

# MedGUIDE

ICT Integrated System for Coordinated Polypharmacy Management in Elders with Dementia

## D4.2 Dissemination Plan

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<b>Lead partner for this deliverable:</b>	TUC
<b>Contributing partners:</b>	ALL

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1.0	Ionut Anghel, Tudor Cioara (TUC)	31-01-2018	Final version

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### Acronyms used in this deliverable

KARDE - Karde AS

HU-UAS - Stichting Hogeschool Utrecht / Utrecht University of Applied Sciences

TUC - Technical University of Cluj-Napoca

MAT - AgeCare (Cyprus) LTD – Materia Group

PwDs - persons with dementia

SEO - Search Engine Optimization

SERP - Search Engine Results Pages

GPs – General Practitioners

EC – European Commission

## 1 Executive summary

This document presents the first version of the dissemination plan that will be updated at the end of each project phase. Also updated versions of the dissemination activities will be part of deliverables D5.4 - Second Year Report (M24) and D5.5 - Final Report (M30).

The goals of the MedGUIDE dissemination and awareness activities are to:

- disseminate the project objectives towards the potentially interested stakeholders (local governments' / companies / home care organisations) and users (societies for patients with dementia, professional societies of nurses and GP's) thus generating broad awareness
- obtain valuable feedback on intermediate project results
- establish valuable liaisons with relevant research initiatives in the relevant project fields
- prepare for early and broad adoption of the MedGUIDE services after completion of the project

The current document provides a general overview on the dissemination methodology, including:

- main results to be disseminated throughout the project
- target groups to focus on
- dissemination channels and instruments
- indicators to assess the impact of various dissemination actions

Also, the multi-channel dissemination strategy is detailed including the main past and planned dissemination activities for the coming period per each partner.

## 2 Introduction

MedGUIDE dissemination will be implemented by using gradual and progressive release of information. The project activities are organized to provide timely contribution to dissemination:

- during the first year of the project the ideas behind the proposal were turned into concise presentations, posters, website articles and specific partners country leaflets to illustrate the project goals to the interested stakeholders and early adopters;
- starting from project month 13, the first version of the MedGUIDE system components and services will be available and the initial results will be disseminated through papers;
- the initial MedGUIDE prototype will be released in month 16 and month 22 (refined) and dissemination of the integrated platform is envisioned;
- starting from month 18, end users involved in the project will document their experience and will provide feedback that will lead the refinements of the components and of the overall prototype thus generating various dissemination activities.

The overall approach described in this deliverable defines relevant steps for successful dissemination of the results during the entire lifetime of the project, targeting three levels of dissemination for the outcomes<sup>1</sup>:

- **Awareness** about the project itself, its objectives and its outcomes must to be risen. This can be achieved using various dissemination media and communication channels.
- The work done in the project needs to be **understood** by the stakeholders. The disseminated outcomes of the project must be well adapted for particular target groups and their standard of knowledge.
- **Actions** involving a change of practice that is caused by the eventual adoption and use of results of the project need to be defined. Therefore, the target group for this way of dissemination is the industry sector as well as all enabling organisations (e.g. public authorities), that are in the position to prepare a favourable political ground which will facilitate the adoption of the main project outcomes.

Thus, the MedGUIDE dissemination strategy will raise **awareness** and will provide deeper **understanding** of the project for stakeholders and potential end-users and will lead to **actions** based on the work undertaken within the project.

In general, attracting relevant stakeholders and aggregating critical mass of interested potential end-users and early adopters will strongly contribute to the widespread adoption of MedGUIDE services. Appropriate dissemination activities will ensure a wide visibility and identification of the project and will be based on a marketing driven dissemination. The main activities are listed below:

- Design of the MedGUIDE brand (logo, colour scheme, document templates, etc.)
- Design of promotional materials such as posters, flyers, etc.
- Participation in conferences, exhibitions, workshops, specialised international meetings, etc.
- Articles in magazines, journals, forums, mailing lists, press releases, etc.
- Media coverage (TV, radio presence, etc.).

Additional MedGUIDE outcomes will be popularized through a group of public deliverables agreed with the AAL CMU in the Description of Work. The following table shows the deliverables which will be available for public access on the project website.

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<sup>1</sup> S. Harmsworth and S. Turpin. Creating an Effective Dissemination Strategy. TQEF national Co-ordination Team, 2000.

