



Project Acronym:	<b>INCA</b>
Contract Number:	<b>CIP 621006</b>
Starting Date:	01/01/2014
Ending Date:	30/06/2016

Deliverable Number:	<b>D2.2</b>
Title of Deliverable:	<b>Dissemination Plan</b>
Work-Package of the Deliverable:	<b>WP2: Dissemination Activities</b>
Deliverable Type:	R
Distribution:	P
Contractual Date of Delivery to the CEC:	M4
Actual Date of Delivery to the CEC:	01/05/2014
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Abstract:

This deliverable summarizes the dissemination strategy that is planned for the **INCA** project. Additionally, this report provides information about the dissemination

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## Document History

Version <sup>1</sup>	Issue Date	Stage <sup>2</sup>	Content and changes
#1.0	01/04/2014	Final	Structure and contents defined by the WP Leader

For further information related to this Deliverable or to the **INCA** project please visit the project Web site:

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<sup>1</sup> Please use a new number for each new version of the deliverable. Add the date when this version was issued and list the items that have been added or changed. The 'what's new' column will help the reader in identifying the relevant changes. Don't forget to update the version number and date on the header.

<sup>2</sup> A deliverable can be in either of these stages: "draft" or "final". For each stage, several versions of a document can be issued. *Draft*: Work is being done on the

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## 1. INTRODUCTION

Dissemination is an **ongoing process** that in **INCA** starts at the beginning of the project and will last until the closing of the project and behind.

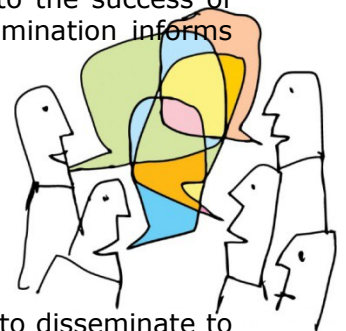
Although we would like to impose our priorities depending on availability of resources, unfortunately, in practice, this is not the usual to do but to adapt to the opportunities of the moment. And even so, having to match the agendas of a group of partners from different countries with a given opportunity is always a challenge.

The dissemination period is highly affected by the sector programming, where most of the important events come all together (usually during the months preceding summer and after it), what means activities can be multiple and continuous in some periods, almost frenetic, while may be quieter in others.

Being in a project not of pure research but closer to the market, has some connotations that make us more vulnerable, as for example, dealing with audiences that look beyond the research experience and where the publication of "scientific papers" is rather the exception than the norm. On the other side, big events usually require to be subscribed to, long in advance, what is not always possible. In any case **INCA** Consortium will do its best to be present in those events considered relevant, either big or not, by prioritising quality over quantity and, in last term, feasibility.

**INCA** dissemination activities are considered from the initial stage of the project, since dissemination is essential for take-up, and take-up is crucial to the success of the project and sustainability of outputs in the long term. Dissemination informs the community about what we have and the benefits of using it.

International lower periods of activity are good times for doing internal and local dissemination (updating internal people, informing other colleagues, assisting to local events, looking for collaborations with other providers and projects, updating content and material, etc.).



In these activities **INCA** Consortium is facing the challenge of how to disseminate to maximum effect within the constraints of the resources allocated to our project.

We believe it is helpful to think about dissemination in three different ways:

### 1) Dissemination for Awareness

Making others aware about our work. This is dissemination useful for those target audiences that do not require a detailed knowledge of our work but it is helpful for them to be aware about our activities and outcomes. Creating such an awareness of our project's work will help the "word of mouth" type dissemination and help build an identity and profile within nearest communities around us.

**2) Dissemination for Understanding**

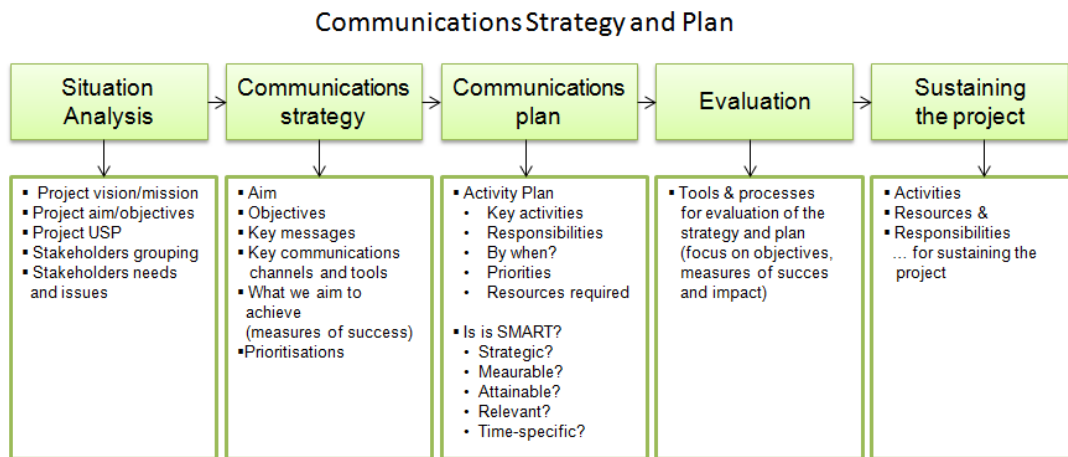
Will be targeted directly to the groups of interest, because we believe that they can benefit from what our project has to offer. It is, therefore, important that these groups/audiences have a deeper understanding of our project’s work.

**3) Dissemination for Action**

Referred to as the change of practice resulting from the adoption of services or approaches offered by our project. These groups/audiences will be those people that are in a position to “influence” and “bring about change” within their organizations and as such will need to be equipped with the right skills, knowledge and understanding of our work in order to achieve real change.

**2. INCA Dissemination Plan**

In **INCA** Dissemination Plan, besides drawing a **timetable of activities** mapped out with the human and financial resources allocated, the involvement of ALL partners is considered crucial; they will each have a unique contribution to make, specific skills and knowledge to draw on, and a new set of people to interact with to further the process.



The Dissemination Plan (this document) is to ensure that **all project partners know what their roles and responsibilities are** when it comes to those all-important “valorisation” activities.

**INCA** dissemination actions will try hard to take account of the **needs of users**, the sector those users work in and all other interested parties. As far as possible, **INCA** dissemination plan will be flexible enough to allow target groups and other stakeholders to become involved during the development of the project. This will help to ensure that the project remains on track in terms of their needs. Such participation will also draw attention to the potential value of the project, and for sure, will even help to spread the news about the work to other interested parties throughout Europe.

This is done with a view to **optimising** the value of the project, **strengthening** its impact, **transferring** it to other contexts, and **integrating** it in a sustainable manner into the broader European context.

The purpose of dissemination in **INCA** goes beyond creation of awareness (first needed step for the project to be known), information and engagement, but the purpose is to convince with demonstrations and by use, about the effectiveness of the proposed solution. Towards this end, Consortium is doing (and has to do a long all the project) extra efforts not only informing, but also teaching, guiding, advising, filtering, mediating among different groups....

**INCA** dissemination plan (which is a part of the overall project plan) explains how the project will share outcomes with stakeholders, relevant institutions and organisations, and how it will contribute to the overall dissemination strategy for the programme.

**INCA** dissemination is the purposive distribution of information and intervention materials to a specific public health or clinical practice audience. The intent is to spread information and the associated evidence-based interventions. Dissemination addresses how information about **INCA** is created, transmitted, and interpreted among a variety of important stakeholder groups.

The Dissemination Plan will explain the **message** to disseminate; to whom (the **audience**); why (the **purpose**); how (the **method**); when (the **timing**).

## 2.1 The environment

In **INCA** we moved in a very competitive environment, amid big players and vested interests mainly defined by current policies actions rather than by practical recommendations or what it would be advisable to do. Barriers keep preventing the sharing of information and the so much talked patient empowerment is in practice an exception rather than the norm.

Amid suspicious, mistrust and big vested interest of incumbent actors, we have to move cautiously and convince with facts. Education (training) and facts, accompanied by service excellence, are the answers we are delivering with each one of the stakeholders we are approaching to. This is a hard work consuming a lot of time and resources, but we believe this is the way to lead to results. This allows us to carry out intensive dissemination activities that tailor the message and medium to a specific audience.

Working with real cases, is an opportunity for significant collaboration with knowledge users, including the development or refinement of questions, selection of the methodology, data collection and tools development, selection of outcome measures, interpretation of the findings, crafting of the message and dissemination of the results.

**INCA** Dissemination Plan envisages awareness raising and capacity building of public health professionals as first circle in dissemination. This will be reached during the first project year with web-site, leaflet, project activities and publications (especially actuation guidelines).

Methods used are mainly training, web site, conferences and project publications. Once trained, health professionals will in turn be the best disseminating agents in their broad environment to decision makers, organizations etc.

Web-site is functional from M2, providing information about project to partners, target groups and general public. Training of pilots equipping project partners with skills and knowledge have started and will last until the end of the year.

### 3. What is the message we want to transmit in INCA?

**INCA** is a project funded through CIP ICT-PSP EU Programme and as such needs to achieve maximum impact. The objective is that **INCA** could radiate as widely as possible so that the valuable **lessons and experience** the **INCA** Consortium can gain through it can benefit others.

#### What INCA is

**INCA** is a full service "*in the cloud*" offering *socio-sanitary* stakeholders the opportunity to deliver *pragmatic eHealth* services "*very fast, very cheap and with little upfront investment*", proposing solutions to change the way things have been done in almost every European socio-sanitary market.

The aim of **INCA** is to **Validate** and to start a *pragmatic Initial Deployment* in Europe, of *inclusive friendly* and *engaging multi-channel* "**patient-centric communication care networks** of *integrated socio-sanitary care e-Services* (integration of the whole *personalised* care chain provision of *health care, social care, long-term* and *self-care* in any kind of **health/living** conditions) among *Public, Private* and *Third sector* stakeholders

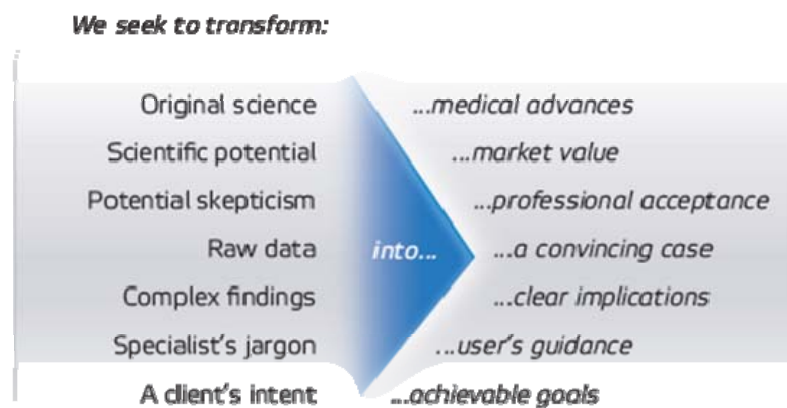
#### What is different in INCA

**INCA** creates a *friendly* and *engaging* "**patient-centred**" *care network* around the Patient that is **better co-ordinated** across *care settings* and *over time*, by the same Patient or his/her Caregivers, acting on behalf with proper grant permits:

- They can **create** their own *Social and Health Care Professionals [and / or Volunteers] NETWORK* and they can decide how to **communicate** and to **interact** *directly* or *indirectly* with these stakeholders, using *accessible IT channels* fitting any ICT-skills level;
- They **own** their **Patient Care Repository (PCR)** (even if they are not able to "*manage*" it properly) sharing it with as many professionals as needed (i.e.: second opinion services or suddenly when urgent help is needed, even abroad ...);
- And they are now **being monitored remotely** and "**proactively**" by different health and social service providers along their Care Chain, who are also able to *share information between them* through the Patient (as **Go-Between** or **Mobile Hub**), no matter where every provider is, which language they speak or what IT tools they used on their daily work.

## What is the INCA “added value” for the users?

- For patients and informal caregivers, **INCA** is easily adoptable and accessible through landline and old-fashion mobile phones and new digital devices. It **strengthens communications** and **encourages compliance** with medication and treatment regimens. And **INCA** is a FREE service to patients, their caregivers and family members.
- For Socio-Sanitary Care Providers, **INCA** is a social interface with patients that *integrates easily* into the front office workflow. It helps healthcare professionals to manage and enhance their *practice reputations*. **INCA** engages health professionals and staff to coordinate *home* and [social] *community* care for patients, influencing **clinical outcomes** and opening the door to **remote monitoring** and **better coordinated care** initiatives.
- For new Accountable Care Agreements, **INCA** is a portal into the home and community that helps providers to **manage patient expectations** and **relationships**. It facilitates messaging, delivers content to influence patient behaviour and choice and builds patient affinity. **INCA** documents **provider performance** and **patient satisfaction**, helping to improve *efficiency*, *lower costs* and *enhance “value for money”*. **INCA** is an *effective* aid to meeting **quality thresholds**, managing *population health* and **post-transitional** care, helping to **generate clinical outcome metrics**, and **improve customer satisfaction**.





## 4. INCA Audience: Stakeholders / Target Groups

INCA Consortium will try to reach an audience as wide as possible and will try to make links to other projects, networks, communities. Moreover, INCA partners, given their composition and profile, will give a European value to the project, using their networks and contacts to make the “voice of the project” grow up.

The main target groups identified in INCA are:

- Health Professionals (doctors, nurses, administrative and managerial personnel at Hospitals departments, especially decision makers);
- Municipality Services in charge of Health and Social Services Policies (Social Services personnel, especially Social Workers and those responsible of implementing wellbeing policies among citizens);
- IT Informatics and Services Providers (working for Healthcare institutions)
- Policy Makers
- Users/Patients themselves (elder people with chronic conditions); Patients Associations; Informal Carers (including family, volunteers, neighbours...); NGOs...

Engaging these groups is foreseen to be a costly task consuming a lot of resources. However, counting with tools as **SEED** (ICT PSP project nº 297192) for raising the **awareness** of *useful* contents and services previously invested by European Public Sectors, including European projects), INCA dissemination activities will have realistic possibilities to successfully achieve its purposes (address the identified targets groups and audiences). A template will be created for all partners to follow, helping to keep track of the dissemination activities within INCA.

