



A Personalised Integrated Care Platform
(Grant Agreement No. 689209)

D9.4 First Project Advertising Material

Date: 2016-07-29

Version 1.0

Published by the PICASO Consortium

Dissemination Level: Public



Co-funded by the European Union's Horizon 2020 Framework Programme for Research and Innovation
under Grant Agreement No 689209

Document control page

Document file: D9.4 First Project Advertising Material v1.0.doc
Document version: 1.0
Document owner: IN-JET

Work package: WP9 – Impact Creation, Dissemination, Exploitation and Business Planning
Task: T9.1 – Communication Plans
Deliverable type: DEC

Document status: approved by the document owner for internal review
 approved for submission to the EC

Document history:

| Version | Author(s) | Date | Summary of changes made |
|---------|--------------------------|------------|--|
| 0.1 | Helene Udsen (IN-JET) | 2016-07-13 | ToC and first content |
| 1.0 | Jesper Thestruo (IN-JET) | 2016-07-29 | Added flyer |
| | | | |
| | | | |
| | | | Final version submitted to the European Commission |

Internal review history:

| Reviewed by | Date | Summary of comments |
|--|------|---------------------|
| No reviewer is needed for this kind of deliverable | | |

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1 Executive Summary

This deliverable provides an overview of the first advertising material created or planned at the beginning of the project.

The advertising material includes:

- Project abstract
- Website
- Social Media
- Webinars
- Videos
- Press Releases
- Newsletters
- Leaflets and Brochures
- Posters

A related communication, *D9.9 Second Project Advertising Material*, will be issued at the end of the project.

2 Introduction

2.1 Purpose, context and scope of this deliverable

This deliverable provides an overview of the first advertising material created and planned at the beginning of the project, to be followed up at the end by a similar communication *D9.9 Second Project Advertising Material*, due in M36 (January 2019).

The Project abstract, website, social media, webinars, videos, press releases, newsletters, leaflets, brochures and posters are described.

3 Project Advertising Material

The projects strategy is to progressively increase dissemination efforts as project results are obtained, in order to first assure wide awareness of the PICASO project and progressively create favourable conditions for facilitating exploitation after the end of the project.

In the first year of the project, the dissemination activities will thus focus on:

- (i) Create awareness the project
- (ii) Dissemination the concept in strategic networks of the partners
- (iii) Prepare powerful standing in care technology clusters.

The methods for achieving these targets are described in the following together and in Appendix A and B.:

- Publication of support material, brochures, rich web site
- Engaging the public at large through social media and communities
- Press releases and liaison with business stakeholders
- Aligning events with similar EU or national projects

3.1 Project Abstract for the EC

Upon request, a project abstract has been created for use via the various EU communication channels:

The PICASO project aims to develop an ICT platform for secure, collaborative sharing of care plans across healthcare sectors for people diagnosed with co-occurring chronic diseases.

The platform enables the sharing of a patient's complete care pathways with tools to establish health status, predict risks and adjust care. Based on monitoring of different physiological parameters at home, the patients can actively participate in their own care. The result is better management of co-existing diseases and coordination of care plans for the benefit of patients and carers across organisations.

The technologies will be trialled in two different national settings with two different patient groups; in Germany at the University Hospital of Düsseldorf, involving patients diagnosed with Rheumatoid Arthritis and in Italy at the University Hospital of Tor Vergata in Rome, engaging patients with Parkinson's disease. Both patient groups have Cardiovascular Diseases as co-morbidities.