**Table 1. MedGUIDE Public Deliverables**

Id	Title	Delivery Date
D1.1	1st version of end-user requirements and specification	M4
D1.2	1st version of MedGUIDE system architecture, user interfaces and services design	M10
D1.3	Final version of MedGUIDE system architecture, user interface and services design – improved based on first trials results	M14
D3.1	MedGUIDE Wizard of Oz 1st evaluation in controlled environment	M12
D4.1	MedGUIDE website	M3
D4.2	Dissemination plan	M12

### 3 MedGUIDE multi-channel dissemination strategy

A proper **multi-channel dissemination strategy** is defined with the aim of using the right combination of media channels and the most suitable mix of promotional material at the right time in the MedGUIDE project lifetime.

To allow the project to effectively communicate with the external world, we have defined the following key points, which help us in shaping the dissemination plan:

- 1) **Involving all partners** into the dissemination activities;
- 2) Identifying the most promising **potential target groups**;
- 3) **Defining the objectives of the dissemination** and planning their achievement along the project lifetime by the definition of suitable **Dissemination Success Indicators**;
- 4) **Raising awareness** on the project vision and outcomes, which will be based on a continuous **critical mass aggregation** aimed at creating significant liaisons with the most relevant communities and international/national initiatives on Ambient Assisted Living and dementia; dissemination and awareness of projects outcomes **in the user recruitment process** in each end-user partner country;
- 5) **Dissemination instruments** identification for each target group (flyer, communication papers and booklets, questionnaires, brochures, videos and animations, etc.);
- 6) **Planned dissemination activities** to promote and present the on-going results of MedGUIDE and more generally the benefits of the proposed technologies and tools to the interested stakeholders.

#### 3.1 Partners involvement

The following activities must be carried out by each partner of the consortium:

- Identify potentially new interested stakeholders;
- Contribute to the project website;
- Produce and distribute press releases;
- Facilitate opportunities for the involvement of external actors in the project's activities;
- Promote the organisation of focused events by publicizing them on the project website; be active on social media like Twitter and Facebook to communicate about project's results and activities;
- Participate in relevant events where the project can be introduced and displayed.

### 3.2 Potential target groups

A fundamental issue for delivering a suitable dissemination plan is the identification of potential target groups, each of them being approached with a different specific communication message. The expected target audiences of the project are likely to be comprised within the following categories:

- *Primary end-users*: persons with dementia (PwDs);
- *Secondary end-users*: informal caregivers as well as nurses and other care or welfare professionals who provide care at home;
- *Tertiary end-users*: pharmacists/pharmaceutical manager and physicians;
- *Additional targeted audiences*: local authorities, municipalities, national/regional public bodies addressing dementia, standardisation bodies, scientific and technical community, healthcare and pharmacy market stakeholders, consumer organizations with interest in PwDs.

### 3.3 Dissemination success indicators

To assess the effectiveness of the dissemination activities in comparison with the planned objectives along the project lifetime, a set of dissemination Success Indicators have been defined in Table 2. If expectations are met, according to these indicators, then the dissemination activities will be regarded as successful.

**Table 2. Dissemination Success indicators**

Dissemination Channel	Why	Actions	Target KPI	M12 Status
Web-portal visibility	General awareness	Web site updates and SEO	Top 5 in SERP	Achieved
AAL Forum participation	Provided focused information for AAL sector	Focused presentations, info days, seminar, project booths	Yearly participation	AAL Forum 2017 participation
Clustering with other dementia projects	Strengthen impact through joint efforts	Meetings attendance and common publications	Min. 2 projects	See Table 3 for potential projects
Participation at conferences, exhibitions.	Dissemination of results promotion	Attending conferences and exhibitions	10 conferences, 6 exhibitions, 200 visitors	9 conferences, 5 exhibitions (see Section 3.6.2)
Online publications	Innovation dissemination and social awareness	Publication to journals and magazines. Blog posts.	Min. 5 publications, 1 blog post per month	5 blog posts (see website blog)
On-site demonstrations and presentations	Attract early adopters, raise awareness	On-site demonstrations / presentations	3 on-site demos, 10 responders	-
Social channels	General information	Social media shares	Min. 30 shares & 20 likes	24 shares

### 3.4 Raising awareness and critical mass aggregation

For raising project awareness on MedGUIDE outcomes a variety of tasks have been defined and correlated with the general objective of achieving a wider audience. All partners will be committed in maximizing the publicity of MedGUIDE goals and initiatives. The design and distribution of MedGUIDE dissemination material at different events (conferences, workshops, or EC events) constitutes an integral part of dissemination.

The involvement of a critical mass of stakeholders and end-users around the project is a crucial point that will guarantee the creation of strong impact around MedGUIDE. In this respect, significant effort will be dedicated to attracting and collaborating with the existing initiatives in dementia management and all the experts operating in the field of Ambient Assisted Living and dementia care domains.

