



eHealth Governance Initiative:

Joint Action JA-EHGov & Thematic Network SEHGovIA

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WP2 (JA): Dissemination of the Joint Action

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ABBREVIATIONS

ANSI	American National Standards Institute
AT	Austria
ATNA	Austrian National Authority
BE	Belgium
CA	Consortium Agreement
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CO	Coordinator
COCIR	European Radiological, Electromedical and Healthcare IT Industry
DG	Directorate General
DG INFSO	Directorate General for Information Society and Media
DG SANCO	Directorate General for Health and Consumers
DICOM	Digital Imaging and Communication in Medicine
DISS	Dissemination
DK	Denmark
EAHC	European Agency for Health and Consumers
EB	Editorial Board
EC	European Commission
EESSI	Electronic Exchange of Social Security Information
eHGI	eHealth Governance Initiative
EHTEL	European Health Telematics Association
EPSCO	Employment, Social Policy, Health and Consumer Affairs Council
epSOS	European Patients – Smart Open Services
ES	Spain
ETSI	European Telecommunications Standards Institute
EU	European Union
EUCOMED	Eucomed is an organization representing directly and indirectly 4,500 designers, manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and amelioration of disease and disability
EVA	Evaluation
EXCO	Executive Committee
f2f	Face to face

FR	France
GE	Germany
Gov	Governance
HL	Greece
HW	Hardware
IHTSDO	International Health Terminology Standards Development Organization
IHE	Integrating the Healthcare Enterprise
IEC	International Electrotechnical Commission
ISM	Interoperability, Standardization and Market
ISO	International Organization for Standardization
IT	Information Technology
ITU	International Telecommunication Union
JA	Joint Action
JA-EHGov	Joint Action – eHealth Governance Initiative
LPPD	Legal and Protection of Personal Data
M	Month
M403	eHealth Interoperability Standards Mandate
MOSS2010	Microsoft Office SharePoint Server 2010
MS	Member State(s); also not EU-Member States and other participating countries are included within this term
MT	Mainstreaming
NeHP	National eHealth Plan
NHIC	National Health Information Centre (local abbreviation NCZI)
No.	Number
OECD	Organization for Economic Co-operation and Development
pdf	Portable document format (open standard for document exchange)
PSC	Project Steering Committee
PS	Policy Development and Strategy Alignment
RM	Roadmapping
RSS	Really Simple Syndication
SE	Sweden
SEHGovIA	Supporting the European eHealth Governance Initiative and Action
SK	Slovakia
SNOMED -	Systematized Nomenclature of Medicine – Clinical Terms

CT	
SOS	Secretary of States
STePS	Social, Technological and Environmental Pathways to Sustainability
STORK	Secure idenTity acrOss boRders linKed
SW	Software
T	Time
TA	Trust and Acceptability
TCon	Telephone Conference
TN	Thematic Network
WEF	World Economic Forum
WHO	World Health Organization
WoHIT	World of Health IT
WP	Work Package
WPL	Work Package Leader

TABLE OF CONTENTS

- 1 Executive summary7
- 2 Main objectives of the dissemination strategy8
- 3 Goals of the dissemination activities9
 - 3.1 Definitions10
 - 3.2 Background.....10
 - 3.3 Policy11
 - 3.4 Concept of the dissemination11
 - 3.4.1 Message12
 - 3.4.2 Information Materials.....12
 - 3.4.3 Timing.....13
 - 3.4.4 Evaluation of the dissemination.....13
- 4 Dissemination Channels14
 - 4.1 External Channels14
 - 4.2 Internal Channels.....14
- 5 Target groups15
 - 5.1 Stakeholders15
 - 5.1.1 Structured list of stakeholders.....16
 - 5.1.2 Classification by roles in Project20
 - 5.2 Internal target group20
 - 5.3 External target group.....20
- 6 Dissemination channels definition.....21
 - 6.1 Web (WP2 responsibility only).....21
 - 6.1.1 Users21
 - 6.1.2 Structure21
 - 6.1.3 Time Schedule22
 - 6.1.4 Technical Background for Web Page preparation22
 - 6.2 Projectplace.....22
 - 6.2.1 Users22
 - 6.2.2 Structure22
 - 6.3 Printed Materials24
 - 6.4 Mail24
 - 6.5 Phone24
- 7 Plans.....25
 - 7.1 Annual Communication Plan.....25
 - 7.2 Sustainability plan.....27
 - 7.3 Deliverables and Milestones28



- 7.4 WP 2 action plan.....29
- 7.5 Evaluation /monitoring of the dissemination activities30
- 7.6 Dissemination support for evaluation31
- 8 Assumptions, Open Issues and Risk Management32
 - 8.1 Assumptions32
 - 8.2 Risks.....32
- 9 ANNEX.....33
 - 9.1 Annex A Time Schedule for Web Page Implementation33

1 Executive summary

This document is the first deliverable produced within the Work package2 (WP2): Dissemination of the project eHealth Governance Initiative (eHGI) describing the strategy for dissemination activities in the project.

