

D6.4 Dissemination execution

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Index

1. Introduction
2. Dissemination objectives
3. Dissemination Execution
 - 3.1 Dissemination Activities
 - 3.2 Dissemination Materials
4. Dissemination results
 - 4.1 Website
 - 4.2 Repository
 - 4.3 LinkedIn
 - 4.4 Twitter
 - 4.5 e-Newsletter
5. Closing event
6. Lessons learned



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709

1. Introduction

This document details the executed dissemination activities during the GET-project lifetime to make the project and its work widely known, focusing on different target groups, including health and industry communities.

The GET consortium participating partners come from different European countries (Spain, Finland and The Netherlands) with the outreach to other European countries through networks and clusters and have diverse backgrounds, but focusses only to the eHealth domain. Therefore, the GET consortium was well placed in order to efficiently spread the outcomes and the activities of the project.



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2. Dissemination objectives

The consortium put great attention that dissemination activities targeted the broadest possible public, beyond the consortium, stakeholders and participating SMEs. To determine the impact of the dissemination activities, two monitoring reports have been delivered on months 12 and 23.

The activities carried out for the exploitation and dissemination of the project's results constitute an integrated project element (WP6).

Each of the GET partners had its role in this Dissemination Strategy, during events, using the media channels and raising attention to the results of the project.



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2.1 Advisory Board

For the dissemination activities, we appointed two members of the advisory board. The advisory advised the project on how to proceed and supported the team with reaching higher numbers and more qualitative results.

Advisory Board Member Jos Raaphorst, co-owner, publisher and managing director of FenceWorks.

Jos is an accomplished publisher. He started his career in 1983 at the publisher Wolters Kluwer for Automatisering Gids (a Dutch weekly about ICT). He has a track record of thirty years in publishing and various marketing and sales positions with a strong focus on publishing on ICT and Innovation.

Today Jos is the managing director of FenceWorks. FenceWorks is a Dutch publishing company specializing in print magazines and websites in IT, Care, Innovation, telecoms and industrial automation. The brands are: DatacenterWorks (technical infrastructure of datacenters), Verbindend (mobile communications and mobile security in the public and private security), Technalia.nl (a news website mid-sized and large installers, industrial companies, system integrators and construction industry), Vision & Robotics (on industrial robots and vision systems), Vakblad Warmtepompen (on the technology, the use and the economical aspects of heat pumps), TelecomWorks (on the use of telecoms systems in the SME market), IPworks.biz (a website on the use of IP technology),

Jos supported the project by:

- Advising on a regular basis on on- and offline strategy
- Support on demand on matters of off- and online publishing
- Offering support on flyers and printed materials
- On-going advice on the results of the activities implemented along the GET project



2.1 Advisory Board

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Advisory Board Member Rajendra Khargi, independent media consultant,

Rajendre is an accomplished professional with thirty years of management and experience in both non-profit and profit organizations. As the Editor in Chief of the Dutch News Agency for Radio and New Media he was leading in adapting from traditional dissemination channels to digital ones. His team won the first Multimedia Award 1994 in the Netherlands. As managing director he spearheaded the first global wireless initiative of SEIKO Communications with its digital MessageWatch, using high tech to disseminate information to consumers.

Rajendre has been the initiator and chair of various national and international NGO's in the field of international development, sustainability and ICT. He was member of the advisory board to the Dutch Government accessing business plans of the Dutch NGO's on international development. He is currently serving as Chair of OneWorld International and as General Secretary of the Lalla Rookh Academic Chair at the VU University Amsterdam, to study the Migration of indentured labour from India to Suriname and the Caribbean. He is also member of the advisory board for History studies of VU University Amsterdam that aims bridge the gap between the University and Society.

Rajendre is now applying his experiences to both NGO's and Companies as a Co-Active Coach (CTI) and ORSC trainer of Executive Leadership. His focus is on teams and executives, supporting them in improving their performances and growing their leadership.