Interaction with working groups focusing on dementia and older adults in international consortiums will be pursued. Also, similar projects will be contacted with the aim to foster synergies and collaboration. Table below illustrates the possible relevant initiatives with which MedGUIDE project can interact.

**Table 3. Initiatives relevant to MedGUIDE project**

Id	Initiative	Website	Description
1	Simpathy (Stimulating Innovative Management of Polypharmacy and Adherence in The Elderly)	<a href="http://www.simpathy.eu/">http://www.simpathy.eu/</a>	EU project funded under European Union's Health Programme
2	ReMIND (Robotic ePartner for Multitarget INnovative activation of people with Dementia)	-	AAL project starting in 2018 (TUC as partner)
3	Alzheimer Europe	<a href="http://www.alzheimer-europe.org">http://www.alzheimer-europe.org</a>	Constituted of 40 Alzheimer associations from 35 countries
4	REMIND (The use of computational techniques to improve compliance to reminders within smart environments)	<a href="http://whitakerinstitute.ie/project/remind-the-use-of-computational-techniques-to-improve-compliance-to-reminders-within-smart-environments/">http://whitakerinstitute.ie/project/remind-the-use-of-computational-techniques-to-improve-compliance-to-reminders-within-smart-environments/</a>	H2020 MCSA project started in January 2018 (KARDE as partner)
5	Home4Dem (Home-based ICT solutions FOR the independent living of people with DEMentia and their caregivers)	<a href="http://home4dem.eu">http://home4dem.eu</a>	Ongoing AAL project (KARDE as partner)
6	Alzheimer Nederland	<a href="https://www.alzheimer-nederland.nl/sites/default/files/directupload/thuis-wonen-met-dementie.pdf?_ga=2.193913582.2104005687.1516974336-419730024.1516974336">https://www.alzheimer-nederland.nl/sites/default/files/directupload/thuis-wonen-met-dementie.pdf?_ga=2.193913582.2104005687.1516974336-419730024.1516974336</a>	HU-UAS as partner
7	Many-Me (Social Interactive Care System to support the wellbeing of people living with dementia)	<a href="http://many-me.eu/">http://many-me.eu/</a>	Ongoing AAL project (MAT as partner)

### 3.5 Dissemination instruments

Different dissemination materials have been professionally designed and new materials will be produced throughout the entire project lifespan according to different communication needs, to various event typologies and, of course, to the evolution of the project.

Dissemination instruments and channels will be tailored to the specific dissemination type: (i) End User-oriented Dissemination and (ii) Scientific Dissemination. However, the following subset of dissemination and communication instruments are common to both types:



- Branding strategy (logo, document templates)
- MedGUIDE international as national websites
- Promotional material (posters, newsletters, flyers, etc.)
- Press releases
- Twitter/Facebook account
- White papers and presentations
- Participation in conferences, exhibitions, workshops, seminars or demo booths

The Scientific Dissemination will be specifically based on:

- Scientific publications in conferences and in peer reviewed scientific or professional (e.g. nurses; GPs and others)
- Lectures and symposiums

### 3.5.1 Branding strategy

A suitable branding strategy has been designed to increase the visibility and the exposure of MedGUIDE, including the logo and the document templates.

#### *The MedGUIDE logo*

The logo was designed to reflect the personality of the entire project and create a clear visual identity for the project. It was selected from many proposed designs by the consortium considering that it should be easily used in printouts, projected slides and on the web. It's imperative that every event, presentation, newsletter, deliverable (both public and restricted), dissemination material, and web site make use of this image and be consistent with its style. This graphic gives people an attractive insight into the project vision.



Figure 1. MedGUIDE logo

#### *Document templates*

A template for Microsoft PowerPoint presentations and Microsoft Word written documents (excluding those that are to be created according to fixed format specifications, e.g. scientific papers) is available on the project web site private area (see Figures 2 and 3 screenshots). It enables uniform appearance, and ensures to provide essential information about the project and acknowledgements.

