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SWAN-iCare
Dissemination Plan

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SWAN-iCare

Smart wearable and autonomous negative pressure device for wound monitoring and therapy

Contract Start Date: 1 September 2012
Contract Duration: 48 months
Project Partners: EXODUS S.A. (GR, Coordinator), CEA (FR), CSEM(CH), UNIPI-CHE (IT), UNIPI-WHR (IT), CHURG (FR), EUROR (IT), HBIO (IT), EWMA(DK), ICCS (GR), S&N (UK), SWINN (CH)
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<tr>
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<th>Organization</th>
</tr>
</thead>
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<td>ICCS - Microlab</td>
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</tr>
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<td>HBiofluids</td>
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<tr>
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</tr>
</tbody>
</table>

## Peer Reviewers

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
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<td>SMITH &amp; NEPHEW Wound Management</td>
</tr>
</tbody>
</table>

## Revision History

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Modifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>28/02/2013</td>
<td>First Issue</td>
</tr>
</tbody>
</table>
Executive Summary

The purpose of the dissemination activity is to raise awareness about the project and by doing so gain additional knowledge and buy-in from members of the European Medical Community.

The individual members of the consortium are pro-actively working together, sharing their knowledge, experience, skills and contacts to develop this new medical device. The requirements for the SWAN-iCare device are based on the specification within the project brief; this will be supported by feedback from patients and clinicians and will be developed to meet the demanding needs of a modern medical infrastructure.

The dissemination process to be followed will inform and educate both members of the medical and non-medical community about the SWAN-iCare device, its purpose and provide proven results demonstrating its efficacy. As this is a long term project (48 months), the consortium members have the opportunity to receive feedback from the community, this feedback will be used to validate the devices design requirements, and if felt necessary generate new. One of the main aims of receiving all this feedback is to ensure the project delivers a product as close as possible to the user needs at a cost effective price.

One of the main deliverables from all of the dissemination activities will be to excite the potential market place, to demonstrate standards for a medical portable negative pressure wound therapy monitoring device and to deliver sound medical DATA relating to a better solution.

To start this process every consortium member was requested to provide some simple information relating to the message(s) they believe we as a group should be providing to our targeted audiences. The purpose behind this was to ensure we as a group have a – Common, Clear and Simple Message.

Currently our targeted audience would include Key Opinion Leaders, Clinicians and Nurses specialising in DFU’s and VLU’s, Appropriate Patient Groups, Researchers, and Medical Journals etc. We will identify and attend Medical conferences, R&D congresses, contact Research communities, with the aim of expanding the level of communication whilst providing educational opportunities. In order to share the experience in the fastest way possible a combination of the following; case studies, journal articles, video training, press releases, brochures, conference presentations, posters workshop, demonstration, on-line discussion, case studies or case reports will be employed.

Our aim is to

• Inform – educate the community,
• Engage – get input/feedback from the community,
• Promote – “Stimulate” a new and exciting market based on proven results.

Our Acronym will be defined as IEP!

As we are only at the start of the pathway to a successful project, our next stage within the dissemination activities is to plan together with input from all partners, which events, journals and individuals we should attend/meet in order to get the best benefit from our dissemination activity. It must be understood that dissemination activities are constantly developing and changing as new opportunities occur and will continue well past the end of this project.

Formal updates of the dissemination activities, including things which have happened and that will occur in the future, are to be provided at each of the project review meetings. This information will be used to update this document on regular basis.
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1 Introduction

SWAN-iCARE is an ambitious project which will provide a major leap forward in the management of wound healing, mainly diabetic foot ulcers (DFU) and venous leg ulcers (VLU) treatment. It aims at a next generation integrated autonomous solution for monitoring and personalized therapy of the foot and leg ulcers. Foot and leg ulcers are caused mainly by diabetes and vascular problems but are also due to a variety of diseases such as kidney disease, congestive heart failure, high blood pressure, inflammatory bowel disease and others.

The project relies on an Information and Communication Technologies (ICT) enabled on body wearable, negative pressure device and allows for:

- accurate, multi-parametric monitoring of the wound via non-invasive integrated micro-sensors measuring the condition of the wound and early identifying infection.
- adapted remote personalised two level therapy via non-invasive micro-actuators as a supplement to the negative pressure wound therapy.

The data collection analysed by the clinic personnel is the basis for the decision and remote control of the therapy (by the clinical doctor) and future statistical analysis of multiple patients’ wound management and treatment, thus advancing the wound management science and practice. This closed-loop approach offered by SWAN-iCare project is expected to provide improved levels of care. This in turn will help support the patient’s health condition and potentially lowers the costs and need of hospitalisation which in turn will provide a positive impact on the patient and the health provider.

SWAN-iCARE novel idea focuses on the provision of pioneering two level treatment at home:

- A first level treatment based on a negative pressure device, which provides a moist environment, reduces bacterial colonization, localized oedema and dead space and promotes localized blood flow, granulation and epithelialization.
- A second level treatment based on a smart interface associated to the cartridge which will be at the direct contact of the wound in order to initiate, if necessary, the integrated micro-actuators.

