iHelp

Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records

D8.3 – Communication and Collaboration Plan and Activities II

WP8 Communication and Exploitation

Dissemination Level:	Public
Document type:	Report
Version:	1.0.0
Date:	December 24, 2022

Document Details

Project Number	101017441
Project Title	iHelp - Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records
Title of deliverable	Communication and Collaboration Plan and Activities II
Work package	WP8 Communication and Exploitation
Due Date	December 31, 2022
Submission Date	December 24, 2022
Start Date of Project	January 1, 2021
Duration of project	36 months
Main Responsible Partner	iSPRINT
Deliverable nature	Report
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Reviewer names	George Manias (UPRC), Irina Nicolae, Danciu Gabriel Mihail (SIE)

Document Revision History

Version History			
Version	**Date**	**Author(s)**	**Changes made**
0.1	2022-11-22	Anastasia Marangou (iSPRINT)	ToC
0.2	2022-11-29	Anastasia Marangou (iSPRINT)	Input in sections: 4, 5, 6, 7
0.3	2022-11-30	Aristodemos Pnevmatikakis (iSPRINT)	Input in sections: 6.1, 6.2, 6.3
0.4	2022-12-01	Anastasia Marangou (iSPRINT)	Updates in the document
0.5	2022-12-06	Gabriel Danciu, Irina Nicolae (SIE)	1st Internal Review
0.6	2022-12-10	George Manias (UPRC)	2nd Internal Review
0.7	2022-12-15	Anastasia Marangou (iSPIRNT)	Addressed internal feedback
0.8	2022-12-20	Pavlos Kranas (LXS)	Quality review
1.0	2022-12-24	Dimosthenis Kyriazis (UPRC)	Final version

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Executive summary

The D8.8 – "Communication and Collaboration Plan and Activities II" deliverable has a key role in laying down the principles for designing the communication and dissemination strategy activities to be followed throughout the project. The dissemination and communication strategy consists of spreading awareness of the project and its results, among specialists, the general public, and emerging stakeholders. To achieve these results, it will target diverse groups of people – depending on the specific goals, e.g., engage partners, inform a specific category of patients – through different media, so to maximize the spreading impact; and using a variety of tools, conceived, and chosen based on the specific target.

As communication and dissemination activities are running in parallel with the development of all work packages, they are in sync with the process, progress, and feedback that the project receives. Therefore, the activities are adapted along the way.

This document describes the dissemination and collaboration strategy and the activities followed so far as well as the results from these activities. It also provides an overview of the communication activities that support them. The current deliverable highlights the dissemination activities that already occurred in the current period, how the dissemination strategy is used to spread awareness of the project and its results, among specialists, the general public, and emerging stakeholders, and the methods used to reach to the targeted audiences and to raise awareness in these diverse groups.

This document starts with the deliverable motivation and its correlation with the whole project's deliverables and tasks, followed by the conducted dissemination strategy and the planning of activities. It also demonstrates the iHelp dissemination channels and presents the promotional material and online promotion strategies.

1 Introduction

1.1 Purpose of the Deliverable

The purpose of the document is to present the dissemination plans for the iHelp and the key dissemination material that consortium partners should have available, in order to have a homogeneous strategy and approach to execute dissemination activities. The dissemination plans are mainly based on the initial planning presented in the DoA. However, considering an agile planning and execution of dissemination activities, the project will continuously review the planning, aiming to have a strong impact.

Several specific communication activities have been developed in order to implement the dissemination strategy and to pave the way for the exploitation of the project outcome, such as: (a) setting up and administrating the technical infrastructure, (b) creating appropriate communication material, (c) engaging in outreach initiatives towards the industry, the scientific community, and standards organizations, and (d) developing business plans, market research and market take-up material.

The main objectives of this document are first to raise awareness of the project's outcomes among the general public and reach the audience that could boost the marketing, exploitation, and sustainability of the project's results.

The specific communication activities that are used will be presented below.

1.2 Relation with other Deliverables and Tasks

The activities of WP8 receive inputs from all the other tasks and deliverables of the iHelp project. Dissemination is inherently embedded in many project activities, from requirements definition to final evaluation, through the utilization of the Stakeholder Ecosystem (SE) and User Groups (UG) as means to involve users and stakeholders of the project developments in all phases of the project implementation. Thus, all the partners have contributed to this document either directly or indirectly, since the collaboration strategy and the activities followed during the reporting period as well as the results from these activities conducted by each partner not only separately but also as a whole.

1.3 Changes since previous version

D8.3 – "Communication and Collaboration Plan and Activities II" is built upon the first deliverable D8.2 – "Communication and Collaboration Plan and Activities I". The older one outlined the strategy that had been followed since M18 and this one, i.e., D8.3, provides an in-depth analysis and data on the impact of this strategy. All the updates and changes are demonstrated in Table 1.

Table 1: List of additions/ changes/ updates

Section	Type of Change
2.1	List update
4	Numbers & images updates
5, 8, 8.1, 8.2	Data updates
2.2.2.3, 3.1, 4.1, 5.1, 5.2, 5.3	Minor/ cosmetic updates
5.4, 6, 6.1, 6.2, 6.3, 7	New addition
8.3	Modified

2 Dissemination and Communication Strategy

2.1 Dissemination Strategy Objectives

The major focus of the iHelp dissemination and communication plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods. It should be pointed out that dissemination and communication activities and channels described in the following sections are linked to the exploitation of the project results.

The dissemination strategy has the following objectives:

- To identify targeted stakeholders
- To define the communication tools that will be used and develop the dissemination plan to increase the impact of the project
- To create public awareness of the project and its results
- To ensure that the knowledge and information gained will be made available to multiple targets at national, European, and global level and that the project outcomes (concepts, scientific results, tools, methodologies, results of validation work, standardization punch-lists, policy, and market recommendations) are widely disseminated to the appropriate target communities, at appropriate times and via appropriate methods, and that external stakeholders who can contribute additional value to the development, evaluation, uptake and exploitation of these outcomes can be identified and encouraged to participate
- To foster communication with other projects
- To make effective utilization of dissemination and communication channels to raise awareness of the project

2.2 Communication Activities

2.2.1 Overview of Communication Activities

The communication activities related to the dissemination set by the project from its proposal phase are grouped as follows:

- Create Project Identity and Branding material, as well as create publicity materials e.g., leaflet/ brochure
- Website design and social media accounts – Twitter, LinkedIn, YouTube. These are the public communication resources for the project, where the target is more than 1000 followers overall, during the project duration
- Project mailing lists, which will support the project's internal communications and public lists for outward communications
- Attend and/or host up to 20 relevant networking events or workshops addressing the target communities, stakeholders, and end-users overall, during the project duration
- Generate media coverage and release at least 10 project publications and more than 30 blog entries overall, during the project duration

2.2.2 Communication Phases

The iHelp project follows a 3-step communication approach with the following phases:

- Phase 1: Awareness raising
- Phase 2: Dissemination
- Phase 3: Exploitation

In the following sections, the overall activities of each phase are described. Furthermore, the WP8/T8.1 leader will follow up on the concrete activities from all partners on a monthly basis. For this purpose, three shared worksheets will be maintained by the project; see Table 4.

2.2.2.1 Awareness

The awareness raising phase covers the period from M1 to M12, in which the project prepares the branding of the project (Milestone MS1) and the high-level conceptual model and reference architecture (Milestone MS2). The communication objectives of this phase, are mainly to raise awareness of the project, enhance visibility, and build a network to be capitalised at the next phase. Serving those objectives requires solid identification and analysis of the stakeholders and target groups (as will be analysed below), development of a set of appropriate communication messages and tools, and assurance of quality outputs and results to show for.

2.2.2.2 Dissemination

Having reached milestones MS1 and MS2, the project has meaningful results to demonstrate. The results are delivered continuously, so the audience can be in touch with the project's progress. By the time the iHelp project reaches this phase, all stakeholders and target groups have been identified and their needs analysed. This means that many communication tools have been developed and key activities prepared while the network will be underway, and synergies will be in place. The challenge of this phase is to capitalise on the achievements of the iHelp project, securing the maintenance of stakeholders' interest and engagement, encouraging participation. At the same time, this phase benefits from the lessons learned during the previous phase. A careful evaluation of the progress during the previous phase and the challenges addressed will need to feed into the Communication Strategy to be crafted and adjusted at this stage.

2.2.2.3 Exploitation

This phase includes communication activities that are linked with the exploitation strategy of the project and will be introduced and detailed in the context of D8.6 – "Exploitation plan II".

2.3 Target Groups

The target groups that have been identified as potential stakeholders of the iHelp project are classified into five major categories, namely:

- TG1: ICT Technology and Service Providers
- TG2: Healthcare Service Providers
- TG3: Academic and Scientific Community
- TG4: Policy Makers and Facilitators
- TG5: Public at large

3 Individual Dissemination and Communication Plans

In this section, each consortium member reports their individual plans for disseminating the project's outcomes.

3.1 University of Piraeus Research Centre (UPRC)

Since the University of Piraeus Research Centre (UPRC) belongs to the University of Piraeus, its major advantage is that everything developed in the context of iHelp will be disseminated, exploited, and furtherly used for research and education purposes. Hence, in this context the designed components and mechanisms under the scopes of T3.4 – "Standardisation and Quality Assurance of Heterogeneous Data" will be exploited by students, researchers, and the academic faculty – when and if needed – while it will be offered as an online independent software to specific developers and stakeholders in the form of a ready to use component and as an API or serverless service. Moreover, UPRC as the Project Manager of the project will drive the communication and dissemination of the scientific and technical know-how developed in the project to relevant research activities. To this end, specific papers and publications will also be produced and will be presented and published in different scientific conferences and journals.

Finally, UPRC, as an academic organization addresses research in the domain of software engineering and distributed computing. Based on the above, UPRC dissemination strategy will be in the context of UPRC's strategic plans and more specifically the iHelp results and approaches will be proliferated among the attendants of the University activities, through postgraduate and continuing education programs.

As a non-profit academic institution, UPRC is involved in challenging, real-life problems that extend its research interests to new areas and thus advance and proliferate scientific knowledge. Nonetheless, UPRC members aim at exploiting the outcomes of research projects, by developing and releasing "products" that meet a set of quality requirements such as software tested, accompanied documentation, installation guidelines and best practices. Regarding target groups, UPRC (as a university) addresses researcher in the domain of software engineering and distributed computing. Based on the above, UPRC exploitation will be in the context of UPRC's strategic plans in the areas of: (i) Education: iHelp results will be proliferated among the attendants of the University activities, mainly among postgraduate and continuing education programs, (ii) Technology transfer to the Greek IT industry and public bodies through joint projects, and (iii) Technology promotion in the Greek policy makers as part of an effort to increase the iHelp awareness and the adoption of prevention and intervention models based on the lessons learned in the project.