Rajendre supported the project by:

- Assist in setting up communication and media strategy
- Supporting on day to day matters concerning dissemination
- Regular meetings with St Digitalezorg.nl on progress
- On-going advice on the results of the activities implemented along the GET project



3. Dissemination Execution

3.1. Dissemination Activities

Efficient dissemination was an essential activity in GET project as it contributed decisively to the short and long term goals of it. The dissemination activities were divided into three sections:



Each section had its own set of activities and materials used to contribute to the objective: promote and recruit, execute and disseminate.

3.2. Dissemination Materials

Throughout the project several materials for use during dissemination activities were developed. Among them are the website, social media, banners, graphic content, e-newsletters etc.

In section 4 of this document is described how these materials contributed to the results and exploitation of the project.



4. Dissemination results

4.1 Website

The web site for the project was created in November 2013 and it is still active: (<http://www.get-ehealth.eu>).

Since the launch of the website it has had several revisions to meet the demand of the visitors and maximize the exposure of the services. Main changes include:

- Specific area for the Fill the Gap service;
- Changed the layout of the repository;
- Changed the description of the services to include the latest results.

Promotion of the website, repository and published services was primarily done via Twitter and through the e-newsletter.

All partners worked on to promote the new items in the repository and any news article that was published on the website. The content management was taken by SDZ, but once published, all partners disseminated.

Peaks in the number of visitors were noticeable after events and promotion through Twitter (when publishing new items)

Results

Total number of unique visitors: 16.764

Total number of pageviews: 42.311

The screenshot shows the GET website homepage. At the top left is the GET logo with the tagline "Delivering growth to eHealth business" and social media icons for Twitter, LinkedIn, and Facebook. A navigation menu on the left lists: HOME, BUSINESS PLAN SUPPORT, FUNDING OPPORTUNITIES, GO INTERNATIONAL, MARKET OPPORTUNITIES, PROJECT OVERVIEW, DOWNLOADABLE MATERIAL, LATEST NEWS, UPCOMING EVENTS, GET TO KNOW US, and CONTACT US. The main content area features a large banner for a "Download the eHealth startup guide for business success" with a "Click here" button. Below this is a section titled "I'm looking for..." with four colored boxes: BUSINESS PLAN SUPPORT, FUNDING OPPORTUNITIES, GO INTERNATIONAL, and MARKET OPPORTUNITIES. Each box has a corresponding link and a "More downloads..." link. A "Latest news" section follows, with a link to a webinar and a "27" badge. At the bottom left, there is a "Subscribe to our mailing list" form and a "Follow us on F6S" button. A small European Union logo is visible in the bottom left corner of the screenshot.



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4. Dissemination results

4.2 Repository

Part of the website was the repository containing reports, guides and slides generated or collected by the GET project.

Each service has its own section in the repository and in total it contains ~40 items.

Each item is described downloadable via the repository.

Some of the items are hosted on Vimeo and or Slideshare and all items are promoted through the website, e-newsletter and Twitter. Items that were promoted through Twitter and external channels, such as partner websites, were accessible via a direct link.

During the lifetime of the project, the repository has had some changes to optimize the user interactions and present the items better.

The screenshot displays the GET Project Repository website. At the top, the GET logo is accompanied by the tagline "Delivering growth to eHealth business" and social media icons for Twitter, LinkedIn, and YouTube. A navigation menu on the left lists: HOME, BUSINESS PLAN SUPPORT, FUNDING OPPORTUNITIES, GO INTERNATIONAL, MARKET OPPORTUNITIES, PROJECT OVERVIEW, DOWNLOADABLE MATERIAL, LATEST NEWS, UPCOMING EVENTS, GET TO KNOW US, and CONTACT US. The main content area features a "PROJECT REPOSITORY" header with buttons for "BUSINESS PLAN SUPPORT", "GO INTERNATIONAL", "FUNDING OPPORTUNITIES", and "MARKET OPPORTUNITIES". Below this, there are sections for "Business Plan Support" (with links to "eHealth Start-up Guide for business success" and "Lean start-up in eHealth"), "eHealth Innovation map for SMEs" (describing a diagram of eHealth SMEs in the Dutch health care system), and "Internationalization" (discussing commercial opportunities and lessons learned). A "Subscribe to our mailing list" form is also visible, along with a "Follow this project on F6S" button.