Beyond specific target groups, WP2 “Dissemination Activities” will expand the dissemination activities to all those that may show an interest in the project, such as Decision Makers, Policy Makers, Private Investors, disadvantaged citizens’ associations, NGOs etc.

Our target audiences/groups need, first of all, to know our project exists and have



some idea of what is it about and we are trying to achieve. At this initial point, disseminating the identity is important. For

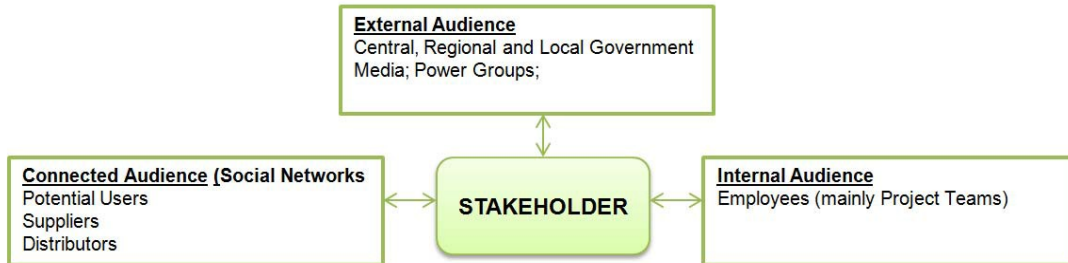
getting this, alliances with other projects / providers helping to introduce ourselves can be key, as well as links with professionals and associations that could help to promote our profile.

As for the timing, and taking into account time commitments, at the start we will focus on awareness and at the end on "selling" achievements.

We will adopt a multi-strand approach to dissemination to ensure our efforts are effective (website, mailing lists, newsletters, one-to-one, presentations/demonstrations, press-releases, conferences, e-mail, concertations meetings, reports, media, workshops...)



From a general perspective, **INCA** Marketing and Communication takes place on two levels and addresses two different target groups: Internal and External

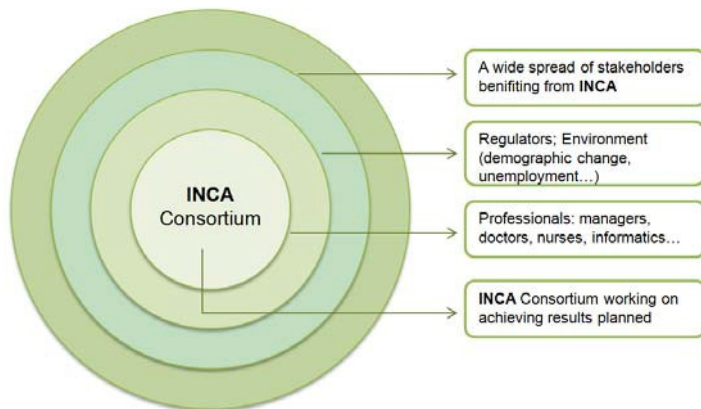


In **INCA** stakeholder means individuals or institutions that may, directly or indirectly, positively or negatively, affect or be affected by the project. In **INCA** case, mainly, medical professionals or professionals working for medical institutions, patients and their carers (public or private).

**Internal Working Groups:**

Currently this includes members of the project team from each partner site. These are people supporting the project and in many cases, contributing directly to it, thus should keep informed and updated. Also, Internal project working groups can be used to manage project work and provide an effective mechanism for formative project evaluation.

Benefiting of the already connections of Consortium partners (related with e-Health) is also a partners requirement in **INCA**. Equally, networking with other projects and/or networks, is a way to guarantee a big diffusion impact.



**External Working Groups:**

Are those who might take up our outputs and those that can help us to "make it happen". These might

be field authorities, other services providers, mass media channels, etc. Consortium will have to think how to engage with them.

We also trust that **INCA** as a mechanism for external communication will provide us with a feedback loop, as a means of involving all the stakeholders in the project.

Neither can we forget about the **community or general public**. **INCA** has much to share with them, as could be questionnaires, and what we learn from our direct experience across different countries in Europe.

And **EC programmes** (other projects): Sharing our results with other projects, within the CIP programme and even across EC programmes. Programmes and

Cluster meetings can be a good opportunity to share what we have done and get feedback from projects doing similar work or facing similar problems and issues.

The table below is a model that can help us to list our key target audiences/groups together with a timescale by which we will have undertaken one or more dissemination activities and a column for stating the reasons for decisions.

	Target Audience/ Group	Timescales	Reasons
Awareness			
Understanding			
Support and Favourability			
Involvement			
Commitment and Action			

#### 4.1 Stakeholder Analysis

Stakeholders can be organisations, groups, departments, structures, networks or individuals, and we will try to ensure nobody is left out

Sometimes they are called interest groups, and can have a powerful bearing on the outcomes of political processes.

Finding out who the project stakeholders are, what their positions and interests are and how the project should be presented and framed to appeal to them, is important for assessing different interest groups around the project and their ability to influence its final outcome. It can be also useful later, when results are available and the Consortium may want to use the evidence to create policy impact.

#### Stakeholder Matrix

Organising stakeholders in a grid according to their interest and power can help us to clarify how we should approach to each of them.

"Interest" measures to what degree they are likely to be affected by the project, and what degree of interest or concern they have in or about it.

"Power" measures the influence they have over the project or policy, and to what degree they can help achieve, or block, the desired change.

**INCA** matrix is plotted against two variables: the level of 'stake' in the outcomes of the project against 'resources' of the stakeholder. Another is the 'importance' of the stakeholder against the 'influence' of the stakeholder. Although the concept is the same, the emphasis is slightly different.

		Importance of Stakeholder			
		Unknown	Little / No importance	Some importance	Significant importance
Influence of Stakeholder	Significant influence	<b>C</b> Keep Satisfied		<b>A</b> Manage Closely	
	Somewhat influential				
	Little / No influence	<b>D</b> Monitor		<b>B</b> Keep Informed	
	Unknown				

Boxes A, B and C are the key stakeholders of the project. The implications of each box is summarised below:

**Box A**

These are stakeholders appearing to have a high degree of influence on the project, who are also of high importance for its success. This implies that we need to construct good working relationships with these stakeholders, to ensure an effective coalition of support for the project. Examples might be the senior officials and politicians or trade unions.

**Box B**

These are stakeholders of high importance to the success of the project, but with low influence. This implies that they will require special initiatives if their interests are to be protected. An example may be traditionally marginalised groups (e.g. minorities, youth, seniors), who might be beneficiaries of a new service, but who have little 'voice' in its development.

**Box C**

These are stakeholders with high influence, who can therefore affect the project outcomes, but whose interests are not necessarily aligned with the overall goals of the project. They might be financial administrators, who can exercise considerable discretion over funding disbursements. This conclusion implies that these stakeholders may be a source of significant risk, and they will need careful monitoring and management.

**Box D**

The stakeholders in this box, with low influence on, or importance to the project objectives, may require limited monitoring or evaluation, but are of low priority.

We include a checklist for monitoring the progress of dissemination that can be useful for our purposes

(The listed actions are "samples")

Purpose	Target Groups	Method	Vehicle	Timing	Responsibility of
Familiarise consortium members' institutions with project	Peers, Subject staff Specialist staff Support staff IT Academic services staff	Face to face Semi-structured interviews Questionnaires	Personal contact Internal mail, Telephone Email, www,	Jan-June 2014	Consortium members responsible for own institution
Raise awareness of the work of the project	Institutional senior management	Informal meetings			
Promote the project through events					
Promote the project through the press		Articles Stories Press releases Personal contact with journalists Letters			
Promote findings of project					

## 5. INCA Dissemination Purpose

Dissemination is a process requiring a careful match among (a) the creation of products or knowledge, and the context of that creation, (b) the target audiences, and (c) the content, media, formats, and language used in getting the outcomes into the hands (and minds) of those target audiences. It is far more than the simple distribution of paper or products.

Dissemination is a process that requires ongoing support and personal intervention to achieve utilization. All **INCA** partners share in the responsibility to disseminate the project results to all appropriate target audiences, and in accessible formats.

In **INCA** the goal of all dissemination is **utilization**. However, utilization may mean different things to different members of a target audience; in some cases, it may mean rejection of a product. The critical element of utilization is that the outcome must be critically and thoroughly digested, and the individual must fit the new information with her or his prior understandings and experience.

In the **INCA** case, effective dissemination and utilization require an understanding of the change process and is critically linked to its timeliness and comprehensiveness.

So we can say that the underlying reason to disseminate **INCA** based information, is to assure it is appropriately considered for use in reaching decisions, making changes, or taking other specific actions designed to improve outcomes. That is, the goal of dissemination in **INCA** is **utilization**. Introducing a new solution in such a complex environment as healthcare is, is all but easy. Many barriers exist, both in dealing with the steps necessary for implementation and in ensuring that recipients have the skills, attitudes, and awareness levels needed to benefit from the proposed solution.

To achieve utilization in the dissemination process:

- In the information provided we are including details of content, context, and resources needed before implementation can be planned in sufficient detail
- Taking into account that the individual needs of information users may vary according to the levels of use and stages of personal concern demonstrated.
- Making users to understand the process and the flow of activities that will be involved
- Adapting the solution and practices to meet the particular needs of each individual organization
- Involving partners parties to be able to contribute to planning
- Presenting information and ideas credible and trustworthy
- Dedicating time and support from beginning to end and devoting personal involvement; providing some level of in-person support including follow-up and ongoing feedback and exchange

## 6. Dissemination Goals

Main goals	Present the project and inform about it. Be accepted and get recognition Win visibility in front of stakeholders Get a name Enhance partners links To be counted among the best projects Get alliances and support from other projects
Targets	All targeted groups Public Administrations (at all levels: Local; Regional; National; European)
Means	Website, Newsletters, presentations at Conferences, workshops, face-to-face meetings; networking; other projects liaisons
Expected Results	Get a name and be recognized in the sector  Public administrations see us as potential providers/allies matching their strategies

## 7. Dissemination Activities costs

Dissemination costs can be estimated in advance, since the DoW informs us that partners have assigned (under Personnel category) 7P/M (exception done of the WP leader -19- and Coordination -13-) for these activities. That makes roughly 1000 hours for the full project. Breaking down the activities: workshops, newsletters, conferences... estimates of the costs involved should not be difficult to obtain.

Plus, doing a breakdown of costs for each dissemination activity can help to avoid any nasty shocks towards the end of the project.

## 8. Dissemination Measurement

To be effective our dissemination strategy has to be an evolving and constantly developing process, since the environment around us may change during the lifecycle of the project and with it the contexts within which our end users are working. This means we need to put in place suitable mechanisms for reviewing our progress and the extent to which our dissemination strategy is meeting our objectives.



To be able to do this (review and measure progress), we have to establish clear targets at the outset. We believe that one of the most effective ways of establishing targets is to link them to the five purposes of dissemination as outlined earlier as this will help to focus and drive the dissemination.

The five purposes are:

- Awareness
- Support and favourability
- Understanding
- Involvement
- Commitment

Targets, Timescales and Criteria for Success

	Target Group(s)	Target	Timescale	Reasons	Criteria for success
Awareness					
Understanding					
Support and Favourability					
Involvement					
Commitment					

## 9. INCA dissemination methods

INCA Website ([www.in3c.eu](http://www.in3c.eu)) is already available.

A separated deliverable documenting **INCA** website (D2.1) has been produced and submitted. The content of the website will be managed, supported and updated by partners QUART de Poblet and IDI EIKON.

Website statistics will be updated with the updating of the Dissemination Plan, foreseen to take place officially when presenting the Progress Reports (and/or at reviews). However dissemination activities as well as their monitoring will be in **INCA a continuum**.

### Timing

As previously mentioned, in **INCA** dissemination is a continuous and partners will carry out different dissemination activities along the project life. The two project workshops will be scheduled at the most convenient time trying to match the calendar of the DoW. Messages will vary during the timeframe of the project. At the start we will focus on project awareness, and at the end on 'selling' achievements.

### Methods

There are a wide variety of dissemination methods to get our message to the target audience and achieve our purpose, and **INCA** will make use a combination of them:

Method	Purpose	Hints and tips
Newsletter	Awareness Inform	<b>INCA</b> will use Newsletters to announce the project, give regular updates, develop a profile, and get buy-in.
Website	Awareness Inform Engage Promote	<b>INCA</b> website is one of our most versatile dissemination tools. We have placed plenty of information in it for different audiences and will update continuously the most interactive sections as News, Events, Newsletters... to retain people coming back.
Press Releases	Awareness	<b>INCA</b> Consortium will propitiate these formal announcements to the national press, to announce the project existence and funding and any important achievement. Impacting and brief as they should be, Press Releases will be agreed and reviewed by the marketing team at each of the Consortium partners
Flyers/brochures	Awareness	Though much communication is electronic, it is still often useful to create an A4 flyer that we can circulate in printed form (e.g. to hand out at conferences or to colleagues at our institution or another ones). The



		<p>electronic version (e.g. PDF file) will be also posted and circulated electronically.</p> <p>Some Brochures and posters will be translated into other languages than English by the Partners located in the local pilot sites, based on a master template which will be provided to all partners .</p>
Cluster meetings	Engage	Cluster meetings are good opportunities for projects to learn from each other, discuss common issues, and get feedback on their work. There are quite possibilities to be asked to give a presentation, participate in a workshop, give a demo, etc. and/or at least to be mentioned and published by the other projects.
Conference presentations	Engage Promote	<p>National and international conferences are an important opportunity to share our achievements with experts in the field (e.g. politicians, decision makers, sponsorships, potential allies...)</p> <p>We will try to select those Conferences where <b>INCA</b> may have an impact, and ones that will attract the experts we want to take us into account.</p>
Conference posters	Engage Promote	Making a poster session at a conference once we have work in progress. This is a way to present our work to delegates who attend the session. It can be a practical way to engage people, gauge their reactions, and get one-to-one feedback
Workshops	Engage	There are two mandatory during <b>INCA</b> duration, and their main objective is to get feedback from stakeholders (experts, users,...). In the first workshop an introductory presentation to set the scene is unavoidable, even if the emphasis will focus on discussion to inform future development
Demonstrations	Engage	<p>Demonstrations allow us to show what we have and are doing and get feedback.</p> <p>Demos show useful to get feedback from stakeholders on functionality, usability, and look-and-feel. This is one of the best ways to keep stakeholders (demos are usually done either face-to-face and/or "virtually") informed about what we are doing and to help with buy-in.</p>

Online discussion lists	Awareness Inform Engage	As the name suggests, email lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, share our knowledge with the community, and develop a profile for our project. Email lists are also useful for making announcements (e.g. an achievement, something new on your website, or an event you're holding).
Online communities	Awareness Inform Engage	<b>INCA</b> has joined the most popular communities online to be close to the general feeling: Facebook, Twitter, LinkedIn and YouTube. These communities are also useful for making announcements (e.g. an achievement, something new or an event).
Journal articles	Inform	We will take any and every opportunity to get articles published about the project, especially once we have data and results to report (towards the end of the project).
Case studies	Inform	Case studies explain what we did and what we learned so others can benefit from our experience. They can be valuable to others building something similar.
Reports and other documents	Inform	Public deliverables will be available from <b>INCA</b> website. People willing to download them will need to register so that <b>INCA</b> Consortium can keep track of the interest arisen.