3.2 Athens Technology Centre (ATC)

The dissemination activities to be performed by Athens Technology Center (ATC) partner, aim to raise awareness of the project's outcomes to a broad audience including researchers, medical institutes, policymakers, and citizens. The channels that will be used, on a regular basis, include the ATC's official website (www.atc.gr), "Twitter" page (https://twitter.com/atc_gr), "LinkedIn" page (https://www.linkedin.com/company/athens-technology-center/?originalSubdomain=gr) and "Facebook" page (www.facebook.com/athenstechnologycenter).

The dissemination actions include the active presence in social media not only via reposting the published material from the iHelp dissemination social media but also by creating new content and publishing it on ATC's Website and social media platforms. Moreover, special effort will be given, to continue publishing

the produced outcomes in relevant Conferences, Symposiums (such as the IEEE Symposium on Computers and Communications), and scientific Journals. Finally, due to the company's intense involvement in the provision of AI mechanisms (algorithms & techniques) for the early prediction of Pancreatic Cancer risk factors, special Blog Posts will be created for the announcement of progress in the relevant field.

3.3 LeanXcale (LXS)

LeanXcale (LXS) will disseminate the project's outcomes related to the iHelp knowledge management system to potential clients in the healthcare sector (e.g., care service providers, hospitals, and public health organizations). LXS will take advantage of relevant dissemination and communication opportunities towards promoting and showcasing the use of the LeanXcale BigData database in Healthcare AI use cases. Its target objective is to create awareness in the industry about the innovations developed in the project to prepare for large-scale commercialization after the project end. The targeted markets are Europe, Asia, and the US, while the target sectors are the ones that are data intensive and rely on an isolated silo.

An indicative list of planned activities that LXS plans to organize in order to contribute towards the dissemination and communication of the project is:

- Conferences / Exhibitions/ trade fair
- Webinars: bimonthly webinars on the project use cases.
- Press releases, newspaper articles, and other dissemination activities.

Moreover, LXS plans to publish posts frequently on data management until the end of the project on the LinkedIn network (https://www.linkedin.com/company/leanxcale/).

3.4 KODAR Systems (KOD)

KODAR (KOD) and its affiliate partners – Strypes and DS4 – are technical partners and technical communication channels for dissemination of information about the project, scope, and involved innovations will be utilized.

KODAR and his partners will announce the project and his goals during the technical conferences and events any of them are participating and especially the AI, big data processing, and enterprise products related ones.

In parallel, the news and events section of the corresponding corporate websites (https://www.kodar.net/, https://digisys4.eu/) will be updated with information about internal project milestones reached that contain tasks where the associated partner has participated.

KODAR's social media profiles, LinkedIn (https://www.linkedin.com/company/kodar/), and Facebook (https://www.facebook.com/KodarLtd/) will be used as well to announce project goals and targets along with other company-driven or supported social responsibility initiatives

The auditory of those channels is not limited to developers but also includes the general public that follows the companies and their initiatives.

The last but very important and influential channel are personal social media profiles of participants in the project - most of them recognizable among the fowlers as advocates of healthy living.

3.5 Innovation Sprint (iSPRINT)

Innovation Sprint (iSPRINT) is the leader of the WP8, Dissemination and Exploitation of the project and therefore manages all communication activities of the iHelp project.

As a project partner, Innovation Sprint will actively raise awareness for the iHelp project to stakeholders around Good Clinical Practice (GCP) and participate in conferences and events from the pharmaceutical industry.

Innovation Sprint will also promote this European project through a range of content material it will produce through its site (www.innovationsprint.eu) and social media channels, Twitter (https://twitter.com/innovSprint), LinkedIn (https://www.linkedin.com/company/innovation-sprint/), Facebook (https://www.facebook.com/innovationsprint.eu). The target audience of all these communications is people from the pharma industry, regulators, policymakers, and researchers.

Furthermore, the iHelp solution can be presented at the annual workshop organized by Innovation Sprint in the first months of 2022 (Sprint 5th Workshop), with news considering actions are taken and the project's results.

Finally, Innovation Sprint has already published a Press Release with a general overview of the iHelp project. The audience for this Press Release is media containing global pharmaceutical news and resources.

3.6 Engineering Ingegneria Informatica SpA (ENG)

Engineering Ingegneria Informatica (ENG) addresses dissemination tasks directly involving its Marketing and Communication group and exploiting the company channels to reach all the groups with premises worldwide. Specifically, we use to exploit: our website (https://www.eng.it/en/) as well as LinkedIn (https://www.linkedin.com/company/engineering-ingegneria-informatica-spa/), Twitter (https://twitter.com/EngineeringSpa), Instagram (https://www.instagram.com/lifeatengineering/) to advertise about our projects and achievements in agreement with a well-established company policy and strategy which periodically communicates with the R&D to showcase about its main Research & Innovation achievements. In case of relevant results or events, it is also possible to issue press releases.

As an additional means of internal communication within the group (i.e., worldwide) and, consequently towards the external world via our sales managers, the possibility to organize thematic webinars on project results, write instant papers, white papers, give interviews, or report on specific case studies.

In terms of dissemination, this is primarily performed by visiting our customers and the institutional stakeholders (central, regional, and local government) to showcase our main innovations, and by participating in public events (e.g., Digital Health Summit, EHTEL Symposium) for presenting projects and our main contributions. Further, we consider participating together with other (academic) partners in writing scientific manuscripts for conferences or journals, even though it is not core to our business and strategy.

3.7 Siemens (SIE)

Siemens (SIE) is building its communication and dissemination plan based on internal policy and the current positioning related to the EU-level organizations and associations. As a relevant community, Siemens aims to own internal R&D and business unit staff to meaningfully reach customers and business partners.

At the EU level, Siemens plans to use the extensive networking generated by past or current projects to link with and create cross-domain information exchange and support.

We plan to present project outcomes and generate awareness via partnerships with BDVA (Big Data Value Association, https://www.bdva.eu/).

Further, follow-up on preparing and providing the project's contributions to international standards consortiums is envisioned, e.g., Industrial Internet Consortium, as well as to EU clusters and associations, as appropriate, considering the outcomes of T8.2 and for collaboration and cross-referencing on trustworthiness and compliance.

Specific iHelp findings related to Siemens's involvement and project outcomes will be promoted towards Siemens Healthineers (www.siemens-healthineers.com), and social network accounts (e.g., LinkedIn, Twitter).

We envision inter-project communications and clustering activities with other running co-funded projects, e.g. Retention (https://www.retention-project.eu/), HEIR (https://heir2020.eu/), Eur3ka (https://www.eur3ka.eu/), EFPF (https://www.efpf.org/), STAR (https://star-ai.eu/) or ASCAPE (https://ascape-project.eu/), which share research interests and conduct research in similar topics, notably topics related to IoT devices, AI, Big Data and security considering health data for evaluating health risks, assure secure telemedicine or smart manufacturing. In case common data exists, it will leverage secure interconnections or support building AI models for disease predictions and risk identification. In the latter case, some medical traits representative of one disease might have implications for another disease. Therefore, investigating similar projects can provide increased performance and discover hidden linkages.

Early identification of prospective stakeholders and engaging them in the project ecosystem for community development and the prospective marketplace is also to be considered. Participation at scientific events (workshops, conferences) to raise awareness about iHelp and dissemination to scientific journals and conferences with contributions from partners related to the corresponding project activities, will also be performed, accordingly.

3.8 Information Catalyst for Enterprise (ICE)

Information Catalyst for Enterprise (ICE) will promote the iHelp project through various channels, including but not limited to the use of the company website (https://informationcatalyst.com/) to broadcast the project's achievements, the use of company social media channels as well as the presentations/ brochures/ banners at the industry events and exhibitions (e.g., Big Data London, Big Data World, etc) where the company regularly participates. Moreover, ICE will prepare targeted dissemination material in the form of videos and brochures highlighting the niche value proposition of the project in various technological and healthcare areas. The prepared material will be made available on the project's website and social media channels, LinkedIn (https://www.linkedin.com/company/information-catalyst/), Twitter (https://twitter.com/InfoCatalystUK), Facebook (https://www.facebook.com/infocatalystUK).

3.9 Universidad Politécnica de Madrid (UPM)

Universidad Politécnica de Madrid (UPM) as an academic partner will disseminate the project results in master lectures to introduce students to data visualization techniques and the low code programming

model used by the Decision Support System (DSS). UPM participates in an EIT Health master programme where iHelp results will be presented.

UPM organizes seminars on topics related to health research at least once per year where the results of iHelp will be disseminated. These seminars are attended by clinicians and hospital staff that might be interested in the iHelp results. Until now, there has been a strong collaboration with an expert oncologist working with lung cancer. The DSS is used in this project in the context of pancreatic cancer but, it is independent of the specific type of cancer and can be used by a wide spectrum of clinicians. UPM has transferred previously several research results to the industry and will look for opportunities for transferring the iHelp results (mainly the DSS) to interested parties. The DSS will be open source with an Apache license.

Some research publications on the DSS are foreseen and one is already being written.

3.10 University of Manchester (UNIMAN)

University of Manchester (UNIMAN) will be engaging with all dissemination activities of our work. Professor Kenneth Muir had already contributed to the broadcast video in the Pancreatic Cancer Day programme on the project's YouTube channel (https://www.youtube.com/channel/UCSeeFSLYsDneHLMr6r62MOA). In terms of academic dissemination of our work, we submitted abstracts related to two aspects of iHelp including an innovative pancreatic risk predictive model and the development of the iHelp platform as a way to advertise our iHelp project as a whole. Furthermore, we will continue to disseminate our outcome to reputational journals such as Cancer Epidemiology Biomarkers & Prevention journal (https://cebp.aacrjournals.org/), British Journal of cancer (https://www.nature.com/bjc/) and Plos One (https://journals.plos.org/plosone/).

3.11 Agostino Gemelli University Policlinic (FPG)

Fondazione Policlinico Gemelli (FPG) aims to promote the iHelp project through both academy- and general public-oriented dissemination activities.

FPG plans to share iHelp progress and results with the general public through its official social network accounts (LinkedIn, Twitter) and website (www.gemelligenerator.it).

FPG will also be committed to sharing iHelp outcomes with researchers from the medical and hospital management field by publishing high-quality reviews and experimental papers in the following journals (see Table 2).