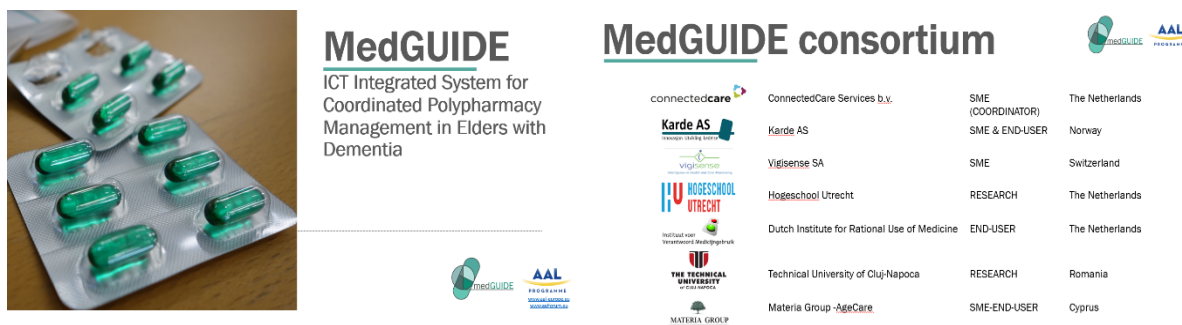


Figure 2. MedGUIDE presentation template

<b>MedGUIDE</b>	
ICT Integrated System for Coordinated Polypharmacy Management in Elders with Dementia	
<b>D4.2 Dissemination Plan</b>	
<b>Project acronym:</b>	MedGUIDE
<b>AAL JP project number:</b>	AAL 2016-052
<b>Deliverable Id :</b>	D4.2
<b>Deliverable Name :</b>	Dissemination Plan
<b>Status :</b>	draft
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Figure 3. MedGUIDE deliverable template

### 3.5.2 MedGUIDE website

The website is available at the URL: <http://medguide-aal.eu/>. It plays an essential role in the overall project because it works as a main communication tool to disseminate and validate project results. It provides a wide array of functionalities including project blog and Twitter connection. The website will publish information about the project, and about its initiatives such as events, participation to conferences, workshops, etc. The website provides an access to the project general objectives and the main results. It will be updated regularly to inform on the progress of the project. Specific areas are clearly defined on the website. The website will also aim to attract the interest of authorities, AAL professionals and citizens. It will include topics on project development as well as official documents (public deliverables). Figure 4 shows a screenshot of the website home page.

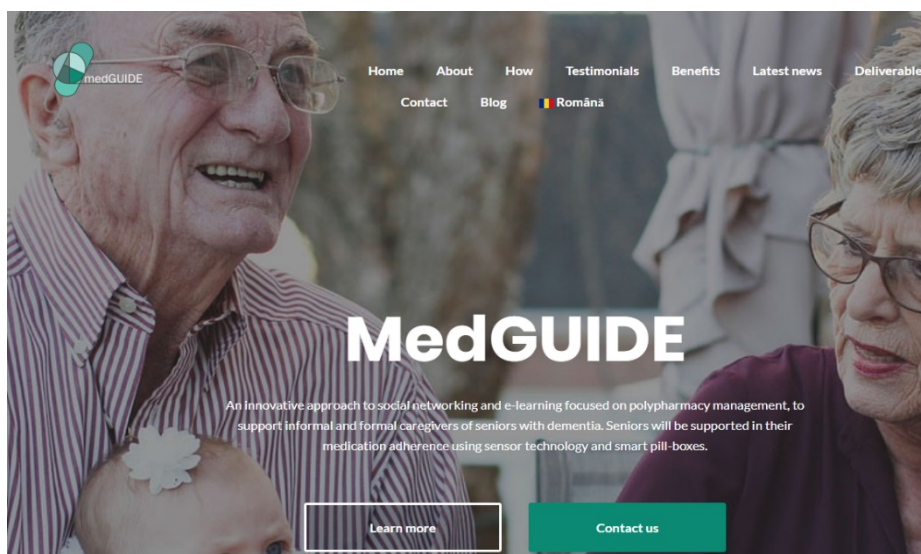


Figure 4. Screenshot of web site homepage

The web site contains all information related to the project overall description, approach, objectives, project phases, activities, results and updates. The sections of the website are detailed in Table 4.

**Table 4. MedGUIDE Website structure**

Id	Section name	Description
1	Home & About	Presents general information about the project.
2	Benefits	Shows the main target groups that will benefit for using the MedGUIDE solutions.
3	How	Describes the main outcomes related to the envisioned MedGUIDE digital platform.
4	Team	Gives general information and logos about the project coordinator as well as the project partners.
5	Testimonials	Presents the initial opinion of end-users for MedGUIDE goals.
6	Latest News & Blog	Presents the latest news to the visitor.
7	Deliverables	Public deliverables can be downloaded.
8	Contact	Provides a form for contacting the consortium by email.

### 3.5.3 Poster, project fact sheet and brochure

A project fact sheet and poster for the MedGUIDE project has been designed to serve, along with the project logo (see Figure 5). The poster text has been produced and agreed among partners in English. The text will later be translated to the consortium partners national languages. An enhanced edition of the poster will be produced towards the second part of the project lifetime, addressing mainly the outcomes of the project.