3.2 Project Website

The website is accessible at www.picaso-project.eu, will be continuously updated with news, results, public deliverables and other relevant material. The website is pictured in Figure 1

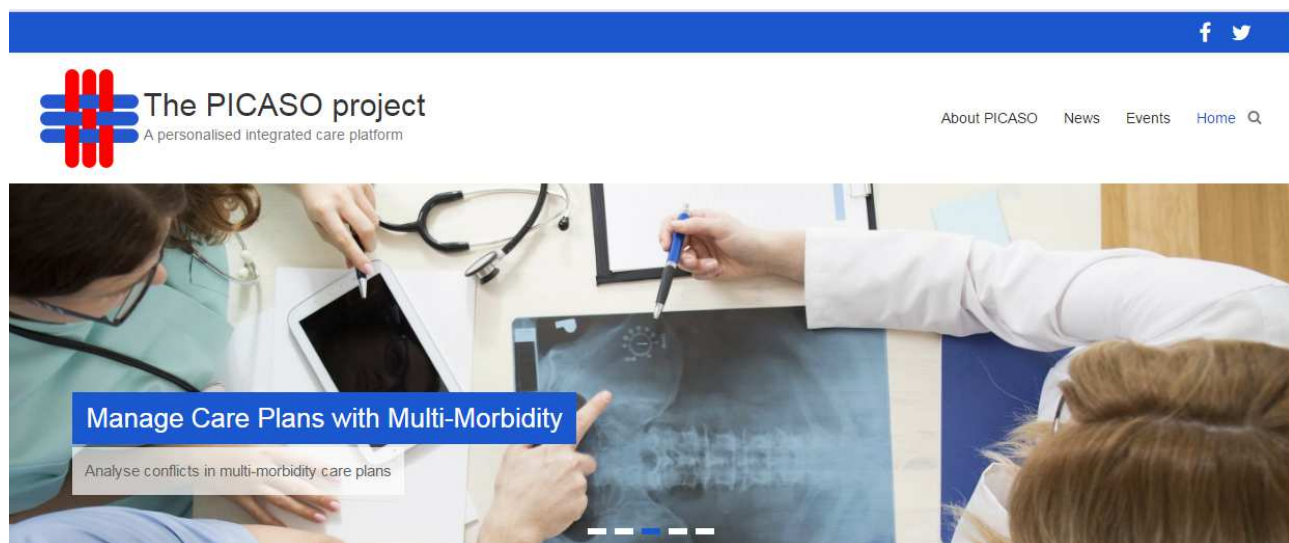


Figure 1: PICASO Website

The website is described in detail in deliverable *D9.2 Project Website and Media Platform*, as are the Social Media platform and Webinars listed in Sections 3.3 and 3.4.

3.3 Social Media

PICASO is present on the following social media:

- Facebook - <https://www.facebook.com/Picaso-EU-project-938335469615728/>
- Twitter - <https://twitter.com/ProjectPicaso>
- YouTube - https://www.youtube.com/channel/UCSCmeKer26ZZLJOix4zgs_g

Extending to include presence on LinkedIn and Instagram will be considered.

3.4 Webinars

Four webinars are planned targeting different stakeholders: patients and relatives, professional care givers, medical professionals. The events will be webcast live and later available on-demand using a webcasting platform provided and hosted by IN-JET. The webinars will also be shared on YouTube.

3.5 Videos

Videos created by the project will be accessible from the website and via the YouTube channel. Videos demonstrating the platform will mainly target the general public and the industrial community.

3.6 Press Releases

Press releases will be issued ad-hoc and localised in relevant languages. A draft of the first press release is appended in Section 4.

3.7 Newsletters

PICASO plans to produce four newsletters describing the results obtained in the project and planned activities.

3.8 Leaflets and Brochures

Leaflets and flyers will be prepared as required, starting with a preliminary leaflet early in the project, which will describe the objectives and the expected results and impact of the project.

A comprehensive brochure is planned for dissemination at the end of the project.

3.9 Posters

Posters will be designed for use in trade shows, conferences and external workshops.

4 Appendix A: First Press Release, draft



A Personalised Integrated Care Platform

Coherent care plans for patients with multiple, co-occurring chronic conditions

The new European project PICASO is developing a digital platform for secure, collaborative sharing of care plans across healthcare sectors. The trials involve 100 patients with either Rheumatoid Arthritis or Parkinson's disease and with Cardiovascular Diseases as co-morbidities.