Table 2: Target Journals for Gemelli Hospital

Journal	URL
The Lancet Oncology	https://www.thelancet.com/journals/lanonc
Cancers	https://www.mdpi.com/journal/cancers
Frontiers in Oncology	https://www.frontiersin.org/journals/oncology
Artificial Intelligence in Medicine	https://www.sciencedirect.com/journal/artificial-intelligence-in-medicine
World journal of gastroenterology	https://www.wjgnet.com/1007-9327/
Technology in Cancer Research and Treatment	https://journals.sagepub.com/home/tct

3.12 Hospital de Dénia-MarinaSalud (HDM)

The Communication and Corporate Social Responsibility Department of the Dénia Marina Salud Hospital (HDM) widely disseminates communications related to health promotion and its projects. The iHelp project and its development is communicated in different ways; internally to all professionals and through external communication to the population of Marina Alta and the general public, as well as to other health institutions and organisations.

The Hospital's Department of Communication and Corporate Social Responsibility takes great care with communications through different channels, including social networks, the Hospital's intranet and website, workshops, institutional events, patient information events, etc. All these elements are available to Marina Salud and all iHelp partners to promote the results of the project.

- **HDM Communication Channels:**
  - Marina Salud website: https://www.marinasalud.es/
  - Marina Salud Intranet: https://marinanet.happydonia.com/
- **HDM Social Networks:**
  - Twitter: https://twitter.com/HospitaldeDenia
  - Linkedin: https://www.linkedin.com/company/marina-salud
  - YouTube: https://www.youtube.com/c/MarinaSaludHospitaldeDenia
- **Media:**
  - Local and national newspapers
  - Local radio stations
  - Health newspapers

3.13 Karolinska Institutet (KI)

Karolinska Institutet (KI) aims to support and promote the iHelp project through both academy- and general public-oriented dissemination activities.

KI plans to share iHelp progress and results through its official social network accounts, LinkedIn (https://www.linkedin.com/school/karolinska-institutet/), Twitter (https://twitter.com/innovSprint), and other relevant channels.

KI will also be committed to sharing iHelp outcomes with researchers from the medical field/scientific community by being co-author/s in scientific papers/ publishing.

3.14 Medical University Plovdiv (MUP)

Medical University of Plovdiv (MUP) is leading the pilot for iHelp platform evaluation and implementation into the medical specialists' practice.

As a project partner and in order to organize and to successfully cover the task related to the pilot, the MUP team has started to advertise and discuss the iHelp project objective and clinical value of the IT platform that will be created and proposed to practitioners and the population at risk. The main aim of these first communication activities is to inform the clinical medical specialist of the application that will facilitate the early diagnosis of already developed Pancreatic cancer in the first stages, as well as to identify the patients with elevated risk for the development of this malignant process.

The second group of activities that are at the starting point at this stage of the project development is to present the project and its achievements to the Bulgarian Scientific Clinical Associations on General Medicine, Internal Medicine, Gastroenterology, General and Abdominal Surgery and Clinical Oncology, which could benefit from the iHelp platform by its inclusion it into their practice. In this sense, the primary steps have been performed and the Bulgarian Medical Association Regional Head has been informed in order to start organizing the presentation to the mentioned Scientific Societies.

The communication plan of the MUP includes presentations of the project activities and results at national and international scientific conferences related to the mentioned specialties.

The project results will be also presented to the Bulgarian Scientific Association for Public Health at national conferences as well to the Director of the Regional Healthcare Inspection Plovdiv for implementing the platform into the directives regarding Good Medical Practices.

Considering communication, a plan for addressing the Medical Academia is foreseen, aiming to include the platform into the undergraduate and postgraduate university programs, thus enhancing the medical community capabilities for more effective prevention and early diagnosis of Pancreatic cancer as well as better management of the patients with already developed cancer.

3.15 Taipei Medical University Foundation (TMU)

Taipei Medical University (TMU) will promote the results of the study through the publication of articles in esteemed journals, presentations/ workshops/ panels in conferences, introducing the study through social media before the study as well as benefits and implementation after the study, to create public awareness, on the health policy arising as a result of the iHelp project. TMU will strive (i) to formulate the important messages targeted at different stakeholders (ii) to disseminate the required solutions and outcomes of pilots to the medical communities through networking, social media, conferences, and other platforms to increase project awareness; (iii) to assess the impact of dissemination (iv) to seek feedback on the expectations of the relevant stakeholders. To summarize, TMU will contribute to the growth and development of iHelp solutions in the Asia-Pacific region.

TMU has initiated disseminating the project introduction and TMU's contribution to iHelp through workshops and lectures, targeted towards scientific community in Taiwan, India, and Indonesia.

4 Project Website

The iHelp website is the main tool for disseminating and communicating the project activities. Its main purpose is to inform the different stakeholders about the project and become an important source of information for both the general public and experts in the area, aiming to create awareness of project activities.

All the news regarding the iHelp project is published on the website while the iHelp consortium measures the analytics related to the website impact on the general public. Moreover, the iHelp's website acts as a scientific blog area where each partner is invited to publish their article. More specifically, during this first year of the project 28 scientific blog posts have been created by 13 different partners to enhance the communication and dissemination of the project outcomes and the work and research that are carried out in the context of the iHelp project.

The site is hosted at the following address: www.ihelp-project.eu. Representative screenshots from the website can be found in Figure 1 and Figure 2.
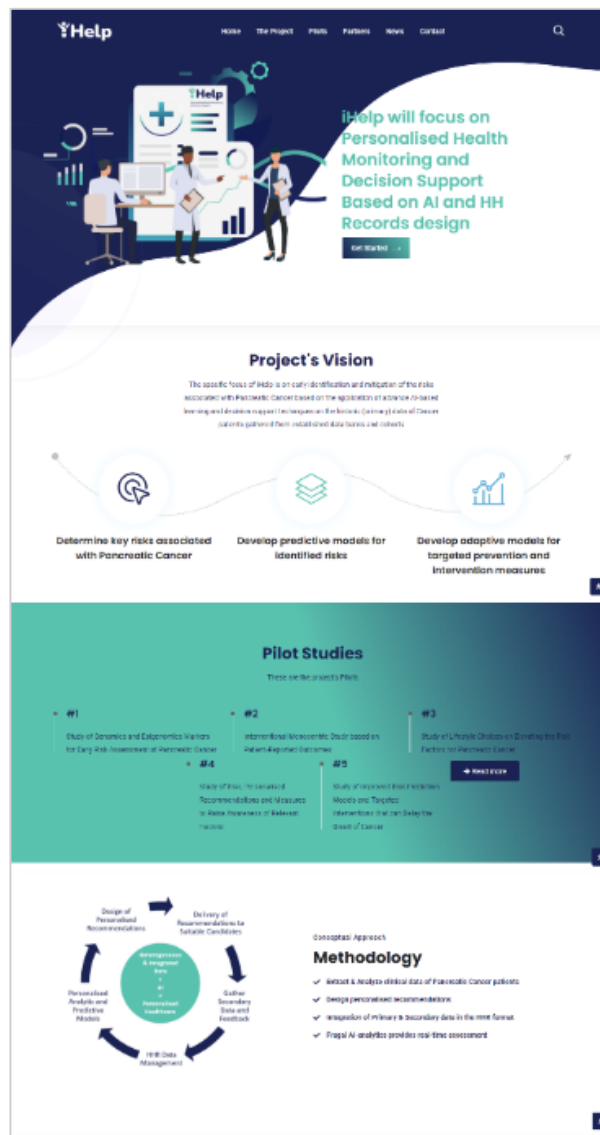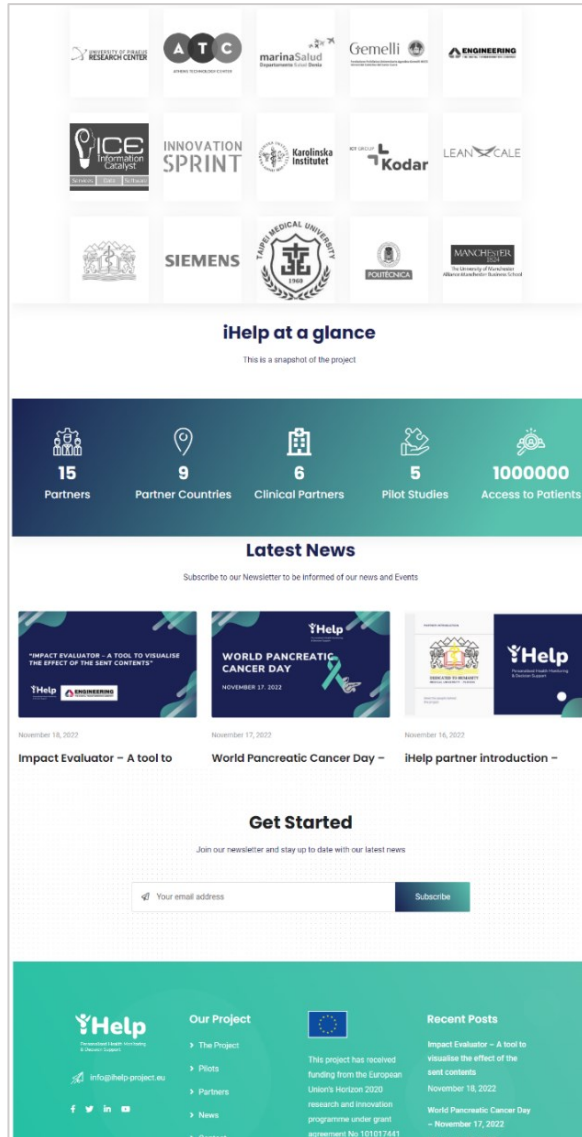

