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Multilingual Web

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tools and processes

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Executive Summary

This report serves as a follow-up to Deliverable 6.1 – Dissemination Plan (December 2010), and Deliverable 6.2 – Updated Dissemination Plan (August 2011), showing the dissemination and exploitation routes and methods chosen to be pursued by the consortium members in order to achieve maximum levels of exposure and publicity for MORMED. This deliverable reports how these methods were followed and updated in consideration for the most effective future dissemination activities.

Chapter 2 of this deliverable gives a summary and a recap of the dissemination activities pursued and to be continued, in addition to giving an update of the dissemination methods that were described in D6.1. It also gives a brief description of MORMED's participation in the thematic network, represented by the MultilingualWeb project, which aims at exploring standards and best practices that support the creation, localisation and use of multilingual web-based information. LTC's membership of the META NET network of excellence and participation in its events is briefly described. Also, participation in the Compass project and LT-Innovate is a major dissemination and exploitation channel for Mormed over and beyond the lifetime of the project.

The chapter also includes an evaluation of the dissemination methods followed using analysis of statistical information about hits on the project's website and search engine results. These statistics particularly show consistently higher numbers of visits per month to www.mormed.eu recording 978 unique visits between January and August 2012. The source of website traffic is largely from search engines, which indicates higher awareness and public interest. This result follows an increase in dissemination activities, including the distribution of a flyer publicising MORMED at specialists' events. These statistics also show that MORMED is not only being publicised in the participating member countries, but throughout various countries across all continents.

Chapter 3 summarises the future dissemination effort to introduce MORMED to the market as a commercial product. This is in accordance with the Deliverable 6.3 – Market Analysis and Business Plan, to follow a commercialisation strategy with dissemination for the wider audience and interaction with target markets. The objective will be to target relevant stakeholders in the eHealth domain, as well as the language industry and the thematic networks, in preparation for the promotion of the widespread use of this multilingual community platform. In parallel, a plan to market LTC Communicator as a near real-time translation back end for any social media application, will investigate dissemination to development communities in the social media sector to support its commercial development.



1. Introduction

Over the duration of the MORMED project, the consortium embarked on extensive dissemination activities to promote MORMED to a wide audience.

Two deliverables have been produced so far, outlining steps and activities followed by the partners of the consortium to demonstrate the project and its results and raise awareness: D6.1 (Dissemination Plan) was submitted at the end of 2010 and D6.2 (Updated Dissemination Plan) was submitted in Summer 2011.

Dissemination activities were always an important focus of the MORMED consortium. In order to be effective, the project and its results must be widely conveyed to the public. The target groups for the dissemination activities were divided into two equally important categories: the experts and key stakeholders in the area of the Multilingual Web thematic network, and the end users and general public interested in lupus and antiphospholipid syndrome. Dissemination activities were aimed evenly at both categories, implementing various dissemination means and channels in each individual case, as described in previous deliverables D6.1 and D6.2. MORMED has realised various scientific publications and project presentations at important international and European events for the experts and key stakeholders. The respective record of achieved publications and presentations is outlined in Chapter 2. The project partners have used the design of communication material and various networking opportunities to strengthen the dissemination effort. This has resulted in a considerable increase in visitors to the website and statistics that represent improved public interest.

Chapter 3 gives a brief overview of future plans now that the project is coming to an end. As for the end users and the general public interested in the thematic network, a patient leaflet has been designed, and MORMED is organising a set of demonstrations and exhibitions in order to directly interact with the public. The MORMED website is still updated regularly to provide these public groups with the most up-to-date information available on the project's research process. This report will review the dissemination activities to date, and those planned with the aim to maximise the plan to launch MORMED to the commercial market.

2. Dissemination report

Like the previous dissemination deliverables, this report will give an overview of dissemination and exploitation activities that consortium members undertook to raise awareness of the MORMED project. The present report will follow the earlier deliverables in a similar structure for comparison.

Deliverable D6.1 - Dissemination Plan (December 2010) provided an outline of the dissemination and exploitation activities that were followed by the consortium members from the start of the MORMED project up to the date of the deliverable, in addition to activities that were likely to be pursued throughout the project and beyond in order to create maximum awareness and exposure of the project to internal and external parties. For this updated plan, any changes and additions to the dissemination plan will be taken into account based on the project experience reached until this point.

As far as target users of dissemination activities are concerned, not much has changed. Dissemination activities are targeted at the users of the MORMED project (the community and individuals interested in Lupus and APS including researchers, medical doctors, scientists, patients and patients' families, friends, support groups), as well as a broader audience comprising scientific and business partners and public institutions such as EU and governmental audiences. Since the commercial exploitation plans of MORMED are well underway, dissemination activities were also targeted to potential business partners and possible customers, where these differ from the categories above.

2.1. Patient associations

The past two dissemination reports have listed almost 30 associations that were contacted by the consortium members to raise awareness of the project. Communication with some of these associations is on-going, especially for training activities. Training plans have been put in place and the responses are still positive and encouraging, indicating that there is a need for a platform such as MORMED within the Lupus community.

In detail, the most active associations are listed here:

- UMS are involved in training activities with the German Lupus Association
- UD MHSC CIDare keeping close contact with the Hungarian Autoimmune Patient Association
- HCPB are collaborating with the Spanish Federation of Patients with Systemic Lupus Erythematosus
- KCL has involved the St. Thomas' Lupus Trust and the UK Lupus and Antiphospholipid Syndrome Patient Association

It is expected that the majority of MORMED users will be patients or their representatives. To date, a number of patient associations have been contacted and made familiar with the MORMED project; the table below lists some of the associations that have been contacted (a sample letter sent by UMZ is shown in Appendix 6):



FEDER
Federación Española de Lupus
Asociación Gallega de Lupus
Asociación de Lúpicos de Asturias
Autoimmune Patient Association (Hungary)
Hungarian Lupus Society
Asociación de Ayuda a los Enfermos de Lupus de Vizcaya
Asociación Leonesa de Lupus y Síndrome Antifosfolípido
Deutsche Rheuma-Liga - Landesverband Rheinland-Pfalze.V.
Asociación de Lupus de Aragón
Asociación Madrileña de Enfermos de Lupus y Antifosfolípidos
Asociación de Lupus de Badajoz
Hughes Syndrome Foundation
Asociación de Lupus de Castilla-La Mancha
Asociación Catalana de Lupus Eritematoso Generalizado
Lupus Selbsthilfe
Asociación de Lupus de Islas Baleares
Asociación Granadina de Lupus
St. Thomas Lupus Trust
Huelva Lúpicos Asociados
Asociación de Lupus de Jaén



