



TeleRehab

D8.2 Dissemination and communication activities plan

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Abstract

The scope of this document is to define the overall dissemination and communication strategy of the TeleRehaB project materializing the **task 8.2 Dissemination & Communication activities**.

This plan will be a live document and adapted considering the evolution and maturity of the project in alignment with the ecosystem enlargement and business cluster plans. As this is a continuous deliverable which includes a revision every 12 months, this first version will be focused on the first-year programme.

This document is structured in the main following sections:

- Section 1 provides a short introduction about the TeleRehaB context, including an internal and external analysis of the project environment. This analysis identifies the main organisations and influencers, presenting an initial overview of the TeleRehaB network.
- According to this analysis and TeleRehaB goals, Section 2 establishes the main objectives and actions to be covered along the project life.
- Section 3 includes an overview of the target audiences to be reached considering the variety of project domains. According to this, the main messages to transmit are described.
- Section 4 describes the structure of the D&C activity task force and the basis of the workflow for daily activity and processes.
- Section 5 describes in detail the TeleRehaB visual identity and the materials available for the consortium to follow the brand guidelines established.
- Section 6 reflects the set of actions and communication channels that will be used to implement the plan in a successful way to accomplish the proposed goals.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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About this deliverable

The objective of this document is to provide a dissemination and communication plan to ensure clear and effective communication among stakeholders, including project team members, healthcare professionals, investors, innovative organisations, administration, and the public.

By developing a comprehensive and proactive communication plan, the project team will be able to increase the visibility and credibility of TeleRehaB, building a strong brand reputation, and ultimately achieving the goals of developing an AI-based Decision Support System to support effective and affordable treatment for patients at risk of fall for both in clinic and remote home-based care.

1 Context

In an ageing population where falls have become a prevalent epidemic, resulting in a significant number of emergency department attendances and substantial economic costs, the TeleRehaB project aims to tackle this pressing issue. To address the multifaceted challenges associated with falls and comorbidities in older adults, the project focuses on developing an Artificial Intelligence (AI)-based Decision Support System (DSS).

To achieve this ambitious goal, the collaboration between existing communities from the health and care sectors will become crucial. Considering this, TeleRehaB will build an ecosystem to establish dialogue with these communities with the purpose of addressing their wide range of needs to enhance the project for supporting effective and affordable treatment for patients at risk of fall for both in clinic and remote home-based care. The D&C strategy will boost the interconnection and knowledge sharing among them.

1.1 Environmental analysis

An analysis of the main initiatives and organisations around the project topics has been made to connect with them for creating awareness about the project progress and engage their representatives in the TeleRehaB cocreation actions. This would be a starting point for creating the TeleRehaB community, that will be grown thanks to the dissemination and communication actions proposed along this document.



EIT Health. EIT Health is a consortium of over 140 partners from leading businesses, research centres and universities from across 15 EU countries. EIT Health was designated as an EIT Innovation Community by the EIT Governing Board on 09 December 2014.

The goal of EIT Health is to contribute to increasing the competitiveness of European industry, improve the quality of life of Europe's citizens and the sustainability of healthcare systems.

EHTEL (the European Health Telematics Association), is a unique pan-European multidisciplinary stakeholder platform, bringing together organisations and individuals engaged in all aspects of eHealth.



EHTEL's distinctive structure enables the exchange of ideas, opportunities and knowledge with a community of 5,000 digital health and care experts and innovators. It does that through webinars and projects, leading to innovation in the delivery of eHealth solutions and the transformation of health and social care.



European Society of Physical and Rehabilitation Medicine (ESPRM). ESPRM is an organisation dedicated to promoting physical and rehabilitation medicine in Europe. They provide education, research support, and networking opportunities for healthcare professionals involved in rehabilitation. Their website offers resources, publications, and event information.



European Association of Service Providers for Persons with Disabilities (EASPD). EASPD is an association that represents service providers for persons with disabilities across Europe. They work to promote inclusive and high-quality services, including healthcare and social initiatives. Their website provides access to publications, projects, and events.



AAL – Active and assisted living programme. It was set up on the initiative of several Member States to encourage the creation of better conditions of life for the older adults and strengthen the international industrial opportunities in the area of information and communication technology (ICT). This programme includes cross-national projects that involve SMEs, research bodies and end-user organisations.

Age Platform Europe. It is a European network of around 165 non-profit organisations of and for people aged over 50. The purpose of its network is to voice and promote the interests of the 190 million citizens aged over 50 in the European Union and to raise awareness on the issues that concern them most. Its work focuses on a wide range of policy areas that impact on older and retired people.



