confidential documentation, including templates and deliverables. Each partner has its own access code and sub-repository.

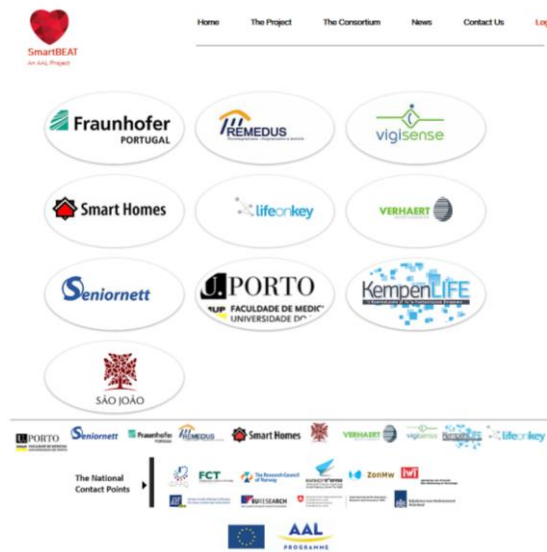


Figure 4 – Login Page of SmartBEAT Website

3.5 Poster

A project poster was created to appropriately publicise project dissemination events. This poster will be made available for all consortium members for translation (if needed) and use. In a printed format, this poster can be used for visibility in third party conferences and workshops, and/or for dissemination events organised by the project partners individually or in groups. In an electronic format, it can be easily and widely distributed via the website and/or e-mail to interested stakeholders.



SMARTBEAT – SMART SYSTEM FOR THE MANAGEMENT OF HEART FAILURE IN OLDER ADULTS

OVERVIEW

Heart Failure (HF) is a chronic condition associated with high mortality, morbidity, healthcare costs, and recurrent hospitalizations, especially due to the progression of the disease, poor adherence to diet and medical therapy, and limited patient support.

Clinical decompensation can be preceded by changes on several physiological parameters such as heart rate and rhythm, body weight, crackles, and blood pressure. Monitoring these vital signs may allow an early detection of decompensation episodes, providing a window of opportunity for timely interventions to prevent hospitalization. Addressing the needs of senior Heart Failure patients and their formal and informal caregivers, SmartBEAT offers an integrated solution to leverage patient self-care through autonomous condition monitoring and real-time feedback to their carers.

OBJECTIVES

The SmartBEAT solution will be a mobile HF telemonitoring kit, which uses communication technologies and sensing devices to remotely monitor several clinical variables of HF patients considered essential by expert cardiologists, such as physical activity levels, weight, blood pressure, pulmonary congestion (identification of crackles), heart rate and rhythm, and therapeutic compliance.

The main aim is to create a user centred, integrated mobile solution to leverage patient self-care. Since many older adults do not recognize the value of self-care and daily condition monitoring, SmartBEAT will also motivate the user through integrated condition validation, tailored interfaces and health status questionnaires.

Another focus of this project is to include support applications for the communication between the patients and both their formal and informal carers. A system intelligence component will be capable of an overall approach where patients and caregivers can define their interests and receive valuable information from several information resources.

IMPACT & CONCLUSIONS

This project is focused on developing useful and realistic services that encourage early discharge and reduce hospital admissions and institutional care. This will optimize quality of HF care, as well as provide an enhanced quality of life for senior HF patients. The project is still on an early stage of development. The first results are expected during the second half of 2016.

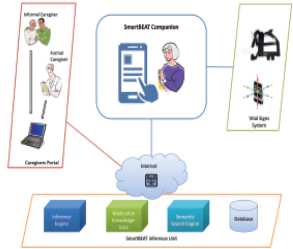


Fig 1. Schema of the integration of the four components of SmartBEAT.

PARTNERS

Fraunhofer Portugal (Coordinator) – Portugal; Centro Hospitalar São João – Portugal; Faculdade de Medicina da Universidade do Porto – Portugal; Remedus – Belgium; Verhaert New Products & Services NV – Belgium; Seniorsmett Norge – Norway; Lifeonkey – Israel; Vigisense S.A. – Switzerland; KempenLIFE – The Netherlands; Stichting Smart Homes – The Netherlands;

ACKNOWLEDGEMENTS



Figure 5 – SmartBEAT Poster

3.6 Roll-Up

A project roll-up was created to appropriately publicise project dissemination events. It will be made available for all consortium members for visibility in conferences, workshops, and any other dissemination events organised by the project partners individually or in groups.