Asociación Malagueña de Lupus
Asociación de Lúpicos de Sevilla
Asociación Valenciana de Afectados de Lupus
RheumaLigaLandesverband Hessen
Lupus Erythematodes Selbsthilfegemeinschaft e.V.
Deutsche Rheuma-LigaBundesverbände.V.
Asociación Salmantina de Lupus
Antiphospholipid-Selbsthilfegruppe

The response from these patient associations has been highly positive and encouraging. They were most attracted by the possibility of sharing ideas, information and experiences on a global level.

Continuing on D6.1 and D6.2's document structure, following is a list of the dissemination activities performed by the consortium to date:

2.2. Logo and Graphical identity

The MORMED logo and graphical identity originally presented in D6.1 has been used throughout the lifetime of the project in all dissemination activities, deliverables, presentations, and any other official MORMED materials or publications produced. The distinctive MORMED logo and colour string has helped to create a visual look and feel to the MORMED project.

2.3. Online dissemination

The use of online dissemination is still favoured for its usability, ability to reach vast audiences and relatively low roll-out cost. A list of the online dissemination methods that have been pursued follows.

2.3.1 The project website

In addition, the "Dissemination" section of the website contains a list of some of the most recent dissemination activities carried out

MORMED's website, www.mormed.eu, was created in March 2010 and is regularly updated.

On the main page:

- The 'latest news' section on the main page updates visitors with the latest achievements, milestones, dissemination activities and news of the project.
- In the 'connect with MORMED' section at the right-hand side of the page, visitors can follow the progress of MORMED via facebook, twitter and LinkedIn.
- The 'mailing list' link allows visitors to leave their details or to be included in a mailing list to be kept up-to-date with the proceedings of the project (see 2.2.2.ii below).
- The 'Project flyers' link points visitors of the site to a PDF document containing the MORMED flyer (see 2.2.4.i).

The website also contains a "deliverables" section containing the public deliverables 4.2 "Evaluation of Machine Translation Technology for the MORMED Platform" and D3.3 "MORMED Platform User Documentation", as well as the present report once it has been approved.

In addition, the "Dissemination" section of the website contains a list of some of the most recent dissemination activities carried out.

The website invites visitors to enter their contact details to be included in an external mailing list (MORMED-PUBLIC@NETSERV.SEERC.ORG) which keeps them informed about the latest results and news about the MORMED project.

Internal mailing lists are still used to keep consortium members updated about the project and share information:

- MORMED-CONSORTIUM@NETSERV.SEERC.ORG is used to contact all participants in the MORMED project
- MORMED-TECHNICAL@NETSERV.SEERC.ORG is used for MORMED's technical partners: SEERC & LTC
- MORMED-USERS@NETSERV.SEERC.ORG is used for all users of MORMED
- MORMED-ADMIN@NETSERV.SEERC.ORG is used to contact MORMED's administrative and financial personnel.

2.3.2 Press releases

Press releases published since the last reports are outlined in the table below:

News post	Date posted	Place posted
The MORMED project was presented at the META-Forum Conference	03/07/2012	www.mormed.eu
Launch of Beta Version of MORMED platform	29/06/2012	www.mormed.eu
Successful completion of second review meeting	06/06/2012	www.mormed.eu
Project meeting in Hungary	07/10/2011	www.mormed.eu
Successful completion of the first meeting review	23/05/2011	www.mormed.eu



2.3.3 Social networking sites

Social networking sites such as Facebook, LinkedIn, and Twitter have proved to be highly effective in aiding the exploitation of products and companies; there is a huge potential to acquire customers, promote a business and drive website traffic by reaching their members. Pages on Facebook and Twitter, and a group on LinkedIn were created by the technical partners as a cost-free method of promoting the MORMED project. The sites are regularly updated with news and results of the MORMED project. As well as targeting the thematic network and community interested in lupus and APS, these groups will also reach communities in other related domains as a means of disseminating the potential commercial interest of MORMED. The pages can be accessed using the following URLs:

LinkedIn:

<http://www.linkedin.com/groups/MORMED-Project-4120557>

Facebook:

<http://www.facebook.com/groups/166828486737343>

Twitter:

<http://twitter.com/mormedproject>

2.4. Interactive dissemination

The use of interactive dissemination is crucial for liaising with the target community and other interested parties. It is suitable for when the delivered message must be tailored to an audience with a need for high-quality information, such as medical doctors or scientific experts. Interactive dissemination has proved to be the most efficient channel for community building and is therefore among the channels with the highest impact on dissemination and exploitation. LTC has hired a new marketing executive and a business development executive with both a linguistic and medical background to disseminate information about the project and prepare the commercialisation of the solution

2.4.1 Trade fairs & conferences

Since the MORMED project began, a number of conferences, trade fairs and exhibitions were attended by the consortium partners. These do not only cover the medical domain, but also conferences targeting the language industry and the thematic network. These have spanned across various locations, exceeding the countries of the MORMED consortium. This has included conferences in the USA, Portugal and Slovenia.

The following conferences have been attended and presentations given since the date of the last deliverable (July 2011):

- **8th European Lupus Meeting**, 7 - 9 April 2011, Porto (Portugal), attended by KCL.
- **British Society for Rheumatology**, 3 - 5 May 2011, Brighton (UK), attended by KCL.