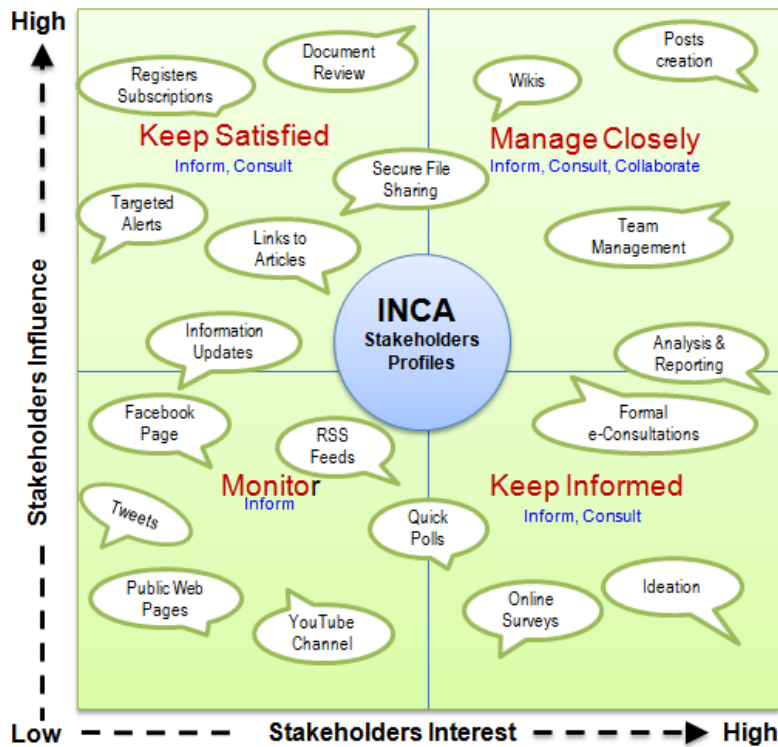
In **INCA** we will use a combination of the above mentioned methods, although of all of them, for **INCA** Consortium, the main ones will be personal interactions between the Consortium and the different potential stakeholders, as the most important mean for ensuring effective subsequent dissemination, together with the World Wide Web as a major avenue for dissemination. In what refers to communication in networking the main four ways we will use are:

- Finding: getting information in
- Exchanging: two-way communication
- Collaborating: creating something together
- Publishing: giving information out.

Despite that in **INCA** the main means to use will be digital, we will use also print publications, selectively, since still they are a popular dissemination tool, mainly due to their versatility and potential reach. Consortium will decide on the length, quality and number of copies and distribution of a print product with relative ease.

### 9.1 Deciding on the Most Appropriate Level of Engagement

Today's, against the traditional forms of stakeholder engagement, switching to inexpensive digital channels, help to improve engagement at all stages of the process. Most of these digital channels offer mass media opportunities for minimal cost and maximum exposure.



Source: adapted from kahootz: A public sector Guide

Notice how previous diagram is charted in a similar way to the stakeholder map on page 12. However, above figure shows different ways to use technology to inform, consult, collaborate and engage stakeholders, determined by their level of interest and influence.

### 9.2 INCA DIGITAL CHANNELS AS THE MAIN DISSEMINATION TOOL

(INCA website is included inside the digital channels).

In INCA we are able to use digital channels either through the website or either by using SEED as an ally tool.

Digital channels bring major benefits to stakeholder engagement, allowing to inform, consult, collaborate and engage in a wide range of ways. SEED bundles all this functionality together. Stakeholders can access SEED directly from a web browser on any Internet connected device. SEED ensures, through access privileges that different users only see and contribute to documents or data you want them to. It is easy to set up and simple to use and especially flexible to adapt to different needs.

In **INCA**, SEED allows us to develop closer and more effective working relationships with key stakeholder groups, because we can use a variety of online tools to actively engage and assist project users and key partners responsible for shaping the final pilots policy and for implementing the educative plans.

However not everything is positive, as a con there is the fact that users need to be also trained in its use (even if its learning curve is not demanding).

As for the website, the Internet has become the dissemination tool of choice for millions of organisations and individuals. **Websites** are powerful tools for reaching our target audience and promoting our project. **INCA** web site is primarily use to provide **information** about the project and **news** of its activities and results.

The project website - <http://www.inc3a.eu> - will be one of the main dissemination channels. It will be a key source of information available to different categories of stakeholders, the first point of contact, and a mechanism for ongoing communication with external audiences. It will also enable effective consultation with motivated and proactive stakeholders. The website will be publicized by the consortium partners at project events and at other related events. The individual partners will also publicize the website within their own networks of contacts. The **INCA** website is designed to be informative yet uncomplicated for use, with concise content that would ensure smooth communication with diverse categories of stakeholders and external audiences.

**INCA** is linking with the most popular Social Networks as a way to adapt to users habits and getting noticed in very popular sites attracting millions of users. We will try also to make **INCA** site visible to search engines.

- <https://www.facebook.com/in3ca>
- [www.twitter.com/in3ca](http://www.twitter.com/in3ca)
- [www.youtube.com/](http://www.youtube.com/)

**INCA** dissemination responsible will regularly need to reach target audiences to inform them about the project status and **website updates**. For doing it we will produce an electronic **mailing list** containing a list of recipients who are interested in the project, such as policy-makers, civil society organisations, sectoral bodies, academics and students and general public.

**INCA** Consortium is conscious that despite any efforts we can do, in the age of information overload and spam, mailing lists may not perform efficiently if are not carefully targeted and offer recipients **the option to subscribe and unsubscribe** whenever they wish. We will take into account any existing legal requirements associated with the possibility to subscribe/unsubscribe and the storing and access of personal data.

Once the project website launched and its running assured, the first step to ensure the success of the proposed work will be the creation of a **network of contacts for the dissemination of the results** and the offered services. By using the contacts capacity of the Consortium members, **an initial Network of Interest for the project will be created**. The obtained list of contacts will be used as the basis for mailing actions (using the email) including project information, related events and services offered. In the **INCA** web site, NoI is a transversal issue crossing different areas. The website contains a REGISTER where all those interested in getting the public documents of the project and/or those willing to receive the Newsletters, will have to subscribe.

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The Network of Interest (NoI) is expected to become an important Dissemination

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Tool, as the number of Members increases and the usability of the pilots help to make them more widespread.

## 10. Dissemination Plan Foreseen Activities

Since "chronic diseases" have become the trend to counteract across, not only in Europe, but worldwide, initiatives are arising everywhere to address the problem. It is easy to understand why, consuming (currently) around 80% of the sanitary costs - and figures projected to increase- and with governments reduced budgets everywhere, fighting/controlling chronicity has become a goal in itself.

Already in the mid-1990s, the MacColl Institute (USA) developed the CCM (chronic care model) to cope with it. This model is used as a universal reference and also **INCA** does it.

Almost half of all people with chronic illness have multiple conditions. As a result, many managed care and integrated delivery systems have taken a great interest in correcting the many deficiencies in current management of diseases such as diabetes, heart disease, depression, asthma and others.

In Spain where the Health system is decentralised throughout the country (1 Health System per Autonomous Community = 17 Health systems or Administrations), there are several ongoing initiatives, being the most representatives: Euskadi, Catalonia, Andalucia, Galicia, Castilla La Mancha. Also the Valencian Community is active in health initiatives, leaded by some centres/professionals that would the other centres to adopt what they have.

### Summarising:

**INCA** main interest in what relates to dissemination actions revolve around **Healthcare and Social Services** (mainly in the area of chronic diseases) **and their integration possibilities**, thus key events, especially those addressed at integration in chronic diseases, are those of bigger interest to us, without disregarding other sides of the healthcare problematic. Some events are announced, yet others remain to be published and/or are under preparation. **INCA** Consortium will keep an eye on them to adapt its actions, as far as possible, to be present on them.

Also **INCA** Consortium will be watching closely the movements of the most important bodies in the eHealth Informatics sector at European level and worldwide as may be CEN (European Committee for Standardization), CENELEC (European Committee for Electrotechnical Standardization ) and ETSI (European Telecommunications Standards Institute), the three officially responsible European standardization bodies that help shape the European Internal Market.

[They collaborate with](#) international standards organisations, (notably International Organization for Standardization (ISO), International Electrotechnical Commission (IEC) and International Telecommunication Union (ITU)) as well as with European and international Standards Development Organisations and their liaisons including

relevant standards consortia and organisations (such as IEEE, DICOM, HL7, OASIS, W3C, GSI and WHO).

Also EHTEL (European Health Telematics Association) and other major initiatives across Europe and/or International, around eHealth, will be watch closely.

Of course, **INCA** Consortium will try to keep updated and, when possible, participate, on the events organized and/or promoted by the own European Commission (in what relates to eHealth - Active Ageing).

We believe that for keeping updated on how/what Europe is doing, "eHealth European Interoperability Framework" in the context of the generic European Interoperability Framework (EIF), maintained under the Interoperability Solutions for European Public Administrations (ISA) programme, in close cooperation with the Member States and the European Commission, to be a good point of reference.

The list of **INCA** events will include:

- two International Conferences
- quarterly Newsletters
- at least one event at each Pilot site of the Project
- presentations and demos in Conferences, exhibitions and Project Reviews

The organisation of these events will be coordinated by QUART and the related activities are part of the WP2.

**INCA** events will be generally organised in conjunction with other events in order to maximise the visibility and attendance for the **INCA** events. For this reason, QUART may establish a specific task force among the partners for the organisation of joint activities.

These events will be announced on all major event websites specifically targeting the various stakeholders, while they will also be announced on the EC events pages (e.g. the European Commission Digital Agenda / eHealth / eHealth and Ageing) site and/or the epractice.eu portal or the weekly Information Society Newsroom). In addition, the entire Consortium will make also such announcements on their own websites, while ensuring local event websites cover the **INCA** events

### **INCA International Conferences**

Two International Conferences will be organised during the project. These events will have two days duration: the first day for partners holding a Working Meeting; second day for the conference itself. The Conference will include presentations and papers both from Consortium Members and external experts, all peer reviewed by a Professional Committee. Conference will be accompanied by exhibitions, if advisable and possible.

These workshops are a means of developing national and international contacts and partnerships with key stakeholders and opinion leaders. They allow for direct, face-to-face communication and discussion. Workshops aim at creating an exchange of knowledge and experience among actors involved in European Healthcare Sector and those who could potentially benefit and take up such results (the users/stakeholders) and are important for building synergies.

At least one of the two project conferences will be planned in Brussels.

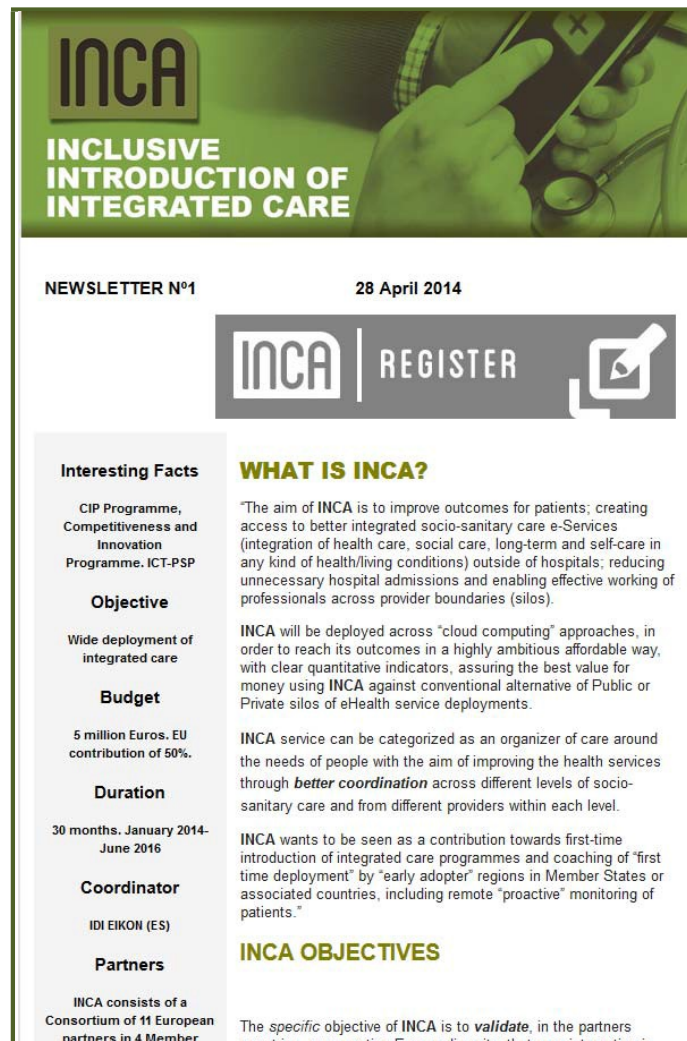
The first Conference will be organised in Month 15 (March 2015), having as main theme "One unique way for Health: integration, an impossible dream?". The goal is to have at least 100 participants, 10 exhibitors and publication in at least 10 different media channels (newspapers, other websites than **INCA**, TV...).

The second International Conference will be organised in Month 28 (April 2016), mainly focusing on Pilot site results, developed services and products and acquired experiences). The goal is to have at least 150 participants, 15 exhibitors and publication in at least 20 different media channels (newspapers, other websites than **INCA**, TV...).