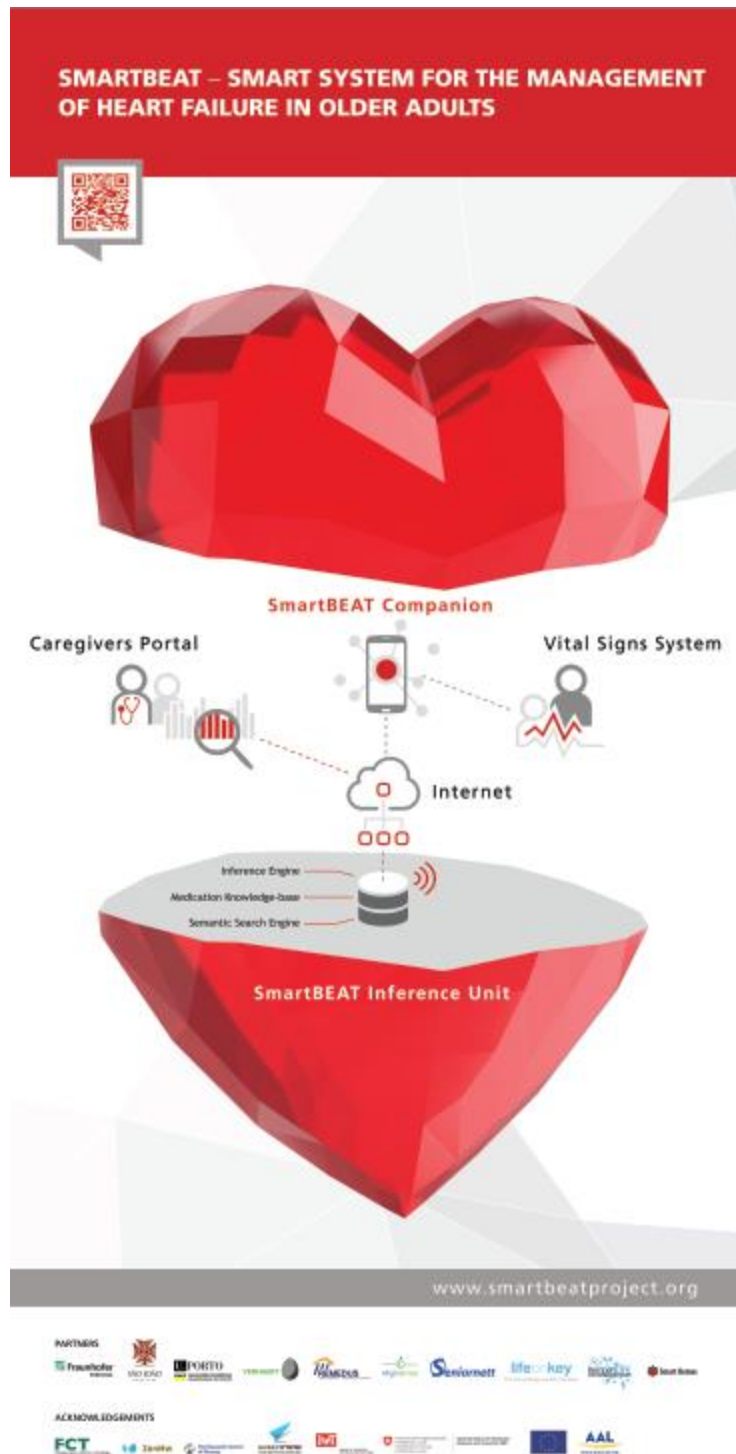


Figure 6 – SmartBEAT Roll-Up

3.7 Flyer

A project flyer has been created appropriately to publicise project dissemination events. This material will be made available for all consortium members for translation (if needed) and use. In

a printed format, it can be used for visibility in third party conferences and workshops, and/or for dissemination events organised by the project partners individually or in groups. In an electronic format, it can be easily and widely distributed via the website and/or e-mail to interested stakeholders.