For an overview of the SWAN-iCare system see Appendix #1

1.1.1 Table #1 Swan-iCare Consortium Partners are:

<table>
<thead>
<tr>
<th>Organisation Name</th>
<th>Short Name</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Suisse d’Electronique et de Microtechnique SA</td>
<td>CSEM</td>
<td>CH</td>
</tr>
<tr>
<td>Commissariat à l’Energie Atomique et aux Energies Alternatives</td>
<td>CEA</td>
<td>FR</td>
</tr>
<tr>
<td>European Wound Management Association Secretariat</td>
<td>EWMA</td>
<td>DK</td>
</tr>
<tr>
<td>Euroresearch</td>
<td>EUROR</td>
<td>IT</td>
</tr>
<tr>
<td>Exodus A. E.</td>
<td>EXODUS</td>
<td>GR</td>
</tr>
<tr>
<td>Heamopharm Biofluids</td>
<td>HBIO</td>
<td>IT</td>
</tr>
<tr>
<td>Institute of Communications and Computer Systems</td>
<td>ICMS</td>
<td>GR</td>
</tr>
<tr>
<td>Smith &amp; Nephew</td>
<td>S&amp;N</td>
<td>UK</td>
</tr>
<tr>
<td>SWISSINNOV</td>
<td>SWINN</td>
<td>CH</td>
</tr>
<tr>
<td>Università di Pisa</td>
<td>UNIPI</td>
<td>IT</td>
</tr>
<tr>
<td>University Hospital of Grenoble</td>
<td>CHURG</td>
<td>FR</td>
</tr>
</tbody>
</table>
The aim of WP9 (Dissemination) is to disseminate the results of the project via two main lines of communication, namely:

(a) Internal communication amongst the partners
(b) Dissemination towards the medical scientific world.

The plan to implement activities around the underlying goals is based on tasks outlined in the SWAN-iCare description of work, as follows:

- Developing a project web site that provides access to news, updates and current events related to the development of the SWAN-iCare system (Deliverable D9.1);
- Informing scientific communities by organising local and international trainings;
- Creating and distributing publications and promotional activities at conferences; (Deliverable D9.2 Project Flier)
- Preparing for exploitation of SWAN-iCare results by the preparation of an adequate exploitation plan (Deliverable D9.3);
- Transfer knowledge gained within the project to others at an internal and external level. (Levels of confidentiality have to be addressed)

The Dissemination Plan is divided into two parts. The first part describes the dissemination at “large” which means the dissemination to the public by logo, website, dissemination material, mailing lists and dissemination actions. The second part of this report specifies the internal dissemination among the project partners furthering the exchange of information by using an internal mailing list and a wiki as well as personal regular meetings.

In the conceptualisation of this dissemination plan and preliminary activities we have also uncovered important key questions about the type and detail of the information to be released. Guidance documentation is currently being drafted as a guide for all members to use during the dissemination progress. Work on these questions will thus benefit the dissemination plan over the life of the project. This will help to refine the methodology and develop targeted dissemination activities that are optimised for all possible SWAN-iCare users and audiences.

### 1.2 Dissemination of Efforts

#### 1.2.1 Table #2 Each project partner has efforts in WP9

<table>
<thead>
<tr>
<th>Participant number</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4a</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>4b</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant short name</td>
<td>EXODUS</td>
<td>CEA</td>
<td>CSEM</td>
<td>UNIPI-CHE</td>
<td>CHURG</td>
<td>EUROR</td>
<td>HBIO</td>
<td>EWMA</td>
<td>ICES</td>
<td>S&amp;N</td>
<td>SWINN</td>
<td>UNIPI-WHR</td>
<td></td>
</tr>
<tr>
<td>Person-months per participant</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>10</td>
<td>5</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

All project partners take part in the internal dissemination (dissemination within the project) as well as in the external dissemination (dissemination to all relevant stakeholders in the EU community) of the project during the whole project run time. Both internal dissemination as well as external dissemination is of great importance during the whole project.
1.3 Dissemination objectives and strategy

1.3.1 Main dissemination actions
The SWAN-iCare dissemination strategy is designed to make the results of our up to date research and technology development available to targeted communities, subject to non-conflict relating to confidentiality. The purpose of this information is to attract a larger and active user community that might consider the SWAN-iCare device as a suitable medical device for the monitoring and potential treatment of diabetic foot ulcers and venous leg ulcers. For achieving this goal the following objectives have been identified for the SWAN-iCare dissemination strategy:

- Raising awareness for the SWAN-iCare approach and project results,
- Active involvement of health organizations in the evaluation and usage of the SWAN-iCare system,
- Dissemination through publication and communication of results.

1.3.2 Dissemination methodology
The dissemination approach for SWAN-iCare is accomplished through activities encompassed by a dedicated work package. The approach to dissemination is designed to fulfill the following action items, which are considered crucial for further exploitation of the SWAN-iCare project.