- **Annual Congress of the Hungarian Society of Allergology and Clinical Immunology**, May 2011, Balatonalmádi (Hungary), attended by MHSC.
- **European League Against Rheumatism [EULAR] congress**, 25 - 28 May 2011, London (UK) attended by KCL.
- **Week of Innovative Regions in Europe (WIRE)**, June 2011, Debrecen (Hungary), attended by MHSC.
- **Ten Topics in Rheumatology**, 30 June - 1 July 2011, London (UK), attended by KCL.
- **FIT**, 31 Jul - 1 August 2011, San Francisco (USA), attended by LTC.
- **Interdisciplinary Forum of Clinical Immunology**, September 2011, Debrecen (Hungary), attended by MHSC
- **Annual Congress of the Hungarian Association of Rheumatologists**, September 2011, Eger (Hungary), attended by MHSC.
- **European League Against Rheumatism [EULAR] course on Systemic Lupus Erythematosus**, 7-9 September 2011, Pisa (Italy), attended by KCL.
- **Multilingual Web workshop**, 21 September 2011, Limerick (Ireland), attended by LTC.
- **ATC**, 23 September 2011, London (UK), attended by LTC.
- **E-Education and E-Science International Conference**, 5-6 October 2011, Plovdiv (Bulgaria), attended by SEERC
- **Localisation World**, 10-12 October 2011, Santa Clara (USA), attended by LTC.
- **TEKOM**, 18-20 October 2011, Wiesbaden (Germany), attended by LTC.
- **ATA Conference**, 26-29 October 2011, Boston (USA), attended by LTC.
- **National Congress of the Spanish Society of Internal Medicine (SEMI)**, 26 - 29 October 2011, Las Palmas de Gran Canaria, attended by HCPB.
- **Annual Congress of the Hungarian Society of Internal Medicine**, November 2011, Felsőtárkány (Hungary), attended by MHSC.
- **American College of Rheumatology Congress**, 5 - 9 November 2011, Chicago (USA), attended by KCL.
- **ASLIB**, 17 - 18 November 2011, London (UK), attended by LTC
- **National Meeting of the Spanish Group of Autoimmune Diseases (GEAS)**, 24 - 26 November 2011, Madrid (Spain), attended by HCPB.
- **Excellence in Rheumatology, 25 - 28 January 2012**, 25 - 28 January 2012, Madrid (Spain), attended by KCL.
- **TEN TOPICS in Autoimmune Diseases**, 9 - 10 February 2012, Barcelona (Spain), attended by HCPB
- **Multilingual Web workshop**, 15 - 16 March 2012, Luxembourg, attended by LTC.
- **Lupus Academy meeting**, 16 - 17 March 2012, Barcelona (Spain), attended by KCL.
- **1st International Conference on Medical Education Informatics**, 4- 5 April 2012, Thessaloniki (Greece), attended by SEERC, including an invited presentation: '**Emerging Learning in Multi-lingual Environments**'
- The MORMED platform was demonstrated by SEERC to the 1st International Spring School on Medical Education Content Sharing Technologies, on 4-5 April, 2012, Thessaloniki, Greece (<http://www.mei2012.org/>). The session introduced the MORMED approach to the audience, a Web 2.0 multilingual content management system with intelligent information processing capabilities especially tailored for the medical domain and the 'lupus' disease. Attendees had the opportunity to learn how MORMED applies the notion of multilingual social networking and combines it with semantic techniques in order to facilitate cross-language communication between stakeholders within the



community of 'lupus' disease (e.g. Researchers, General Practitioners, Patients, friends and family of patients, etc). The audience used the MORMED service live and witnessed the automated and intelligent translation of user-generated content. The hands-on exercise left the audience with excellent impressions and interest for the project's next steps.

- **9th Annual World Health Care Congress**, 16 - 18 April 2012, Washington D.C. (USA), attended by LTC.
- **International Autoimmunity Congress**, 9 - 13 May 2012, Granada (Spain), attended by HCPB.
- **EAMT conference**, 28 - 30 May 2012, Trento (Italy), attended by LTC
- **EULAR Congress**, 6 - 9 June, Berlin (Germany), attended by HCPB.
- **LT-Summit**, 19 June 2012, Brussels (Belgium), attended by LTC and KCL.
- **META-NET Forum**, 20 - 21 June 2012, Brussels (Belgium), attended by LTC.

Conferences to be attended include:

- **European Congress of Internal Medicine (EFIM)**, 24 - 27 October 2012, to be attended by HCPB.
- **National Congress of the Spanish Society of Internal Medicine (SEMI)**, 24 - 27 October 2012, to be attended by HCPB.
- **Association of Translation Companies: "Future Proofing the Language Industry"**, London, 14 September, 2012, to be attended by LTC.
- **LT Innovate Workshop**, Brussels, 8-9 October, 2012, to be attended by LTC.
- **Language Live Show**, London Olympia, 19-21 October, to be attended by LTC, including an invitation to a panel presentation and discussion
- **TCWORLD conference**, Wiesbaden, 23 – 25 October 2012, to be attended by LTC.
- **ACR/ARHP Annual Meeting**, Washington, D.C., November 9-14, 2012 presentation in a poster session "Mormed Project: A New 21st Century Web Platform for Multilingual Communication in systemic Lupus Erythematosus and Antiphospholipid Syndrome"

2.4.2 Networking and Partnerships

In addition to the dissemination channels outlined in the previous deliverables and in this report, a new networking and partnership opportunity has arisen that was used for dissemination purposes.

As of November 2011, LTC has embarked on a new project called LT COMPASS. One of the first activities of the consortium was the creation of LT-Innovate¹. LT-Innovate is Europe's Forum of the Language Technology Industry. The network gathers top executives of European companies involved in developing and selling products using language technologies (speech, translation or intelligent content technology). Its objectives are:

- to promote Language Technology as a key enabling technology for Europe's economy and society;

¹www.lt-innovate.eu LT COMPASS is a Support Action supported by the European Commission's ICT Programme and DG Information Society. Grant agreement no. 288202. FP7-ICT-2001-7-Language Technologies



- to bring together the fragmented European LT landscape;
- to provide a set of services, tools & events facilitating mutually beneficial interaction and collaboration between LT-vendors;
- to enhance the sector's visibility vis-à-vis buyers, investors and policy makers;
- to facilitate technology transfer from research to market;
- to prepare the sector's strategic innovation agenda and articulate vis-à-vis decision makers.

The forum also encompasses a range of different special interest groups (SIGs) to make sure that individuals and companies operating within a specific subject area get an opportunity to interact, enhance their visibility and to be part of the preparation of the strategic language technology innovation agenda which will be presented to the European Commission at the end of the project (February 2014). LTC is chair of the special interest group on intelligent healthcare and therefore co-ordinating networking activities among language technology companies active or interested in the health and life sciences area.