## INCA NEWSLETTERS

Electronic Newsletters are a vital part of the project branding and marketing strategy. They are of value to enhance the project reputation and leveraging marketing efforts

Newsletters are a very cost-efficient communication channel with stakeholders, and they open the opportunity for people to contact us and for us to promote dialog with them. Because of the significant savings in time, printing and mailing costs, they are more cost efficient than printed Newsletters.



**INCA**  
INCLUSIVE  
INTRODUCTION OF  
INTEGRATED CARE

NEWSLETTER N°1 28 April 2014

**INCA** REGISTER

**Interesting Facts**

CIP Programme, Competitiveness and Innovation Programme, ICT-PSP

**Objective**

Wide deployment of integrated care

**Budget**

5 million Euros, EU contribution of 50%.

**Duration**

30 months, January 2014- June 2016

**Coordinator**

IDI EIKON (ES)

**Partners**

INCA consists of a Consortium of 11 European partners in 4 Member States

**WHAT IS INCA?**

"The aim of **INCA** is to improve outcomes for patients; creating access to better integrated socio-sanitary care e-Services (integration of health care, social care, long-term and self-care in any kind of health/living conditions) outside of hospitals; reducing unnecessary hospital admissions and enabling effective working of professionals across provider boundaries (silos).

**INCA** will be deployed across "cloud computing" approaches, in order to reach its outcomes in a highly ambitious affordable way, with clear quantitative indicators, assuring the best value for money using **INCA** against conventional alternative of Public or Private silos of eHealth service deployments.

**INCA** service can be categorized as an organizer of care around the needs of people with the aim of improving the health services through **better coordination** across different levels of socio-sanitary care and from different providers within each level.

**INCA** wants to be seen as a contribution towards first-time introduction of integrated care programmes and coaching of "first time deployment" by "early adopter" regions in Member States or associated countries, including remote "proactive" monitoring of patients."

**INCA OBJECTIVES**

The specific objective of **INCA** is to **validate**, in the partners

### **Local events**

At least one local event is planned to take place at each Pilot site of the project, during the project duration (mainly after the first year). Whenever possible, national languages will be used in these dissemination events.

### **Foreseen Activities:**

Throughout the project lifetime, the Consortium will meet to exchange information and knowledge, both pedagogical and technical online seminars and workshops will be conducted. As was pointed out above, the Consortium will also take part in external workshops and conferences. Below follows an agenda for such activities. This agenda will be revised and expanded continuously.

### **Current status**

The activities within the scope of this dissemination plan have already started and a web site has been already produced and the project has been presented at several conference presentations (e.g. InforSalud, March 2014). Contacts have started with partners in other projects (Projects Networking 29/04/2014) and in some cases, both formal and informal meetings have taken place.

What follows are some of the events we see as interesting in **INCA** case. However, dissemination activities here gathered will be later on periodically updated.



### Preliminary schedule of the INCA events

Event / Process	Location	Date	
Kick-Off Meeting	Valencia, Spain	February 2014	
Website	www.in3ca.eu	Online from February	
Newsletters	Digital from Website	Quarterly. First one ready to be published (March 2014)	
InforSalud 2014	Madrid, Spain	March 2014	IDI
Stimulating Digital Entrepreneurship	Brussels, Belgium	29 April 2014	IDI
European Health Forum	Gastein, Austria	1-3 October 2014	Croatia
Open Days 2014	Brussels, Belgium	6-9 October 2014	Murcia
European MedTech Forum 2014 (7th edition)	Dolce La Hulpe, Belgium The European MedTech Forum is the largest health and medical technology industry conference in Europe. Organised by MedTech Europe's alliance members Eucomed and EDMA	15-17 October 2014	Quart
HIMSS Europe Amsterdam	Amsterdam, Holland	6-7 November 2014	IDI
Health 2.0 Europe	London, UK	10-12 November	Cyprus
Medica 2014	Düsseldorf, Germany	12-15 November	Kenus
European Public Health Conference	Glasgow, Scotland, UK	19-22 November	Quart
eHealth Week	Riga, Latvia	11-13 May 2015	Latvia
EHTEL (feasible events during 2014-2015)	Participation at EHTEL events is possible by "invitation" only		
Health First Europe	Health First Europe is a non-profit, non-commercial alliance of: Patients Healthcare workers Academic and Healthcare experts The Medical technology industry	Events pending publication	

#### Preliminary List of planned INCA events

These events are subject to modification depending on a closer schedule of events and partners priorities, agendas and budgets.

The Dissemination Plan will be regularly reviewed on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

## 11. Dissemination Indicators

Dissemination indicators are worth to measure if our dissemination activities have been successful.

The following list relates the indicators we have foreseen to take into account for monitoring the wealth of our dissemination activities. These indicators apply mainly to the website and the target groups.

- Average number of visits per month on the Project website
- Number of Newsletters and the copies disseminated
- Number of brochures and the copies disseminated
- Number of dissemination events organised
- Number of participation at other events
- Number of articles/appearances published in the press and in other media
- Estimated number of participants in events
- Number of Press releases disseminated
- Number of contacts of interest got
- Number of other centres/departments involvement got
- Number of potential customers/investors (any kind) brought to the project
- Number of agreements (any kind) reached
- ...

Also we have produced a "Dissemination Tracking Document" and a "Dissemination Template" describing all the important points to be gathered in a dissemination activity to be handed to all partners to easy this work. These documents are to be used periodically by all, on a quarterly basis. Keeping track and monitoring the quality of the dissemination will allow driving in the right direction and/or either to change the strategy if needed.

Purpose	Target Groups	Method	Vehicle	Timing	Responsibility of

**INCA EVENT DISSEMINATION**

(describe the dissemination activities carried out during the reporting period:  
one form/table per activity)

**PARTNER:** \_\_\_\_\_

<b>EVENT TITLE</b>	
<b>DATE</b>	
<b>LOCATION</b>	
<b>ORGANISER</b>	
<b>WEB LINK</b>	
<b>BRIEF EVENT DESCRIPTION</b>	
<b>TYPE OF DISSEMINATION ACTION</b>	
<b>N° PARTICIPANTS</b>	
<b>AUDIENCE TYPE</b>	
<b>INCA INVOLVEMENT</b>	
<b>INCA CONTACT AT EVENT</b>	
<b>MATERIAL DISPLAYED AND DISTRIBUTED</b>	PPT presentation; flyer; brochure, visit cards, poster, dossier, newsletter, questionnaire, .....
<b>CONTACTS MADE</b>	
<b>IMPACT OF PRESENCE</b>	Making aware this community of INCA potentiality....
<b>FOLLOW-UP REQUIRED</b>	Mail contact, website browsing
<b>CONSIDERATIONS</b>	A large number of participants stopped at our booth, looked at the posters, took dissemination material .....

Do not forget to make/collect pictures, brochures, agendas, programmes, news, press releases, blogs, twits..... any graphic material related with the event **and send it to WP2 leader copying always Coordination.**

## 12. Liaison with other initiatives

Contacting other projects in the same and/or related activities can be important to learn new information, keep up with competition, and why not, make friends.

For a project it is important to network with other projects because Consortium can gain industry-specific news and knowledge like new tools, technologies, products or even a lead to a better job. Projects networking not only allow Consortium to socialize with like-minded peers, they also benefit the full project and sometimes partners careers.

Networking activities with other projects can contribute to the development of the NoI, enhancing/incrementing the list of contacts of stakeholders and experts engaged.

WP2 leader will be responsible for organising at least two exchanges meetings during the project life. This should be done in a participative manner and taking the target needs of the other projects into account.

## 13. Partners Individual Plans

### Regional and local dissemination: the partners' task.

Apart from dissemination activities on the overall project level, all partners will take care of dissemination activities on regional and local level.

They will use their own communication channels (own website, newsletters, press releases, brochures) and will inform associations, media and organisations at national and regional level that could be interested in the project. Each partner has its own resources for these activities (7 P/M exception done of the WP2 leader and Coordination). The dissemination at National and Regional level seems logic to be done in the language of the audience addressed.

These actions aim at ensuring that non-specialist media will be kept informed of project activities, work in progress and results.

Each partner will activate a local strategy in order to inform at local-territorial ambit the local authorities, users, infrastructure manager, and all the population about the role and the mission of the **INCA** project.

Some of the tools that can be used for the local / regional /national dissemination are:

- Local press (daily and periodic)
- Regional workshops
- upgrade of the website of each partner with a link to the **INCA** website
- Newsletter

## Partners' responsibilities

Although QUART/Coordination are responsible for the dissemination and communication activities of the **INCA** project at European level, partners must be in contact to cooperate in communication activities at European level and specially at their own REGIONAL and LOCAL level.

All partners are TO CONTRIBUTE to the DISSEMINATION ACTIVITIES.

**INCA** is a solution for the planning, control and monitoring of chronic populations and the integration of different (existing) solutions and is tackling

- Social and Health integration
- Multidisciplinary team
- Patient empowerment
- Active Ageing
- Focus on prevention on risk factors
- ICT supported for sustainability

With **INCA** goal in mind, partners will participate by presenting the project at the events within their reach and/or creating new ones specifically devoted to it (**INCA** project day, **INCA** project press releases, **INCA** project show, **INCA** project presentation, **INCA** project advertising, **INCA** project display at local points (kiosks, totems, digital screens....), giving presentations at conferences, holding press conferences, delivering press releases, networking and similar activities. Since face to face information is highly effective it is important that everybody involved in the project has good general knowledge of all the aspects of **INCA**, in order to be a good "ambassador" for the project.

Each partner has the following communication related responsibilities:

- Cooperate with Coordination/QUART in communication activities.
- Keep regular contact with each other.
- Present **INCA** in relevant events.
- Manage Communications in their local language.
- Translate press releases into their local language and disseminate them.
- Newsletter: forward their contributions for each issue and review drafts for comments and improvements.
- Respond to requests made by the lead partner on communication issues and respect deadlines regarding to contributions, cooperation in communication actions... (website, newsletters, and other material).
- Send press releases about events where **INCA** is presented to be uploaded on the web, or news, or training, or ....any event **INCA** related.
- Keep archives on communication activities (seminars and conferences, issued press releases...) and media impact in their own local areas. These archives are essential for the evaluation of the project.
- Each time a dissemination action is done, send the fulfilled dissemination template to Coordination/QUART and/or at least send them when sending the quarterly reports. Although dissemination is a separate document, activities must be updated in the Progress Reports and travels must be also detail separately.

## **Communication between Partners:**

### **Intranet:**

The Intranet (or private area) of the **INCA** website is thought for the use of the partners in the project. It contains the necessary structure to support the work of the consortium and to ensure internal communication between partners of the project.

The Intranet simplifies documental management by providing the administration with a workflow for each document (proposal, review, publication, and archive), allows the creation of open or restricted forums; provides statistics; and helps organising internal meetings and conferences.

### **Internet Telephony: Skype and/or similar**

Is a good mean to keep in contact and communicate. Is easy and free, thus should be used as much as needed. Webinars are another alternative (especially for training) to be considered.

### **Mailing lists:**

A mailing list for the partners has been created and administrated by Coordination. All the people assigned to the project have been included in it, to make sure that nobody is excluded from valuable information. Even if not everybody is interested in all details of the project, general knowledge of **INCA** is important since every project member is an ambassador for the whole project. For individual issues use the individual emails.

What follows are the individual plans and/or dissemination strategies, initially foreseen for each **INCA** partner

## **13.1 IDI EIKON**

IDI EIKON, as coordinator of **INCA** project, will follow-up the work of QUART in the implementation of the project's internal and external dissemination activities, ensuring a strong, stable and interested reaction of European stakeholders to the implementation of **INCA**; and searching for an adequate, significant and extended cooperation from external consortia and other "sources" of relevant information and knowledge to be submitted to trial during the project.

### **Target Groups**

IDI EIKON will create awareness among the different actors involved in the **INCA** process, being its main target groups: Health Areas (and its Departments - understanding that various departments can use/share the same application, sometimes even different Hospitals) in the Spanish territory.

Autonomous Community	(Healthcare) Organizational Level	Nº
Andalucía	Distrito/Área de Gestión Sanitaria	33
Aragón	Área de Salud - Sector	8
Principado de Asturias	Área Sanitaria	8
Illes Balears	Área de Salud	3
Canarias	Área de Salud	7
Cantabria	Área de Salud	4
Castila y León	Área de Salud	11
Castilla - La Mancha	Área de Salud	8
Cataluña	Región Sanitaria	7
Comunidad Valenciana	Departamento de Salud	24
Extremadura	Área de Salud	8
Galicia	Gerencia de Atención Primaria	7
Comunidad de Madrid	Área de Salud / Dirección asistencial	7
Región de Murcia	Área de Salud	9
C. Foral de Navarra	Área de Salud	3
País Vasco	Comarca Sanitaria	7
La Rioja	Área de Salud	1
Ceuta y Melilla	Área de Salud	2
<b>TOTAL</b>	<b>Área de Salud SIAP</b>	<b>157</b>

- ICT associations at local, national and European level:
  - European:
    - EHTEL (European Health Telematics Association)
    - ISfTeH (International Society for Telemedicine and eHealth)
    - EFN (European Federation of Nurses Association)
    - Himss Europe
    - eHealth 2.0 (US - Europe)
    - EUPHA (European Public Health Association)
  - National & Regional:
    - **TICBiomed:**
    - SEIS (Sociedad Española de Informática de la Salud)
    - **CTIC:** Is an interdisciplinary team that develops strategies to improve public sector transparency through the publication of data in standard formats, open and accessible
    - **ESTIC:** Valencian Association of ICT Industry

Moreover IDI EIKON will

- Cooperate with QUART and all the other partners in the communication activities (presentations, reports, newsletters, articles, etc);
- Present **INCA** in relevant national and regional events;
- Send press releases where **INCA** is presented so that they are uploaded on the web-site;
- Keep archives on communication activities (seminars and conferences, issued press releases...) and media impact in Europe
- Participate in technological forums about eHealth Services integration
- Support and contribute to **INCA** submission proposal to national and European awards

## Dissemination Channels

The dissemination channels will be:

- Through Press Releases and Newsletters as well as international press releases (if possible). IDI EIKON will involve its communication department on all the tasks related to **INCA** project
- Through bilateral meetings with:
  - Hospital
  - Municipalities
  - Potential collaborators
  - Sponsors
  - Potential Investors
- IDI EIKON's website (<http://www.idieikon.com>) will also act as another dissemination reference with continuous updates about the project and interesting news updates;
- Through published articles (i.e. e-Practice)
- Through local TV & radio channels,
- Videos regarding the project will be uploaded on **INCA**'s YouTube site: [www.youtube.com/in3ca](http://www.youtube.com/in3ca)
- Participation in exhibition and fair trades about eHealth and Chronic
- Through Social Networks – IDI EIKON has its own page in Facebook, Twitter and YouTube, where main communications activities related to **INCA** will be published:
  - [www.facebook.com/idieikon](http://www.facebook.com/idieikon)
  - [www.twitter.com/idieikon](http://www.twitter.com/idieikon)
  - [www.youtube.com/idieikon](http://www.youtube.com/idieikon)
- Searching for synergies with other European Projects:
  - Smartcare: <http://lod2.eu>
  - Epsos: [www.diego-project.eu](http://www.diego-project.eu)
  - ...