#### Project Fact Sheet

<b>Project name:</b>	MedGUIDE
<b>Coordinator:</b>	Connectedcare Services b.v.
<b>Duration:</b>	30 Months
<b>Starting date:</b>	Feb 1, 2017
<b>Total budget:</b>	€ 2.039.024
<b>Public contribution</b>	€ 1.289.710
<b>Contact</b>	dr. Martijn Vastenburg
<b>Contact details of the coordinator</b>	Phone +31-6-2427 3446 Email <a href="mailto:m.h.vastenburg@connectedcare.nl">m.h.vastenburg@connectedcare.nl</a>
<b>Website:</b>	<a href="http://medguide-aal.eu/">http://medguide-aal.eu/</a>

#### Background

Over 21% of the elders suffering from dementia are exposed to polypharmacy. Both medication prescription and medication adherence tend to be a huge challenge in case of dementia, because:

- (1) It can be difficult for medical professionals to properly assess the behavioral and psychological symptoms of the elderly patient;
- (2) Due to cognitive decline, it tends to be challenging for the patient to take the appropriate medication at the right time.

#### Objective of the project

MedGUIDE is a European innovation project that provides an innovative approach to support seniors with dementia with their medication adherence through smart pill boxes and social networking. The project aims to help elders with mild cognitive impairments living at home by:

- (1) Providing insight in the actual needs of elders with dementia (based on input from the patient, the network of informal caregivers, and contextual data from IoT devices);
- (2) Provide insight in actual medication use, side effects and adherence;
- (3) Provide support for improving the care and medication adherence through direct reminders and personalized roadmaps leveraging the network of informal

#### Project overview

MedGUIDE is a digital platform that brings together informal caregivers, medical professionals, pharmacists and the patients themselves. The platform will collect information from the local care network (patient, family, informal caregivers), both through self-reporting and sensor data collection. The self-reports and sensors will report on physical activity, sleeping patterns, movement habits, nutrition and social interaction aspects and medication intake and adherence to the prescribed therapy. The combination of the 'human perspective' and the 'sensor perspective' will provide an up-to-date view of the state and needs of the elderly patients. Furthermore, MedGUIDE will use big data analysis to detect changes in patients' routines, in order to minimize side effects of medication.



#### Expected results and impact

The MedGUIDE product brings together all actors in the chain of health and pharmaceutical care interested in improving the care and wellbeing of people with dementia through better medication management. Considering that over 60% of people with dementia in Europe have trouble with over- and under treatment of dementia-related medications, the target market of MedGUIDE is significant. The MedGUIDE business model targets professional care providers (e.g. pharmacy networks), who can use MedGUIDE to improve medication management and thereby better support their elderly patients. Furthermore, the consortium aims to also directly target health insurers, since the high-level efficiency gains can only be incentivized on a meta-level.

#### Consortium

1. ConnectedCare Services BV	SME	The Netherlands	<a href="http://www.connectedcare.nl">www.connectedcare.nl</a>
2. KARDE AS	End-user/SME	Norway	<a href="http://www.karde.no">www.karde.no</a>
3. Vigisense SA	SME	Switzerland	<a href="http://www.vigisense.com">www.vigisense.com</a>
4. Hogeschool Utrecht	Applied Research	The Netherlands	<a href="http://www.hu.nl">www.hu.nl</a>
5. Dutch Institute for Rational Use of Medicine	End user	The Netherlands	<a href="http://www.medcijningebruik.nl">www.medcijningebruik.nl</a>
6. Technical University of Cluj-Napoca	R&D	Romania	<a href="http://www.utcluj.ro">www.utcluj.ro</a>
7. Materia Group – AgeCare	End-user/SME	Cyprus	<a href="http://www.materia.com.cy">www.materia.com.cy</a>

*Figure 5. MedGUIDE Poster/Project Fact Sheet*

Specific project partners brochures have been created for disseminating the projects objectives (see Figure 6 for KARDE partner brochure).

**MedGUIDE: Integrert IKT-system for  
håndtering av omfattende legemiddelbruk  
hos eldre personer med demens (2017-2019)**

MedGUIDE-prosjektet tar sikte på å bedre livskvaliteten og bidra til et selvstendig liv for eldre mennesker med demens.

Mennesker med demens bruker ofte mange medisiner. Dette kalles polyfarmasi. Det kan være medikamenter for demenssykdommen i seg selv, for symptomer som følger av demens og for andre sykdommer de har.