Document describes internal and external dissemination channels, including structure of the web page with top level time schedule. Structure of stakeholder groups is also a part of the document.

The document is structured into 9 chapters, glossary and annexes.

2 Main objectives of the dissemination strategy

The main objectives of the Dissemination WP are actions undertaken to ensure that the results and deliverables of the joint action are available in-time to all target groups.

The dissemination strategy can be seen as a set of tools that directly or indirectly support and facilitate the goal of the entire project, keeping it in constant focus. Therefore, it is pivotal to incessantly recur to and envisage the policy orientation of the project.

The main goal of the European eHealth Governance Initiative is to support cooperation between Member States at the Decision Makers and Political Governance levels and the EU Stakeholders with the wider objective to facilitate and to improve availability and quality of Health care provision across Europe.

In other words, the aim of the project is to support the political work of the eHealth governance structure, particularly in developing strategies, priorities, recommendations and guidelines on how to develop eHealth in Europe in a coordinated way, involving stakeholders, health professionals and patients, , with a well-functioning and interoperable eHealth network on the national and EU level as the end result and supreme goal of all these activities. To achieve this, conclusions, which were adopted by the EPSCO Council on 1 December 2009, have the ambition to:

- Provide a strong political mandate for eHealth cooperation and interoperability implementation;
- Create a European coordination platform;
- Identify specific areas for cooperation;
- Initiate the development of a suitable Member State led mechanism for European eHealth governance.

Dissemination WP shall never enter the content of any document produced by another WP; which is always the responsibility of an appropriate WP.

The dissemination WP is the only one liable for publishing the information related to the eHGI, either internally or externally.

In case other WPs need to disseminate information through other channels than stipulated in this strategy, the Dissemination WP shall always be informed about the content and addressee(s).

3 Goals of the dissemination activities

The goal of the dissemination activities is to inform the stakeholders about the results of the work being carried out in the project. The structure of the stakeholders is complex and stakeholders could be divided into certain groups, where every group needs particular kind of project information and special dissemination approach.

The dissemination strategy is based on a stakeholder analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. A stakeholder analysis is an exercise in which stakeholders are identified, listed, and assessed in term of their interest in the project and importance for its success and further dissemination. Key stakeholders that are really important to the success of the project can act as ‘champions’ to ensure the project has a high profile and that the results are made known.

The list of stakeholders is defined in the Article 5. Specific stakeholders groups will be approached through the different dissemination channels..

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

To ensure that the project results will be taken up and embedded in the community, a dissemination plan that explains how the outcomes of the project will be shared with stakeholders, relevant institutions, organizations, and individuals is developed. Specifically, the dissemination plan will explain:

- Why to disseminate – the purpose
- What to disseminate – the message
- To whom to disseminate – the audience
- How to disseminate – the method
- When to disseminate – the timing.

Ideally, the dissemination plan will link with a broader dissemination strategy of the programme in which the project is part. It should be planned in consultation with the project partners and approved by the Project Steering Committee (PSC).

Like all other elements of a project, dissemination activities are targeted and can be more or less successful. To find out if the dissemination strategy was well chosen and

well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims. For example, the success of a website can be evaluated by checking the usage logs; training sessions can be evaluated by asking participants to complete an evaluation questionnaire; and publications can be evaluated by the number of citations.

3.1 Definitions

It is important to distinguish between communication and dissemination activities.

Dissemination activity is a systematic diffusion of project-related specific information to the members of the specific target group (stakeholders), mostly in one way direction. The diffusion of the specific information is done using predefined channels.

Communication activity is an interactive process of exchanging the information with an interested audience using preferred channels and methods.

Some assumptions should be considered before planning project dissemination activities:

- Overall political situation in EU,
- High level of debt of national budgets in some EU countries,
- Lack of money in national budgets,
- Lack of confidence that eHealth can help to save money in health care.

3.2 Background

There are many positive experiences from the EC driven eHealth pilot projects, EC organized and sponsored conferences and from the national level eHealth implementation activities. Having the conclusions of the EPSCO council in 2009 in mind, everyone involved in one of the two, or both levels feels the need for a better EU-driven coordination.

Firstly, the coordination has to be done on the political level so then it might be applied to the technical one. Political level coordination needs strong dissemination activities dedicated to all stakeholders, as a tool supporting the right political decisions.