Results

Total number of repository visitors: 860

Total number items downloads and views: 8.290



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4. Dissemination results

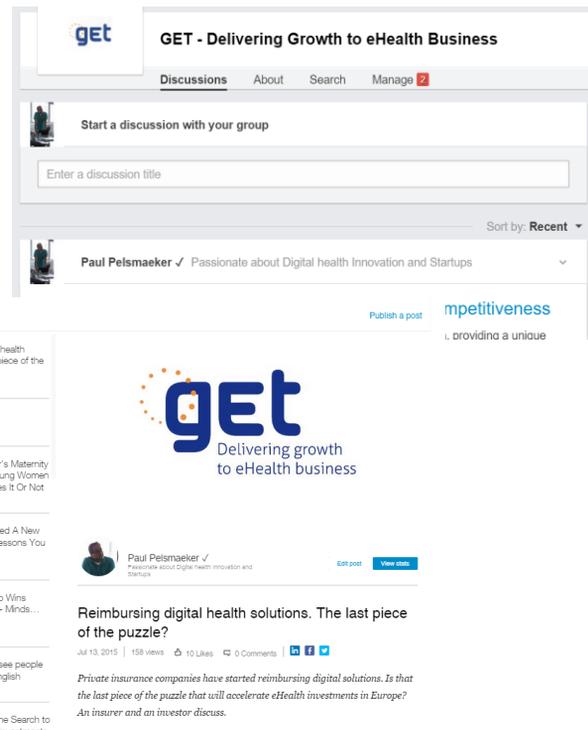
4.3 LinkedIn

A specific LinkedIn group was started at the beginning of the project and although this was abandoned halfway in favor of Twitter and F6S, LinkedIn was still used to promote news and reports, primarily through personal or company accounts.

The main feature of LinkedIn that was used, was the 'publish' feature. With this feature we published several items to share event announcements and reports.

We used Slideshare as one method of sharing slidedecks and videos. Because SlideShare is part of LinkedIn, we indirectly used LinkedIn successfully.

Once a slideck was published, SlideShare uses different social media to promote the slidedecks, provided that relevant tags are added. In total SlideShare generated over 1500 views of the GET publications.



Results

Total number of group members: 25

Total number Slideshare views: 1.885



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4. Dissemination results

4.4 Twitter

All news and announcements were pushed to the GET Twitter account. Also during events the Twitter account was used to raise awareness and share results.

Throughout the lifetime of the project Twitter was used for promotion and announcements.

We actively looked for partners to work with via Twitter to maximize the impact of the tweets.

Besides the accounts that are managed by the consortium partners, others were asked to retweet and share. Among them were startup communities, EC accounts and local communities and chapters.