Our dissemination methodology takes into account our community of potential users of the SWAN-iCare platform. As at the time of this report, the project users are consortium members from the following UNIPI-WHR Department of Dermatology, University of Pisa Italy and Service de Diabétologie Endocrinologie.

Within the activities of our project work so far we have identified key questions that continue to guide dissemination progress. This is based largely on our experiences of planning the integration of specific components from SWAN-iCare mode of therapy.

1.3.3 Table #3 Dissemination methodology

<table>
<thead>
<tr>
<th>Planning Activities</th>
<th>➢ Careful, strategic plan for effectively disseminating and exploitation of the project results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Identity</td>
<td>➢ Design of comprehensive branding for the SWAN-iCare project (including logo) and targeted activities and actions to ensure a wide visibility and identification of the project for marketing-driven dissemination</td>
</tr>
<tr>
<td></td>
<td>➢ Reference D9.1 Web Portal</td>
</tr>
<tr>
<td>Create</td>
<td>➢ Creation of promotional materials for content-driven dissemination</td>
</tr>
<tr>
<td></td>
<td>➢ Reference D9.2 Project flier</td>
</tr>
<tr>
<td>Distribution</td>
<td>➢ Extensive use of the web to distribute project-information and materials</td>
</tr>
<tr>
<td></td>
<td>➢ Reference D9.1 Web Portal and D9.2 Project flier</td>
</tr>
<tr>
<td></td>
<td>➢ Publications within key journals and newsletters</td>
</tr>
<tr>
<td>Presentations</td>
<td>➢ Participation in workshops, conferences, and specialized international meetings</td>
</tr>
<tr>
<td></td>
<td>➢ See Table #4 for further information</td>
</tr>
<tr>
<td></td>
<td>➢ Interactions with Key Opinion Leaders</td>
</tr>
<tr>
<td>Evaluate</td>
<td>➢ Development of a systematic, rigorous, and meticulous process to appraise information from both the Clinical Trails and general user evaluations</td>
</tr>
<tr>
<td>Exploit</td>
<td>➢ Scale up and marketing activates to distribute the SWAN-iCare system both within Europe and on a global platform</td>
</tr>
</tbody>
</table>
2 Dissemination tools and materials

2.1 SWAN-iCare Website

A project website was created at the beginning of the project and is available under the following link [http://www.swan-icare.eu/](http://www.swan-icare.eu/) (see Appendix #2). The website aims to provide access to news, updates and current events related to the development of the SWAN-iCare system, and will thus be updated regularly during the project duration. It will also serve as a promotional web-based tool for the project.

The website targets two groups: an open public area of the website that can be accessed by everyone, providing general information about the project and access to Twitter and Blog facility; and a restricted access area for consortium members only (still under development). The following items clarify these two areas:

**Public area:** With general information that is available to everyone browsing the project website. The following can be found in the public area:

- A step by step guide to SWAN-iCare system, starting with a general project presentation
- Top level details of the project structure
- Members of the consortium
- Public News, media coverage and updates about the project
- Links to promotional material, including newsletters, posters, brochures and other website etc.

**Consortium Area (Still under development):** This section of the website is password protected for consortium members only and will include:

- Internal project documentation, work package deliverables, system testing results, patient/clinician’s feedback
- Presentations and project slides, keynote speeches and talks given by consortium members
- Information relating to SWAN-iCare wiki portal, this will also be accessible through the Web

The website has been active for just over 5 months and has been visited 856 times from 666 independent IP addresses.

2.2 SWAN-iCare Flier

A project flier has been prepared and reviewed by the consortium members, See Appendix #3. Fliers have been published and distributed to the members.

The Flier will be updated to reflect the on-going development / release of new information in line with the requirements specified within the “Document of Work”
2.3 Publication and communication of results

2.3.1 Target conferences and workshops

Due to the early stage of the project no external conference or workshops have yet been attended. The following is a table of potential targeted conferences. Concerns have been raised by some of the consortium members with reference to releasing information to the public domain prior to the necessary protection (IP) being in place. As a result of this it has been agreed by the consortium that no information will be placed in the public domain without first gaining agreement from all consortium members.