On 19th June 2012, the first LT-Innovate Summit took place and LTC chaired a session focussed on innovation in the iHealth LT sector. The session led to a very fruitful discussion with executives of well-established medical LT companies and within the session, MORMED was presented by KCL.

2.4.3 Project meetings

Both formal and informal project meetings represent a means of internal interactive dissemination. The meetings allow for the project participants to liaise and discuss several issues, including the project's progress. Meetings can take place either face-to-face, or remotely using conferencing technologies such as Skype. Regular meetings encourage unity in the consortium, therefore ensuring that a clear message is delivered to any external parties

September 2011: MORMED technical meeting in Debrecen (Hungary)

May 2012: Mormed Meeting in London

Weekly meetings via Skype between technical partners since April 2012, and biweekly meetings between LTC and KCL since April 2012 are taking place.

2.5. Non electronic dissemination

This type of dissemination was used to raise awareness of the project, e.g. by describing its progress or publishing promising results, and create an interest that leads to direct interaction.

2.5.1 Flyers and poster

A flyer publicising the MORMED project was produced in the four languages of the project (see Appendix 2). This flyer has been distributed at a number of medical and language industry related conferences and events since March 2011. It was designed to target professionals such as MDs, researchers and those interested in language technology. A different version of the flyer



was designed aimed at publicising MORMED to lupus and APS patients, their families and the corresponding patient associations.

The flyer (*see Appendix 5*) gives a brief overview of the platform, its benefits, its target group and the project participants. Once the platform is commercially launched or sponsored, this flyer will be distributed at specialists' clinics and waiting rooms, to promote the MORMED platform to patients and their families.

For the 2011 EAMT conference in Leuven and for EAMT 2012 in Trento, a poster was designed to publicise MORMED (*see Appendix 3*), giving a brief description of MORMED's goals and purpose, the technical architecture of the MORMED platform and the project participants. This poster was also put on display at META-FORUM 2011 in Budapest, and META-FORUM 2012 in Brussels (*see Appendix 4*).

2.5.2 Articles in topic-specific magazines and research papers

- *In addition to the article that was written by SEERC described in D6.1, another article was written by Dr Gábor Papp (MHSC) in the June 2011 issue of the Hungarian Autoimmune Patient Association magazine. In addition to the articles described in previous versions of the deliverables, written by SEERC and MHSC, the following articles have been published:*
- "Promoting learning in MORMED, a multilingual social networking platform", in Proceedings of the 24th International Symposium on Computer-Based Medical Systems, 2011, pp. 1–6.
- K. Bratanis and I. Paraskakis, "Cross-Language Content Affordance in Social Networking: The MORMED Platform," Tech. Rep., South East European Research Centre (SEERC), 2011.
- Paraskakis, I. "Emerging Learning in Multi-lingual Environments", In Proceedings of the 1st International Conference on Medical Education Informatics, 6-7 April, 2012, Thessaloniki, Greece.
- K. Bratanis, D. Bibikas, and I. Paraskakis, "Enabling Cross-Language Intelligent Information Processing in Multilingual Social Networks," Tech. Rep., South East European Research Centre (SEERC), 2012.

Dr Munther Khamashta (KCL) has written an article for the Lupus Journal, highlighting the gaps in this specialised user community that MORMED is trying to fill.

2.6. Thematic Network

Task 6.2 of MORMED promotes the collaboration between the consortium and the thematic network which was created on the topic of multilingual content and services by exploring synergies and pursuing common goals.

2.6.1 MultilingualWeb project



The MultilingualWeb² project is exploring standards and best practices that support the creation, localisation and use of multilingual web-based information. One of the aims of the project is to spread information about what standards and best practices currently exist and what gaps need to be filled, through a series of workshops open to the public and various communication channels.

The objectives of the Multilingual Web project are to:

- set a foundation for improving support on the Web for languages of the European Union and its trade partners, improving the efficiency of processes for creating and localising content, both by machine translation and more traditional methods, and improving support for multilingual content and data on the Web.
- establish a network between stakeholders for the improvement of the multilingual Web, in order to promote the adoption of current standards and best practices, explore the needs for future standards work and best practices, and create a basis for long-term synergies between the participants, who are coming from a variety of disciplines.
- improve content development in (X)HTML and CSS by helping content authors better understand the standards and best practices they should be following.
- help user agent developers to identify and correctly enable support for multilingual standards and best practices.

The MultilingualWeb project is coordinated by the World Wide Web Consortium (W3C), and had twenty-two partners representing a wide range of stakeholders until the first quarter of 2012, and is now continued under the name Multilingual Web-LT in the same spirit as before.

At the core of the project are regular public workshops, with the following goals:

- Sharing of experiences and knowledge about existing standards and best practices.
- Discussion and recommendations about gaps that need to be addressed.
- The workshops allow for detailed discussion around general topic areas related to the standards and best practices landscape, Web authoring, translation tool support, and another area to be decided during the project by the partners.
- Community building, with the goal of establishing a long-term platform for working on topics concerning the multilingual Web.
- Minutes and recommendations to be published on the project Web site for public consumption.
- Supported by archived, moderated mailing lists to allow public discussions to complement the workshops, a wiki and a number of dissemination methods, including a twitter stream, blog aggregation, conference presentations, etc. The high visibility of the W3C site and its prestige for standards and best practices will also make a significant contribution to the visibility of the results.
- Practical work items, developed by the W3C with input from partners, and made available to the general public from the W3C site.
- A publicly available tool for checking mark-up of web sites with regard to requirements of the multilingual Web (like the W3C HTML validator) should help educate and inform content developers about best practices and standards in an easy to use, and therefore

² Project full title: Advancing the Multilingual Web, Thematic Network (Grant agreement 250500) www.multilingualweb.eu, now continued as Multilingual Web-LT.