Euro carers - European Association Working for Carers. Is an organisation formed by carers and research and development organisations. Its main objectives remark the relevance of: 1) raising awareness about the contribution made by carers to health and social care system, 2) ensuring that EU and national policies take account of carers.

AIOTI – Alliance for Internet of Things Innovation. Its aim is to lead, promote, bridge and collaborate in IoT and Edge Computing and other converging technologies research and innovation, standardisation and ecosystem building, providing IoT and Edge Computing deployment for European businesses creating benefits for European society. They cooperate with other global regions to ensure removal of barriers to development of the IoT and Edge Computing market while preserving European values, including privacy and consumer protection.





European Telecommunications Standards Institutes - ETSI Connecting Things. It is developing standards for data security, data management, data transport and data processing related to potentially connecting billions of these smart objects into a communications network. ETSI includes more than 800-member non-profit organisations worldwide from 67 countries.

Committee of Regions (CoR). It is the EU's assembly of regional and local representatives and represents the voice of the regions and cities in the European Union. Its mission is to involve regional and local authorities in the European decision-making process and thus to encourage greater participation from our fellow citizens.



European Committee of the Regions



The **Reference Site Collaborative Network** promotes and facilitates the implementation and Scaling-Up of Innovation and Digital Solutions to address the life-course approach to active and healthy ageing.

Representing all accredited Active and Healthy Ageing Reference Site regions the RSCN facilitates multidisciplinary experts from public authorities, health, social care, education, business, research, to engage with policy makers, patient and citizen groups, and communities. The sharing of their diverse backgrounds and experience aims to identify and address mutual health and care challenges that will lead to sustainable improvements in health and care outcomes for citizens throughout their life-course.



Eurocities. It is the network of major European cities, and the members are the elected local and municipal governments of major European cities. Its aim is to reinforce the important role that local governments should play in a multilevel governance structure. It aims to shape the opinions of stakeholders in Brussels and ultimately influence the focus of EU legislation in a way which allows city governments to tackle strategic challenges at local level.

2 Objectives

The major focus of the TeleRehaB Dissemination & Communication (D&C) plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of TeleRehaB outcomes, encouraging participation in a systematic and regular basis.

D&C activities are vital in an innovative project focused on promoting AI-based tele rehabilitation tools for its integration into daily clinical practice. These activities are crucial for creating awareness and understanding among healthcare professionals and stakeholders about the benefits and potential of these tools. By effectively communicating the value and impact of the TeleRehaB, dissemination efforts can drive adoption and encourage healthcare providers to embrace these innovative solutions.

In summary, performing D&C actions is essential to share knowledge, raise awareness, foster collaboration, and drive adoption.

The D&C plan is based on five components that aim to answer the WHY there is a need to disseminate (expressed above), WHO (target audiences), WHAT target audiences will receive (key messages), HOW (communication channels) and WHEN (implementation and time planner).

2.1 Global objectives at D&C level

- Creating awareness about the project objectives, vision, benefits, and its potential impact on the healthcare, industry and social domains.
- Building a positive image for the project and its partners by transmitting a coordinated and homogeneous message about TeleRehaB DSS applying the visual identity generated.
- Building the TeleRehaB DSS community of local and regional ecosystems to stimulate and support cooperation and knowledge exchange within such community.
- Stimulating synergies and cross-fertilisation with the numerous running initiatives and projects aimed at fostering adoption and scaling up of integrated digitally enabled solutions for rehabilitation.
- Laying the groundwork for a strong TeleRehaB DSS market positioning and exploitation strategy towards enlarging the community itself with new regions and organisations.
- Engaging all stakeholders in the project development process and gathering their feedback to involve them in the TeleRehaB ecosystem.
- Sharing the knowledge and “know-how” with other European funded projects and EC entities in order to maximise the impact of the achievements, learnings, etc.

2.2 Timeline of key actions

Below is a guide to the work plan to be followed during the three-year project, considering the maturity of the experiment across the project life and the levels of engagement that will be exposed in the next section of this document. Actual timelines will vary depending on the progress of the project, in this respect the communication team will be prepared to adjust the plan accordingly.

2.2.1 Year 1

- Establish the communication team and designate communication roles.
- Create a communication plan, including key messages, target audiences, and preferred channels.
- Issue a press release to announce the project launch and expected impact.
- Launch a project website that features regular updates, news, and events related to the project.
- Develop communication materials such as project overview presentation, marketing brochures and comprehensive videos.
- Utilise social media platforms (Twitter, LinkedIn and YouTube) to share project updates and engage with relevant stakeholders.
- Identify and secure important conferences and events.
- Identify relevant publication journals around the project domain and establish the publication strategy across the consortium.
- Create awareness among regulatory bodies, public bodies, and research associations.
- Conduct a mid-year review of the communication plan, evaluate progress, and refine the plan if needed.