2.3.2 Table #4 Potential Conferences or Workshops

<table>
<thead>
<tr>
<th>Consortium Member</th>
<th>Dissemination activities planned:</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEA Leti</td>
<td>CEA-LETI dissemination plan is mainly based on presentations of the Swan-iCare project and its results:</td>
</tr>
<tr>
<td></td>
<td>At conferences dedicated to exchange between researchers and practitioners and clinicians, and industrial partners, such as ‘phealth’ (at least a poster presentation/year will be targeted) during the LETI innovation days (in 2014 or 2015)</td>
</tr>
<tr>
<td></td>
<td>At dedicated conferences on ‘sensors’ or ‘drug delivery dressings or devices’ such as EMBC. 1-3 presentations/year on the sensors (bacterial infection and wound impedance sensors) and actuators (drug infusion dressing) developed will be targeted</td>
</tr>
<tr>
<td></td>
<td>For 2013, there are planned presentations to the 3rd International Conference on Biosensing (bacterial infection sensor), and to the 25th European Conference on Biomaterials (dressings) Reference to the project funding will also be made on research papers issued from R&amp;D on the sensors/actuators previously described.</td>
</tr>
<tr>
<td>CHURG</td>
<td>Dissemination activities planned:</td>
</tr>
<tr>
<td></td>
<td>Possible internal presentation to other members of the team</td>
</tr>
<tr>
<td></td>
<td>Add information to their local web site</td>
</tr>
<tr>
<td></td>
<td>Reference the project on posters or papers</td>
</tr>
<tr>
<td>Euroresearch</td>
<td>Dissemination activities already undertaken:</td>
</tr>
<tr>
<td></td>
<td>Internal presentation in December 40 people involved</td>
</tr>
<tr>
<td></td>
<td>Dissemination activities next six months:</td>
</tr>
<tr>
<td></td>
<td>Flyer supplied will be used during supplier meetings from March to June 2013 to let them know about the project</td>
</tr>
<tr>
<td></td>
<td>Euroresearch are a business 2 business organisation</td>
</tr>
<tr>
<td>Consortium Member</td>
<td>Dissemination activities</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>EWMA</td>
<td>Dissemination activities already undertaken:</td>
</tr>
<tr>
<td></td>
<td>- Establishment of a 5 person wound expert clinicians group from around Europe (Sweden, Poland, Spain, Germany, England) committed to provide feedback and expert opinion on throughout the device development process</td>
</tr>
<tr>
<td></td>
<td>- Information about project concept and progress report has been communicated at EWMA council meetings in October 2012 and March 2012</td>
</tr>
<tr>
<td></td>
<td>Dissemination activities next six months:</td>
</tr>
<tr>
<td></td>
<td>- Information in the Exhibition hall of the EWMA 2013 conference (roll-ups and fliers next to the area dedicated to ICT-products (E-health pavilion)</td>
</tr>
<tr>
<td></td>
<td>- Focus Group with the expert clinicians groups and SWAN-iCare technical experts to exchange information on device development (To take place may 2013)</td>
</tr>
<tr>
<td></td>
<td>EWMA are also committed to the following activities as highlighted with WP9 task 9.2</td>
</tr>
<tr>
<td></td>
<td>&quot;EWMA commands several tools for efficient and wide-ranging dissemination of information and raising awareness about the SWAN-iCare project. These include the annual EWMA conference, which is the largest in Europe, the EWMA Journal which is published in three annual issues and distributed to the EWMA network consisting of 46 national wound associations. Further, EWMA maintains strong contacts to clinicians involved in wound care across almost all countries in Europe and in key countries abroad including Australia and the USA.</td>
</tr>
<tr>
<td></td>
<td>A key role of the European Wound Management Association in the project implementation is to guarantee that contact to user association and user representative organisations is taken care of. EWMA maintains an extensive network covering 46 national wound management associations in Europe, and has through this access to communicate through the EWMA Journal as well as national wound Journals and newsletter to more than 21,000 clinicians including nurses as well as physicians who are members of these associations. Further, EWMA has established partner collaboration agreements with all other major wound associations in Europe and abroad. For this purpose EWMA will develop a dissemination strategy which targets the user associations and user representative organisations through the following media and communication channels:</td>
</tr>
<tr>
<td></td>
<td>- The EWMA Journal. The EWMA Journal is published in two annual issues which will be used to communicate information about the SWAN-iCare to the members of EWMA as well as members of national wound associations who receive copies of the EWMA Journal</td>
</tr>
<tr>
<td></td>
<td>- Scientific presentations at the annual EWMA conference which with its 2,500-3,000 participants is the ideal venue for presentation of the SWAN-iCare development process</td>
</tr>
<tr>
<td></td>
<td>- Focus group discussions with selected/specially invited groups of users at the EWMA Conference</td>
</tr>
<tr>
<td></td>
<td>- Facilitation of meetings with local user representatives in selected countries, for instance during the annual conference of national wound associations</td>
</tr>
<tr>
<td>EXODUS SA</td>
<td>Dissemination activities planned:</td>
</tr>
<tr>
<td></td>
<td>- Publish Papers and Journals</td>
</tr>
<tr>
<td></td>
<td>- Liaise with European and international projects</td>
</tr>
<tr>
<td></td>
<td>- Attend workshops and events in the area of wound management and software for Medical devices</td>
</tr>
<tr>
<td>Consortium Member</td>
<td>Dissemination activates</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------</td>
</tr>
</tbody>
</table>
| HBiofluids        | Dissemination activities already undertaken:  
                       ➢ Internal presentation in December 40 people involved  
Dissemination activities next six months:  
➢ Flyer supplied will be used during supplier meetings from March to June 2013 to let them know the project  
HBiofluids are a business 2 business organisation |
| ICCS - Microlab   | Dissemination activities planned:  
                       NTUA/ICCS is a Research Institute affiliated with the largest technical university of Greece. We are planning to:  
➢ Add information to our lab website  
➢ Internal presentation to group members  
➢ Internal presentation to 5th year MSc Students attending the course of Embedded Systems  
➢ Planning for peer reviewed publications in international journals and conferences |
| Smith & Nephew    | Dissemination activities already undertaken:  
                       ➢ Internal presentations to appropriate technical teams  
Dissemination activities planned:  
➢ A number of internal “Lunch and Learn” presentations – these are open to all Smith & Nephew employees  
➢ Article(s) within Smith & Nephew global newsletter  
➢ Internal Marketing, Supply Chain, Regulatory and Product Safety Workshops  
➢ Presentations to “Key Opinion Leaders” and “Wound Care Specialist Nurses”  
➢ Conference Presentations, Medical Journal articles and Press Releases  
➢ Presentations to “City Analysis” |
| SWISSINNOV        | Dissemination activities planned:  
                       ➢ Plan to communicate mainly on our website,  
➢ Press release to pump magazines and to our distribution network. |
| UNIPI-CHE         | Dissemination activities already undertaken:  
                       ➢ Homepage of the website of department of chemistry, [http://www.dcci.unipi.it/](http://www.dcci.unipi.it/)  
➢ Homepage of the website of the University of Pisa; [http://www.unipi.it/](http://www.unipi.it/)  
➢ Local newspaper (Pisa)  
Dissemination activities planned:  
➢ PITTCON 2013 Conference and Exhibition, Philadelphia, March 17-21, 2013  
➢ European Polymer Congress – EPF 2013, 16-21 June, 2013, Pisa (Italy)  
➢ pHHealth 2013, 10th International Conference on Wearable Micro and Nano Technologies for Personalized Health, Tallinn, June 26 - 28 |
| UNIPI-WHR         | Dissemination activities planned:  
                       ➢ Conference Presentations  
➢ Journal articles  
➢ Press Releases |
2.4 SWAN-iCare workshops