Prosjektet dreier seg først og fremst om å gi brukeren en så god medisinsk behandling som mulig. Man skal forebygge og å oppdage uheldige medisinkombinasjoner, oppdage bivirkninger samt gi støtte for justering av behandlingen. De eldre skal også lettere kunne greie å ta sine medisiner på riktig måte ved at de minnes på å ta medisinen hvis de ikke har gjort det som er forskrevet.

MedGUIDE-prosjektet har delfinansiering fra EU-kommisjonen og Norges forskningsråd. Partnerne legger ned en betydelig egeninnsats.



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Figure 6. MedGUIDE brochure

Also, the consortium prepared additional materials for dissemination purposes (exhibitions, events, meetings, etc.): (i) MedGUIDE Summary (a document containing a short summary of the project objectives) and (ii) MedGUIDE Presentation (a ppt presentation containing project data, main objectives and consortium details).

#### 3.5.4 Press releases

We intend to disseminate and circulate the results of the project via the publication of press articles / releases in both the general and specialised press. These articles will be released to give information about project activities in general, or to highlight the quality of the work completed. Additional information about project results, products, or specific scenarios activities will be included in future press releases according to specific needs. These articles will also contain information on the opportunities and benefits offered by the MedGUIDE to the dementia community and to other sectors such as pharmacotherapeutic care, and will be correlated the main channels where to find out supplementary in depth relevant information. Press releases will be mentioned in the “Dissemination Activities” Section of this document.

Special events throughout the project lifecycle that may call for a press release include:

- The project’s beginning, to inform the public about the project and its goals and the end of the project, to show the outcomes of the project;
- MedGUIDE workshops/special sessions;
- Special occasions for a consortium partner;
- Announcement of significant strategic alliances;
- Release of MedGUIDE prototype;
- Adoption by important end-user communities/organisations of MedGUIDE solutions;

### 3.5.5 Twitter/Facebook accounts

MedGUIDE project has a dedicated Twitter account (<https://twitter.com/MedGUIDE>) showing the news and events related to the project lifecycle. Figure 7 shows a screenshot of the Twitter account illustrating also the number of tweets and followers.



Figure 7. MedGUIDE Twitter account

Also, the project is active on Facebook through partners accounts. Figure 8 shows screenshots of two examples of Facebook activities.



Figure 8. MEDGUIDE Facebook activity

### 3.5.6 Scientific publications

Scientific papers that discuss aspects of the technical work conducted in MedGUIDE, or that mention MedGUIDE methodologies and technologies, should be published on the project's communication website whenever not infringing the IPR matters. In this last case, the abstract of the paper will be made available on the project website. Each paper will be reported according to the procedure outlined in this document. When appropriate, the papers must acknowledge the total or partial financial support of the European Commission and of the National Funding Agencies for the MedGUIDE project.

Relevant journals / conferences addressing ambient assisted living and dementia care where scientific publications can be used for dissemination will be identified and high-quality papers will be submitted after obtaining the initial trial validation results.

### 3.5.7 Lectures and presentations

Selected presentation slides on MedGUIDE are made available on line on the project's log website. Every formal or informal presentation of MedGUIDE, including academic lectures and seminars concur to the dissemination activities and should therefore be reported according to the procedure outlined in this document. The official MedGUIDE template for presentation slides which are available on the project internal portal must be used.

### 3.5.8 Events

MedGUIDE project will be represented in several international relevant scientific, technical and/or political level conferences and symposiums in the field of Ambient Assisted Living or tailored for older adults suffering of dementia, through specific workshops co-located within planned conferences, or through a booth within the exhibition area of a conference or a fair. Some project domain focused conferences where potential adopters can be met or attracted are already identified: AAL Forum, AAL Info Day, EAI International Conference on Ambient Assisted Living Technologies based on Internet of Things, Persuasive technology Congress and International Society of Gerontechnology conferences.

Also, an initial list of conferences and workshops in which one or more MedGUIDE partners have either taken part or aim to take part will be presented in Section 3.6.2.

## 3.6 Dissemination activities

### 3.6.1 Dissemination reports

The outcomes of dissemination activities are collected from all consortium partners and periodically assessed by the consortium partner responsible for dissemination activities to document the project dissemination, to determine the most effective dissemination channels, to highlight best practices, and also to find areas of improvement. The evaluation and research of development work through surveys and user requirement collections will also help direct dissemination initiatives and identify specific user needs.

### 3.6.2 Individual partners dissemination plan

The table below reports all the dissemination initiatives attended or planned by partners. The table is a living document which is constantly updated through the project lifetime. Updated partner dissemination plans will be also delivered at project months 24 and 30 as part of D5.4 and D5.5.