2.2.2 Year 2

- Create educational materials such as infographics and videos to explain the project's scientific/technical concepts and applications.
- Host webinars and workshops to discuss the project's progress and outcomes with stakeholders and experts in the healthcare, social, industry and scientific domains.
- Engage with policymakers and regulators to inform them about the project's potential societal and economic benefits.
- Publish scientific papers in top scientific journals and guarantee the project's presence at relevant conferences and events.
- Conduct training sessions for local communities and innovation organisations.

2.2.3 Year 3

- Develop case studies and white papers that showcase the project's impact for healthcare professionals, environment and society.
- Engage with industry partners to promote the uptake of the project's technologies and products.
- Organise a final showcase event to highlight the project's achievements and demonstrate the final products to stakeholders and the media.
- Publish a final report that summarises the project's impact and provides recommendations for future research and innovation efforts.

3 Target audiences, key messages, and tools

The natural audience of TeleRehaB stakeholders embraces a number of actors, including: international, national, regional and local policy makers, public health authorities, healthcare providers, insurers, health care professionals, patients and carers and their associations, research and academia, IT suppliers, standardisation bodies and the general public.

The success of the Dissemination & Communication plan in this heterogeneous ecosystem is based on the proper identification of the target audiences, the best channels to reach them and the right time to do it. Below a first table indicating this approach is showed, it will be updated in D8.4 also considering the progress on the WP6 analysis.

Table 2. Phases, targets, key messages and channels

Phase (WHEN)	Targeted stakeholders (WHO)	Messages to transmit / expected involvement (WHAT)	Channels and actions (HOW)
Year 1 Promoting the project's vision and assets	End-users (clinicians, physiotherapists, and patients) Engineering & remote health companies Public health organisations Municipalities and public bodies Scientific and R&I community European Commission Other EC projects	<ul style="list-style-type: none"> Project vision, goals and expected impact Progress updates, achievements, and future roadmap Potential for local implementation, benefits for society, public health and healthcare system 	<ul style="list-style-type: none"> Project brand and graphic identity Public website Social media strategy to redirect traffic to the site Newsletter Promotional informative material Public webinar Start the creation of the TeleRehaB database

<p>Year 2</p> <p>Building the TeleRehaB DSS community of local and regional ecosystems</p> <p>Supporting cooperation and knowledge exchange</p>	<p>Engineering & remote health companies</p> <p>Public health organisations</p> <p>Municipalities and public bodies</p> <p>Scientific and R&I community</p> <p>*The remaining target audiences will continue receiving comprehensive project updates through the established digital channels</p> <p>End-users (clinicians, physiotherapists, and patients)</p>	<ul style="list-style-type: none"> • New guidelines for telerehabilitation for balance for older adults who have balance impairments/ fall with comorbid conditions • TeleRehaB Ecosystem, its services and products • Functional and technical requirements • Knowledge exchange and technical cooperation around the TeleRehaB DSS concept • Project information regarding results and outputs • Evidence and good practices • Research findings, breakthrough innovation, collaboration opportunities 	<ul style="list-style-type: none"> • Public website • Global & local press • Social media strategy • Participation in relevant conferences and events • Joint dissemination activities with other funded initiatives • Marketing materials in local languages to support pilot development • Co-creation workshops for involving stakeholders in the needs' assessment and intervention design • Public webinars • Scientific dissemination via preferred journals • Organisation of a mid-term TeleRehaB DSS workshop at a relevant event
<p>Year 3</p> <p>Laying the groundwork for scaling up and exploitation strategy</p>	<p>End-users (clinicians, physiotherapists, and patients)</p> <p>Engineering & remote health companies</p> <p>Public health organisations</p> <p>Municipalities and public bodies</p> <p>Scientific and R&I community</p> <p>European Commission</p> <p>Other EC projects</p>	<ul style="list-style-type: none"> • Cost-effectiveness study of the intervention • Opportunities for commercialisation of the TeleRehaB DSS platform and components • Main technological findings and best practices for its implementation in the clinical day practice • Benefits for society, and potential impact on public health 	<ul style="list-style-type: none"> • Public website • Global & local press • Social media strategy • Participation in relevant conferences and events • Joint dissemination activities with other funded initiatives • Newsletter • Public webinars • Scientific dissemination via preferred journals • TeleRehaB DSS final conference to showcase project outcomes and impact towards scalability

In this regard, the engagement with stakeholders will not only promote the TeleRehaB achievements but will also encourage their active participation in the ecosystem, depending on their profile. To start building the TeleRehaB ecosystem the consortium members will be asked to identify key actors in their communities to transmit the value of the project.