2.4.1 Local dissemination and internal training
A major part of the Dissemination Plan is the organization of internal workshops or courses for health organisations that are represented within the consortium. The workshops will be developed for users, and will focus on the following aspects:

- Background needed for working with the SWAN-iCare system
- Its functionality through specific technologies and methodologies
- How to apply the tools provided by the SWAN-iCare System
- How to interpret the results and their relationship to the actual wound healing process

Due to the very early stage of the development none of the above activities have taken place, but will be planned to occur during the latter stages of the project.

2.4.2 External dissemination and training
There are several features of the SWAN-iCare project that make it ideal for external dissemination. The SWAN-iCare platform is the first project of its kind to include remote patient monitoring via a smartphone application. Furthermore, the project aims to develop health event monitoring, that personalise the results for wound care specialists within health organisations.

The manner of communicating these innovations and the choice of each external audience will depend on each partner, but the following project-related products have been created/considered to help with developing a project brand identity:

- A SWAN-iCare Logo has been created. (Completed)
- A project brochure was developed. (Completed)
- A project booklet will be written. (Future action)
- Display Posters. (Future action)

Due to the very early stage of the development items 4.2.3 and 4.2.4 have not yet taken place, but will be planned to occur once a clearer understanding of the SWAN-iCare system is agreed.

2.5 Presentations of the project results at events, conferences, workshops

Due to the very early stage of the development a limited number of the above activities have taken place, the remainder are planned to occur during the latter stages of the project.
2.6 Dissemination for the remainder of grant period

2.6.1 Dissemination Plan – Years 2-3

The primary focus of the dissemination activities for year two and year three consist of creating recommendations for the use of the SWAN-iCare system. This includes feasibility, technical and infrastructural integration of the SWAN-iCare platform into different scenarios.

2.6.2 Table #5 - Dissemination Plan Year 2-3

<table>
<thead>
<tr>
<th>Main goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Clarification of the issues related to feasibility at health organisations and data protection, in order to enable further targeted dissemination activates related to platform use</td>
</tr>
<tr>
<td>✓ Adoption of the approaches and infrastructures developed for users based on experiences with our consortium partners</td>
</tr>
<tr>
<td>✓ Development of evaluation criteria to assess the added value of using the SWAN-iCare portal</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeted contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Diabetic Foot Ulcers and Venous Leg Ulcers clinics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Criteria to enable an evaluation of the value-added when using the SWAN-iCare system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Technical documents, publications, conferences, website, press releases, newsletter(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transmission support</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Technical aspects and infrastructure will be documented for knowledge and data management for integrating the platform into established surveillance in specific agencies and within other systems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ The SWAN-iCare project and its core functions will be well documented</td>
</tr>
<tr>
<td>✓ Specific problems that arise with data sensitivity will be addressed</td>
</tr>
<tr>
<td>✓ An evaluation will be strategically implemented. A detailed exploitation plan will be developed</td>
</tr>
</tbody>
</table>

2.6.3 Dissemination Plan – Year 4

The primary focus of the dissemination activities for year four consist of refining recommendations for the use of the SWAN-iCare system. A major component will be the widespread publicity about the project. The marketing and exploitation plan will also be finalised and executed.