Event / Process	Location	Date	Purpose
Valencia Innovation Club <a href="http://www.clubinnovacioncv.es">www.clubinnovacioncv.es</a>	Valencia, Spain	17/01/2014	Presentation of <b>INCA</b> project to La Ribera Salud
Infoday Regional H2020 ICT-LEIT <a href="http://www.dgti.gva.es/-/infoday-regional-h2020-ict-leit">http://www.dgti.gva.es/-/infoday-regional-h2020-ict-leit</a>	Valencia, Spain	30/01/2014	Participation in the Infoday H2020
<b>INCA</b> : Kick-off meeting	Paterna - Valencia, Spain <a href="http://www.in3ca.eu">www.in3ca.eu</a>	12, 13 February 2014	First Working meeting of the project team. Coordination presentation of <b>INCA</b> project
InforSalud	Madrid, Spain	March 2014	Taking the industry pulse (competitors)
II Jornadas Tecnologías al Servicio de la Salud	Valencia, Spain	2 April 2014	Presentation of <b>INCA</b> project in a roundtable



European Entrepreneurs (Concertation Meeting)	Brussels, Belgium	29/04/2014	
Ponencia "Tecnologías aplicadas al bienestar de las personas" (Rafael Abengoa) <a href="http://www.nochetelecomvc.org/2014/">http://www.nochetelecomvc.org/2014/</a>	Valencia, Spain	22/05/2014	Seek the views of experts in the field Looking for collaborations
Health2Market Project. Academy for New Venture Creation and Marketing in health/life sciences	Madrid, Spain	19-23 May 2014	IDI Eikon participated in the sessions organized by IE University
Workshop, Horizon 2020 Financing Best Practice	Valencia, Spain	24/06/2014	Learning financial justification from the perspective of an Auditor
Meeting with the advisor of Centac organization, interested in the INCA solution	Madrid, Spain	25/06/2014	
<b>Regional Workshop</b> about the presentation of the <b>INCA</b> project	Murcia, Spain	October 2014?	
HIMSS Europe	Amsterdam, Holland	November 2014	

At IDI EIKON website:

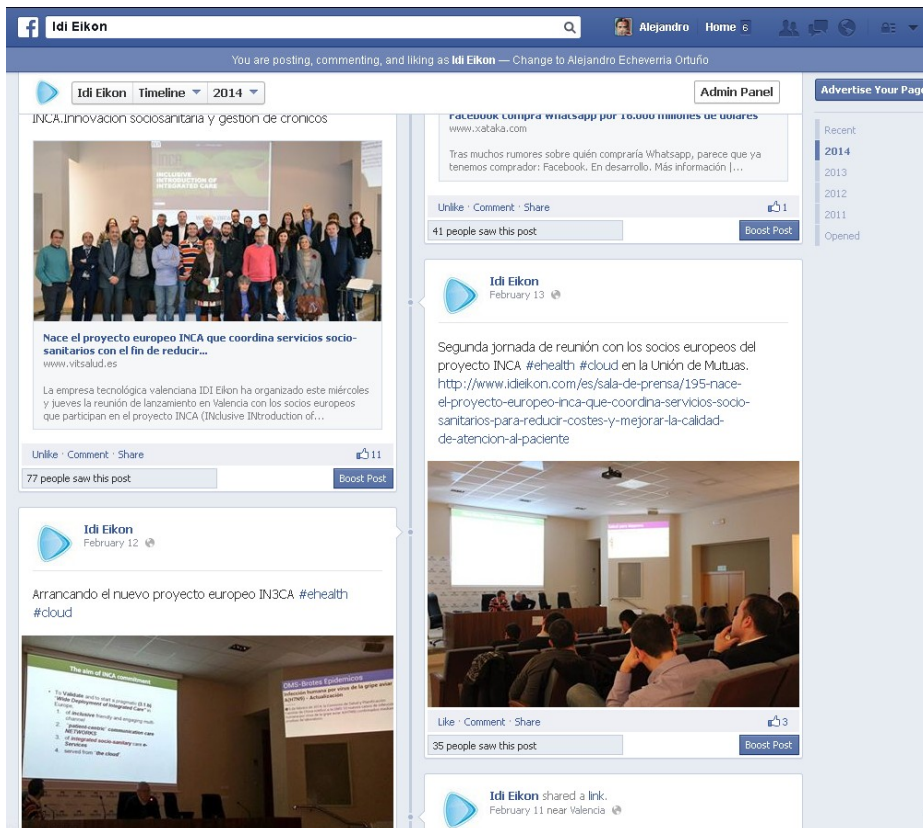


- YouTube Interview about INCA project:

<http://www.youtube.com/watch?v=bVv5gNB1Jwc&feature=share&list=UUxShVFOywd9HluiuwbItYWA&index=1>



- Facebook Publications about INCA:



- Twitter publications about INCA:

**INCA**  
@IN3CA  
INCLUSIVE INTRODUCTION OF INTEGRATED CARE  
in3ca.eu

TWEETS 13 SIGUIENDO 131 SEGUIDORES 9 [Seguir](#)

**INCA** @IN3CA · 23 de abr.  
@Horizon2020EU: New EU project for wide deployment of #IntegratedCare now launched [bit.ly/1fQU8hX](http://bit.ly/1fQU8hX) #H2020 @ideikon @EIP\_AHA  
Detalles

**INCA** @IN3CA · 23 de abr.  
Thank you for the dissemination! INCA -integrated care - #ehealth @InnDEAvalencia [vitsalud.es/?noticias=nace...](http://vitsalud.es/?noticias=nace...)  
Detalles

**INCA** @IN3CA · 23 de abr.  
IN3CA partners at the kick-off meeting in Spain #integratedcare @ideikon @HospitalManises [pic.twitter.com/gCut8rbpsQ](http://pic.twitter.com/gCut8rbpsQ)  
Detalles

**INCA** @IN3CA · 10 de abr.  
@IN3CA: Improving outcomes for patients; creating access to better integrated socio-sanitary care e-Services reducing costs #ehealth #health  
Detalles

[Ir al perfil completo →](#)

- Press Release: VIT SALUD network  
<http://www.vitsalud.es/?noticias=nace-el-proyecto-europeo-inca-que-coordina-servicios-socio-sanitarios-con-el-fin-de-reducir-costes-y-mejorar-la-calidad-de-atencion-al-paciente>

**VIT SALUD VALENCIA** | **InnDEA VALENCIA** | **AJUNTAMENT DE VALÈNCIA**

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## Nace el proyecto europeo INCA que coordina servicios socio-sanitarios con el fin de reducir costes y mejorar la calidad de atención al paciente

Lunes, 17 febrero, 2014

- Participan ciudades de Croacia, Chipre, Letonia y España
- El proyecto, liderado y coordinado por la empresa tecnológica valenciana IDI Eikon, desarrollará cinco pruebas piloto y tendrá una duración de 30 meses

Miembros del proyecto INCA

European Regional Funds Magazine:



Todos los integrantes del proyecto INCA durante la reunión en Valencia.

### Nace el proyecto europeo INCA cuyo fin es reducir costes sanitarios y mejorar la atención al paciente

Esta iniciativa está liderada y coordinada por la empresa tecnológica valenciana IDI Eikon, y en ella participan ciudades de Croacia, Chipre, Letonia y España

La empresa tecnológica valenciana IDI Eikon organizó a mediados de febrero en Valencia la reunión de lanzamiento del proyecto INCA (INclusive INTroduction of INtegrated CARE), a la que asistieron todos los socios europeos. Esta iniciativa tiene como objetivo coordinar los servicios socio-

de Programas de Atención al Paciente Crónico, especialmente. La iniciativa, cofinanciada por la Comisión Europea con 2,5 millones de euros, pretende aportar soluciones innovadoras a la gestión de Programas de Crónicos de manera flexible y atendiendo a las prioridades de cada usuario.

también se encuentran la generación de sinergias con el profesional socio-sanitario para mejorar la adhesión del paciente y mejorar los niveles de calidad de los servicios prestados, y todo ello sin duplicar sistemas o plataformas pre-existentes (Historia Clínica, Portal del Paciente, etc.).

#### Entidades valencianas en el proyecto:

- ▶ Ayuntamiento de Quart de Poblet
- ▶ Hospital de Manises
- ▶ Empresa Informática KENUS
- ▶ Empresa tecnológica IDI EIKON, coordinadora y proveedora tecnológica.

#### Implantación de programas piloto

El proyecto tiene previsto llevar a cabo cinco programas piloto que se acabarán de implantar a finales de 2014. Después estos programas estarán funcionando durante un máximo de 16 meses, tras los que se hará una evaluación para validar la implanta-

[http://www.chap.gva.es/web/pdf/RevistaFondosEuropeos\\_12.pdf](http://www.chap.gva.es/web/pdf/RevistaFondosEuropeos_12.pdf)

INCA publications on TICBIOMED (TICBioMed is a cooperative cluster of companies, universities, Healthcare providers and public institutions that work together to foster innovation in healthcare (ehealth) and biology.

<http://www.ticbiomed.org/socios/nuestros-socios/idieikon/>

The screenshot shows the TICBIOMED website with a navigation menu (Inicio, Quienes somos, Socios, Proyectos, Colaboramos, Noticias, Contacto) and the EN IES logo. The 'Socios' section is active, displaying the profile of IDIEIKON. The profile includes the company name, type (Empresa), a description of its activities (30+ years of experience in design, development, and maintenance of technological applications), its status as a 15th ranked ICT-PSP company in the EU, and its solutions for the socio-sanitary market. It also lists several project proposals for socio-sanitary organizations, such as introducing active patient management models, developing socio-sanitary integration, and improving service efficiency.

- **INCA** published on European Innovation Partnership on Active and Healthy Ageing  
<https://webgate.ec.europa.eu/eipaha/news/index/show/id/546>



The screenshot shows a news article on the European Innovation Partnership website. The page title is "EUROPEAN INNOVATION PARTNERSHIP on Active and Healthy Ageing". The article is dated 01-04-2014 and is titled "New European project for wide deployment of Integrated Care now launched". The article features a large green and brown "INCA" logo. The text describes the INCA project's goal to coordinate socio-sanitary services, improve patient experience, and reduce costs. It mentions that INCA is a browser-based solution, 100% internet-based, and served from the cloud. The article also lists pilot implementation sites in Spain, Croatia, and Latvia.

**INCA** has as a final aim to coordinate the socio-sanitary services of the different administrations, aiming to reduce costs, improve patient experience and achieve greater efficiency and value from health delivery systems. The inclusive approach of **INCA** can help to remove technological barriers for patients' engagement and to leverage the Contribution towards first-time introduction of integrated care programmes in Member States leading to operational deployment of novel organisational models and care pathways for integrated care. The initiative, supported by the European Commission through the ICT-PSP Programme under the Competitiveness and Innovation Programme (CIP), contributes with innovative solutions to the current state of art in the management of Chronic Disease Management, aspiring to integrate or facilitate the integration of social programs beyond the clinical vision of the care chain provision, with a progressive and flexible implementation according to each customer priority.

**INCA** puts the patient in the center with a personalized network of stakeholders (Social Services, Service providers, GPs, Specialists, Caregivers, Volunteers ), empowering patients that will be able to communicate directly with their circle of care.

**INCA** is a browser based solution, 100% Internet and served from the Cloud. This fact allows benefits for socio-sanitary professionals and medical organizations as the model assures access to the information flow, according to each user profile anywhere at any time.

**PILOTS IMPLEMENTATION**

**INCA** foresees to implement the five pilot sites by the end of 2014. After having completed the implementation tasks, pilots will run for more than a year, followed by an evaluation to validate the implementation of the model and its impact as well as its replicability potential in other countries.

**INCA** initiative foresees to impact more than 125.000 users and directly engaged 1550 stakeholders as active users. The partners involved in **INCA** are: in Spain, IDI Ekón (ICT sme), Mariposa Hospital, Kenus Informatica (ICT sme), Local Council of Quart de Poblet (Local Government) and Murcia Health Service (Foundation for Training and Healthcare Research of Murcia Region); in Croatia, Rijeka City and Croatian Health Insurance Fund; in Cyprus, Geroskipou Municipality and Interfusion (ICT sme); and, finally, in Latvia, Ventspils City Council and Simnica Hospital.

## 13.2 QUART

Communication and dissemination activities will focus on key target groups at different levels. For the dissemination activities we may concentrate on:

### **National/Regional/Local Public Administrations:**

- ADELYPSE, Association of Local Development Agents of the Valencian Region, [www.adlypse.org](http://www.adlypse.org)
- FVMP, Valencian Federation of Regions and Municipalities, [www.fvmp.es](http://www.fvmp.es)
- FEMP, Spanish Federation of Regions and Municipalities, [www.femp.es](http://www.femp.es)
- FEPRODEL, Federation of Local Development Professionals, [www.feprodel.org](http://www.feprodel.org)
- NGOs.
- European, National and Regional Policy makers.