4 Methodology and workflow

The **D&C leader** function is to implement the overall dissemination strategy (defined and updated yearly by ACT) considering the project life and maturity of the solutions developed. All significant decisions regarding TeleRehaB dissemination must be approved by the D&C manager appointed by ACT.

The **D&C working group** will be a task force that will serve to maintain a proper coordination among all partners to enrich and support the communication and dissemination actions across the TeleRehaB channels. Considering the nature of the consortium, this group will consist of one representative from each partner of the project, also having a backup responsible to guarantee the assistance to the group meetings.

The task force will maintain monthly meetings under the WP8 activity. During these meetings a two-fold approach will be followed:

- **Top-down approach:** D&C leader to inform about the main ongoing activities in terms of communication at global level and the guidelines to be followed by all partners taking part of the D&C working group. Additionally, the reporting methodology of the D&C activities will be provided.
- **Bottom-up approach:** partners must update about general situation of their activity, and about any communication activity to be developed at partner level, such as publications, event attendance, appearance in local media, etc. This will serve the D&C leader to disseminate the activities through the global digital channels.

In order to ensure thorough reporting on the project's communication activities, it is essential to maintain a well-organized file that diligently tracks and documents all the efforts undertaken. This file, in Excel format, will be shared among all members of the working group by the D&C task leader. Its purpose is to serve as a comprehensive record of the project's communication goals and achievements.

To maintain an up-to-date overview, the D&C actions will be compiled every three months. This periodicity allows for a comprehensive assessment of our communication efforts. The information collected through this process will be reported in D8.4, Project Management Reports, as well as on the EC portal.

5 Visual Identity

In order to establish the TeleRehaB visual identity, the first action was the creation of the TeleRehaB logo and, in consonance, the rest of the brand materials. Graphically, the logo represents a scene in a simple and schematic way, showing a person helping another, that is, it represents the support and rehabilitation that can be offered by the technologies developed by the project.



Figure 1 – Main TeleRehaB logo



Figure 2 – TeleRehaB logo monochromatic version

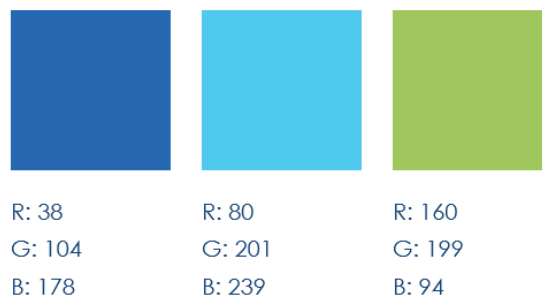


Figure 3 – Colour swatches

For the most used documents (Power Point presentations and Word deliverables) templates have been designed and distributed within the consortium.



Figure 4 – TeleRehaB templates

6 Dissemination and communication actions and channels

6.1 Project web page

The following structure has been implemented to offer the audiences key information about the project during the initial phase of the experiment. Naturally, the content will be updated according to the progress of the project to showcase the achievements and results obtained.

The official website was launched early April 2023 and is accessible through the following link: <https://TeleRehaB-project.eu/>

A more detailed description of the project website can be found on D8.1.

Home – Landing page

In this section the users can visualise brief information regarding the project, and they are invited to continue reading through a *Call-to-Action* button jumping to the section *About* where the objectives and the expected impact of the project are explained.

About

Objectives. The TeleRehaB statement is included in this area merging the project purpose, values, and ambition for developing an AI-based Decision Support System and the main goals of the project.

Impact. The expected impact on the healthcare and industry fields are displayed in this area.

Governance. The HORIZON 2020 projects funded by the European Commission follows a singular structure and methodology, this section is showing the Work Packages and tasks distribution and the interaction between them to run the project properly.

Approach

This section reflects how the project is going to achieve their goals by TeleRehaB developing a technological platform that supports remotely monitored, home performed balance rehabilitation in order to provide an optimised and semiautomated balance rehabilitation program.

Consortium

Thanks to this section the audiences will be able to see the variety of the partners that compose the consortium and how powerful it is for potential collaborations.

In a grid format all partners appear showing the complete partner's name, affiliation logo, a brief description of each organisation and the link to the official webpages of the partners.

Communication Room

By navigating through this section, the users will be informed about the latest news and outcomes produced by the project consortium.

News. In this section highlights about the project meetings, events attendance, and collaborations with other projects/initiatives will be displayed.