2.6.4 Table #6 - Dissemination Plan Year 4

<table>
<thead>
<tr>
<th>Main goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Inform the largest communities of the final results; comparison of the SWAN-iCare device against current methods of treatment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeted contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Global community</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Summarize the main topics of the project; successful results as well as any difficulties faced and open questions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Reports, publications, Website, press releases, newsletter(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transmission support</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Online, press releases, distribution by mailing lists, papers, publications, posters, and publicity will be used</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ The SWAN-iCare project and its outcomes into the largest public health community will be promoted and the importance, need and efficacy of the project will be proven</td>
</tr>
</tbody>
</table>
3 Conclusions

In conclusion the dissemination activities have started slowly as the consortium members all learn to work together. It has been difficult to identify the best areas to publicise the SWAN-iCare project as at this stage of the development there are still a number of unknowns and the consortium does not wish to publicise information that is later found to be incorrect or not achievable. As we are only at the start of the pathway to a successful project, our next stage within the dissemination activities is to plan together with input from all partners as to which events, journals and or individuals we should attend/meet in order to get the best benefit from our dissemination activities.

It must be understood that dissemination activities are constantly developing and changing as new opportunities occur and will continue well past the end of this project and this has been highlighted within the 2-3 and 4 year plans.

Formal updates of the dissemination activities, including things which have happened and that will occur in the future are to be provided at each of the project review meetings. This information will be used to update this document on regular basis.
4 Bibliography

5 Abbreviations

- **DoW**: Description of Work
- **DFU’s**: Diabetic Foot Ulcers
- **VLU’s**: Venous Leg Ulcers
6 Appendix Title

6.1 Appendix #1 SWAN-iCare system overview
6.2 Appendix #2 WEB site

Welcome

SWAN iCare is an ambitious project aimed at developing an integrated autonomous device for the monitoring and the personalized management of chronic wounds, making diabetic foot ulcers and venous leg ulcers, that foot and leg ulcers are caused by diabetes and vascular problems respectively, but a remarkable number of them are also due to the co-morbidity influence of many other diseases (e.g., kidney disease, congestive heart failure, high blood pressure, inflammatory bowel disease).

Latest News

SWAN-iCare Starts! The SWAN-iCare kickoff meeting will be held on 11-12th of October in Athens, Greece.

Work Packages

In order to accomplish its goals, the project is decomposed into nine (9) manageable Work Packages (WP).

WP1 Project Management and Quality Assurance

WP2 Clinical and End-user requirements

WP3 Complete system design

WP4 Development of sensors and actuators

WP5 Electronic and wireless biocompatible developments and component integration

WP6 Development of embedded software and medical applications

WP7 Software integration and prototyping

WP8 Validation and clinical validation

WP9 Demonstration and exploitation

Their inter-dependencies (PERT diagram) are visualized in the figure below.
Consortium

EXODUS SA (Coordinator), Greece

Leti

CSEM

Sorin Suisse d'Ingénierie et de Microtechnique SA

Municipality of Pisa

CISTI Madrid

Euronews

Research

Neumann Basel

European Wound Management Association (EWMA)

Institute of Communication and Computer Systems

Smith & Nephew

Swissinnov product

Members' area

You are about to enter the Members’ area of SWAN iCare project.

Access to this area is granted only to the participants of the SWAN iCare consortium.

To enter the members’ area, please click the button below.

IMPORTANT NOTICE

The SWAN iCare members’ area is based on WebTouch Core/Dream.

Please enter your username and password as supplied to you by EXODUS SA.

ENTER THE MEMBERS’ AREA
6.3 Appendix #3 Project Flier

What is SWAN-iCare?

SWAN-iCare is an ambitious project which will provide a major leap forward in the management of chronic wounds, especially diabetic foot ulcers (DFU) and venous leg ulcers (VLUs). It aims at a next generation integrated assessment solution for monitoring and adapting prescriptive therapy of foot and leg ulcers. All components of the project are in the fabrication of a correspondent new wearable negative pressure device equipped with capability of remote monitoring via wireless technology (ICT). Such a device will allow clinicians and patients:

- Clinicians
  - Sensitively monitor the wound healing process without patient attendance or delay. Provide both wound diagnostic and treatment in a single device for diabetic foot ulcers (DFU) and venous leg ulcers (VLUs).
  - Access of real-time quantitative data to accelerate wound healing.
  - Tailor patient potential options in order to minimize cost and risk to patient safety.

- Patients
  - Personalized treatment to meet their individual needs.
  - Improve the quality of life with demonstration that their condition has improved or improved.
  - Reduce their dependency on limited staff.