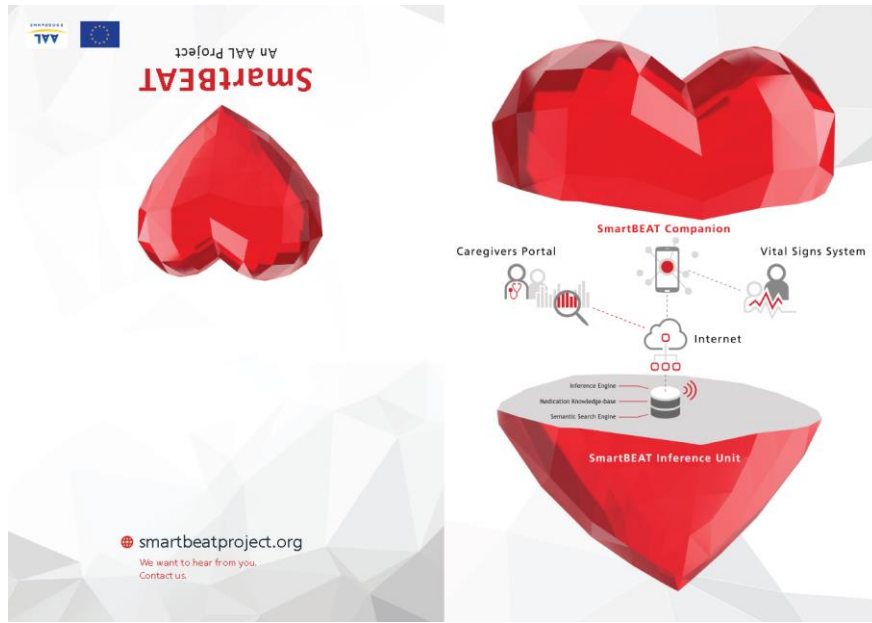


Figure 7 – SmartBEAT Flyer

3.8 Press Releases

Press releases will be published in newspapers, magazines or partners website in a way interesting to the targeted user groups. Each press release event will be announced in the project website.



SmartBEAT - European project aims to detect problems of heart failure

With a continuous monitoring of the health conditions, through the use of a vest and a Smartphone app, it will be possible to detect problems of heart failure in an early stage. This is the goal of SmartBEAT, an AAL programme funded project, which involves ten European partners and is coordinated by the Portuguese research center Fraunhofer AICOS. The SmartBEAT considers three stakeholders: patients and their formal and informal caregivers. The project represents an investment of two million euros and the kick-off was in May.

Figure 8 – Press release announced in FhP-AICOS website

3.9 Social Networking

In order to reflect the project activities and effectively contribute to increasing the project impact at European level, the relevant news of the Project will be also broadcasted through social networking tools. The Dissemination Manager (LoK) will be in charge of these tools, particularly the Facebook Page and Twitter accounts.

Each partner will have access to these tools and will be asked to post at least 1 (one) Facebook and 1 (one) Twitter post per month in order to engage the target audience and increase the awareness of the Project.

3.9.1 Facebook

New developments and events will be announced through the Facebook page so it can reach a wider audience.



Figure 9 – SmartBEAT Facebook Page screenshot

3.9.2 Twitter

Similarly to Facebook, the Twitter account will announce new developments and events in order to reach a wider audience.



Figure 10 – SmartBEAT Twitter account screenshot

3.10 Public Deliverables

The Public Deliverables will be available on the SmartBEAT website (see Section 3.3) and AAL JP website (www.aal-europe.eu), so any external entity can access them.

4 Dissemination Activities

The concrete dissemination activities planned for the next years are listed below. This list will be completed during the project by adding new activities that were not planned. Some activities to include are: awareness-raising activities, best practices exchange, achieve visibility in commission-programme websites, press releases, publication in journal and conferences, contact with other European and International projects and organization of workshops.

4.1 Press Releases and Articles

This will be an opportunity to promote project results to interested scientific and professional communities.

The general public will be addressed through mainly press releases and various publications in newspapers, television programmes, magazines and partners' websites to raise awareness at the national level so that practitioners and other stakeholders are informed about the project's work.

The publication in scientific journals will also be considered as it will be an opportunity to promote project results to interested scientific and professional communities.

4.1.1 List of potential journals

Below lies a preliminary list of potential journals and/or magazines for consortium partners to publish academically relevant results collected throughout the project.