Public deliverables. Those deliverables categorised as Public will be available in this section to be downloaded.

Downloads. The marketing materials, both digital and audio-visual, produced by the consortium will be published here.

Once the project members start to produce scientific and informative **Publications** a new section will be enabled in this tab

Contact

This section has been enabled for the audiences to have an easy communication channel with the project managers. They will have the opportunity to be in contact with the project managers, either by sending a direct mail or by filling in the form with a concrete request. The coordination team will attend to these requests in order to canalise them through the consortium to evaluate possible collaboration opportunities.

6.1.1 Website impact indicators (KPIs)

It is crucial to monitor the user's behaviour to assess the interest that the webpage is generating, especially when campaigns or special actions are being developed within the project.

This means to evaluate the number of visitors and its behaviour during their navigation experience. This will be made with the Google Analytics tool which is already activated for the TeleRehaB URL.

The following KPIs in terms of visitors are stated in the DoA, and its performance will be evaluated in the D&C deliverables reports.

Number of unique visits to the website: 2000 per year

6.2 Social media accounts

The use of social media channels (Twitter, LinkedIn, and YouTube) is very relevant for the TeleRehaB project. Social media channels help to reach wider audiences with no geographical limitations and at a very low cost. They also allow and further promote engagement from the community through their interactive nature (e.g., twitter: comments on posts/retweets/likes; LinkedIn likes/reposts/groups discussions.)

A social media engagement plan will be carried out in coordination with the partners and considering the maturity phase of the solutions proposed. Specific campaigns will be designed by the D&C team to be distributed across the consortium with the aim of multiplying its effect taking advantage of the consortium networks.

6.2.1 Twitter

Twitter is a public communication channel with a continuous flow of information in real time where global and local audiences can be reached, generating impact and immediate reactions.

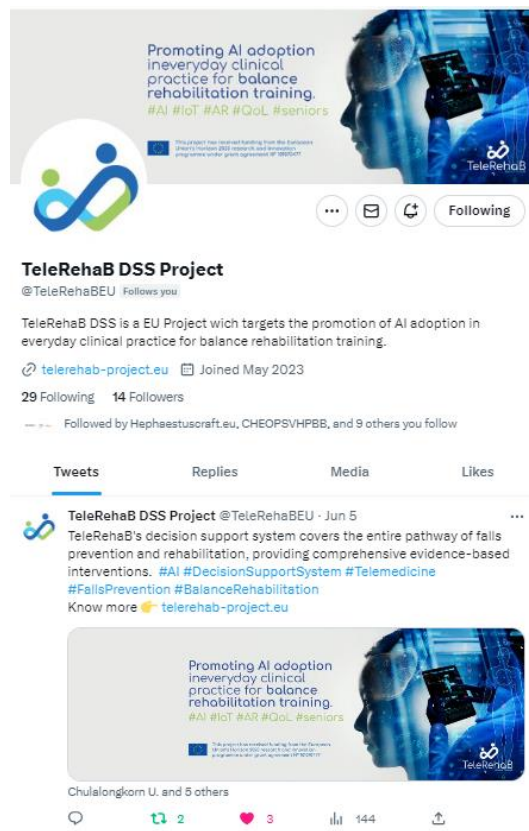


Figure 5 – Twitter TeleRehaB account

TeleRehaB account has been recently launched and it will be updated at least three times per week in order to maintain a continuous communication with our audiences. The posts will be created considering the “the perfect Tweet rule”:

- @ Mention people whatever you can
- Including #TeleRehaBproject hashtag (plus selected #s for each of the social media campaigns)
- Include an image or link to enrich the post

ACT will be the member in charge to oversee the management of the general feed of the channel, posting information about the project regular activity. As a first step a battery of tweets introducing the project have been produced to launch the project account. Additionally, connection with the main organisations and entities included in the TeleRehaB network, and outside the consortium, will be done to interact and participate on the debates generated around key topics of the project.

Moreover, specific campaigns will be produced in relation with the project needs. During the WP8 teleconferences all participants will define the key campaigns to be launched according to the achievements and milestones produced by the project. Moreover, the communication team will be asked to update about the individual actions planned in terms communication, such as conference attendance and/or local networking sessions. With this information a calendar will be developed to contact to coordinate the publication of posts according to the Hashtags will be used to highlight key words and attract relevant audiences. The main hashtags defined are the following:

- #TeleRehaBProject, that will be included in all social media messages.
- #RehabilitationTechnology
- #VirtualRehabilitation
- #Telemedicine
- #DigitalHealth
- #RemoteRehab
- #PatientCare
- #InnovationInRehabilitation
- #HealthTech
- #RehabilitationResearch
- #TelehealthSolutions
- #EHealth
- #AccessibleRehab
- #RemoteTherapy
- #HealthcareTechnology

- #DigitalTherapeutics
- #VirtualHealthcare
- #Teletherapy
- #RehabilitationServices
- #PatientEmpowerment
- #Innovation

By using these hashtags, social media campaigns will be monitored through “hashttracking.com” to analyse the impact of social media activities and to further adapt future campaigns.