SWAN-iCare revolves around four aspects that can be summarized in the following:

**Patient**

- Continuous efficient monitoring of wound progress at home.
- Personalized and improved therapy initiated by the wound care community and adapted to the daily circumstances.
- Patient-oriented healing plan for the early detection and therapy of potential problems.
- Clinical determinate can be identified and treated at an early stage.
- Reduced need for hospitalization; better quality of life with minimization, more comfort and less stress.

**Society and Healthcare**

- Reduced cost for hospitalization, reduced healthcare costs, and higher therapy for an extended economically viable and greater number of patients.
- Less burden due to patient remaining away from home.
- Less burden on the healthcare and caregivers who may help and support the patients.
- Better care for the patients during remote treatment.
- Ease using technology allows for more patient treatment.
- More intelligent and effective prescription leading to faster wound healing and safer healthcare costs.

**Medical science**

- New ways of patient monitoring by combining continuous measurements and mobiles before.
- Continuous effective management facilitating in evaluation of wound progress, and maximal effectiveness.
- New revenue therapeutic approach with innovation products.
- New potential for research by accumulating measurements and solutions of multiple patients when these become available in future.

**ICT Science and Business**

- Novel solutions in reporting multidisciplinary research providing services of equal fab quality.
- New business models in the wound management market and clear business models between the various disciplines and between the players of the potential value chain in the wound management market.
- Intellectual leadership and innovation in the area of care, diagnostics, ICT systems, quality assurance and skills and improving the competitiveness of the medical industry.
6.4 Appendix #4 Consortium Partners Overview

The following is an overview of the individual companies involved within the consortium, information relevant to the project, and their contribution to the success of the SWAN-iCare Project.

EURORESEARCH Company established in 1986 in Italy who first introduced the use of collagen in wound healing. (Contribution) R&D for the medication populated with sensors and nano particles to address faster wound healing.

CEA The Laboratoire d’Electronique et de Technologie of the Commissariat à l’Energie Atomique et aux Energie Alternatives (CEA) is a French public research organization. A dedicated division, DTBS, with a staff of 160 people has been set up for micro- and nano- technology applications in the field of diagnostics, health care, life science and environment. At the frontier between micro- and nano-technologies and biology, DTBS R&D activities aim to develop highly parallel and miniaturized devices as well as highly integrated portable systems, such as point of care systems. The department knowledge lies in micro machining, microfluidics, surface chemistry, integrated optical detection, electrochemistry (in particular electrochemical grafting), electronics, information processing. Facilities includes a 100m² clean room for biological microsystem development, a clean room specifically dedicated to Biochip packaging, a biological and chemical laboratory of 350m² as well as specific equipment in biosensor design, manufacturing and characterization. (Contribution) CEA will be involved in technical and project management tasks. In project management, CEA is the technical manager of the overall project. Furthermore, it will be the leader of WP4 and WP7.

CEA main technological contribution will include the development of:

- Sensors for antibiotic-resistant bacteria strains
- Impedance sensors for estimation of wound healing status
- Gels including lipid nanoparticles for the delivery of growth factors and MMP inhibitors (actuators)

In addition, CEA will take active role in WPs 2, 3, 8 and 9 for the definition of user requirements, establishment of the prototypes devices, validations as well as the dissemination and exploitation activities.

CHURG The University Hospital of Grenoble (France) was founded in 1973. Its main roles are to take care of patients (through 2200 in beds) and to conduct medical research as well as educating medical and paramedical students. The Department of Endocrinology, Diabetes and Nutrition has a large experience in diabetes-related clinical research, including the field of diabetic foot ulcers. (Contribution) CHURG will contribute to define the medical and end-user requirements for Diabetic Foot Ulcers in WP2. In the final part of the project, CHURG will participate to test the device on patients with DFU WP8.
CSEM  "CSEM, Centre Suisse d’ Electronique et de Microtechnique SA (Swiss Center for Electronics and Microtechnology), founded in 1984, is a private research and development centre, which has specialized in microtechnology, nanotechnology, microelectronics, systems engineering and communications technologies. It offers its customers and industry partners tailor made innovative solutions based on its technological expertise from applied research. Approximately 300 highly qualified and specialized employees from various scientific and technical disciplines work for CSEM in Neuchâtel and the two centres in Zurich and Alpnach. They represent more than 20 nationalities and constitute the basis of the company's creativity, dynamism and innovation potential. CSEM has long term and widespread competencies in the development of complex systems and microsystems with medical monitoring applications. (Contribution) CSEM will develop optical biosensors to measure several biomarkers in the wound exudate. It will develop the needed physiological sensors and electronic interfaces. CSEM will develop the complete electronic system from most sensor interfaces, sensor network, and microprocessor unit to wireless communication. CSEM will lead WP3 (complete system design) and WP5 (Electronics and wireless connectivity developments and component integration). Furthermore CSEM will be technically participating in WP2, WP4, WP7 and WP8 and it will participate to the dissemination and exploitation of the project results in WP9.