3.3 Policy

For the project dissemination activities, the policy is based on the following criteria:

- **Timeliness:** appropriate activities comply with the timely information.
- **Availability:** information is available in English.
- **Effectiveness:** personnel staff involved in the dissemination activities will have expertise in content preparation and carrying out the dissemination activities.

3.4 Concept of the dissemination

The dissemination strategy, planning and implementation should be managed by the project procedures involving:

- Editorial Board for agreeing releases of dissemination materials and publications on the project web site,
- WP2 Leader assisted by Dissemination core working group for conceptual and operational planning of dissemination activities, assuring quality control mechanisms, accuracy and relevance of the disseminated information.

The dissemination processes will be proposed by WP2 Dissemination working staff and agreed by the project board. As there is a complex structure of stakeholders, the experience from the previous EC co-funded eHealth projects oriented to stakeholders (Calliope TN) will be considered. Based on the aforementioned experience, the portfolio of dissemination activities will be prepared to every project milestone – there will be 2-3 project milestones every year of the project, mostly including important political meetings, such as EPSCO meeting and Ministerial eHealth meeting during the European eHealth Conference.

The main objectives of the Dissemination WP are actions undertaken to ensure that the results and deliverables of the Joint Action will be made available to all target groups.

The Initiative comes about because its participants share the aim of improving health outcomes and of ensuring continuity of care, within and across MS and have a grounded belief that e-Health can support that aim. The aim of the Joint Action is to support the political work of the e-Health governance structure, in particular in developing strategies, priorities, recommendations and guidelines on how to develop

eHealth in Europe in a coordinated way, involving stakeholders, in particular health professionals and patients.

A wide range of purposes of the dissemination is represented by raising awareness, information and engagement of different community groups - professionals, decision makers, citizens - the different individuals and organizations that will be interested in the project and its results need to be identified and informed.

3.4.1 *Message*

Key messages should be defined at the project start, and adjusted in accordance with the project development and achievement of its tasks. Messages should be clear, simple and easy to understand, information should be correct and realistic. The language should be appropriate for the target audience, and non-technical language should be used where possible. It is possible to send the same message to different audiences, but the relevance of the message to the receivers should be checked each time. Messages from different projects related to the same subject can be coordinated to enhance impact.

3.4.2 *Information Materials*

Dissemination will be primarily covered by electronic tools – Projectplace for internal and project website for external information dissemination. Website will contain information for different audiences and will stimulate their engagement. The goal is to keep people coming back and to involve the broad community.

Press releases are formal announcements to the national press about the important events and achievements.

Newsletters, Flyers /brochures, Journal articles and Press Releases are used to increase awareness about the project. Newsletter shall be an operational tool for spreading necessary pieces of information, on a given topic, being of interest to the subscribers (e.g. e-mail receivers, etc.). A newsletter shall give preliminary and/or final information on e.g. upcoming events or it may also serve as a notification tool on an activity or facts which require the receivers' attention in time.

Factsheets, Brochures - documents in paper and electronic form will contain description of the project's progress; the detailed information about the documents prepared in individual WPs. Factsheet shall be a simply laid out presentation material

with concise key points, answers to questions or other issues with a need of a brief clarification, all being directly or indirectly in a causal relation with the project itself in the context of dissemination activities. Brochure shall contain all the necessary general information about the eHGI, aimed especially at a broader eHealth community of interested persons and public. It should give enough information in order that the reader can perform a task or understand a process. It shall be color-printed.

Conference presentations, Conference posters are ways to promote the project and its outcomes.

In addition to more traditional dissemination methods, it can be useful to use Powwownow communication including workshops or online discussion lists which can yield a higher level of engagement from stakeholders.

3.4.3 Timing

At the start of the project, it is useful to focus on raising awareness; at the end on highlighting the achievements and deliverables. In terms of the agenda receivers, the time commitments of the target audience and stakeholders will be considered. Indicate when different dissemination activities will be most relevant.

3.4.4 Evaluation of the dissemination

Like all other elements of the project, dissemination activities are targeted and can be more or less successful. To find out if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims.

4 Dissemination Channels

Dissemination channels: web-site, emails, printed materials (Factsheets, Brochures), participation in meetings, conferences.

4.1 External Channels

The main dissemination tool of the project will be its website.

Draft of this website structure, time table and methodology of its construction and consecutive up dating will be presented for comments and discussion during the first months of the project (M1). Process of the incorporation of remarks and elaboration of the pilot version will be done during the second and third month of the project, according to plan described in 6.1.3. The full operation of the website starts on M5, and will contain the information about work of different WPs, about filling and deadlines for work completion on project's documents, and the other information concerning eHealth development and activities in European Union including information of relevant event according to the adopted structure (to be identified and specified!). **The content of all open sections will need to be monitored by EB prior to appearing on the website.**

Documents in paper and electronic form (Factsheets, Brochures) will contain description of the project progress, achievements and the detailed information about the documents prepared in individual WPs and consequently discussed in the project management structures. Details including time schedule and proposed structure are specified in Article 7.