Results

Total number of followers: 512

Total number of tweets: 314

Total number of mentions and retweets: 912



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4. Dissemination results

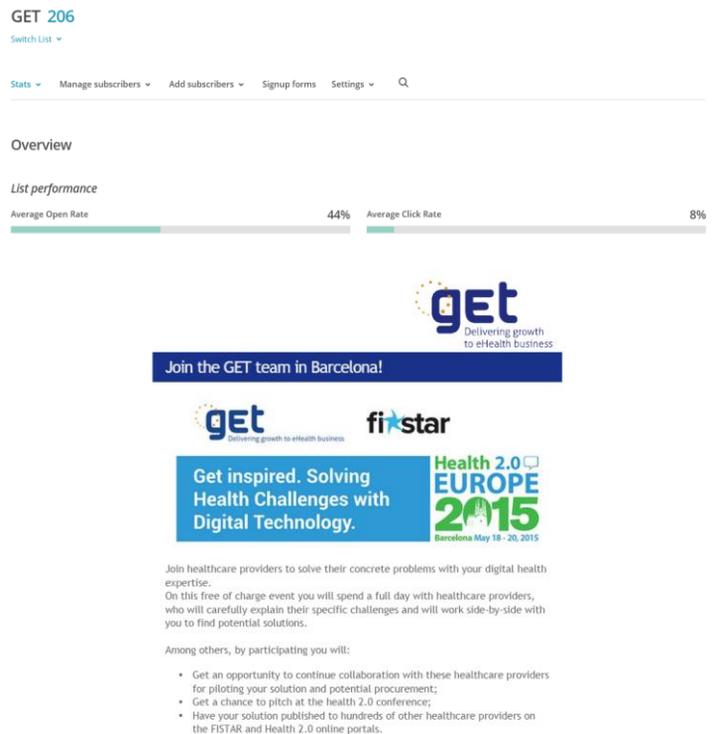
4.5 e-Newsletter

The online tool MailChimp was used to publish e-Newsletters.

To share news and announcements regular newsletters we published.

In total 207 subscribed to the e-Newsletters and with an open rate of 44% that is above normal for similar accounts. Also the clickrate of 8% is a little above normal for similar accounts.

The reason for the higher open rate and clickrate, seems to be in the type of content used; actionable and specific to the target audience. No commercial or promotional third party content was used.



Results

Total number of subscribers: 220

Average open rate: 44%



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4. Dissemination results

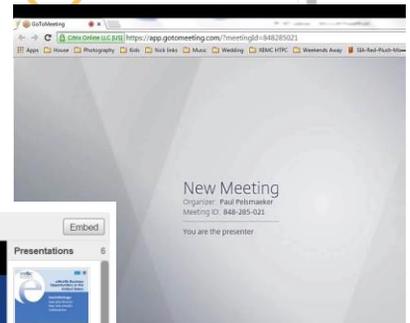
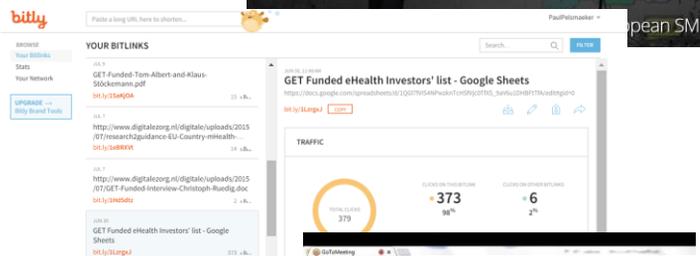
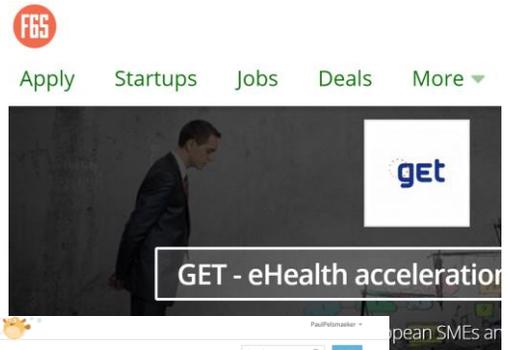
4.6 Other tools

Throughout the project, other online tools were used to maximize the dissemination efforts and results.

F6s - as part of the set of promotion tools, F6S was used mainly because they have a active startup community. Using the followers of the FICHe project, we managed to reach over 2300 relevant followers.

Bit.ly - mainly for monitoring issues we used Bit.ly to generate and monitor download links. All repository items have a Bit.ly link

GoToMeeting - for the webinars and virtual meetings, we used GoToMeeting.



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5. Closing event

The GET project joined the AAL Forum in Ghent on 22-25 September. The AAL Forum is the annual platform for the increasing European AAL community to meet and discuss several topics, relevant for improving the AAL JP as well as the adoption of AAL solutions in the market. It is an initiative of the AAL Joint Programme.