- effective manner, and should improve the quality of language support in Web pages.
- A publicly available set of educational materials, developed by the W3C, that should also help HTML and CSS content developers create language-friendly Web content.
 - A set of test results, provided by partners, for tests on the W3C site should help developers of web pages better understand what techniques are widely supported and should also inform the development of the previously mentioned training materials, but will also help user agents developers to find and rectify gaps in support of multilingual features in their products.
 - Face to face meetings between partners to provide input to and review of practical work items.

LTC continues to follow progress of the MultilingualWeb-LT project.

2.6.2 META-NET

META-NET³ is a Network of Excellence dedicated to the technological foundations of the European multilingual information society. Its main goals are to build a strategic alliance of national and international research programmes, corporate users and commercial technology providers and language communities to strengthen the European research community through research networking and by creating new schemes and structures for sharing resources, to build bridges by approaching open problems in collaboration with other research fields such as machine learning, social computing, cognitive systems, knowledge technologies and multimedia content. META-NET will lead to a strong language technology community with ties to other R&D communities, with a network into industry and public administration, and with visions and plans for a strategic research agenda, to support the sustainability of the European, multilingual information society. META-NET consists of 47 research centres from 31 countries and is dedicated to building the technological foundations of a multilingual European information society.

MORMED and META-NET have signed a cooperation agreement based on the application of translation technologies for multilingual content management, and LTC attended 2 META-NET conferences in Budapest (2011) and Brussels (2012). LTC's MD chaired a panel in Budapest and participated in an LT-Innovate panel at the Brussels Forum.

³ www.meta-net.eu



2.7. MORMED website access analysis

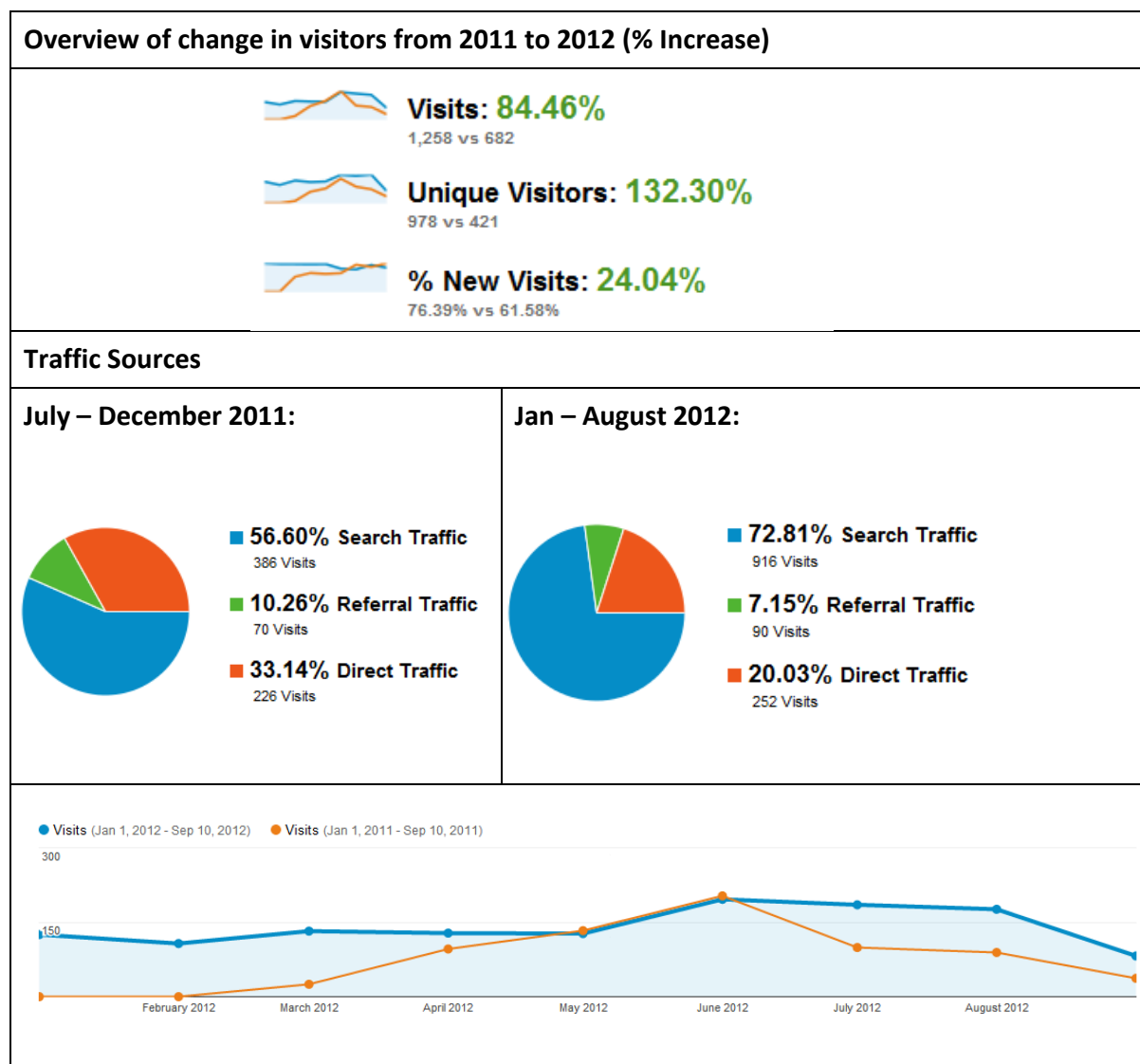
The previous section discussed activities within the scope of the dissemination plan which have already started. Following the official launch of the platform, the level of dissemination activity will increase in order to attract more users to MORMED and the website. The following Chapter 3 will give an overview of the methods in which the consortium plans to reach these users. Dissemination is crucial in not only raising awareness of the MORMED project, but also in transforming MORMED from a successful project into a self-sustainable product.

Preparatory interactive dissemination at conferences and events has been performed during the first two years of the MORMED project. At this stage the project was in a crucial information-gathering phase and these conferences represented an opportunity to perform extensive networking activities, during which, contacts with potentially promising future partners both in the business and the scientific domain were established. The dissemination activities started so far will be continued as the project progresses and results are achieved.

MORMED's website (www.mormed.eu) continued to play a central role in the quest of new users trying to find more about the project. It remained the first point for obtaining information about the consortium, the project's objectives and the results. This section provides valuable information about the popularity of the project's website and illustrates evidence that the MORMED project attracted the interest of a wide set of stakeholders that can lead to valuable lessons learnt.