6.2.2 LinkedIn

LinkedIn is a key communication channel among professionals working in the fields of healthcare and industry. Due to this, it will be used as one of the tools to distribute messages within the TeleRehaB project target audiences. A LinkedIn account is already created to connect with external stakeholders and to provide a space for online discussion and visualisation of important materials produced by the consortium.

The posts on this channel will include the project activity, articles generated by the partners and the proactive interaction with actors that can be relevant for the TeleRehaB community enlargement. Twitter and LinkedIn will be used simultaneously to cover the whole spectrum of key targets and the initial campaigns will be also launched through this channel.

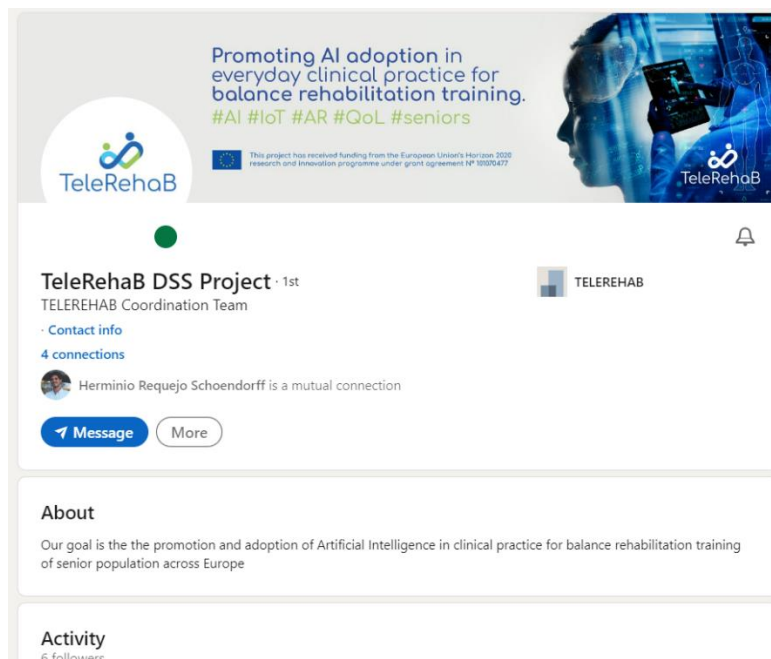


Figure 6 – LinkedIn TeleRehaB account

6.2.3 YouTube

A TeleRehaB YouTube channel have be set up as a repository to upload those videos produced by the project consortium. It will form an important part of the TeleRehaB communication and dissemination strategy as videos are an extremely effective tool in getting people's attention and transmitting key project messages. Youtube will also be used to hold online seminars and workshops that are to be organised by the consortium.

The audio-visual materials produced will be directly linked with the TeleRehaB website and posted on other social media channels (Twitter/LinkedIn) to maximise their visibility. AOA will oversee managing the project YouTube channel and selecting the videos that should appear there.

6.2.4 Social media impact indicators (KPIs)

The activity will be regularly monitored to analyse the progress of the social media activity and apply corrective actions if needed.

Number of Twitter and LinkedIn followers: 3000 (for the whole project duration)

6.3 Media

One of the relevant dissemination channels that TeleRehaB will use is the public press, TV, and radio programs. This will include presenting the TeleRehaB achievements to wide audiences, as well as conducting interviews to disseminate the project's outcomes for increasing project's impact.

The identification of project milestones will be crucial for coordinating the launch of press releases. To achieve this, the D&C leader will oversee the control of times and produce the press release content in English, which will be shared among all partners for translation and adaptation to the local context. At least one press release will be published annually.

6.3.1 Media KPIs

The following KPIs regarding news in media sources are stated in the DoA:

Number of press releases: 1 per year

Number of national newspaper and magazine with TeleRehaB DSS articles published: 24 minimum (for the whole project duration)

6.4 Publications

During the life of the project the learning generated by the consortium will be materialised in scientific & dissemination publications. These activities aim at transferring knowledge within the scientific, healthcare and industry communities, creating opinions, consolidating professionals, and promoting the evidence generated by the TeleRehaB consortium.