### **Citizens' associations:**

- CAVE-COVA: Confederació d'Associacions de Veïns i Consumidors de la Comunitat Valenciana (Valencian neighbourhood association), [www.cavecova.org](http://www.cavecova.org)
- AVACU, Asociación Valenciana de Consumidores y usuarios (Valencian consumer association), [www.avacu.es](http://www.avacu.es)
- TYRIUS, Asociación Provincial de Amas de Casa y Consumidores, (Valencian consumer association). [www.tyrius.org](http://www.tyrius.org)

### **Associations of people with disabilities**

- IVADIS, Instituto Valenciano de Atención a los Discapacitados y Acción Social, (Valencian institute for Disabled people and social action) [www.ivadis.com](http://www.ivadis.com)
- ASPANSOR, Asociación de Padres de Niños Sordos, (Association of Parents of Deaf Children) <http://aspansor.salman.org/>.
- FESORD, Federación de Personas Sordas de la Comunidad Valenciana, (Valencian Association of Deaf People) [www.fesord.org](http://www.fesord.org)
- European Association of Service Providers for Persons with Disabilities (EASPD), [www.easpd.eu](http://www.easpd.eu)
- The Federal Association of Workshops for Adapted Work (BAG:WfbM), [www.bagwfbm.eu](http://www.bagwfbm.eu)
- The European Disability Forum (EDF): [www.edf-feph.org](http://www.edf-feph.org)
- It is characterised by an important network of contacts.

### **Private Inclusive e-Gov Services Providers**

Potential **Business Investors Associations** and other stakeholders able to influence the creation of a front end for improvement of Coordination between Medical and Social services.

### **Internal target audiences: the Partners**

The target audiences for internal communication are partners, executives and the members of the Consortium. The **INCA** Consortium involves 11 partners from 4 different countries of Europe, namely: Spain, Croatia, Cyprus and Latvia.

### **QUART External Communication**

In addition to communication between partners, the **INCA** strategy supports communication with other actors and the broader public

Direct communication foresees permanent contact with a variety of stakeholders which implies presentations of the project as best practice in all relevant forums (seminars, info days, conferences or even face to face meetings).

Targeted dissemination activities will allow promoting and raising interest in the action among the European audience and through its contacts with EU networks.

### **Communication Activities towards European Institutions:**

Target audiences of the communication activities include European Institutions and consultation bodies. QUART will provide with the communication channels to inform European representatives, bodies and networks about the progress of **INCA**. Representatives of the European Institutions will be invited to participate in project presentations. These European Institutions include:

#### **European Commission**

QUART will contribute to the dissemination of **INCA** among the European Commission's DGs and representatives.

#### **Committee of the Regions**

Open Days - European Week of the Regions in Brussels organised by the European Commission and the Committee of the Regions: are an annual week-long event with around 100 seminars, workshops, debates, exhibitions and networking opportunities for around 6,000 participants in partnership with regions and cities from all over Europe, companies, banks, international associations and academic organisations.

Periodical dissemination to relevant organisations, associations and networks:

QUART will keep permanent contact with any entity that might be interested in the **INCA** project, so that they are informed on a regular basis on the activities, progress and results of the project.

European Associations dealing with Health and eHealth, Socio-Sanitary care... and with an impact on European citizens, will be approached and informed about **INCA** and its benefits. QUART as leader of the dissemination package will try to join synergies with them.

- **EPHA** (European Public Health Alliance)
- **EHMA** (European Health Management Association)
- **EPFIA** (European Federation of Pharmaceutical Industries and Associations)
- **WHO Europe** (World Health Organization)
- **EHFA** (European Health & Fitness Association)
- **EFN** (European Federation of Nurses Associations)
- **MEDTECH EUROPE** (Alliance of European medical technology industry associations - 2 members **EDMA** --> in vitro diagnostic industry and **EUCOMED** --> representing the European medical devices industry)
- **HOSPEEM** (the European hospital and healthcare employers' association)
- **EGA** (European Generic Medicines Association)
- **EHTEL** (European Health Telematics Association)
- **European Association of Healthcare IT Managers**
- **EUREGHA, European Regional Local Health Authorities network**  
[www.euregha.net](http://www.euregha.net)

EUREGHA is a network of 13 European Regional and Local Health Authorities focused on **public health**, which was created on **January 30th 2006** according to an opinion of the Committee of regarding patient mobility and open coordination on health quality care.

From 2006 till 2010, EUREGHA was a free and informal network and had promoted a series of activities in collaboration with pan-European organisations and other networks by adopting an "open-minded approach". In January 2012, the **EUREGHA ASBL** (non-profit association according to the Belgian Law) was created by the following founding member regions: Lower Austria (AT), Catalunya (ES), East of England (UK), Flanders (BE), Skåne (SE), Västra Gotäland (SE), Veneto (IT), North West of England (UK) and Podlaskie (PL).

Today, EUREGHA is a legally established organization with a permanent Secretariat in Brussels and has become a privileged interlocutor for the EU institutions and other stakeholders. EUREGHA is the network of reference for regional and local authorities in health related issues and offers a wide range of services and opportunities of cooperation.

EUREGHA aims to create synergies between regional and local authorities and EU stakeholders in the field of health issues with a very simple but important focus: working together for more sustainable and efficient health care systems

...

### **Others**

Through a variety of events the partners are able to provide information rapidly to those who should eventually exploit the project results and enable them to discuss specific issues with the partners.

In line with the direct communication level, the **INCA** Communication Plan sets a list of different events taking place in each region, representing a good opportunity to show the efforts and results of the project.

Among them, some major events can be highlighted:

### **Workshops activities:**

Among the dissemination activities to be carried out, two main Workshops are foreseen to be held around month 15 and 28. These workshops will be especially



addressed to Health and Social Care professionals and any kind of Investors, but will bring in also all the stakeholders acting generally as mediators between the patients/carers and the sector, as Associations and NGOs and service providers. Usually patients (at certain stage of the disease patients do not travel and for their carers, travelling it is not easy neither).

Relevant players in the sector from different countries, especially new Member States, will be invited.

The goal of these events is to create awareness among potential users of the solution and investors, in order to foster the final deployment of the service.

Location of the workshops remains to be decided, although Brussels and/or locations where big events (especially if prepared by Commission) do take place, seem, a priori, a good choice, to make it coincide with the displacement of people involved in these events.

#### **Ad hoc Meetings:**

Besides face to face meetings with key actors, ad hoc meetings will also be held on request of stakeholders and/or target groups. These meetings will be organised to inform public about the project and eventually to involve other actors in its implementation. Meetings will be stimulated through the communication and dissemination campaign.

#### **Participation in related events, conferences, fairs:**

Participating in conferences, seminars, fairs or forums, aims at building awareness of the service among decision makers and at promoting the project results.

The project will be deeply involved in the roadmap of events related to the improvement of Coordination and Integration of Social and Healthcare processes, so much from a Consortium active participation (intervening, exhibiting, presenting, publishing...) as a passive one (passive learning: attending, receiving, studying...

<b>Event / Process</b>	<b>Location</b>	<b>Date</b>
INCA Kick-Off	Paterna, Spain	12-13/02/2014
Any local/regional event related with INCA topic		2014-2016
Bilateral meetings with Manises Hospital		2014-2016
Consortium meetings		2014-2016
Big Data and smart analytics	Rüschlikon, Switzerland	March 2014
InMed 2014	San Sebastián, Spain	July 2014
European Public Health Conference	Glasgow, Scotland, UK	November 2014
Organisation of INCA Workshops		2015-2016

### 13.3 INTERFUSION SERVICES

In the **INCA project**, Interfusion acts as the Coordinator and manager of the Cypriot pilot. Its role is essential for the provision of guidance and support to the Municipality of Geroskipou in terms of Integration and interchange of information between the Municipality Department of Social Care and the primary and secondary healthcare services of the Pafos district. Interfusion will therefore operate on a dual level within the project:

- a) will maintain a guidance role to Municipality, providing assistance in the decision making process to the high level decision makers at municipal level, and providing the training to the staff on the operation and provision of the services to be implemented,
- b) will maintain a technology advisory role in the project, as the Municipality will require a closely related partner throughout the project for the implementation of the eservices.

Interfusion **will not only support the Municipality in the progress and management of the pilot but will also be responsible for all the dissemination activities in order to promote the project results in Cyprus.** The aim of these activities will be to create awareness and interest among the government organizations, health bodies and societies, hospitals as well as academic and professional community

More analytically Interfusion will:

- Create in collaboration with Geroskipou the **INCA** Network of Interest in Cyprus in order to reach new bodies interested in **INCA**
- Use this **INCA** Network of Interest to move from Dissemination to Business Disseminating results and impacts using **permanent real cases of use, press materials, conferences, and workshops with users direct participation**
- Organize targeted informational campaigns over local media and institutions. -These informational campaigns will be contacted along Geroskipou and the wider region of Paphos
- Cooperate with the rest partners in communication activities. Keep regular contact with the rest partners and collaborate with them to produce publications (presentations, reports, newsletters, articles, etc).
- Present **INCA** in relevant national events when possible.
- Translate press releases into Greek and disseminate them in Cyprus.
- Respond swiftly to requests made by the dissemination lead partner on communication issues and respect deadlines regarding to contributions, cooperation in communication actions... (Updates and translations of the Project Website, newsletters, and other material)
- Keep archives on communication activities (seminars and conferences, issued press releases...) and media impact in our own local areas.
- Design special leaflets and brochures dedicated to the service and distribute them through the informational campaigns
- Engage through bilateral meetings other public administrations and potential collaborators, sponsors, customers in order to explore the possibility of cooperation

#### **Target audience:**

INTERFUSION will use its extensive network in order to identify and collect contact details of key stakeholders in order to inform them on a regular and individual basis about the achievements and the progress of the project by using press releases and news content. The logo, brochures and the website of **INCA** will be communicated.

The target audience will be:

- Central government and especially the Ministry of Health
- Policy makers: e.g. Cyprus association of commerce and industry and National Fund Administrations
- Health associations and communities
- Hospitals and other possible interested health institutions
- National/Regional/Local Public Administrations
- ICT/ R&D companies and other related organizations in Cyprus
- Individuals like academia and industry personalities, researchers and other possible stakeholders
- Universities like University of Cyprus, University of Nicosia, European University, Technology University of Cyprus and Institutions like Cyprus International Institution of Management, Frederick University etc
- NGOs

### Dissemination channels:

The dissemination channels will be:

- Through Press Releases and Newsletters as well as International Press Releases (if possible). INTERFUSION aims to issue press releases at key time events i.e. start of the project, start of the pilot, end of the pilot, end of the project with an aim reaching individually numerous stakeholders. Press Releases will be delivered to local national and international media such as newspapers e.g. Politis, Phileleftheros, "Foni tis Pafou" online sites such as Pafos NET, PafosPress, etc.
- A distribution List of Contacts will be created to whom we will constantly send emails and updates e.g. newsletters regarding the project
- Through the **INCA** Website itself. Interfusion will provide contribution for each issue e.g. regarding **INCA** newsletters and review drafts for comments and improvements, translations etc
- Through Local TV broadcasters, national and local newspapers, blogs and websites, press and media in general
- We will also facilitate all the related information (photographs, brochures, announcements, news, press releases), to Dissemination Leader and Coordination, from every organized event to be uploaded to **INCA** website.
- Through one-to-one meetings with other municipalities and potential collaborators like health institutions and organizations, sponsors, customers in an aim to create strategic alliances with key stakeholders and build awareness of the **INCA** services
- Interfusion's own website (<http://www.interfusionservices.com/>) will be also another dissemination reference with continuous updates about the project and interesting news updates.
- Through published articles. Articles and press releases will be issued to inform about the project activities and its main goals in order to let the general public know about the project developments and achievements.
- Through production of short recorded clips regarding the project that can be uploaded in YouTube and the company's website, and posted social networks such Facebook and twitter and in other popular websites
- Preparation of Leaflets and Brochures. This dissemination material will be used by the partners during their meetings, conferences and workshops they want to attend and where they will talk about the project. Also a brief project presentation will be published encompassing key technical and strategic aspects of the project. These brochure series will be distributed by Interfusion and Geroskipou in order to provide a common view of the project

at any workshop, conference or meeting where they can present the **INCA** project

- Informational campaigns. Interfusion along with Geroskipou will use this material in **INCA** informational campaigns in several spots of Geroskipou and other cities like Pafos and Limassol. Informational Campaigns are very important because we will have the chance to speak and inform directly several people –foreigners and locals.
- Attending & presenting in related conferences if possible
- Through workshops and infodays. Workshops and conferences can be organized mainly in Geroskipou but also in the rest Cyprus.
- Preparation of a small demo video along Geroskipou showing the major outcomes of **INCA** (audience: public organizations/companies, health associations, hospitals)
- Through submission of articles in scientific conferences
- Pursue any events related to inclusive eHealthcare and Telemedicine, Social Care, Long-Term care, as well as EHTEL Symposiums, Open Days, European eHealth Forums, eHealth Management etc

#### **Foreseen events:**

Furthermore, key-events have been identified to present the project and if possible achieve to establish synergies with the event organizers in order to achieve a joint activity of the project and the event, e.g. presentations, demonstrations, or a stand for promoting information material about the project

- Organization of **at least one workshop:**

#### **Focused workshop presentation of INCA (month 16 of the project)**

In this event we are going to present (in cooperation with Geroskipou Municipality) the project's main improvements and targets. Special Guests in this event will be other municipalities as well as ICT companies, policy makers and national organizations as well. Moreover we will have as a target to attract academia and industry personalities as well. Target is to have about 50 attendees from all the possible range of stakeholders. The main goals of this workshop will be:

- To inform all our contacts and other possible vendors and stakeholders regarding the goals of **INCA** as well as the activities and services that the project offers
  - To promote the activities of the project to the mass media (TV, radio, newspapers & magazines)
  - To communicate and update with the already created network of Interest and collect ideas and services that could be taken to the practice
  - To transfer ideas and good practices previously performed by other partners in the network
  - To inform or contact a few well known and high-placed specialists and key persons, in order to get support from them, and get them to know about the existence of the project
- Presentation at Conferences / Seminars

Target is to attend and if able present **INCA** at significant events in Cyprus like

- The 5th International Conference RAHMS: Recent Advances in Health and Medical Sciences that will take place in Pafos, Cyprus on 6-12 July, 2014 (Call for Papers)
- Researcher's Night organized by The Research Promotion Foundation (RPF) in collaboration with the Municipality of Limassol and the Academic and Research Institutions of Cyprus
- The international IEEE workshop on e-Health Pervasive Wireless Applications and Services (e-HPWAS'14). The considered issues of e-HPWAS are related to e-Health care and safety services provided for patients, elderly and dependent persons

<b>Event / Process</b>	<b>Location</b>	<b>Date</b>
INCA Kick-Off	Paterna, Spain	12-13/02/2014
5th International Conference RAHMS: Recent Advances in Health and Medical Sciences	Paphos	July 2014
e-HPWAS'14	Larnaca	July/August/October 2014
Researcher's Night	Limassol	September 2014
Focused workshop presentation of <b>INCA</b> (month 16 of the project)	Geroskipou	M16 (April 2015)

## 13.4 KENUS INFORMÁTICA

Visibility and promotion are tightly linked with WP5 (Planning for Sustainability) which Kenus is leading. Thus, KENUS aim in dissemination activities is to ensure the widest possible visibility and promotion of **INCA**.