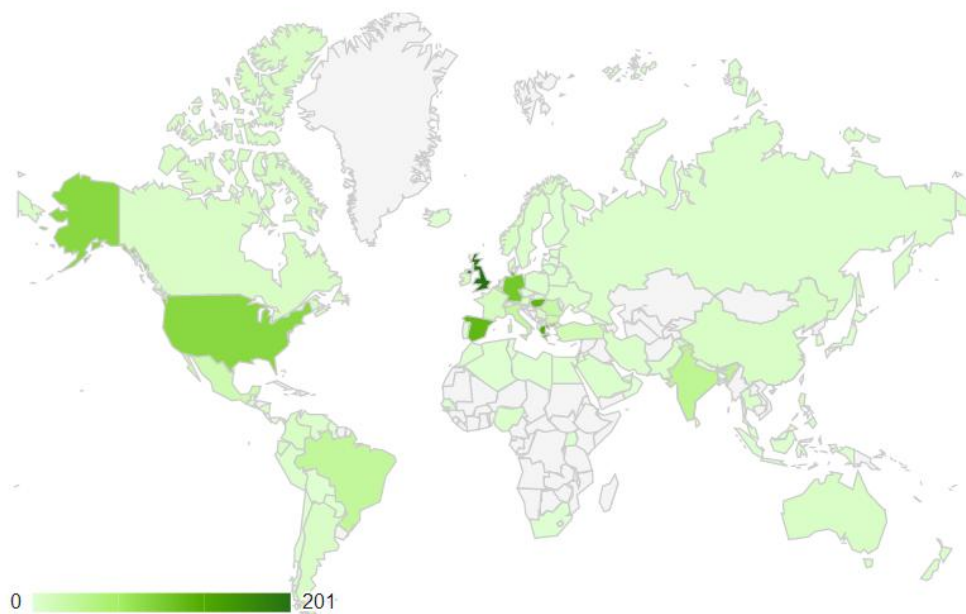
2.7.1 Website traffic statistics

Analysis of MORMED website access has shown that visits to www.mormed.eu grew rapidly during the last year of the project. Following the dissemination activities of the project partners the number of visitors has increased considerably within the last six months of the MORMED project, as is shown in the table below:



The above table shows a significant increase in traffic during January and August 2012. It also shows that there has been an increase in traffic coming from search engines, implying that the dissemination activities that the project partners performed have resulted in increased awareness and public interest.

2.7.2 Geographic visitor location



The map overlay shows the distribution of the visitors to the website of the project (www.mormed.eu). The website has attracted the interest of users coming from almost all the European countries, as well as Russia, North and South Africa. In addition regular activity has been recorded from countries such as the Philippines, Malaysia, India, as well as North and South American territories. This geographic displacement demonstrates that MORMED has reached a wide set of audiences and a diverse mixture of different societies and cultures.



3. Future plans

During the first year of the project, the focus was on disseminating the main concepts and objectives of MORMED. The second year was devoted to publishing and disseminating results and findings to a wider audience. As the project is now reaching its end, all future dissemination activities will be related to MORMED's commercial exploitation. A business plan has been produced, as part of D6.3 – Market Analysis and Business Plan, which contains a strategy for the commercialisation of the MORMED platform.

Throughout the duration of the project, the dissemination activities performed have helped create awareness of MORMED, leading to valuable feedback regarding possible improvements and adaptations of the platform. This information has been used to prepare MORMED for market introduction. One of the significant findings of the dissemination phase of MORMED was that interaction is crucial. Therefore, direct selling has been chosen as one of the main sales channels for MORMED (see business plan deliverable). With this in mind, a marketing executive and a dedicated business development executive have been hired to disseminate, promote and commercialise MORMED.

Attendance of events such as conferences, trade fairs and exhibitions will be continued, as they are a valuable means of spreading the word about MORMED, and possibly finding potential partnership opportunities.

Of equal consideration is a plan to market LTC Communicator to the wider audience outside of the medical domain – as a backend product for multilingual communication platforms. The potential of LTC Communicator II is described in D6.3 Marketing Analysis and Business Plan. One channel of communication in order to investigate this potential is the collaboration networks of site developers, to gain referrals and contacts from those working to provide better social media applications. Drupal / OpenAtrium, the Joomla and Wordpress development communities communicate over the internet and addressing them via their usual methods will be inexpensive, while also providing a global reach. We are therefore expecting considerable feedback and many business opportunities arising from this marketing effort over and above the medical domain.



4. Conclusion

Dissemination is crucial in not only raising awareness of the MORMED project, but also in transforming MORMED from a successful project into a self-sustainable product. This document has given an updated overview of the dissemination effort for the MORMED project since the date of document D6.2, as well as outlining future plans for presentations and events scheduled until the project's end.