Cardiology

- Portuguese Journal of Cardiology
- Spanish Journal of Cardiology

Engineering

- IEEE Journal of Biomedical and Health Informatics (J-BHI)
- IEEE Transactions on Biomedical Engineering (T-BME)
- Springer's Scientific Phone Apps and Mobile Devices Journal (*OpenAccess*)
- Springer's Health and Technology Journal
- Biomed Central's BioMedical Engineering OnLine (*OpenAccess*)
- Biomed Central's Journal of Biological Engineering (*OpenAccess*)

4.2 Deliverables, reports and documents

Any relevant deliverable, report or document on SmartBEAT which is produced by the consortium members will be uploaded on the website by the project coordinator. Partners can learn from each other's experiences through reports. These can include information such as guidelines, methods, evaluation criteria, toolkits, questionnaires, etc.

4.3 Workshops, conferences and other events

There will be a number of knowledge sharing events to bring together project participants, local experts, special interest groups, decision makers and interested participants to share knowledge being gained as the project progresses. These events will also be aimed at promoting best practices and sharing lessons learned. The partners, in particular SmH, FhP, CHSJ and FMUP will participate and represent the project in relevant scientific conferences, and all will visit sector events, information days and trade shows; including the interaction with other European Technology Platforms in the themes of interest, plus international events such as AAL Forum or the European Cardiology Conference.

4.3.1 Workshops

During the pilot testing period, several workshops will be planned for participating HF patients. The focus of these workshops will be to:

- Promote remote tele-monitoring (TM) systems as an essential and successful method for HF management;
- Educate HF Patients on how to correctly use a remote TM system (SmartBEAT) and how to interpret/act in case of notifications/warnings;
- Increase acceptance of smartphone/tablet use within the senior population, in particular HF patients.

4.3.2 Conferences

The participation of partners in the project representing health and care institutions, public authorities, policy makers and industry associations and support groups guarantees the success and impact of the regional awareness raising workshops, and of course the general dissemination to this group. National and international conferences are an outstanding opportunity to share achievements with experts in the field and, therefore, to achieve an effective dissemination of the project outside the consortium cities. A very useful tool to present in these conferences is the participation in poster sessions. For this purpose, the project will elaborate posters and roll-ups.

4.3.2.1 *List of potential conferences*

Below stands a preliminary list of conferences with a potential interest for the project. Attendance to each of them will be evaluated individually according to its interest and the associated dissemination objectives.

Mandatory

- AAL Forum

Cardiology

- European Cardiology Congress
- European Heart Failure Congress
- Portuguese Cardiology Congress
- EuroPrevent – European Association of Preventive Cardiology (EAPC)



eHealth

- HIMSS Europe
- Mobile World Congress, Barcelona (Spain)
- mHealth + Telehealth World, USA
- eHealth Week, Malta

5 Monitoring Dissemination Activities

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. In quarterly intervals, partners will be asked to provide information on the following aspects:

- **Type of activity:** Conference, workshop, collection day, publication, presentation, social media
- **Place:** Where the dissemination activity took place
- **Date:** Date of the dissemination activity
- **Target audience:** Audience type
- **Size of audience:** audience number
- **Partners involved:** Partner or collaborating organisation/project
- **Comments:** Additional notes, if needed, for example used resources (presentations, brochures, etc.)

The reporting of all dissemination activities shall be listed in D5.4, in a short and concise manner, following the criteria enounced above and the template presented in Table 2.

Partners are required to report to all partners⁴, within the minimum periods given as follows:

- 30 days in case of written publication;
- 10 days for oral presentation;
- 10 days in case of participation in a public exhibition.

The template will be slightly revised in the course of the project to reflect changes in dissemination requirements. FhP is responsible for monitoring the feedback and, if necessary, reminding the partners to report back.

Table 2 – Dissemination Reporting Template

Name of the event	Date of the event	Place of the event	Target Audience	Size of Audience	Partners Involved	Comments

⁴ SmartBEAT Consortium Agreement Amendment, Nov. 6, 2015, AAL-2014

6 Conclusions

This document has provided the dissemination strategy to follow during the project and has described the dissemination actions to be developed during the project.

The document will be updated during the project's life span, to include the new activities and events that are identified.