Main dissemination tasks of Kenus, besides conducting, whenever possible its own actions, is to reinforce the work of partners IDI EIKON (Coordination) and QUART (WP2 leader), what means that will support or participated in common activities with them.

On July 2014 Kenus will participate at CEMOS ETR 2014 Symposium, in Grenoble, France, giving a talk on the technical aspects of **INCA**. The dissemination activities cover, equally the preparation work of any presentation paper required by the event organizers.

At KENUS we have been also reviewing the new website and giving feedback. We have also cross-link Kenus web site and Kenus News with **INCA** website (<http://www.kenus.es/i-d-i/>; <http://www.kenus.es/r-d/>; <http://www.kenus.eu>)

We will collaborate in the monitoring and tracking of the **INCA** website followers

In terms of alliances, KENUS will contact other projects (specifically, united4health, which we can trigger at some point, once strategy about alliances is fully focused.

### Events for first half of the 2014

Event Name	Location	Date	Web link	Status
Madrid City Council, mailing, Carlos Blanco, Director General of Elderly and Social Services (Director General de Mayores y Atención Social del Ayuntamiento de Madrid)	Madrid, Spain	17/01/2014	<a href="mailto:dqmayores@madrid.es">dqmayores@madrid.es</a>	mail conversation
Info Day H2020 Health and Wellbeing (Spanish Title: Salud, Cambio Demográfico y Bienestar)	Valencia, Spain	21/01/2014	<a href="http://www.ivace.es/images/noticias/eventos/2013/h2020-salud.pdf">http://www.ivace.es/images/noticias/eventos/2013/h2020-salud.pdf</a>	attended
Paterna City Council, work meeting with Elena Martinez, Deputy Mayor	Paterna, Spain	23/01/2014	<a href="http://www.paterna.es">www.paterna.es</a>	attended
Info Day H2020 ICT (Spanish Title: Tecnologías de la Información y la Comunicación)	Valencia, Spain	30/01/2014	<a href="http://innovacion.ivace.es/images/noticias/eventos/2013/h2020-tic.pdf">http://innovacion.ivace.es/images/noticias/eventos/2013/h2020-tic.pdf</a>	attended
Conference: INCA-Kick-off	Paterna, Spain	12-13/02/2014	<a href="http://www.in3ca.eu/?tribe_events=kick-off-meeting">http://www.in3ca.eu/?tribe_events=kick-off-meeting</a>	participation
Workshop on "Lean Startup Principles" (Spanish Title: Fundamentos de Lean Startup)	Paterna, Spain	13/02/2014	<a href="http://ceeivalencia.emprenemjunts.es/index.php?op=14&amp;n=6596">http://ceeivalencia.emprenemjunts.es/index.php?op=14&amp;n=6596</a>	attended
Inforlingua   Servicios Informaticos, work meeting, Primitivo Alegre, Director General	Picassent, Spain	20/02/2014	<a href="http://www.inforlingua.net/index.php/empresa/descripcion">http://www.inforlingua.net/index.php/empresa/descripcion</a>	attended
Survey - Project impact analysis of H2 unit, European Commission Directorate General for Communications Networks, Content and Technology Digital Social Platform	Online submission	03/03/2014	<a href="http://ec.europa.eu/eusurvey/runner/Imapct_analysis ICT_aging-well">http://ec.europa.eu/eusurvey/runner/Imapct_analysis ICT_aging-well</a>	submitted
Lliria City Council, work meeting, Javier Alama, Director IT	Lliria, Spain	06/03/2014	<a href="http://www.lliria.es/">http://www.lliria.es/</a>	attended
Hospital Arnau de Vilanova, work meeting with David Rosello, Director IT	Valencia, Spain	08/04/2014	<a href="http://www.san.gva.es/web/dqfps/ceic-del-hospital-arnau-de-vilanova">http://www.san.gva.es/web/dqfps/ceic-del-hospital-arnau-de-vilanova</a>	attended

Conference on "Financing the Market Launch of Highly Innovative Products" (Spanish Title: <i>Cómo atraer inversión para la puesta en el mercado de productos altamente innovadores</i> ), Technology Institute of Optics, Colour and Image Processing (AIDO)	Paterna, Spain	30/04/2014	<a href="http://www.aido.es/archivos/2014/neo/inversores/3neo.html">http://www.aido.es/archivos/2014/neo/inversores/3neo.html</a>	attended
Puebla de Vallbona City Council, work meeting, Francisco Mantes, Director IT	Pobla de Vallbona, Spain	13/05/2014	<a href="http://www.lapobladevallbona.es/vallbonaPublic/portada.html">http://www.lapobladevallbona.es/vallbonaPublic/portada.html</a>	attended
Workshop, Horizon 2020 Financing Best Practice (Spanish Title: Buenas Prácticas Financieras en el Programa Marco HORIZON 2020)	Valencia, Spain	24/06/2014	<a href="http://www.tsb.upv.es/eventos/horizonte2020/">http://www.tsb.upv.es/eventos/horizonte2020/</a>	attended
DG Connect Webinar on mHealth	Online webinar	24/06/2014	<a href="https://ec.europa.eu/digital-agenda/en/news/dg-connect-webinar-mhealth">https://ec.europa.eu/digital-agenda/en/news/dg-connect-webinar-mhealth</a>	joined
Self-care in the digital age	Online event	24/06/2014	<a href="https://www.innovateuk.org/self-care-in-the-digital-age">https://www.innovateuk.org/self-care-in-the-digital-age</a>	attended
EU consultation on mHealth joint contribution	Online submission	10/04/2014 to July 2014	<a href="https://ec.europa.eu/digital-agenda/en/public-consultation-green-paper-mobile-health">https://ec.europa.eu/digital-agenda/en/public-consultation-green-paper-mobile-health</a>	still open
Networking session APYMEP (Asociación de pequeñas y medianas empresas de Paterna), within the framework of Paterna City of Business	Paterna, Spain	17/06/2014	<a href="http://www.edapaterna.com/en/economic-profile/sectors/economic-activities/industrial.html">http://www.edapaterna.com/en/economic-profile/sectors/economic-activities/industrial.html</a>	attended

#### Events for second half of the 2014 (and beyond)

Event Name	Location	Date	Web link	Status
Conference INCA Conference talk: IN3CA - Coordinated Socio-sanitary Services	Grenoble, France	06-08/07/2014	<a href="http://www.cmosetr.com/2014/program.html">http://www.cmosetr.com/2014/program.html</a>	booked
Networking session APYMEP (Asociación de Pequeñas y Medianas Empresas de Paterna), within the framework of Paterna City of Business	Paterna, Spain	15/07/2014	<a href="http://www.edapaterna.com/en/economic-profile/sectors/economic-activities/industrial.html">http://www.edapaterna.com/en/economic-profile/sectors/economic-activities/industrial.html</a>	scheduled
Annual meeting of software distributors	Seville, Spain	01-03/10/2014	<a href="http://www.wolterskluwer.es/SalaPrensa/Notas_de_Prensa.htm">http://www.wolterskluwer.es/SalaPrensa/Notas_de_Prensa.htm</a>	Booked
ICT Proposers' Day	Florence, Italy	09-10/10/2014	<a href="http://ec.europa.eu/information_society/newsroom/cf/dae/redirection.cfm?item_id=16264&amp;newsletter=1">http://ec.europa.eu/information_society/newsroom/cf/dae/redirection.cfm?item_id=16264&amp;newsletter=1</a>	Under consideration
Medica 2014	Düsseldorf, Germany	12-15/11/2014		Foreseen
15th International Conference for Integrated Care	Edinburgh, Scotland, UK	25-27/03/2015	<a href="http://www.integratedcarefoundation.org/conference/1454">http://www.integratedcarefoundation.org/conference/1454</a>	

### 13.5 HOSPITAL DE MANISES

Event (Title and short description)	Location (City, Country)	Date(s)	Purpose(s)	Target Group(s)	Number (estimated)
INCA Kick-Off	Paterna, Spain	12- 13/02/2014	1st official meeting of the INCA consortium	INCA Consortium	~ 30
Internal Meeting	Manises, Spain	March 2014	Raise awareness of the work of the project	Institutional Senior Management	12
Symposium International on eHealth	Valencia, Spain	April 2014	Promote the project through events		150
III Jornada de la Sociedad Valenciana de Calidad Asistencial (SOVCA. Title: Socio Sanitary Integration Quality: A reality?  Roundtable: Socio- Sanitary Care of the chronic patient	Xàtiva, Spain	13/06/2014	Presentation of the solution to other hospitals	Association Members Healthcare Professionals Politicians	> 50
Coordination meeting: Hospital Manises Chronics Area and Social Care Department of Quart de Poblet	Quart, Spain	July 2014	Revise Coordination work between teams of both organizatio ns working in the project	Health Professionals Municipality Services	10
Press Releases (or Articles; Stories; Personal contact with journalists, internal NewLetters)		September 2014	Promote the project through the press	Decision Makers Policy Makers General Public	5000



eHealth Week (HIMSS Europe) Taking place during the Latvian Presidency of the Council of the European Union, eHealth Week 2015 comprises of two main events: the High level eHealth conference organised by the Latvian Ministry of Health and the Latvian Presidency of the Council of the European Union and WoHIT (World of Health IT Conference & Exhibition) organised by HIMSS.	Riga, Latvia	May 2015		Regional and National health authorities, integrated delivery networks, health management organizations, private care chains and large hospitals with tethered care providers.	2500 100 exhibitors
Health First Europe					

## 13.6 MUNICIPALITY OF GEROSKIPOU

Towards the municipality's participation in the **INCA** Project, Geroskipou is going to promote the project through several organized events and special actions. The main aim is to create awareness among its citizens and area stakeholders like hospitals, health institutions, public bodies and unions ,NGOs and other related associations /organizations.

Geroskipou will use all its available infrastructure including the Town Hall building, and the Community Centre, in order to raise awareness among its population of the available services on offer, and the advantages of using them. Several informational campaigns to various spots of the town are also being scheduled. Moreover Geroskipou will create in collaboration with Interfusion the **INCA** Network of Interest in order to reach new bodies interested in **INCA**

Geroskipou will also:

- Disseminate **INCA** within events organized under the umbrella of "Pafos 2017" in Geroskipou or elsewhere in the Paphos Region
- Cooperate with the rest partners in communication activities. We will keep regular contact with the rest partners and collaborate with them to produce publications (presentations, reports, newsletters, articles, etc).
- Publicize press releases into Greek and disseminate them through local and national newspapers and local radio stations
- Involve public and private stakeholders towards the duration of the project and after its completion
- Disseminate project results with various ways (informational campaigns, videos, leaflets etc)
- Present the project and the pilot along Interfusion in events and conferences happening in Cyprus
- Organize, together with Interfusion a dedicated **INCA** workshop.

### Target audience:

- National/Regional/Local Public Administrations (Municipalities, Communities). These administrations will be informed periodically about our activities and demonstrations of our pilot are already delivered to them.
- Twinned Cities – International Networks. Municipality of Geroskipou considers **INCA** as good chance for strengthening their relations with twinned cities via technology and knowledge exchange.
- Local collaborators: Agencies or even Civil Associations, working together as service collaborators to the Local Public Administration
- Regional Hospitals and Health organizations

### Dissemination channels:

The dissemination channels will be:

The Use of Social Networks (Facebook) for the dissemination of the project and its progress especially in our area will be essential

Organized events like for example press conferences, workshops, seminars

Through Geroskipou's website (<http://www.geroskipou-municipality.com/>)

Press releases and newsletters

Dissemination through local radio stations like for example Radio Paphos 93.7

Local and national Press, informational websites and blogs and other media

One-to-one meetings with other municipalities and potential collaborators, sponsors, customers in an aim to create strategic alliances with key stakeholders and build awareness of the **INCA** services.

Preparation of leaflets and brochures. This dissemination material will be used during the Council internal meetings, conferences and workshops and in any other occasion where the **INCA** could be promoted.

Also a brief project presentation will be published encompassing key technical and strategic aspects of the project. These brochure series will be distributed by Interfusion and Geroskipou in order to provide a common view of the project at any workshop, conference or meeting where they can present the project.

Informational campaigns and info days will take place from time to time to update followers on the project progress.

Moreover through bilateral meetings we will evaluate the interest from local administrations and other stakeholders in deploying **INCA** services.

Preparation of a small demo video jointly with Interfusion showing the major outcomes of INCA (audience: public organizations/companies, health associations, hospitals).

**Foreseen events:**

Furthermore, key-events have been identified to present the project and if possible establish synergies with the event organizers in order to reach a joint activity of the project and the event, e.g. presentations, demonstrations, or a stand for promoting information material about the project.

**Organization of a focused workshop presentation of INCA (about month 16 of the project).**

In this event we are going to present (in cooperation with Interfusion) the project's main improvements and targets. Special Guests in this event will be other municipalities as well as ICT companies, policy makers and national organizations. The main aim here is to inform and make aware the public bodies, municipalities, NGOs, private investors, communal boards, as well as enterprises providing similar services. Moreover we will have as a target to inform academia and industry personalities as well. Target is to have about 50 attendees from all the possible range of stakeholders.