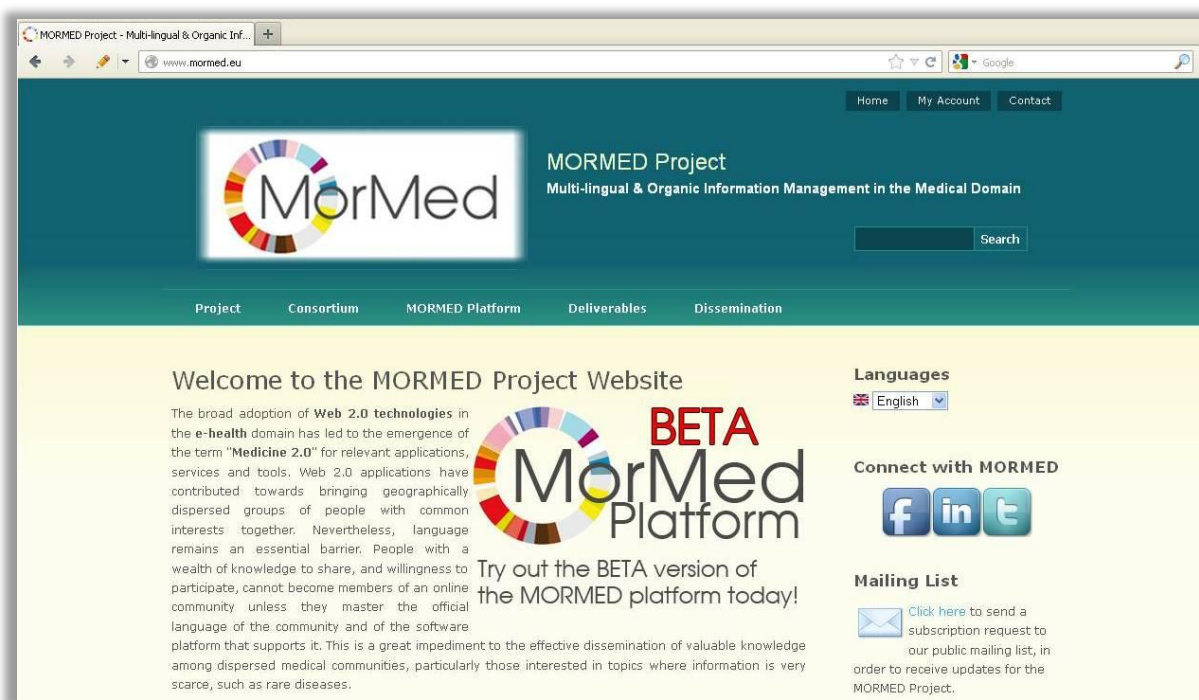
Since its debut, the MORMED project has set a specific dissemination strategy and achieved various publications and presentations at conferences, international and European events and exhibitions. Additionally, the project has realised a significant presence during events organised by META-NET and the Multilingual Web thematic network with demonstrations and project presentations. Further dissemination includes the regular updating of the project website, which is enhanced with various news and activity reports, the regular distribution of project newsletters and the topic specific articles that have also been published.

The focus of short-term dissemination will be within the framework of the LT-Innovate marketing activities as described above, with the objective to raise awareness of MORMED and its potential value in parallel to the networking and partnering opportunities during events for special interest groups and for the wider Language Technology Industry.

The scheduled dissemination activities of the project indicate that additional important dissemination events for advertising MORMED are going to take place in the future, which include business development activities to realise commercial expectations and further interaction with potential users.

Appendices

Appendix 1: Screenshot of www.mormed.eu



Appendix 2: MORMED Flyer



MORMED is a partly EU-funded project aimed at the development of a multilingual community platform combining web 2.0 social software applications with content relevant to the medical domain. The platform will be piloted in the community interested in **Lupus** and **Antiphospholipid Syndrome** (Hughes Syndrome), involving researchers, general practitioners, specialists, patients and patient support groups. To encourage information exchange between users in different countries and languages, the platform will be enhanced with **automatic translation** capabilities.

Please visit www.mormed.eu for more information and register to receive updates on the progress of the project.

PARTNERS INVOLVED



Research project MORMED (Multilingual Organic Information Management in the Medical Domain) is funded by the European Commission's 7th Framework Programme, CIP-ICT PSP, under Grant Agreement 250534 (Multilingual Web).