The two main channels of scientific dissemination will be traditional conferences and congresses as well as publication of articles in peer-reviewed scientific journals. In order to reach the scientific community, the TeleRehaB DSS project will attend, and submit abstracts, to scientific conferences and events which conduct peer reviews of contributions.

University partners in the consortium (ICCS, UOI, UCL, NKUA, UKLFR, RYPD and KCMH), in conjunction with ACT and HIN, will be in charge of scientific dissemination. This team will inform the dissemination leader to properly give visibility to the publications across TeleRehaB DSS channels and to update the EC portal accordingly.

Examples of relevant innovation-related events, professional societies and organisations organising annual events as well as journals targeting innovation in health and social care are listed below:

- 1) Journal of Telemedicine and Telecare
<https://journals.sagepub.com/home/tmj>
- 2) Telemedicine and e-Health
<https://home.liebertpub.com/publications/telemedicine-and-e-health/51>
- 3) Journal of Rehabilitation Medicine
<https://www.medicaljournals.se/jrm>
- 4) Disability and Rehabilitation
<https://www.tandfonline.com/toc/idre20/current>
- 5) Journal of Medical Internet Research (JMIR)
<https://www.jmir.org/>
- 6) Journal of Telecommunications and Information Technology
<http://jtait.eurasipjournals.springeropen.com/>
- 7) Journal of Rehabilitation Research and Development (JRRD)
<https://www.rehab.research.va.gov/jour/jourindx.html>
- 8) BMC Medical Informatics and Decision Making
<https://bmcmmedinformdecismak.biomedcentral.com/>
- 9) Health and Technology
<https://www.springer.com/journal/12553>
- 10) The European Journal of Neurology
<https://onlinelibrary.wiley.com/journal/14681331>

11) Journal of Medical Internet Research, Medical Informatics

<https://jmirpublications.com/>

12) International Conf. on Alzheimer's and Parkinson's Diseases and Related Neurological Disorders (AD/PD)

13) International Conf. of the IEEE Engineering in Medicine and Biology Society (EMBC)

14) International Conf. on Biomedical and Health Informatics (BHI)

15) International Conf. on Advances in Human Machine Interaction (HMI)

6.4.1 Publications KPIs

Number of publications for the general public: 8 minimum

Number of peer-reviewed scientific publications: 8 minimum

6.5 Conferences

The D&C leader together with the D&C working group will analyse (each year) the main conferences that will be held concerning project domains to select those that can represent key opportunities for the consortium to participate and present the TeleRehaB project and its main results.

This planning will allow to prepare the assistance to the conferences in advance; focused on preparing the sessions contents and ad-hoc marketing materials such as brochures, posters, booth materials (if applicable).

Moreover, as described in the Social Media section, Twitter and LinkedIn channels will be used to highlight the participation of TeleRehaB partners in conferences and interact with other projects and initiatives.

The following domains have been considered to make the initial analysis:

- Printed Telemedicine and Telehealth
- Rehabilitation Technology
- Digital Health and Wellness
- Assistive Technology
- Virtual Rehabilitation
- Teletherapy and Telepsychology
- Remote Monitoring and Remote Patient Care
- Health Informatics and E-Health
- Human-Computer Interaction in Healthcare
- Artificial Intelligence and Machine Learning in Rehabilitation
- Wearable Devices and Sensors for Rehabilitation
- Mobile Health (mHealth) and Mobile Applications in Rehabilitation
- Telecommunication and Networking in Healthcare
- Data Analytics and Decision Support Systems in Rehabilitation
- Accessibility and Inclusive Design in Healthcare Technology

The list below includes a potential list of events to attend by the consortium, this first approach will be analysed within the D&C working group meetings:

1. Med-e-Tel

Website: <https://www.medetel.eu/>

2. International Conference on Telemedicine and Telehealth (ICTLH)

Website: <https://www.waset.org/telemedicine-and-telehealth-conference-in-november-2023-in-london>

3. European Telemedicine Conference

Website: <https://www.etpma.org/conference/>

4. European Congress of Physical and Rehabilitation Medicine (ESPRM)

Website: <https://www.esprm.eu/congresses/>

5. International Conference on Rehabilitation Robotics (ICORR)

Website: <https://icorr2023.org/>

6. European Congress of Telemedicine and Telehealth

Website: <https://www.telemedicinecongress.eu/>

7. MedTech Europe - The MedTech Forum

Website: <https://themedtechforum.eu/>

8. European Telemedicine Conference

Website: <https://www.mhealthsummit.eu/>

9. European Conference on Digital Health

Website: <https://www.echalliance.com/digitalhealthconference/>

10. World Congress on Telehealth and Telecare

Website: <https://www.telehealth.global/>

11. International Conference on Virtual Rehabilitation

Website: <https://virtual-rehab.org/>

12. European Conference on Rehabilitation in Robotics

Website: <https://rehabilitationrobotics.net/>

6.6 Marketing materials

Having a professional set of printed and audio-visual materials is crucial for the project members to transmit the potential of TeleRehaB among the target audiences in the variety of meetings and events that the consortium will attend.