Figure 1: iHelp website

Figure 2: iHelp website

In terms of website analytics, as it is depicted in the Figure 3 and Figure 4, the iHelp website has been revisited by a total of 3 thousand users with the engagement time to be about a minute on average.
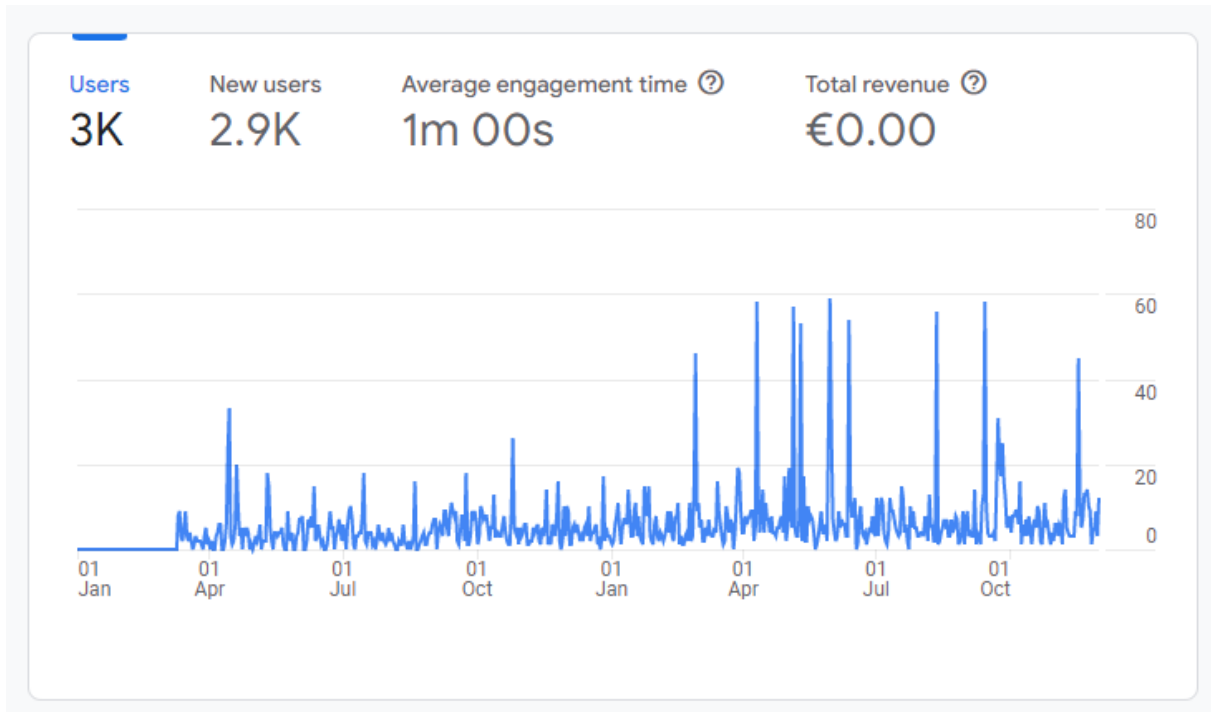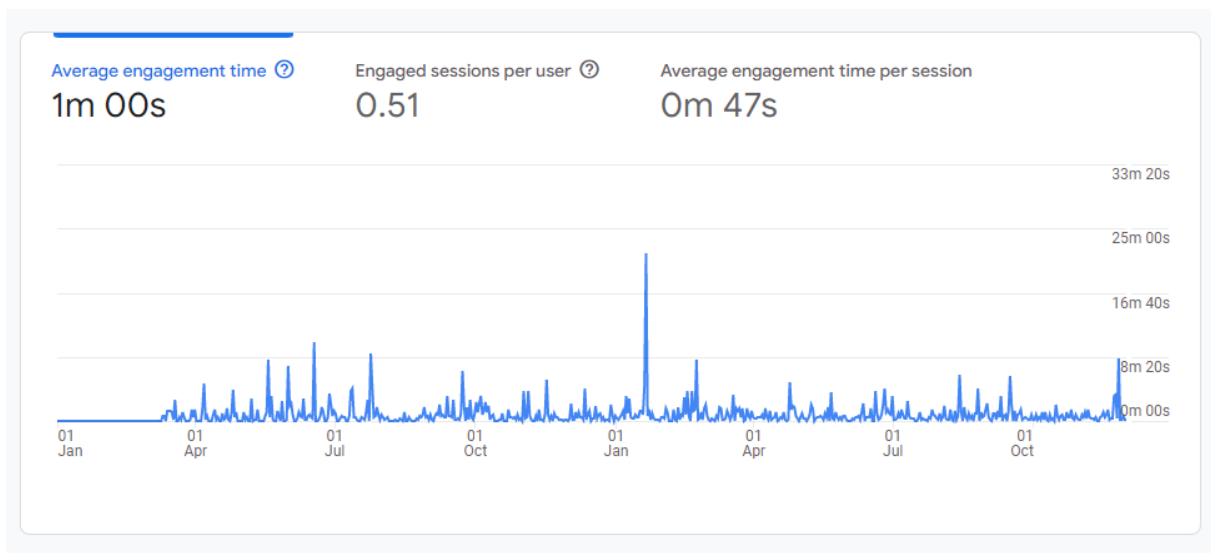

Figure 3: iHelp website visitors

Figure 4: iHelp website visitors' engagement

Regarding the website total views, they are about 9 thousand, as you can see in the Figure 5.
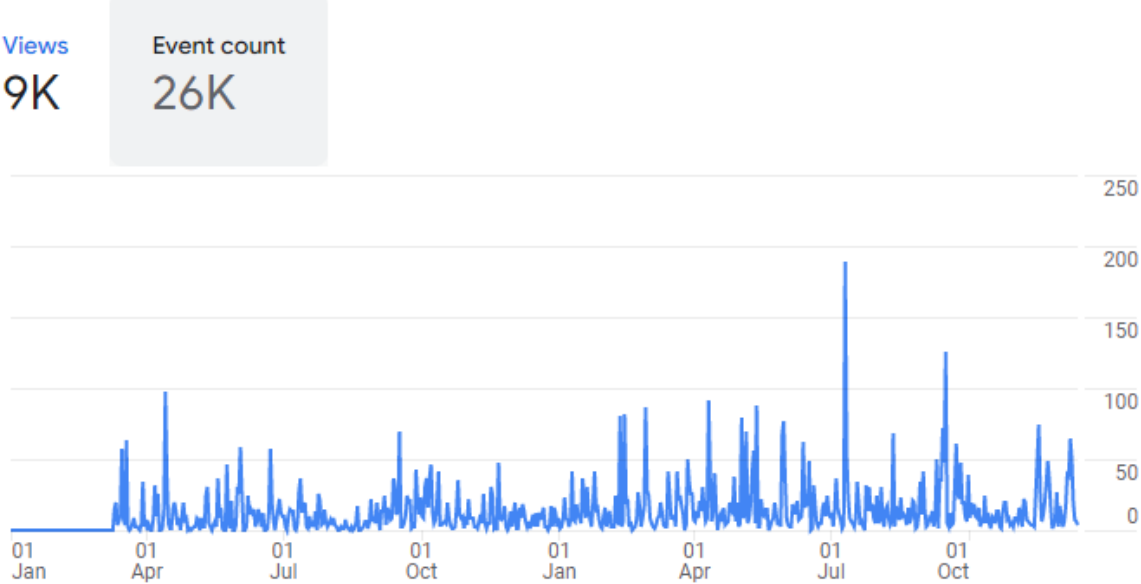

Figure 5: iHelp website total views

4.1 Search Engine Optimization

Search Engine Optimization (SEO) is a continuous process that helps a website appear higher in the organic search results of Google. An SEO strategy is implemented in 2 phases: a) setup, and b) running phase. For the setup phase, the best practices have already been applied, ensuring that the website is developed according to the latest Google recommendations. Concerning the running phase, there are several activities that further increase the position of iHelp, e.g., Backlinks from/to high-ranking and credible websites; relevant and original content with proper wording; descriptive URLs in every new page generated. These activities will also be based on Google Insights for specific keywords that the project will promote in the future. The SEO performance is reviewed using web tools and manual trials as well.

5   Social Media

The communication of the project through social media is conducted in such a way to maximize awareness and impact. Each social media channel has a different audience; therefore, the project generates and shares content through all available channels. Nowadays, a dissemination plan cannot ignore social media because of the diverse audience that it might easily reach.

Twitter and LinkedIn are the most engaging and penetrating social media platforms. People spend the most time and constitute a great opportunity for the iHelp project to be discovered by the general and specialized public keeping them up to date on its activities. Another platform iHelp started using is YouTube, through which campaigns and videos are communicated. This social media channel is informative and educational, cause through a video the results of the project can be presented and shown more effectively.

The last addition to our social media channels is the iHelp Facebook page. Facebook is a widely known social media channel and iHelp takes advantage of it to showcase its outcomes and any news related to the project's progress.

5.1 Twitter

Considering that Twitter users interact through click-link, the strategy of iHelp on Twitter is to post both project-related announcements and related articles. In addition, this account will offer a bi-directional communication channel with people interested (mentions and direct messages). On the Twitter platform, photos are important, as they attract the attention of more users reading the uploaded post. iHelp Twitter account (https://twitter.com/iHelp_Project) has 61 followers and 51 tweets related to iHelp (see Figure 6).
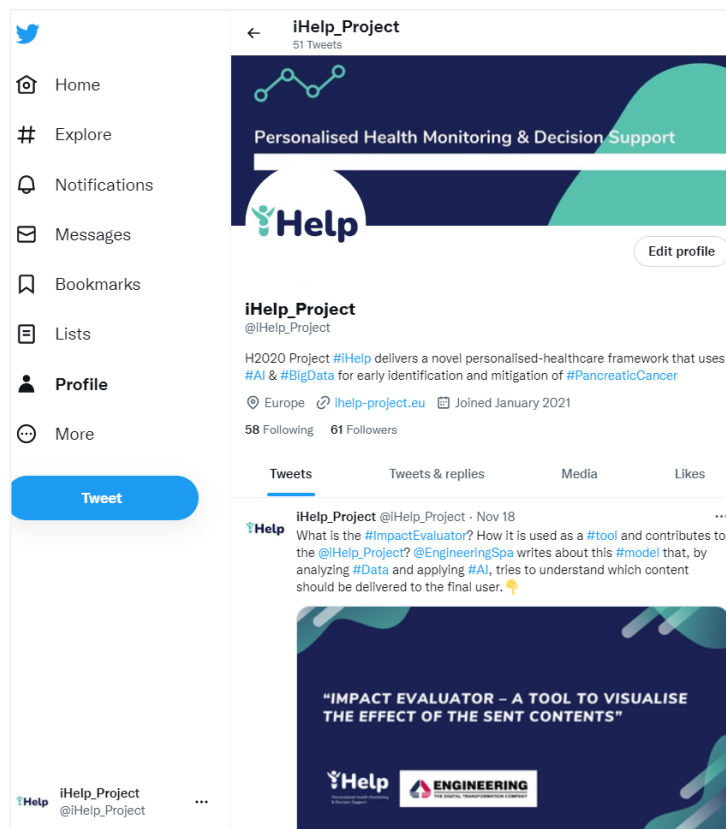
Figure 6: iHelp Twitter account

5.2 LinkedIn

On LinkedIn the content aims to engage stakeholders and therefore is more business-oriented, in line with the main platform purpose (see Figure 7).

iHelp LinkedIn account (https://www.linkedin.com/company/innovation-sprint/) has 121 followers.