**Table 5. Partner individual dissemination**

Id	Event	Date	Location	Audience / Target group	Objective	Dissemination material	Partners	KPI
1	AAL Forum 2017 <sup>2</sup>	02-04.10.2017	Coimbra, Portugal	International Scientific and Industrial Audience	Project presentation, interaction with similar initiatives, AAL board discussions	Short project presentation, Workshop	TUC, CCARE	AAL Forum / Conference / Exhibition

<sup>2</sup> <http://www.aalforum.eu>

2	Project web page published on company website <sup>3</sup>	1.3.2017	Norway	National audience, both researchers and practitioners	Presentatio n of project vision and objectives	Includes downloadab le brochure in Norwegian	KARDE	Share
3	Project brochure in Norwegian V1 <sup>4</sup>	15.3.2017	Norway	National audience, both researchers and practitioners	Short presentatio n of project vision and objectives	PDF-brochure	KARDE	Share
4	Facebook post about project start in Karde's FB column <sup>5</sup>	1.2.2017	Norway	National audience, both researchers and practitioners	Short notice with reference to <a href="http://www.karde.no">www.karde.no</a>	-	KARDE	Share
5	Facebook post about the kick-off meeting in Karde's FB column <sup>6</sup>	21.2.2017	Norway	National audience, both researchers and practitioners	Short notice with reference to <a href="http://www.karde.no">www.karde.no</a>	-	KARDE	Share
6	Lecture on assistive technologies in smart homes at Norwegian Labour and Welfare Administrati on (NAV)	8.6.2017	Norway	Practitioners (ca. 30 NAV employees) within assistive technologies		Lecture notes in PowerPoint, in Norwegian	KARDE	Share
7	Booth at HealthValley Event <sup>7</sup>	9-3-2017	Nijmegen, Netherlands	National audience, both researchers and practitioners	Increase visibility + networking	Booth + poster + brochure	CCARE	Confere nce
8	AAL info day	6-3-2017	Brussels, Belgium	International	Networking	Brochure	CCARE	Confere nce
9	Persuasive technology XII congress <sup>8</sup>	5-6.4.2017	Amsterdam, Netherlands	International / academic	Increase visibility + networking	Sponsor, booth, brochure, poster	CCARE	Confere nce

<sup>3</sup> <http://www.karde.no/medguide>

<sup>4</sup> [http://www.karde.no/wp-content/uploads/2017/01/Faktaark\\_MedGUIDE-1.pdf](http://www.karde.no/wp-content/uploads/2017/01/Faktaark_MedGUIDE-1.pdf)

<sup>5</sup> <https://www.facebook.com/kardeasno/>

<sup>6</sup> <https://www.facebook.com/kardeasno/>

<sup>7</sup> [www.healthvalleyevent.com](http://www.healthvalleyevent.com)

<sup>8</sup> [www.persuasivetechology.eu](http://www.persuasivetechology.eu)

10	Dutch Digital Health Night <sup>9</sup>	25.4.2017	Berlin, Germany	International	Increase visibility + networking	Pitch regarding project, 200+ audience	CCARE	Exhibition
11	Visit to InterMedCon	1.6.2017	Münster, Germany	International	Explore business opportunities	Business meeting	CCARE	Exhibition
12	Flyer / Leaflet	14.3.2017	Utrecht/ The Netherlands	Researchers, Practitioners, PwD	recruitment	-	HU-UAS	Exhibition
13	Notification letter	21.2.2017 14.3.2017 20.3.2017	Utrecht/ The Netherlands	Researchers, Practitioners, PwD	Short notice with reference to <a href="http://bit.ly/2thID1H">http://bit.ly/2thID1H</a>	-	HU-UAS	Share
14	Announcement Alzheimer - The Netherlands dementia.nl	14.3.2017	Utrecht/ The Netherlands	Online forum	n/a	-	HU-UAS	Share
15	Information Screen Main entrance University of Applied Sciences	1.6.2017	Utrecht/ The Netherlands	Researchers, Practitioners, PwD	recruitment	-	HU-UAS	Share
16	2 Alzheimers cafés	4-5.2017	Utrecht/ Bilthoven The Netherlands	Researchers, Practitioners, PwD	recruitment	-	HU-UAS	Exhibition
17	Intranet Mail	1.5.2017	-	Personnel HU-UAS	recruitment	-	HU-UAS	Share
18	Newsletter Technology for Healthcare innovations June 2017		-	Contacts HU-UAS	Increase visibility + networking	-	HU-UAS	Share
19	Newsletter Innovation of Pharmaceutical Care March 2017	19.5.2017	-	Contacts HU-UAS	Increase visibility + networking	-	HU-UAS	Share
20	Newsletter via MailChimp	11.12.2017	-	Karde's network via e-mail list	Increase visibility + networking	Newsletter in Norwegian	KARDE	Share