**The main goals of this workshop will be**

- To inform all our contacts and other possible vendors and stakeholders regarding the goals of **INCA** as well as the activities and services that the project offers
- To promote the activities of the project to the mass media (TV, radio, newspapers & magazines)
- To communicate with the network and collect ideas
- To transfer ideas and good practices previously performed by other partners in the network

- To inform or contact **a few well known and high-placed specialists and key persons**, in order to get support from them, and get them to know about the existence of the project

#### Dissemination at Conferences, seminars, Events

- Researchers Night (Organized by the Research Promotion every year)
- Lecture at OPEN IEROKIPEIO UNIVERSITY on 30/5
- Festival "Ierokipia 2014" "Ierokipia" or «ΙΕΡΟΚΗΠΙΑ» in Greek is a series of cultural events organized every September by Municipality of Geroskipou and attended by thousands of citizens from all over Cyprus.

Event / Process	Location	Date
Lecture at Open Ierokipeio	Paphos	May 2014
Researcher's Night	Limassol	September 2014
Festival Eirokipia 2014	Geroskipou	September 2014
Focused workshop presentation of <b>INCA</b> (month 16 of the project)	Geroskipou	M16 (April 2015)

### 13.7 VENTSPILS City Council Social Care Board

### 13.8 Ziemeļkurzemes reģionālā slimnīca

Activities	Date(s)	Focus Group category	Target Group (N° estimated people)
Press release	June 2, 2014	General public	5000
Meeting	June 11, 2014	Doctors, Hospital and socio-sanitary personnel	10
Social Media activities	Starting from June	General public, Industry specialists	100
Meeting	June 27, 2014	Doctors, Hospital and socio-sanitary personnel	10
Press release	August 20, 2014	General public	5000
Meeting	September 4, 2014	Doctors, Hospital and socio-sanitary personnel	10
Meeting	September 18, 2014	Pilot staff	4
Press release	October 23 , 2014	General public	5000
Info day	November 13, 2014	Ventspils and Kurzeme region Citizens	50
Project brochure production	December 17, 2014	Ventspils and Kurzeme region Citizens	500
Info meeting	November 13, 2014	Ventspils and Kurzeme region Citizens	50
Training event	December 17, 2014	Doctors, Hospital and socio-sanitary personnel	15
Press release	January 12, 2015	General public	5000
Meeting	January 29, 2015	Public administration officer, Pilot staff	10
Participation in conference	February - March 2015	Industry leaders, public administrations hospitals	200
Info day	March 2015	Ventspils and Kurzeme region Citizens	50
Press release	April, 2015	General public	200
Meeting	May, 2015	Pilot staff	4
Press release	June, 2015	General public	5000
Info day	July, 2015	Ventspils and Kurzeme region Citizens	50
Project brochure production	September, 2015	Ventspils and Kurzeme region Citizens	500
Info meeting	November, 2015	Ventspils and Kurzeme region Citizens	50
Training event	December, 2015	Doctors, Hospital and socio-sanitary personnel	15
Press release	January, 2015	General public	5000
Meeting	February, 2015	Pilot staff	4

### 13.9 Croatian Health Insurance Fund - Republic of Croatia

Please note that the events indicated in the table are only the events organized by CHIF, while there is possibility for other events but they will be added upon confirmation. Up to the end of the year CHIF will disseminate INCA in 3 major events in Croatia, organized by CHIF.

N°	Event/Process	Location	Content/Title	Date	Type	Target Group
1	INCA Kick-Off	Paterna, Spain	Project Kick-Off	12-13/02/2014	Working Meeting	INCA Consortium
2	Website	Zagreb, Croatia	Introduction	March-December 2014	Website	General Public
3	HZJZ Conference	Zagreb, Croatia	Introduction	July 2014	Presentation	Public Healthcare
4	HZZO/CIMS conference	Zagreb, Croatia	Introduction	November 2014	Presentation	Primary Healthcare
5	Website	Zagreb, Croatia	News	January-December 2015	Website	General Public
6	HZJZ Conference	Zagreb, Croatia	Pilot Overview	July 2015	Presentation	Public Healthcare
7	Medical Journal		TBC	July 2015	Article	General Public
8	HZZO/CIMS conference	Zagreb, Croatia	Pilot Overview	November 2015	Presentation	Primary Healthcare
9	Website	Zagreb, Croatia	News	January-December 2016	Website	General Public
10	HZJZ Conference	Zagreb, Croatia	Results & Recommendations	July 2016	Presentation	Public Healthcare
11	Medical Journal		TBC	July 2016	Article	General Public
12	HZZO/CIMS conference	Zagreb, Croatia	Results & Recommendations	November 2016	Presentation	Primary Healthcare

### 13.10 RIJEKA City Council Department of Health and Social Welfare

On 24/02/2014 GRAD RIJEKA announced **INCA** officially to the local news media.  
<http://www.rijeka.hr/TheCofinancingOfThe>

For **INCA** project duration the following activities have been foreseen:

N°	Event/Process	Location	Type of Activity	Status	Date
1	INCA Stakeholders Meeting	Rijeka, Croatia	Presentation, Meeting	Executed	07/02/2014
2	INCA Kick-Off	Paterna, Spain	Project Kick-Off	Executed	12-13/02/2014
3	INCA Press Conference	Rijeka, Croatia	Presentation, Meeting	Executed	24/02/2014
4	WEB portal - www.rijeka.hr	Rijeka, Croatia	Articles, Link <a href="http://www.rijeka.hr/INCA">http://www.rijeka.hr/INCA</a> <a href="http://www.rijeka.hr/euprojectEN">http://www.rijeka.hr/euprojectEN</a>	Executing	< 24/02/2014
5	WEB portal - www.mojarijeka.hr	Rijeka, Croatia	Articles; Link	Executing	
6	INCA – Radio KORZO	Rijeka, Croatia	Radio Presentation	Executed	26/02/2014
7	INCA Presentation, Meeting City	Rijeka, Croatia	Presentation	Executed	02/04/2014
8	INCA Stakeholders Workshop	Rijeka, Croatia	Presentation, Meeting	Executed	10/06/2014
9	INCA Presentation / Elderly people	Rijeka, Croatia		Executed	17/06/2014
10	INCA Presentation – TV station – Kanal RI	Rijeka, Croatia	TV Presentation	Executing	18/06/2014
11	INCA Presentations - Clubs for elderly people			Planned	<01/07/2014
12	INCA Training sessions				
13	INCA networking with other projects			Planned	<01/09/2014
14	International Healthy Cities	Athens, Greece	Presentation	Planned	22-25/10/2014
15	European Health Forum,	Gastein,		Planned	1-3/10/2014
16	Production of an INCA video			Planned	
17	DANTE – ICT Conference	Rijeka, Croatia	Presentation, Meeting	Planned	11/2014
18	MIPRO Conference	Rijeka, Croatia	Presentation, Meeting	Planned	2014 / 2015
19	Education Courses & eClubs activity	TBD	Presentation; Workshop	Planned	<01/01/2014
20	Ministry of Public Administration, e- Croatia	TBD	Presentation, Meeting	Planned	2014
21	MCE Annual Conference	Hamburg Germany	Presentation; Conference	Planned	06/2015
22	Association of Cities	TBD	Presentation; Conference	Planned	2014
23	Local & Regional TV Stations	Rijeka, Croatia	Report, Interviews; Presentation;	Executed / Planned	TBD
24	Radio Stations	Rijeka, Croatia	Interviews; Presentation	Executed / Planned	TBD
25	Press Conferences	Rijeka, Croatia	Presentation, Meeting	Executed / Planned	TBD
26	Daily newspapers	Croatia	Articles;	Executed / Planned	TBD
27	YouTube; Twitter, Facebook, LinkedIn	TBD	Messages	Proposed	TBD

### 13.11 Foundation for Training and Healthcare Research of Murcia Region

Event / Process	Location	Date
INCA Kick-Off	Paterna, Spain	12-13/02/2014
<p>Murcia Region counts at Healthcare level, with a Socio-Sanitary Working Group, led by the <i>Consejería de Sanidad y Política Social</i>, with the aim to deploy the model in some areas, and with the intention (if it proves successful) to extend it to all the rest of areas in the Health System in Murcia Region.</p> <p>The Socio-Sanitary Working Group is integrated by social and public health providers and to this respect <b>INCA</b> is key to contribute to reach the objectives set by the <i>Consejería</i>.</p> <p>Presentation of the <b>INCA</b> project, as an instrument for improving integrated care, to all the participants during the last meeting of the Socio-anitary Working Group.</p>	Internal, National	April 2014
<p>Opening Conference in Murcia, with different kind of stakeholders such as sanitary professionals, social professionals, public health providers, ITC enterprises, patient associations, universities, integrants of EIP on AHA in the Region of Murcia. The date of the event will be decided next.</p>	Regional and National media	June 2014
<p>We are developing a web for the Regional Coalition EIP on AHA that will include a link to the <b>INCA</b> Project web, as well as all the information about the <b>INCA</b> Project in Murcia. The web is foreseen to be running in June.</p>		June 2014



<p><b>INCA</b> Project will be presented in the Open Days in Brussels; The OPEN DAYS is co-organised by the Committee of the Regions (CoR) and the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO).</p> <p>Murcia Region has been invited to expose its policy in Active Aging, with the topic "Facing the challenge of demographic change". We will take profit of this opportunity to present the <b>INCA</b> Project. The OPEN DAYS and its workshops, debates and networking activities are targeted to an specific audience, namely:</p> <ul style="list-style-type: none"> <li>▪ Members of the Committee of the Regions, members of the European Parliament and national, regional and local politicians;</li> <li>▪ European, national, regional and local government officials and experts in the field of managing and evaluating cohesion policy programmes;</li> <li>▪ Representatives of private companies, financial institutions and European and</li> <li>▪ National associations;</li> <li>▪ Journalists from European, national, regional and local media outlets;</li> <li>▪ Master or PhD students, researchers and practitioners in the field of European, regional and urban policy.</li> </ul>	European media	October 2014
Information about the project milestones, deliverables & outputs in different Action Groups of European Innovation Partnership on Active Healthy Ageing at European level will be released all along the project term.		2014-2016
<b>INCA</b> Abstract Paper, with preliminary results to a scientific meeting	European media	Mid 2015
Final Conference with outcomes and economic evaluation	European media	Final 2016
<b>INCA</b> Paper presented to an specialized journal	European media	Final 2016

Despite the austerity measures imposed by the financial and economic crisis, MURCIA counts with a special link at Europe's heart. In Brussels the Murcian Government holds an office with links and contacts with all the European Regions there based and that are key for accessing European Networks.

Therefore, Regional Offices from other European countries established in Brussels, will be informed regularly about **INCA**.

## ANNEX I – Dissemination Tracking Template

The document has been organized in order to track the progress carried out by each partner, related to the dissemination and communication set strategy, as well as to measure the level of accomplishment of commitments stated in the Communication Plan inside WP2.

The template has been structured in the following BLOCKS:

- BLOCK 1 – TARGET AUDIENCES
- BLOCK 2 – INTERNAL COMMUNICATION
- BLOCK 3 – DISSEMINATION MATERIALS
- BLOCK 4 – DISSEMINATION EVENTS

<b>PARTNER</b>	
<b>DATE(S)</b>	

### BLOCK 1 – TARGET AUDIENCES

<b>End-Users of INCA</b>	Have you identified the different groups on your end-users pilot?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	IF YES (the following ones):		
	Have you organised any activity to raise knowledge on <b>INCA</b> among your end-users?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Have you sent this information to the WP2 Coordinator?	<input type="checkbox"/> No	<input type="checkbox"/> Yes

<b>NoI of INCA</b>	Have you talk to your contacts about <b>INCA</b> and its website	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Have you created/promoted a NoI (Network of Interest) for <b>INCA</b> project	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Have you contacted/approach your contacts to inform about <b>INCA</b> and engage them in <b>INCA</b> NoI	<input type="checkbox"/> No	<input type="checkbox"/> Yes

**BLOCK 2 – INTERNAL COMMUNICATION**

<b>Communication with WP2 leader and Coordination</b>	Is the WP2 Coordinator in touch with you, by forwarding the updated dissemination material and information of the project and interested in your communication needs?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	IF NO. Do you know why? Explain		
	IF YES. I am satisfied with the internal communication		
	Have you cooperated with WP2 leader (QUART-IDI) in communication activities?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Have you sent this information to the WP2 Coordinator?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	IF NO. Explain your reasons		
	IF YES. WHICH? (List them: sending content for the website and Newsletter, sending press releases and event templates filled, preparing and sending dissemination material, contributing to workshops, ...)		
	Have you answered to requests made by the lead partner and QUART in deadlines regarding to contributions and review drafts for comments and improvements on communication issues (website, newsletters, and other material)?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	IF NO. Explain your reasons		
IF YES. The following ones:			
<b>Use of Private Area</b>	Have you used the Private Area as a communication tool among the other partners in the project? IF NO. Explain your reasons	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Do you believe INCA Private Area is an efficient tool for providing support work information and communication between partners? IF NO. Explain your reasons	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	IF YES. Explain the benefits obtained		
	Attachments:		
	Comments:		

**BLOCK 3 – DISSEMINATION MATERIALS**

<b>BANNER</b>	Do you have already inserted the <b>INCA</b> link on your website or/and other related websites?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	Links and dates		
<b>NEWSLETTER</b>	Do you have translated <b>INCA</b> Newsletter into your language and distributed it in related events or conferences, between your target audiences or public in general?		
	Do you have already published or distributed <b>INCA</b> Newsletter on your website or/and other related websites and events?		
	Links and dates:		

**HAVE YOU PUBLISHED MATERIAL RELATED WITH INCA PROJECT**

Type	Press Releases	Article(s) in printed media	Website article	Video(s) published (uploaded) to: (YouTube, Facebook, Twitter...)	Radio interviews ...	TV programme
N° of Publications						
Have you fulfil the appropriate template and sent it to the WP2 leader?	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes

**BLOCK 4 – DISSEMINATION ACTIONS**

**HAVE YOU ORGANISED AND/OR PARTICIPATED IN INCA PROJECT EVENTS**

Type	Events	Workshops	Conferences	Ad hoc meetings	Others (Which?)
N° of Events					
Have you fulfil the appropriate template and sent it to the WP2 leader?	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes

Others: \_\_\_\_\_