Better coordination of care plans between healthcare sectors is high on the European health agenda. So is efficient management of the steadily rising number of patients with co-existing chronic conditions. The PICASO project aims to develop information and communication technologies which meet these demands, by supporting a continuum of care from hospitals and outpatient clinic to the home:

- The PICASO platform will enable the sharing of a patient's complete care pathways with tools to establish health status, predict risks and adjust care. Based on monitoring of different physiological parameters at home, the patients can actively participate in their own care. The result is better management of co-existing diseases and coordination of care plans for the benefit of patients and carers across organisations, explains Project Coordinator, Dr. Markus Eisenhauer from Fraunhofer Institute for Applied Information Technology.

Trials in Italy and Germany

To demonstrate the platform and its wide applicability, the technologies will be trialled in two different national settings with two different patient groups, counting up to a 100 patients: in Italy, the University Hospital of Tor Vergata in Rome will enrol patients with Parkinson's disease and in Germany, the University Hospital of Düsseldorf will engage patients diagnosed with Rheumatoid Arthritis. Both patient groups have Cardiovascular Diseases as co-morbidities and both settings share the complexity of treating co-occurring diseases:

- Clinical treatment of people with co-morbidities is much more complex than treatment of patients with a single condition since treating one chronic condition can have negative effects on another. The treatment is also very individual and patients have to work closely with doctors and therapists to establish a suitable patient programme, accommodating the patient's particular and changing needs. PICASO can support the management of these programmes which involves different disciplines, multiple care channels and actors, explains Dr. Agostino Chiaravalloti from the University Hospital of Tor Vergata.

His view is backed up by PD Dr. Jutta Richter from the Policlinic of Rheumatology and Hiller Research Unit at the University Hospital of Düsseldorf who concludes:

- The trials will establish how PICASO can improve the exchange of data between stakeholders in the workflow and validate the effect of PICASO on the care systems as well as the acceptance of the system by the wider group of stakeholders such as patients, relatives and the society at large.

About the project

The PICASO project is co-funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 689209 and finishes in January 2019. It constitutes nine organisations from seven different countries, mixing clinical, technological, societal, academic and business expertise.

For further information, contact Project Coordinator, Dr. Markus Eisenhauer from Fraunhofer Institute for Applied Information Technology: markus.eisenhauer@fit.fraunhofer.de.

Co-funded by the European Union



5 Appendix B: First project flyer for awareness

A simple folder has been created to be used as handout at events and meetings. The aim of the folder is purely to create awareness of the project and attract readers to visit the project's website.

Project Consortium

Fraunhofer Institute for Applied Information Technology (DE) – Project coordinator

IBM Hursley – Application Management Services (UK)

CNet Svenska AB (SE)

In-JeT ApS (DK)

Research Institute Fondazione Inuit Tor Vergata (IT)

Technical University of Kosice (SK)

Vrije Universiteit Brussel (BE)

University of Rome “Tor Vergata” Hospital (IT)

Heinrich-Heine-University Düsseldorf, Universitätsklinik Düsseldorf (DE)

The aim of the PICASO project is to develop an ICT platform which will support the coordination of care plans across different sectors for people diagnosed with multiple chronic diseases.

The PICASO project also aims to strengthen the evidence base on health outcomes, quality of life and care efficiency gains from the use of ICT in integrated care. It will further stimulate the independence and empowerment of patients, reduced admissions and days spent in care institutions and thus positively impact the sustainability of European health and care systems.

In this way, the PICASO project addresses three main challenges in Europe’s healthcare systems: managing multi-morbidities; coordinating care and treatment across organisational silos and adapting ehealth solutions to existing care models and plans.