During the last 365 days, the Page were viewed about 600 times by 214 unique visitors (see Figure 8) and the impressions are more than 8 thousand (see Figure 9).
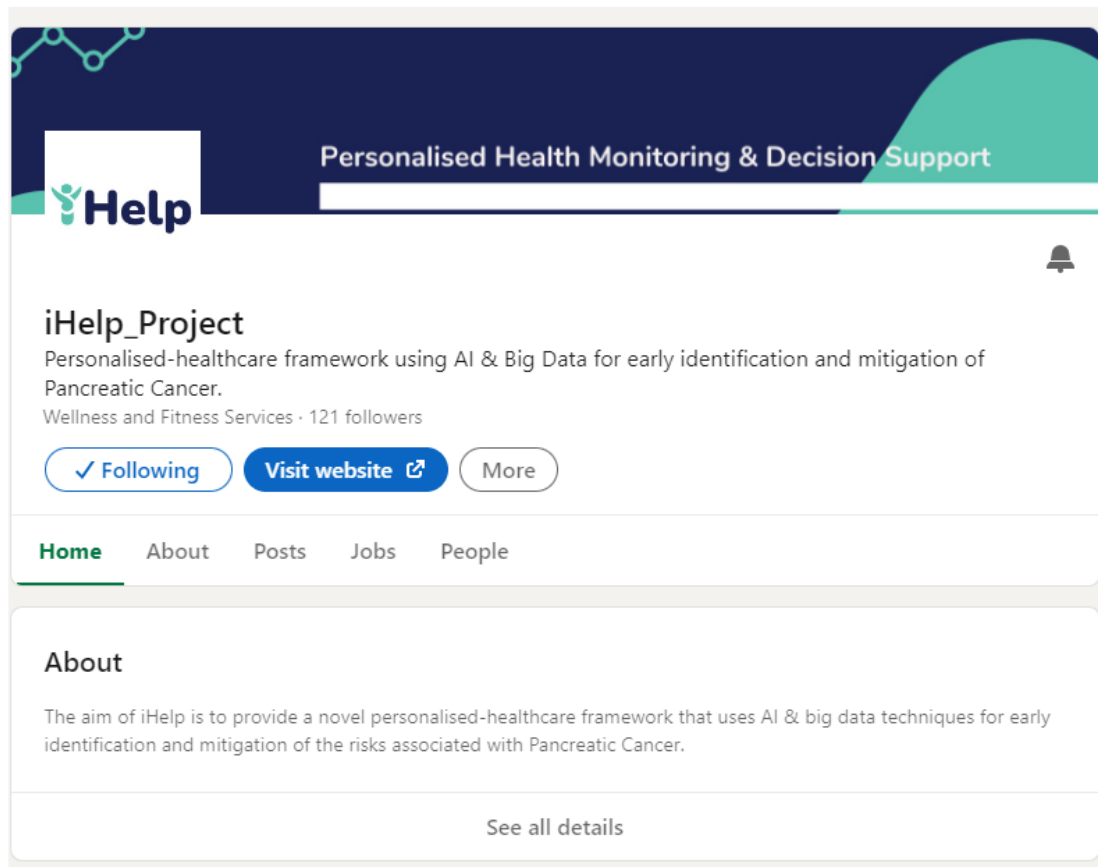
Figure 7: iHelp LinkedIn account

Visitor highlights ⊘

591
Page views
▲1,638.2%

214
Unique visitors
▲1,326.7%

11
Custom button clicks

Visitor metrics ⊘

(Page views ▾) (All pages ▾) | (All filters)

☑ — Desktop	211
☑ --- Mobile	380

Figure 8: iHelp LinkedIn Visitor metrics

Highlights
Data for 12/14/2021 - 12/13/2022

323
Reactions
▲2,053.3%

6
Comments
▲500%

41
Reposts
▲412.5%

Metrics

(Impressions ▾)

☑ — Organic	8,376

Figure 9: iHelp LinkedIn Visitor Impressions

5.3 YouTube

The YouTube platform is suitable for communicating video content, which is based on keywords attracts an audience that is interested in it. The iHelp project (https://www.youtube.com/channe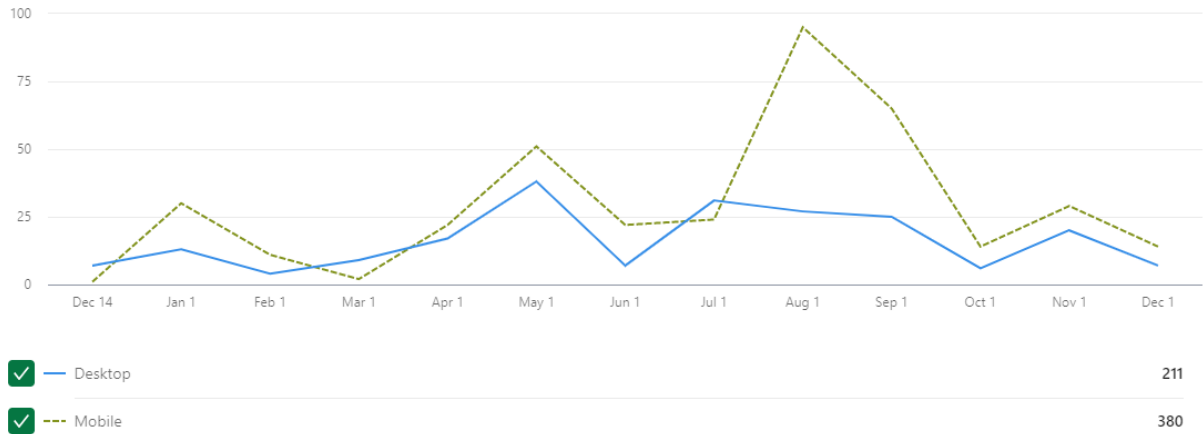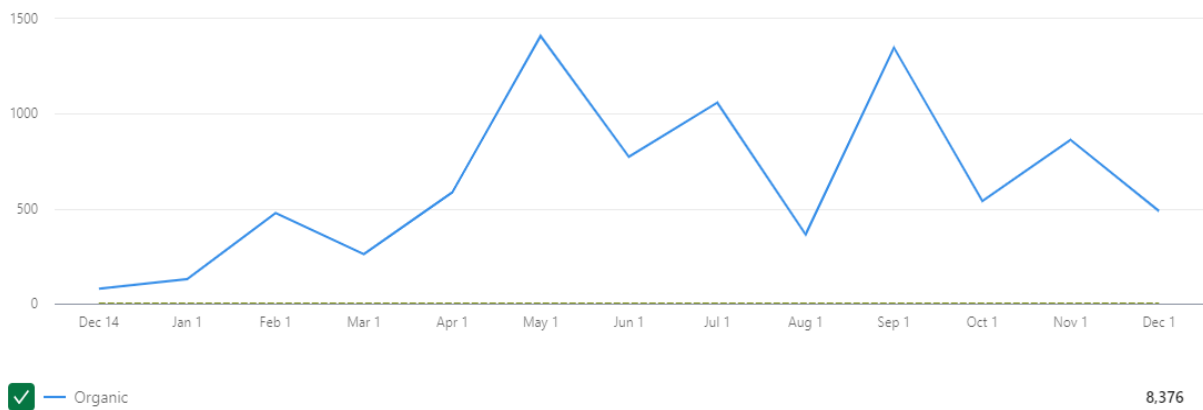l/UCSeeFSLYsDneHLMr6r62MOA) uses this social media platform to communicate and publish video campaigns as well as keynote speeches of partners about the project (see Figure 10). iHelp YouTube channel has 11 subscribers and one video up to now. iHelp project celebrated the World Pancreatic Cancer Day by that and it has been viewed 89 times and has 7 likes.
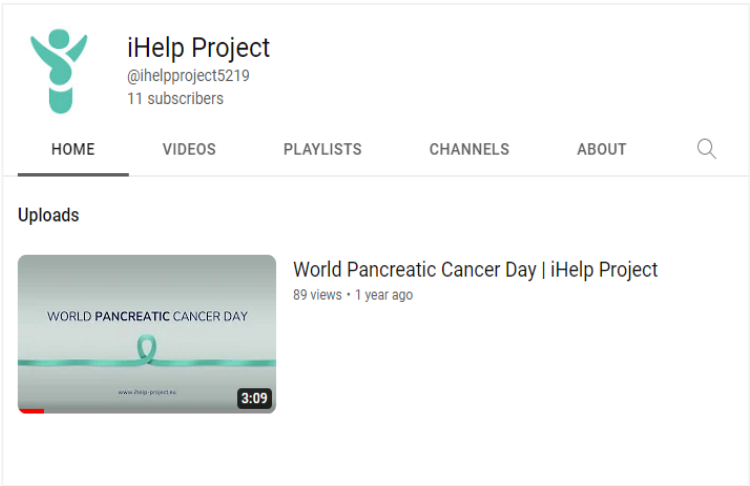
Figure 10: iHelp YouTube channel

5.4 Facebook

A Facebook page is a public social media profile designed for commercial and non-commercial organizations, in order to allow them to make connections online. iHelp uses a Facebook page to promote the project progress, status updates, photos, and videos. Currently, the iHelp Facebook page (https://www.facebook.com/iHelpProject.eu/) has 52 followers (see Figure **11**).
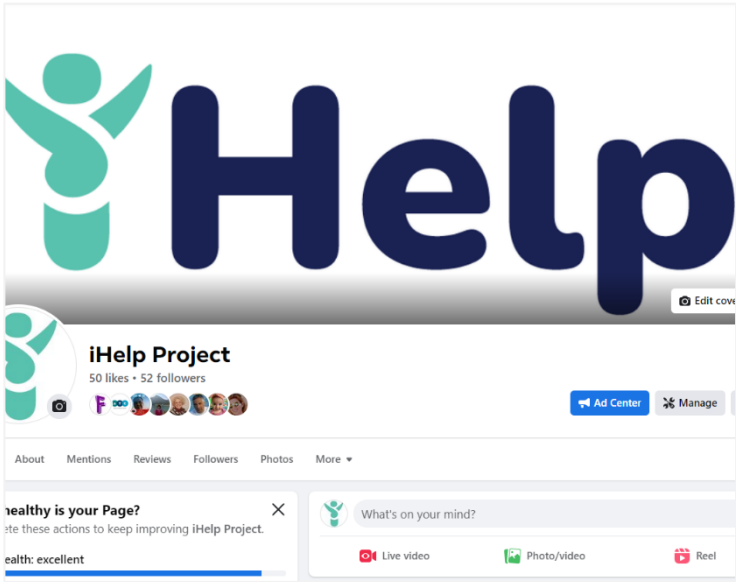

Figure 11: iHelp Facebook page

6 Stakeholders' Engagement Events

Policy events are foreseen by the project, addressing all its targeted stakeholders, disseminating its outcomes, and promoting their adoption across Europe.