EWMA  The European Wound Management Association  (EWMA) is an umbrella organisation linking wound management associations across Europe. EWMA is a multidisciplinary group bringing together individuals and organisations interested in wound management. The association works to promote the advancement of education and research into native epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies. EWMA works to reach its objectives by being an educational resource, organising conferences, contributing to international projects related to wound management, actively supporting the implementation of existing knowledge within wound management and providing information on all aspects of wound management. (Contribution) EWMA will contribute by means of:

Bringing the perspective of the patient and end users into the device development process

- Providing access to information on research and clinical practice from key stakeholders and researchers across all European countries
- Providing opportunities for contact between clinicians and consortium partners at the annual EWMA Conference and other wound care events
- Providing opportunities for disseminating information about the SWAN-iCare project at the annual EWMA Conference and other wound care events
- Dissemination of project information including milestones and final results through its extensive European network of wound associations and clinicians
EXODUS  The health sector is one of the sectors where EXODUS had operations in Greece. Through active involvement in mainline European projects in the ICT and health domain, EXODUS envisages to expand its health sector operations at a European level. SWAN-iCare has a great exploitation potential which will enhance EXODUS service offerings, lying within its strategy and organisation structure to work in new promising areas of research which in the long term will fuel further products and services.  

(Contribution) EXODUS will contribute to the development of mobile software for remote monitoring of the NPWT device and of a clinical software application that will be used by clinicians. The goal is to provide a medical-standards compliant software suite for remote monitoring of the SWAN-iCare device and to disseminate the developed solution in conferences and industrial for working in the domain of ICT heath applications.

HBIOFLUIDS  Company established in 2007 in Italy, as Pharma plant for drug fluids in soft bags for Diabetic patient application. In 2008 a new area approved for Medical Device was developed for realizing collagen dressings in wound healing. (Contribution) Will take care of the R&D of a biomaterial, biocompatible and bioabsorbable, like the collagen, and relative integration with the electrical and electronic devices making them the final Medical Device interfaceable with the external instrument to supply information about the wound treated by the device in order to adjust the therapy on-going during the wound treatment.

ICCS  The Institute of Communications and Computer Systems (ICCS) is a non-profit Academic Research Body established in 1989 by the Ministry of Education in order to carry out research and development activities in the fields of all diverse aspects of telecommunications and computer systems. ICCS is associated with the School of Electrical and Computer Engineering of the National Technical University of Athens. The personnel of ICCS consists of a number of Research scientists and more than 500 Associate scientists (including PhD students). The research carried out in ICCS is substantially supported by School of Electrical and Computer Engineering University Professors.  

(Contribution) ICCS will contribute by means of:

- Embedded software development
- Development of the data fusion algorithm and storage model
- Development of the embedded control application
- Contributing to the user scenario definition process and the definition of system requirements. In addition, ICCS will contribute to the integration and validation of the prototype

Finally, ICCS will carry out dissemination activities mainly focused on the development of the embedded software and the user application.

SMITH & NEPHEW WOUND MANAGEMENT  Company established in 1856 in England, specialising in the development, manufacture and marketing of medical devices and wound dressings for use in both hospitals and long-term care facilities.  

(Contribution) Will contribute to defining the system requirements, support the development and testing of the finished system, provided expert knowledge of the current NPWT landscape with the ultimate object of globally launching and marketing as a unique negative pressure wound healing medical device.
**SWISSINNOV PRODUCT** Company established in 2003 in Switzerland, specialized in fluidics system, development of innovative disposable pumps for healthcare, pharmaceutical and industries. *(Contribution)* Will develop the negative pressure pump of the system based on an innovative rotary piston pump technology.

**UNIPI-WHR** The Wound Healing Research Unit at Department of Dermatology, University of Pisa has gained international reputation in clinical and laboratory research, academic activities and in outpatients and inpatients services. The team has been working for 12 years with consistent increase of knowledge, leading to major results such as participation in FP5 and FP7 research project. Recently the unit has received the role of official organizing secretariat for the Fifth World Union of Wound Healing Societies (WUWHS) conference to be held in Florence, Italy in 2016. *(Contribution)* UNIPI-WHRU will contribute to the development of sensors for venous leg ulcers monitoring. The unit will perform the clinical tests on patients.

**UNIPI-CHEM** The Department of Chemistry and Industrial Chemistry, University of Pisa, is involved in a wide range of research fields such as biochemistry, organo-metallic chemistry, science of polymers, analytical chemistry of real systems, and theoretical chemistry. Research staff includes about 84 permanent positions (7 Full Professors, 23 Associate Professors, 29 researchers, 25 technicians) and more than 100 students. In recent years, a new research branch has been established for the study, design and exploitation of sensor systems. *(Contribution)* UNIPI-CHEM will contribute to define the requirements and design the system, develop sensors to measure skin temperature, pH, TEWL and dorsiflexion, test the system on patients.