Visit us at: www.picaso-project.eu or contact the Project Coordinator, Dr. Markus Eisenhauer at [Markus.Eisenhauer\(at\)fit.fraunhofer.de](mailto:Markus.Eisenhauer(at)fit.fraunhofer.de)



A Personalised Integrated Care Approach for Service Organisations and Care Models for Patients with Multi-Morbidity and Chronic Conditions



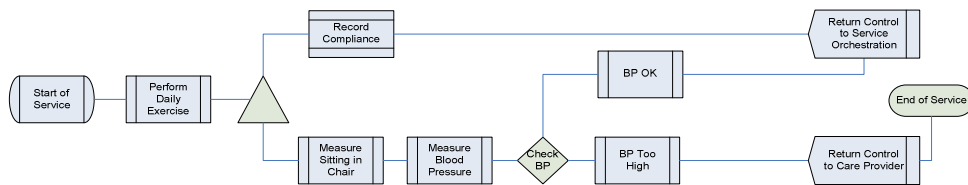
To transcend from today’s fragmented, silo-contained care systems, PICASO provides a digital platform for the concept of “Continuum of Care”



The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 689209. Duration: 1st February 2016 to 31st January 2019.

Integration and sharing of care plans

An all encompassing and cost effective care delivery for patients in tomorrow's care system presents a huge challenge in terms of coordination of care and treatment across many isolated care organisations involved. To transcend from today's fragmented, silo-contained care systems, the concept of "Continuum of Care" is gaining momentum as a care concept involving an integrated view with a system of care that guides and tracks patients over time through a comprehensive array of personalised, health and social services spanning all levels and intensity of care. The PICASO platform will allow efficient creation and roll-out of personalized services that integrates and coordinates collaboration of different care organisations and enables patients to become active participants in their own care together with their families. The definition and execution of services will be implemented with personalised dynamic narratives and service orchestration across distributed care spaces.



A representation of the logic workflow (narrative) of a care plan

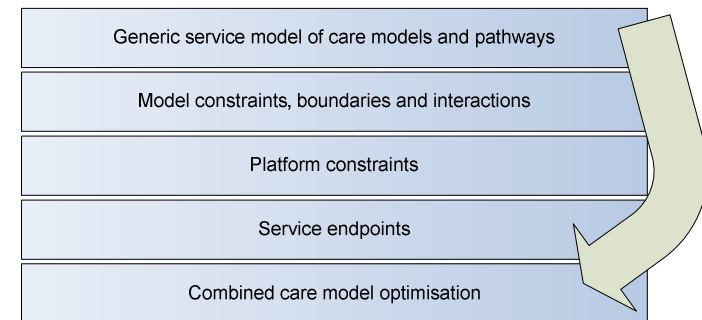
Secure exchange of patient data

The growing volume of data combined with an ever growing demand for sharing information, has created a virtual care information space that is insufficiently integrated with the distributed physical care space thus leading to the necessary information not being available at the right place at the right time. The PICASO platform will provide a method for securely sharing patient information across all relevant formal and informal care providers using a unique, trust federated solution to the problem of data privacy in cloud based health systems.



Managing patients with multi-morbidities

Patients with multiple chronic conditions comprise a significant and increasing burden on the healthcare systems worldwide. Due to the complexity and severity of their diseases, these patients require substantially more resources and still have a markedly lower quality of life than most patients with just one chronic disease. Hence there is an urge to develop new care models for management of multi-morbidity; and to make them personalised and patient-centred. Although individual care models and guidelines exist for single morbidity chronic diseases, there is still not agreed and evidenced care models that takes into account how the treatment of one chronic condition can have negative implication on another. PICASO will offer a decision support system for management of co-morbidities that allows cares to analyse the cross-effect of conflicting care plans in order to design personalised, integrated care pathways supported by risk assessment for dynamic update of the pathway based on the immediate status of the patient.



A constraints model for a multi-morbidity care plan

Narratives can be tested and optimised for goal efficacy using the Goal Optimiser, a heuristic goal seeking tool that provides decision support for the narrator.

Socio-economic framework

The PICASO platform environment will be complemented by sociological and economic research aimed at understanding ethical, social and business aspects of the integrated care platform. The research will provide insight into ethical localism focusing on opportunities in patient empowerment and issues such as autonomy, privacy, fear of surveillance, and stigmatisation. Aspects of health economics and organisational implementation will also be studied in the context of migration of the platforms into real life care systems.