These materials will be adapted depending on the phase of the project as following:

- Y1: to show the project challenges, main activities and expected outcomes.
- Y2: to display the achievements of the project and preliminary results. Opportunities to collaborate with the TeleRehaB community.
- Y3: to expose the project outcomes and the business opportunities

6.6.1 Printed and Electronic promotional materials

The following materials: leaflet, poster and rollup will be prepared during the first year of the project according to the TeleRehaB brand identity generated. The content on this initial phase will be focused on the approach of the project, the explanation of the use cases and the expected impact in terms of innovation. Every year these materials will be revised to apply the available updates accordingly.

Additionally, in order to cover the necessities of the pilots, several materials will be produced according to the local languages and specific use cases as indicated in the key performance indicators' section.

6.6.2 Digital communications

To maintain the TeleRehaB community informed about the project achievements, an online newsletter will be generated at least twice a year. In order to maximise its impact among relevant stakeholders, this material will be distributed within the consortium to disseminate it among the networks of the consortium partners. Additionally, the TeleRehaB database built thanks to registration process included in the website will help to boost the impact of this communication.

The dissemination leader will coordinate content generation and design of these materials in order to guarantee the correct implementation of the TeleRehaB visual identity guidelines.

6.6.3 D&C materials KPIs

Promotional material: TeleRehaB DSS flyer, poster and rollup: 1 per type

Release of communication materials in local languages to support the LSG activities and dissemination effort: 1 brochure, 1 poster and 1 booklet per each country

Electronic newsletter: issues per year

6.7 Consortium events and clustering activities

Clustering and liaison activities are essential for any innovative project. Through clustering, liaison activities and engagement events, TeleRehaB will facilitate the creation of synergies, increase networking opportunities, and enhance dissemination and exploitation of project results. By connecting with stakeholders in different sectors and countries, the project will gain valuable insights, identify new market opportunities, and improve the overall impact of their research.

During this early stage of the project the focus will be to identify the key players, initiatives, clusters, and sister & brother projects to establish a relationship with them for defining common communication objectives and actions and obtain their support for maximising the impact of the TeleRehaB achievements and activities.

In mature phases of the project the following actions are considered and will be explained in more detail in the D8.4.

- **Mid-term workshop:** TeleRehaB will take advantage of the attendance of a large conference and the large audience it gathers to hold an exclusive workshop about the project. The intention is to convene key players to inform them about the progress of the project, the pilot status and the technical innovations, with the aim to set the basis for further collaborations in the future co-creation sessions organized with the actors taking place in the Telerehab DSS ecosystem.
- **Webinars:** TeleRehaB will conduct webinars and online training sessions to transfer the value of the solutions generated within the project. These sessions will be oriented to policy makers and investors in order to validate the services and business models designed and obtaining feedback from the market to refine the TeleRehaB exploitation proposal. This activity will be boosted thanks to the previous actions and promoted by the D&C team using the mature channels put in place along the project life and the TeleRehaB database.
- **Clustering activities:** liaison activities can bring together different stakeholders and experts from various fields to discuss common challenges and identify opportunities for collaboration. The D&C team will identify clusters of brother and sister projects and other initiatives to be involved to enhance the knowledge exchange, networking and joint dissemination actions such as workshops, online sessions and conferences.

6.7.1 Consortium events and clustering activities KPIs

Number of Webinars organised by the project: 1 for policy makers and 1 for payers and investors

Participants in workshops: Number of participants to Webinars 50 minimum

Number of attendees to the mid-term workshop: 100 minimum

7 Conclusions

In conclusion, an effective communication plan is crucial for the success of any innovative project. The dissemination and communication plan developed for TeleRehaB aims to establish clear and effective communication among stakeholders, ensuring that project goals and achievements are shared and understood by all.

By implementing this plan, the TeleRehaB team will be able to increase the visibility and credibility of the project, building a strong brand reputation, and ultimately achieving the goal of increasing the AI adoption in everyday clinical practice for balance rehabilitation training.

Through proactive communication with key targets TeleRehaB DSS will create synergies, identify new opportunities, and accelerate the development and adoption of new technologies and solutions. Additionally, regular reviews and refinements of the communication plan will ensure that it remains relevant and effective throughout the project's lifespan.