The GET Partners joined/offered 3 sessions throughout the forum. Expertise and knowledge gained during the project was exhibited in three forum sessions:

- Taking innovation in AAL across the EU market
- How to catch the investor's attention
- Reach the market: new models for business development and distribution networks

In total ~200 participants joined the three sessions.

Two of the GET Partners were invited to join a 'private' session to meet with investors, accelerators and European Commission representatives to discuss the proceedings of EC initiated virtual accelerator network for the silver economy.

In total the GET project leveraged the event to showcase key learnings from the project to an European platform.



AAL FORUM 2015
22-25 SEPT GHENT, BELGIUM

has received funding from the European Union's 7th Framework Programme for technological development and demonstration under grant agreement no 611709

What can we do?
AAL Forum 2015
22-25 Sept, Ghent

services

- GET on track business modelling support
- GET funded fund raising from investors
- GET global international market access
- GET inspired identification of business opportunities

knowledge resources

- + eHealth startup guide for business success
- + 250+ list of eHealth investors
- + Practical guide for getting funded
- + International Health system briefings
- + List of business opportunities in eHealth

Please visit www.get-ehealth.eu

Project coordinator **tictiomed** Jorge Gonzalez, Managing director
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5. Closing event (2)

The GET project also joined the ICT2015 conference in Lisbon. During the presentation of the new relevant call topics, the project was asked to show the results of the project and 'promote' the repository among the participants.

As the topic of the session included an action that could be seen as the follow-up of the GET project, the presentation could ensure the use of the results after the lifetime of the GET project.

 **TICBioMed** @ticbiomed · Oct 21
About to present the @Get_eHealth project at the #ICT2015 in Lisbon



services

- GET on track business modelling support
- GET funded fund raising from investors
- GET global international market access
- GET inspired identification of business opportunities

knowledge resources

- + eHealth startup guide for business success
- + 250+ list of eHealth investors
- + Practical guide for getting funded
- + International Health system briefings
- + List of business opportunities in eHealth

Please visit: www.get-ehealth.eu

Project coordinator:  **Jorge Gonzalez**, Managing director
jorge.gonzalez@ticbiomed.net



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6. Lessons learnt

Throughout the project, we have learned some valuable lessons regarding dissemination of CSA projects in eHealth.

Partner with influential stakeholders or associations

To multiply the dissemination efforts, projects have to use relevant third party channels and publications to maximize results. These can be newsletters, social media or mentions in presentations.

This adds independent credibility and can add groups of interested SMEs that are out of reach by the consortium, due to geographical reach, language barrier or by using channels that are not open to the public.

Create a buzz

Create an online buzz around milestones, new repository items and activities. Try to 'connect' to social media channels that are relevant to the target audience. Don't just 'tag' social media accounts with a large number of followers as the multiplier will be low.

Also try different social media channels to assess the effect. LinkedIn did not prove to be successful. The reason to use LinkedIn was to create a buzz and start a discussion around the topics the project wanted to address. But few people found the group and joined. No discussion was started.

In comparison to Slideshare which proved to be successful, and was not used in the beginning of the project. In the first months of the project the slideshows that were in the repository of the website, were not much accessed. The project decided to publish the slideshows on other platforms too, but keep the reference of the GET project. SlideShare proved to be the right platform. Once a slideshow was published, SlideShare uses different social media to promote the slideshows, provided that relevant tags are added. In total SlideShare generated over 1500 views of the GET publications.



6. Lessons learnt (2)

Partner with relevant events

Join the relevant events to create a maximum multiplier on the dissemination by using the channels of the events.

To maximize the exposure of the GET project to the target audience, it was difficult to organize specific events with general content. The smaller events (or activities) were successful in attracting the participants, but after short review and going through the options, also in relation to the available budget, it seemed more effectively to join relevant (bigger) events to create exposure to the GET project. Events that the project joined were eHealthWeek, Health 2.0 Europe, AAL Forum and ICT 2015.

By joining these partner events, the project was able to use the exposure and marketing channels from that event and benefitted from the buzz that was created by the organizers.