<sup>9</sup> <http://www.duitslandnieuws.nl/blog/2017/05/02/duitse-ziekenhuizen-kijken-naar-er-nederland-gebeurt/>



21	Facebook-news about project	13.12.2017	-	Karde's followers	Increase visibility + networking	Link to newsletter	KARDE	Share
22	Project information to Kongsvinger municipality	12.2017 - 1.2018	-	the Major of the municipality, dementia team, chief physician	Increase visibility + networking + recruitment of users	Information letters (in Norwegian)	KARDE	Share
23	Project presentation one-to-one	6.2017	Oslo	Seconded visitor from Halmstad University in Sweden, in REMIND-project (MCSA-project)	Networking	Project web + oral presentation	KARDE	Share
24	Project presentation one-to-one	11.2017	Oslo	Seconded visitor from Ulster University in UK, in REMIND-project (MCSA-project)	Networking	Project web + oral presentation	KARDE	Share
25	Project presentation one-to-one	01.2018	Oslo	Seconded visitor from Jaén University in Spain, in REMIND-project (MCSA-project)	Networking	Project web + oral presentation	KARDE	Share
26	EAI International Conference on Ambient Assisted Living Technologies based on Internet of Things	12-14.06.2018	Budapest, Hungary	International Scientific Audience	Presentation of project outcomes	Technical paper	TUC	Conference / Paper
27	7th Computer Science Online Conference 2018	25-28.04.2018	-	International Scientific Audience	Presentation of project outcomes	Technical paper	TUC	Conference / Paper
28	International Conference on Intelligent Computer Communication and	09.2018	Cluj-Napoca, Romania	International Scientific Audience	Presentation of project outcomes	Technical paper	TUC	Conference / Paper

	Processing (ICCP)							
29	Informative leaflet	May 2017, November 2017	Nicosia, Cyprus	Potential participants, professionals, general public	Recruitment of participants, increase of visibility	Flyer	Materia	Share
30	Summary of the project in company's website incl. project's webpage <sup>10</sup>	Nov 2017	Cyprus	General public	Increase visibility	-	Materia	Share
31	Care organisation Thebe	June 2016	Amersfoort, The Netherlands	Professional Caregivers	recruitment	-	IVM	Share
32	Care organisation Alliade	June 2016	Heerenveen, The Netherlands	Professional Caregivers	recruitment	-	IVM	Share
33	Mezzo, nationwide informal care organisation	December 2017	Bunnik, The Netherlands	Policy staff for informal care	recruitment	-	IVM	Share
34	Chamber of Commerce Swiss-France	December 2017	Lausanne, Switzerland	Digital, e-health entrepreneurs (45)	conference	PowerPoint presentation	VIGS	Conference
35	Maison de santé d'Onex	October 2017	Geneva, Switzerland	Formal caregivers (5)	Pre-sales meeting	-	VIGS	Share
36	Cité Génération	December 2017	Geneva, Switzerland	Services apartments management (3)	Pre-sales meeting	-	VIGS	Share
37	International Society for Gerontechnology (ISG2018)	May 2018	St. Petersburg, Florida, USA	International Scientific Audience	Presentation of project outcomes	Abstract paper	HU-UAS	Conference
38	MedGUIDE website Blog posts <sup>11</sup>	April-December 2017	-	International Audience	Project updates	5 blog posts	ALL	Blog posts

<sup>10</sup> [http://www.materia.com.cy/index.php?option=com\\_content&view=article&id=127&Itemid=68&lang=en](http://www.materia.com.cy/index.php?option=com_content&view=article&id=127&Itemid=68&lang=en)

<sup>11</sup> <http://medguide-aal.eu/blog/>

## 4 Conclusions

A multichannel dissemination plan has been defined and used during the entire lifetime of MedGUIDE, targeting three levels of dissemination for the project outcomes: general awareness, understanding and action. In accordance appropriate dissemination activities are conducted to a wide visibility and identification of the project and its benefits in the dementia community, polypharmacy sector and AAL domain. The dissemination plan, tools and activities will be reviewed throughout the project duration to support the emerging and evolving needs of the project. At the end of the project, a final plan for disseminating the knowledge from the MedGUIDE findings will provide a complete picture of all activities undertaken and how the results can be exploited in European and International market (as part of D5.5).