6.1 Workshops

Workshops bring together relevant stakeholders and involve them in collaborative research activities, trainings, consultations, clustering, etc. and the project should organize such events.

iHelp project organized the 1st workshop participating in the FOSSCOMM 2022 conference – the Free and Open-Source Software Communities Meeting. The University of Piraeus presented the Open-Source Software in e-health and the iHelp infrastructure (see Figure 12).
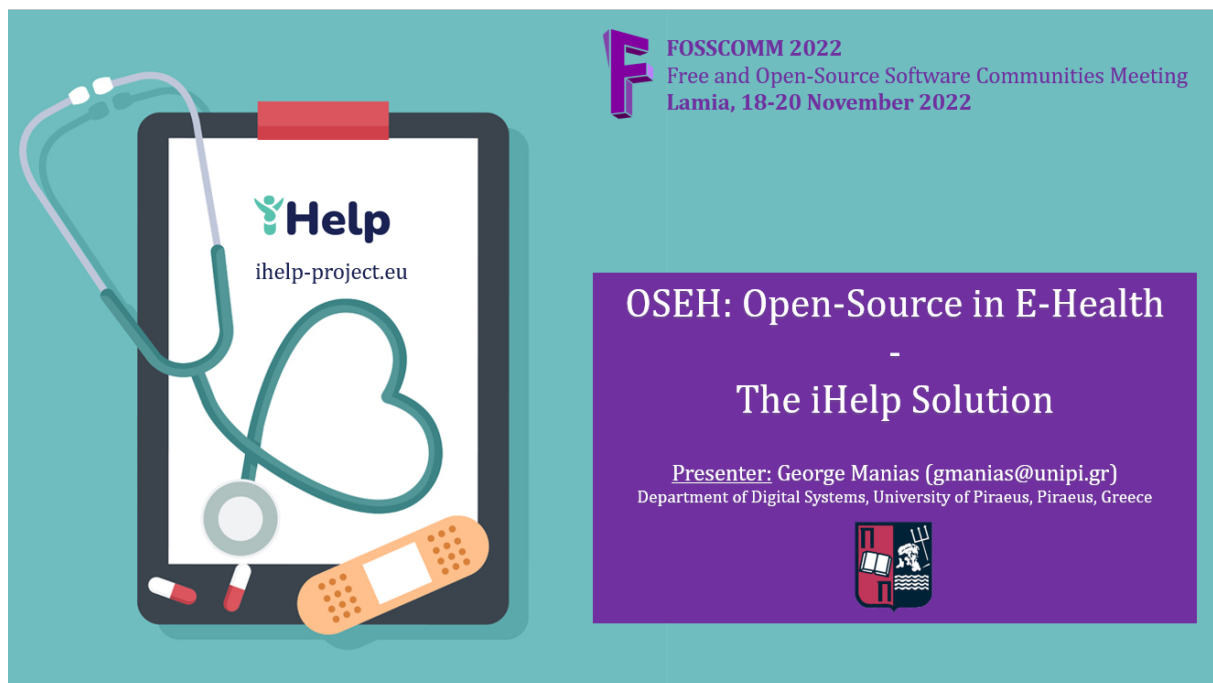
Figure 12: 1st iHelp workshop - FOSSCOMM 2022

6.2 Hackathons

Hackathons invite teams and individuals to work on a system, building new services around it. For iHelp, the system is the iHelp big data platform. The plan is to carry out a hackathon during the next months of the project. To facilitate this, we are following the process outlined below:

- Bring the iHelp Big Data Platform online
- Decide on possible services 3rd parties can build leveraging our iHelp Big Data Platform, to use them as examples
- Decide on hackathon format (location, duration, etc.)
- Define hackathon mentors that can help the teams during the hackathon
- Allow the mentors to try out stub implementations of our example services
- Define the evaluation committee and the prize(s)
- Produce the hackathon flyer describing the hackathon together with example services
- Disseminate it

- Prepare an introductory presentation for the hackathon opening
- Run the hackathon (introduce, let the teams work supervised by the mentors, evaluate, award ceremony)

6.3 International Technology Competitions

We aim to organize international online competitions on personalized healthcare Innovation Challenges. A tech competition defines a problem (and its solution), invites teams and individuals to work on it, submit their results, scores them against the solution, and finally invites them to present their solution and results in a concluding event.

For the iHelp project, the challenge will be the learning of a predictive model. It will be based on training, validation (and withheld testing) data.

An online competition has been planned for the next months of the project and the process is as follows:

- Define the prediction problem: Define the input attributes and the outcome to be predicted based on the data expected to be collected by the different pilots. Perhaps define multiple such prediction problems from the different pilots
- Decide on the data distribution mechanism
- Decide on the competition format (date the data sets are made available, date the results should be submitted, date of the concluding event)
- Negotiate with a conference for the special session hosting the concluding event
- Select the reviewers for the manuscripts submitted to the special session
- Have the pilots running and producing data
- Create fully anonymized (synthetic) data set(s) based on data from our pilot(s)
- Split the data into training, validation, and testing sets
- Test the problem internally by learning predictors ourselves (sanity check)
- Create the scoring tool
- Produce the competition flyer describing the competition
- Disseminate it
- Distribute the training and validation data sets
- Score the results as they are submitted
- Distribute the results to all the teams, perhaps keeping the ranking to be revealed at the special session (our introductory paper)
- Review the submitted manuscripts
- Hold the special session

7 Project Publications

The partners have been called to release scientific papers, including 1 on the project core, 1 about early risk prediction models using AI techniques, 1 about targeted prevention and intervention models and 1 about health data and data model standardization needs.

7 scientific publications related to the iHelp project have been already released.

7.1 Internal Publication Monitoring

To keep the project participants' submissions and publications tracked, the respective sheet[1] has been created. All partners are asked to fill in the information in the table each time they submit their relevant publications to scientific journals/ magazines (see Table 3 for a summary of the information tracked).

Table 3: iHelp Publications

#	DOI	Type	Title	Journal/ Magazine
1	10.1109/ISCC53001.2021.9631475	Publication in Conference proceedings/ Workshop	iHELP: Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records	2021 IEEE Symposium on Computers and Communications (ISCC)
2	10.1109/BioSMART54244.2021.9677838	Publication in Conference proceedings/ Workshop	MICSurv: Medical Image Clustering for Survival Risk Group Identification	BioSMART 4th International Conference on Bio-engineering for Smart Technologies
3	10.1016/j.is.2022.102043	Article in Journal	Elastic Scalable Transaction Processing in LeanXcale	Information Systems
4	10.1158/1538-7445.am2022-2236	Article in Journal	A novel integrated predictive model for pancreatic cancer	2022 America Association for Cancer Research (AACR) Annual Meeting
5	10.1158/1538-7445.am2022-3654	Article in Journal	Development and application of the iHELP platform to facilitate the establishment of healthy habits for the prevention of pancreatic cancer	2022 America Association for Cancer Research (AACR) Annual Meeting
6	Pending	Publication in Conference proceedings/ Workshop	K-Medoids-Surv: A patients risk stratification algorithm considering censored data	The 21st International Conference on Artificial Intelligence and Soft Computing
7	https://doi.org/10.3390/cancers14184437	Article in Journal	A Scoping Review to Assess Adherence to and Clinical Outcomes of Wearable Devices in the Cancer Population	Cancers

7.2 Publications EU Dissemination

iHelp also publishes all the open-source publications on the Zenodo platform (https://zenodo.org/) (see Figure 13), to increase visibility, assign a DOI and monitor impact e.g. downloads, views and tweets of each publication.

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[1] https://docs.google.com/spreadsheets/d/1kE_0RarmQ9qqKMGH9fYVYt-VDQyC49kIzE5sTQ32DHk/edit#gid=1643475269

Zenodo is a general-purpose open repository developed under the European OpenAIRE program and it allows researchers to deposit research papers, data sets, research software, reports, and any other research-related digital artefacts. For each submission, a persistent digital object identifier (DOI) is minted, which makes the stored items easily citeable.
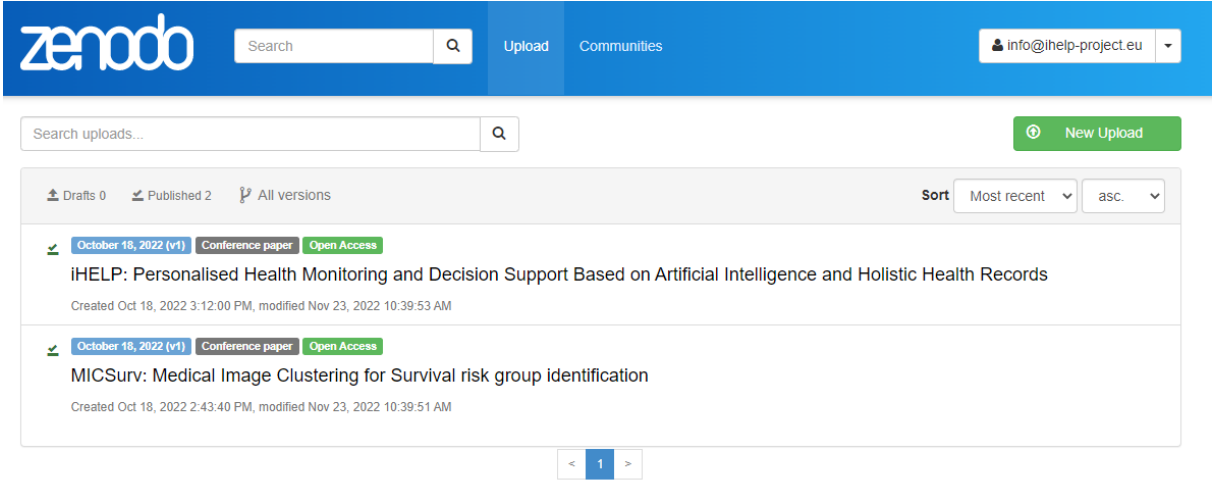

Figure 13: iHelp Zenodo account

8 Monitoring Dissemination Activities

8.1 Dissemination Activities Tracker

The iHelp project collects information regarding dissemination activities, such as events, workshops, publications, posts, articles and press releases in 3rd portals and relevant thematic blogs/collaboration platforms to introduce iHelp and present the developments of the project (see Table 4 below).

Table 4: Dissemination Activities Tracker.