Appendix 3: MORMED poster

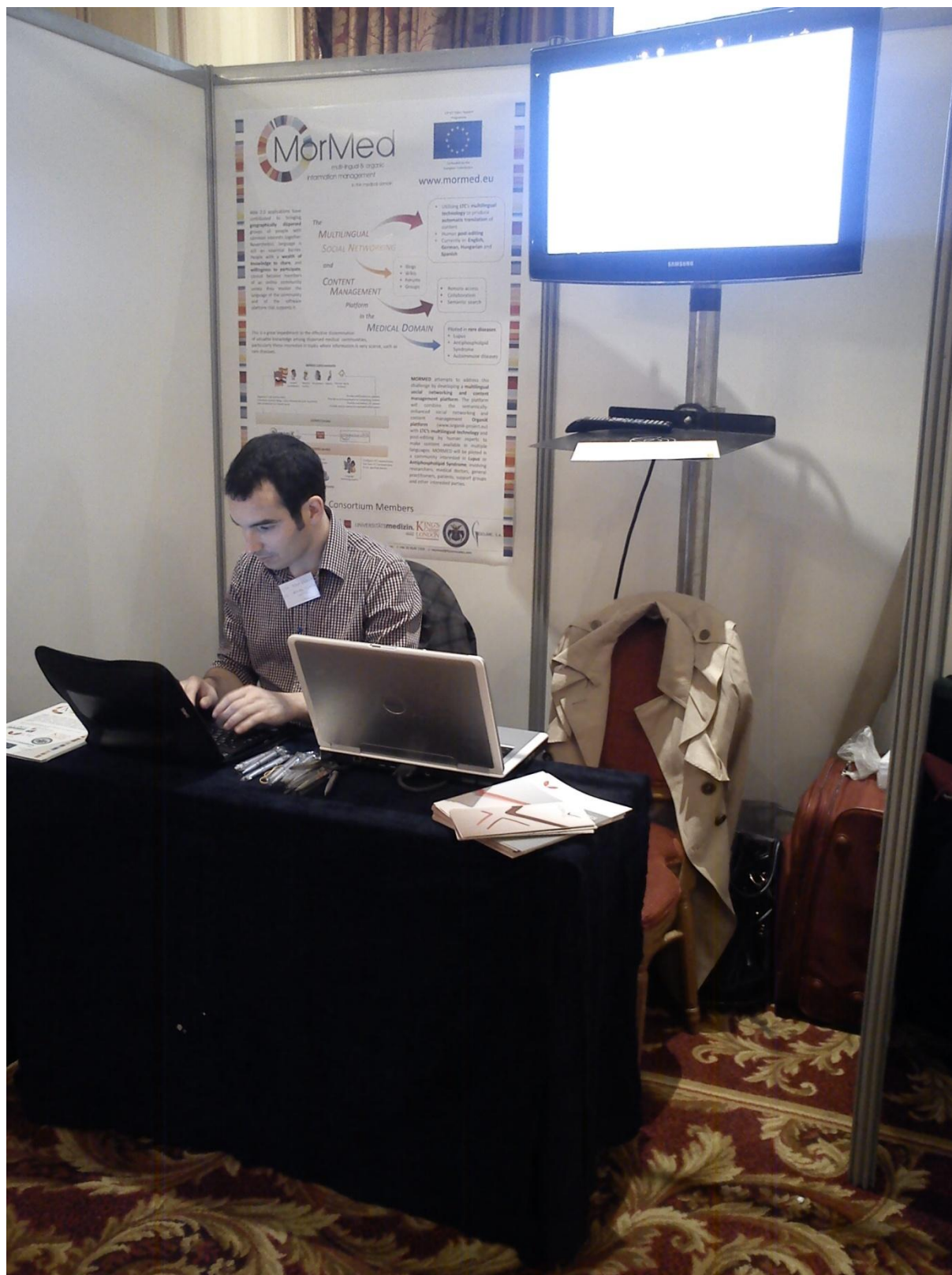


The MORMED poster was displayed at EAMT 2011 in Leuven, following acceptance at a call for EU project presentations, and at the EAMT 2012 conference in Trento.

Appendix 4: *MORMED poster at META-NET events*

The poster was further used in display at the META-NET Forum 2011 in Budapest (below) and at the META-NET Forum 2012 in Brussels (next page).





Appendix 5: MORMED Patient Leaflet

MORMED patient leaflet promoting the goals and purpose to patients and support groups.

MEDICAL PARTNERS
Contributors to MORMED









"MORMED is a one of a kind platform, and I take pride in being involved with it from its inception"

Prof. Munther Khamsatha - King's College London



Target users of MORMED

MORMED intends to meet the needs of the community of individuals interested in Lupus by creating an efficient way of sharing knowledge.

This includes Researchers and Scientists; Medical doctors, GPs, Consultants, Patients and Patient support groups.

Check out the platform today!





New Forum for LUPUS patients

WWW.MORMED.EU

ST THOMAS' HOSPITAL, LONDON, UK



P: 020 8549 2359
E: mormed@itcinnovates.com
WWW.MORMED.EU



MORMED Benefits

COMMUNICATION

MORMED allows for collaboration across borders using state of the art Machine Translation, supported by human post-edition to ensure content is offered seamlessly in all languages and at the highest quality

COMMUNITY

Anyone speaking English, Spanish, German and Hungarian can use the MORMED platform, delivering a user base of 83 countries. A community for sufferers of Lupus or Hughes Syndrome this diverse has yet to be created

PLATFORM

MORMED's intuitive interface offers a multitude of features, designed to enable closer collaboration between users. This includes the following: Blog, Wiki, Calendar, Poll, Forums within specific groups depending on the content users wish to post.



FREE FOR ALL PATIENTS

The MORMED Platform is co-funded by the European Commission under the CIP ICT Policy Support Programme. Therefore, despite the costs involved in building the translation capabilities and user interface, the platform will always be free to use.

What is the MORMED Platform?

The MORMED platform is essentially a social networking website aimed at expanding the reach of Lupus and Hughes Syndrome sufferers, promoting the creation of a diverse online community. By allowing for patients who speak four different languages to communicate with one another on the same platform, richness of content is improved. Users will be able to post their experiences, concerns, research results or news items, thus triggering discussion and comments.



The website URL is www.mormed.eu

"I love the fact I can talk to people from around the world, even though they don't speak English. The website itself is fantastic, so easy to use!"

JOE BLOGGS - London

Confidentiality

You can be assured that any information And data entered onto the website will be kept confidential and we will not share your data with third parties. Should you have any questions regarding the confidentiality of your data, please email mormed@itcinnovates.com

Learning to live with Lupus

I've recently been diagnosed with lupus, I'm 3 months pregnant and have developed hypertension. My GP told me to drink more fluids and exercise moderately. Are there any foods I should avoid or consume more of?

ANSWERS: ★★★★★

2018 New York Times Bestselling Author

The patient's forum allows sufferers to ask questions to others with similar symptoms. By expanding the user base of this platform across four languages, the chances of finding others is much higher than other conventional forums!

Appendix 6: Referral Covering Letter

**UNIVERSITÄTSmedizin.**

Mainz

Institut für Klinische Chemie und
Laboratoriumsmedizin

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www.unimedizin-mainz.de

Mainz, 25.08.2011

EU-Projekt: Multilinguale Homepage zum Thema Lupus erythematoses und Antiphospholipidsyndrom (MORMED)

Sehr geehrte Damen und Herren,

Vor allem bei seltenen Erkrankungen wie Lupus erythematoses oder dem Antiphospholipidsyndrom ist es für Betroffene, aber oft auch zum Beispiel für Hausärzte schwierig, sich ausführlich über diese Erkrankungen zu informieren oder mit anderen Betroffenen in Kontakt zu treten. Wir möchten Ihnen als Organisation, die sich intensiv mit diesen Erkrankungsbildern beschäftigt ein Projekt vorstellen, dass sich genau dieser Problematik widmet.

Seit 2010 beschäftigt sich ein neues, von der EU gefördertes Projekt (**MORMED=multi-lingual & organic information management in the medical domain**) mit der Erstellung einer multilingualen Homepage zum Thema Lupus erythematoses und Antiphospholipidsyndrom. Ziel dieses Projektes, an dem sowohl Übersetzer, Informatiker und Mediziner aus England, Spanien, Ungarn und Deutschland (Universitätsmedizin Mainz) beteiligt sind, ist es, eine informative Plattform mit Informationen zu diesen Erkrankungen sowohl für Patienten und deren Angehörige als auch für Ärzte und Wissenschaftler zu schaffen.

Das Innovative wird sein, dass auch mit Betroffenen oder Spezialisten aus anderen Ländern problemlos durch automatisierte Übersetzungen der Beiträge kommuniziert werden kann (Englisch, Spanisch, Ungarisch, Deutsch).

Weitere aktuelle Informationen finden Sie unter: <http://www.mormed.eu>

Die eigentliche Homepage befindet sich derzeit noch im Aufbau, ein Abschluss des Projektes ist für Mitte 2012 vorgesehen.

Wir hoffen, Ihr Interesse geweckt zu haben und stehen für Fragen selbstverständlich zur Verfügung.

Mit freundlichen Grüßen,

Prof. Dr. K. Lackner

Dr. H. Schumacher