#	Type	Date	Partner	Audience	URL
1	Organisation of a Workshop	1/1/2021	ICE	Industry	
2	Social Media	1/13/2021	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_horizon2020-ai-intelligentsystems-activity-6755052341856100352-ARiO
3	Social Media	1/13/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1349283176653479939
4	Participation to a Workshop	1/27/2021	FPG	Scientific Community (Higher Education, Research)	
5	Press Release	2/12/2021	iSPRINT	Media	https://www.pharmiweb.com/press-release/2021-02-12/innovation-sprint-boosts-the-ai-portfolio-of-healthentia-for-clinical-research-and-ehealth-with-new-rd-projects
6	Social Media	2/23/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1364260728623013890
7	Social Media	2/23/2021	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_idea-logo-ai-activity-6770026304130576384-1dcu
8	Participation to an Event other than a Conference or a Workshop	2/24/2021	TMU	Scientific Community (Higher Education, Research)	
9	Participation to a Workshop	2/25/2021	TMU	Scientific Community (Higher Education, Research)	
10	Social Media	3/2/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1366696147507703812
11	Social Media	3/4/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1367379129432240132
12	Social Media	3/8/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1368832878650482691

13	Website	3/10/2021	iSPRINT	General Public	https://ihelp-project.eu/data-collection-and-advice-delivery-in-ihelp-using-healthentia/
14	Participation to a Workshop	3/10/2021	FPG	Scientific Community (Higher Education, Research)	
15	Social Media	3/11/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1370024090547802113
16	Social Media	3/11/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6775789852093898752
17	Participation to a Workshop	3/15/2021	FPG	Scientific Community (Higher Education, Research)	
18	Participation to an Event other than a Conference or a Workshop	3/22/2021	TMU	Other	
19	Social Media	3/26/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1375364903276515328
20	Social Media	4/6/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1379406202371768321
21	Website	4/7/2021	ICE	General Public	https://ihelp-project.eu/social-media-analytics-health-related-policy-making/
22	Social Media	4/8/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1380135437172404224
23	Social Media	4/8/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6785901061447135232
24	Website	4/21/2021	ATC	General Public	https://ihelp-project.eu/potential-ai-in-healthcare-data/
25	Social Media	4/26/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1386710394748743689
26	Social Media	4/26/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6792476281641463808/
27	Social Media	4/29/2021	HDM	General Public	https://twitter.com/HospitaldeDenia/status/1387735089119903746?s=20
28	Social Media	4/29/2021	HDM	General Public	https://www.facebook.com/Hospital-D%C3%A9nia-Marina-Salud-208733802504814/photos/4256722524372568
29	Social Media	4/29/2021	HDM	General Public	https://www.linkedin.com/posts/marina-salud_el-hospital-de-d%C3%A9nia-participa-en-un-

					programa-activity-6793803885531201536-4F_7
30	Website	4/29/2021	HDM	General Public	https://www.marinasalud.es/el-hospital-de-denia-participa-en-un-programa-europeo-de-prevencion-de-cancer-de-pancreas/
31	Website	5/12/2021	LXS	General Public	https://ihelp-project.eu/database-barriers-modern-bigdata-healthcare-applications/
32	Social Media	5/12/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1392447533608275972
33	Social Media	5/12/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6798213851595710464
34	Website	5/13/2021	UOM	General Public	https://www.alliancembs.manchester.ac.uk/original-thinking-applied/original-thinkers/making-healthier-decisions/?utm_campaign=news-events&utm_medium=social&utm_source=twitter-post&utm_content=original-thinking-blog-making-healthier-decisions
35	Social Media	5/13/2021	UOM	General Public	https://twitter.com/AllianceMBS/status/1392843091472789508
36	Social Media	5/13/2021	UOM	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6798609241088241664/
37	Participation to a Workshop	5/18/2021	iSPRINT	Scientific Community (Higher Education, Research)	https://www.youtube.com/watch?v=tlxjs13irUI&t=7694s
38	Social Media	5/25/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1397122331689037827
39	Social Media	5/25/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6802890798145773568
40	Social Media	6/3/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1400469633321390084
41	Social Media	6/3/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6806237701105303553
42	Website	6/18/2021	ENG	General Public	https://ihelp-project.eu/data-integration-need-healthcare-systems/
43	Social Media	6/18/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1405887427412123652

44	Social Media	6/18/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6811653029813616640
45	Other	6/23/2021	TMU	Scientific Community (Higher Education, Research)	
46	Participation to an Event other than a Conference or a Workshop	6/26/2021	TMU	Scientific Community (Higher Education, Research)	
47	Website	7/6/2021	SIEMENS	General Public	https://ihelp-project.eu/tackling-the-complexity-of-patient-oriented-strategies/
48	Website	7/12/2021	KOD	General Public	https://ihelp-project.eu/ai-support-monitoring-alerting-feedback-and-evaluation-module-in-ihelp/
49	Social Media	7/14/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1415323626950254592
50	Social Media	7/14/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6821089929427226625
51	Website	7/23/2021	UPRC	General Public	https://ihelp-project.eu/role-of-enhanced-semantic-interoperability-in-healthcare-domain/
52	Social Media	7/26/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1419626881989677060
53	Social Media	7/26/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6825392674921582592
54	Other	9/1/2021	ENG	Industry	
55	Participation to a Conference	9/5/2021	UPRC	Scientific Community (Higher Education, Research)	https://icts4ehealth.icar.cnr.it/
56	Website	10/1/2021	KI	General Public	https://ihelp-project.eu/the-role-karolinska-institutet/
57	Social Media	10/4/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1445053501076344838
58	Social Media	10/4/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6850819360219648001
59	Website	10/6/2021	FPG	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6850819360219648001
60	Website	10/6/2021	FPG	General Public	https://gemelligenerator.it/projects/ihelp/

61	Social Media	10/8/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1446412753732788263
62	Social Media	10/8/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6852178832124854272
63	Website	10/12/2021	TMU	General Public	https://ihelp-project.eu/developing-risk-prediction-models-and-evaluation-of-interventions-that-can-delay-early-detect-the-onset-of-pancreatic-cancer/
64	Social Media	10/12/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1447956727886925826
65	Social Media	10/12/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6853721731203518465
66	Participation to an Event other than a Conference or a Workshop	10/18/2021	TMU	Scientific Community (Higher Education, Research)	
67	Website	10/26/2021	MUP	General Public	https://ihelp-project.eu/tool-for-enhancing-the-medical-professionals-capability-for-pancreatic-cancer-risk-detection/
68	Social Media	10/26/2021	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1452923204582969352
69	Social Media	10/26/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6858688666106109952
70	Social Media	11/18/2021	FPG	General Public	
71	Communication Campaign (e.g., Radio, TV)	11/19/2021	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6867048348155707392 https://twitter.com/iHelp_Project/status/1461283135979757572 https://www.youtube.com/watch?v=6WYHNfOEqfY
72	Participation to a Conference	12/8/2021	UPRC	Scientific Community (Higher Education, Research)	Home | BioSMART Conference (biosmart-conference.org)
73	Website	12/28/2021	HDM	General Public	https://ihelp-project.eu/primary-care-doctors-specialising-digestive-preventive-medicine-oncology-emergencies/
74	Website	1/14/2022	iSPRINT	General Public	https://ihelp-project.eu/ihelp-partner-isprint/
75	Website	2/8/2022	ICE	General Public	https://ihelp-project.eu/role-of-dryice-in-ihelp/

76	Social Media	2/11/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6897842490255515648
77	Social Media	2/11/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1492075205644230659
78	Press Release	3/3/2022	HDM	Scientific Community (Higher Education, Research)	El Hospital de Dénia trabaja en la identificación temprana del cáncer de páncreas
79	Press Release	3/3/2022	HDM	Scientific Community (Higher Education, Research)	El Departament de Salut de Dénia presenta un estudi sobre l'estil de vida i el càncer de pàncrees
80	Press Release	3/3/2022	HDM	Scientific Community (Higher Education, Research)	El Departamento de Salud de Dénia persenta un estudio en el que participa sobre el estilo de vida y cáncer de páncreas
81	Social Media	3/3/2022	HDM	General Public	https://www.facebook.com/photo?fbid=325847992904076&set=pcb.325847566237452
82	Website	3/18/2022	LXS	General Public	https://ihelp-project.eu/ihelp-partner-leanxcale/
83	Website	3/28/2022	ATC	General Public	https://ihelp-project.eu/ihelp-partner-atc/
84	Social Media	3/28/2022	ATC	General Public	https://ihelp-project.eu/ihelp-partner-leanxcale/
85	Social Media	3/28/2022	ATC	General Public	https://www.linkedin.com/posts/athens-technology-center_ihelp-partner-introduction-atc-ihelp-activity-6914196128477388800-XiIU?utm_source=linkedin_share&utm_medium=member_desktop_web
86	Social Media	3/29/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6914476400007618560
87	Website	4/5/2022	ENG	General Public	https://ihelp-project.eu/the-ihelp-architecture/
88	Social Media	4/5/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1511289664484872195
89	Social Media	4/5/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6917055157960605696
90	Participation to a Conference	4/8/2022	UOM	Scientific Community (Higher Education, Research)	
91	Participation to a Conference	4/8/2022	UOM	Scientific Community	

				(Higher Education, Research)	
92	Website	4/8/2022	iSPRINT	General Public	https://ihelp-project.eu/ihelp-partner-introduction-tmu/
93	Website	4/15/2022	UPRC	General Public	https://ihelp-project.eu/federated-learning-ihelp/
94	Website	4/15/2022	UPRC	Scientific Community (Higher Education, Research)	https://ihelp-project.eu/federated-learning-ihelp/
95	Social Media	4/28/2022	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_federated-learning-in-the-context-of-the-activity-6925373239514787840-nrgD?utm_source=linkedin_share&utm_medium=member_desktop_web
96	Social Media	4/28/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1519609088124071936
97	Website	5/3/2022	UPRC	General Public	https://ihelp-project.eu/ihelp-partner-introduction-uprc/
98	Social Media	5/3/2022	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_ihelp-partner-introduction-uprc-ihelp-activity-6927179441752129536-G79I?utm_source=linkedin_share&utm_medium=member_desktop_web
99	Social Media	5/3/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1521414099028090881
100	Participation to a Conference	5/24/2022	UPRC	Scientific Community (Higher Education, Research)	
101	Social Media	5/26/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6935548892205735936
102	Social Media	5/26/2022	iSPRINT	General Public	https://twitter.com/MorphoTanja/status/1529800552112173056
103	Social Media	5/26/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6943496540057448448
104	Social Media	5/26/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1537730744902098944
105	Social Media	5/30/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6937018353504948224
106	Website	5/30/2022	iSPRINT	General Public	https://ihelp-project.eu/ihelp-6th-consortium-meeting/

107	Website	6/17/2022	iSPRINT	General Public	https://ihelp-project.eu/study-of-genomics-and-epigenomics-markers-for-early-risk-assessment-of-pancreatic-cancer/
108	Website	7/4/2022	iSPRINT	General Public	https://ihelp-project.eu/partners/fpg/
109	Social Media	7/4/2022	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_fondazione-policlinico-universitario-agostino-activity-6949729625438629888-YFMb?utm_source=linkedin_share&utm_medium=member_desktop_web
110	Social Media	7/4/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1543962961848549377
111	Website	7/8/2022	ENG	General Public	https://www.eng.it/en/case-studies/ihelp-intelligenza-artificiale-contro-il-cancro-al-pancreas
112	Social Media	7/11/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu
113	Website	7/11/2022	iSPRINT	General Public	https://ihelp-project.eu/ihelp-partner-introduction-the-denia-marina-salud-hospita/
114	Social Media	7/11/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1546419302886170625?s=20&t=oOc99I5mvRviYNFfNWPb-A
115	Social Media	7/11/2022	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_ihelp-partner-introduction-hdm-ihelp-activity-6952185064474472448-vR85?utm_source=linkedin_share&utm_medium=member_desktop_web
116	Social Media	7/11/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/pfbid029roz7jP6rhsNBcJr7SrAPye7E9MoKXErD8Qq9g4aF6F5zpDbDRi5mSoh56LESg8rl?notif_id=1657530769124040&notif_t=
117	Website	7/19/2022	iSPRINT	General Public	https://ihelp-project.eu/personalized-medicine-the-case-of-pancreatic-cancer-towards-improved-care-with-an-inter-professional-approach/
118	Social Media	7/19/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1549325115380350977
119	Social Media	7/20/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/pfbid0GrRTg1mEegDfgWZVmnariCzApKWf9XmycTdxt7CaTT9EfZFjBWUeDvWLHiqA1

					cjXl?notif_id=1658223286885135&notif_t=page_post_reaction&ref=notif
120	Social Media	7/20/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/pfbid0F9NTD8n3ybQf8s9X8Q7Dj1Qzijg8xU8TG8sTpEjQJh9QFGeNHtE26wkGxjAvRnBTl?notif_id=1658329349625914&notif_t=page_post_reaction&ref=notif
121	Social Media	7/21/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6955092441607602176
122	Social Media	8/4/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1555116981531164672?s=20&t=Ok8hF_z_BxuQB0ZzpuRdpg
123	Social Media	8/4/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/pfbid09riUh3McPN73FMJJy7Uhnyi5oLxu6rrWa3aomwrbdkNdDLRcDy83bPTqY4tHgw6Gl?notif_id=1659603832442308&notif_t=page_post_reaction&ref=notif
124	Social Media	8/4/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6960882822899216384
125	Social Media	8/4/2022	iSPRINT	General Public	https://l.facebook.com/l.php?u=https%3A%2F%2Fihelp-project.eu%2Fpotential-ai-in-healthcare-data%2F%3Ffbclid%3DIwAR3gBlphu7ZzNc3e4e3gH3MVd6MF2rcdk6YivBAXm5WHGWRM8KZD3CpYhBU&h=AT20x0j-K5CdX1IG6okV2vP6pvvnd1jlSuvJndLqDhvVYpI6hvLpCw45mrs44UGoM1MfMPTvDc5zA_vijZSzWB6k4TEz02EW6uD03NWwugkvMB00-OFvl_KK4vqwSn4Qig
126	Social Media	8/17/2022	ENG	General Public	https://twitter.com/EngineeringSpa/status/1559812427759423489
127	Social Media	8/23/2022	iSPRINT	General Public	https://l.facebook.com/l.php?u=https%3A%2F%2Fihelp-project.eu%2Fdatabase-barriers-modern-bigdata-healthcare-applications%2F&h=AT30JfCvjOaNUAxRRSHeA9J5ARpyrDPTaciwvU4cF-NZ3gD0GYw2cqDjV_mE4-oo-eCdFRX8VT6Kqc1eqd0WmZnCi5YSjPREzmC_mqgzooTDl3g6lX2AhMiX2fUV_cDkUw&s=1
128	Social Media	8/24/2022	ENG	General Public	https://www.linkedin.com/posts/engineering-ingegneria-

					informatica-spa_digitalhealth-telemedicina-medtech-activity-6965578239306051584-qlh9/?utm_source=share&utm_medium=member_desktop
129	Social Media	8/29/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/126706146774515
130	Website	9/23/2022	iSPRINT	General Public	https://ihelp-project.eu/7th-ihelp-consortium-meeting/
131	Social Media	9/23/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1573341999763279872?s=20&t=HwQ8kIdoWtMxTklgCmVhsA
132	Social Media	9/23/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/131338632980584
133	Social Media	9/23/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:697910726274940108 8
134	Social Media	11/15/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1592436260609863683?s=20&t=4pz10Kyk9XLdQnXtVGJzVw
135	Social Media	11/15/2022	iSPRINT	General Public	facebook.com/iHelpProject.eu/posts/146417448139369
136	Social Media	11/15/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6998201968737353728
137	Social Media	11/15/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1592515009959321600?s=20&t=QrxRmh4dmalzLPTG5CI7qg
138	Social Media	11/15/2022	iSPRINT	General Public	https://www.facebook.com/watch/?v=1337426506998006
139	Social Media	11/15/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6998280884827144193
140	Website	11/16/2022	iSPRINT	General Public	https://ihelp-project.eu/ihelp-partner-introduction-mup/
141	Social Media	11/16/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1592826852313542658?s=20&t=JIlC6Y2Hif-LD7izpfzkkA
142	Social Media	11/16/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/146737834773997
143	Social Media	11/16/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6998592592217038848
144	Website	11/17/2022	iSPRINT	General Public	https://ihelp-project.eu/world-pancreatic-cancer-day-november-17-2022/

145	Social Media	11/17/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1593155848431603712?s=20&t=Dpw_Z1NK4i9SOkoMHX-Qwg
146	Social Media	11/17/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/147022821412165
147	Social Media	11/17/2022	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:6998921519389118464
148	Social Media	11/18/2022	iSPRINT	General Public	https://ihelp-project.eu/impact-evaluator-a-tool-to-visualise-the-effect-of-the-sent-contents/
149	Social Media	11/18/2022	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1593602047013683205?s=20&t=Xn9R9vTR-vMQV01dRHzeMg
150	Social Media	11/18/2022	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/147475054700275
151	Social Media	11/18/2022	iSPRINT	General Public	https://www.linkedin.com/posts/ihelp-project_impact-evaluator-a-tool-to-visualise-the-activity-6999367758823993345-pfPs?utm_source=share&utm_medium=member_desktop
152	Participation to a Workshop	2022/11/20	UPRC	Scientific Community (Higher Education, Research)	https://2022.fosscomm.gr/en/events/oseh-open-source-in-e-health/
153	Website	2022/12/06	iSPRINT	General Public	https://ihelp-project.eu/ihelp-partner-introduction-kodar/
154	Social Media	2022/12/06	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:7005906054161031169
155	Social Media	2022/12/06	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1600140309739892739?s=20&t=f3oFZZhfHH5yZx4XlST48A
156	Social Media	2022/12/06	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/152789687502145
157	Website	2022/12/08	iSPRINT	General Public	https://ihelp-project.eu/the-role-of-social-media-analyser-tool-in-health-policy-making/
158	Social Media	2022/12/08	iSPRINT	General Public	https://www.facebook.com/iHelpProject.eu/posts/153360840778363
159	Social Media	2022/12/08	iSPRINT	General Public	https://www.linkedin.com/feed/update/urn:li:activity:7006616676695740416
160	Social Media	2022/12/08	iSPRINT	General Public	https://twitter.com/iHelp_Project/status/1600850968417271808?s

						=20&t=b3mQVbonLNeMLNE3FBv06g
161	Website	2022/12/15	iSPRINT	General Public		https://ihelp-project.eu/studies-for-secondary-data-capture-using-healthentia/
162	Social Media	2022/12/15	iSPRINT	General Public		https://twitter.com/iHelp_Project/status/1603374947904135170?s=20&t=QWDV67eQmfO37NixVvV_6g
163	Social Media	2022/12/15	iSPRINT	General Public		https://www.facebook.com/iHelpProject.eu/posts/pfbid0WEmjNEHt6Xgs84coucvHXV3QwBmxWsKCiJzEivvGhVtf1ERvGEuJfSRcxnA1wA4Pl
164	Social Media	2022/12/15	iSPRINT	General Public		https://www.linkedin.com/feed/update/urn:li:activity:700914087187 0713856
165	Social Media	2022/12/20	iSPRINT	General Public		https://www.facebook.com/iHelpProject.eu/posts/pfbid0PeyZh7aPZ8RDtrhth7HHphBs2pZit9iLid7jH8G5m53WcPV1UssrTGQUmTTvtLrtl
166	Social Media	2022/12/20	iSPRINT	General Public		https://twitter.com/iHelp_Project/status/1605111882372857857?s=20&t=oikmPEQ2mlvaDPG61V7dsA
167	Social Media	2022/12/20	iSPRINT	General Public		https://www.linkedin.com/feed/update/urn:li:activity:70108777124 75009024

8.2 Events/ Conferences Calendar

A sheet[2] template listing the events' participation of the partners has been created in order for the project consortium to be able to keep track of the project's participation in events and to report about these activities and their impact on the dissemination deliverables as well as on the project website and social media accounts (see Table 5).

Table 5: Events planned/attended.

#	Title	Type	Location	Date	Audience	URL
1	Scientific Event	Event	Indonesia	2021/06/23	30, Scientific Community	-
2	ICTS4eHealth 2021	Conference	Online	2021/09/05	Scientific Community	https://icts4ehealth.icar.cnr.it/
3	Talk at National Taiwan University of	Workshop	Taiwan	2021/10/18	30, Scientific Community	-

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[2] https://docs.google.com/spreadsheets/d/1kE_0RarmQ9qgKMGH9fYVYt-VDQyC49kIzE5sTQ32DHk/edit#gid=598004527

	Science and Technology					
4	BioSMART 2021	Conference	Online	2021/12/08	Scientific Community	https://www.biosmart-conference.org/
5	Presentation of pancreatic cancer risk prediction	Conference	Manchester	2022/04/08	2000, Scientific Community	-
6	FOSSCOMM 2022	Conference	Lamia, Greece	2022/11/20	1000, Scientific Community	https://2022.fosscomm.gr/en/

List of Acronyms

AI	Artificial Intelligence
ATC	Athens Technology Center
CA	Consortium Agreement
CA	Consortium Agreement
D	Deliverable
DoA	Description of Action
DSS	Decision Support System
ENG	ENGINEERING Ingegneria Informatica S.p.A
EU	European Union
FPG	Fondazione Policlinico Universitario Agostino Gemelli IRCCS
HDM	Hospital de Dénia-MarinaSalud
ICE	Information Catalyst for Enterprise
iSPRINT	Innovation Sprint
KI	Karolinska Institutet
KOD	KODAR
LXS	LeanXcale
MS	Milestone
MUP	Medical University of Plovdiv
SE	Stakeholder Ecosystem
SEO	Search Engine Optimization
SIE	Siemens
TG	Target Group
TMU	Taipei Medical University
UNIMAN	University of Manchester
UG	User Groups
UPM	Universidad Politécnica de Madrid
UPRC	University of Piraeus Research Center