4.2 Internal Channels

The main dissemination channel for internal communication will be Projectplace.

Phone and e-mails will be used as next tools for internal, mainly urgent communication.

Projectplace has the section for every WPs, for stakeholders providing the information and underlayment. More details including structure of folders and document marking up are specified in Article 7

5 Target groups

5.1 Stakeholders

The primary target groups of the JA are defined in the Joint Action Document and are forming 6 groups:

- First target group is represented by the high level national representatives, policy-makers and decision-makers of governments, with responsibility for designing and implementing Health and e-Health policies and its outputs will be used for formulation / improvement and upgrading the content of national / regional / institutional e-Health strategies and appraisal reports
- second target group is represented by the advisors and/or senior officials which have a key role in developing national strategies for e-Health
- third target group covers experts and representatives of National, Regional and EU wide projects who are deploying e-Health Services
- fourth group is represented by the general public - patients and citizens in general
- fifth, and very specific target group is media (journalists) – identification of media involved and interested in the eHealth challenges; systematic communication with them since the beginning of the project to the M 36 is important. (*Targeting in local, national or international media, such as: newspapers, magazines, radio and TV stations. Identification who might be interested and why. Preparation of special adaptation of information for different media.*).
- sixth target group is the group of Stakeholder umbrella organizations (i.e. policymakers, patient/consumer organizations, health care professionals, industry, and health related media) will be involved in the whole process, from political to operational level, with variable level of responsibility. Public consultancy will be also used, where appropriate.

The most important and most powerful and helping group of journalist are journalists working in press centers/communication departments of EC, of specialized EU institutions and mainly press centers at the Representations of the EC in MS.

5.1.1 Structured list of stakeholders

Political level – decision-makers level, political governance

EU level:

EC level:

DGs level:

- DG SANCO
- DG INFSO
- Other DGs

EU Parliament

eHealth Network.

MS - High level national representatives

Ministry of Health level

Secretaries of state level

Parliament level

Other bodies

- Public Health Bodies
- Health related regulatory bodies
- Security / Safety Bodies
- Personal Data Protection Bodies

Non MS

- USA
- China
- rest of the world

Strategic level

National eHealth representatives

- Departments of Informatics, Ministries of Health
- National eHealth operators (example – NCZI)
- Other eHealth relevant bodies
- Advisory bodies

International Bodies

- WHO
- OECD
- WEF
- Red Cross ..

Standardization bodies

General:

- ISO (example TC 215 Health Informatics)
- IEC
- ITU
- ANSI
- CEN / CENELEC / ETSI (example CEN / TC 251)
- Others

Health Oriented

- HL7 (Health Level Seven)
- IHT SDO
- SNOMED
- DICOM
- IHE (Integrating the Healthcare Enterprise)
- Others

Operational level

Project

- Network members
- Partners
- Working groups
- WP

EU projects representatives

- epSOS
- STORK
- STepS
- NetC@rds
- DREAMING
- eAccess+
- HOME SWEET HOME
- eHealth-INTEROP
- EESSI
- Others

National Projects representatives

- eH Programmes executives
- eH Projects executives

Professionals / Industry Groups

- EUROREC / PRORECs
- EHTEL
- COCIR
- IHE-Europe
- CONTINUA Health Alliance
- EUCOMED
- EDMA (European Diagnostic Manufacturers Association)
- PGEU Groupement Pharmaceutique de l'union Europeenne
- Others

Patient / consumer organizations

- AGE (The European Older People's Platform)
- EPF(The European Patients' Forum)
- EMHF (The European Men's Health Forum)
- EIWH (European Institute of Women's Health)
- MHE (Mental Health Europe)
- EDF (The European Disability Forum)
- Others

Health care professionals' organizations

- HOPE (European Hospital and Healthcare Federation)
- UEMO (The European Union of General Practitioners)
- EFMI (European Federation for Medical Informatics)
- EHMA (The European Health Management Association)
- EAMBES (The European Alliance of Medical and Biological Engineering and Science)
- EACTS (European Association For Cardio-Thoracic Surgery)
- EANS (European Association of Neurosurgical Societies)
- EFA (European Federation of Allergy and Airway Diseases Patients Association)
- EFN (European Federation of Nurses Associations)
- ENETS (European Neuroendocrine Tumor Society)
- EPHA (The European Public Health Alliance)
- ESC (European Society of Cardiology)
- ESCMID (The European Society of Clinical Microbiology and Infectious Diseases)
- ESEM (European Society for Engineering and Medicine)
- ESMO (European Society for Medical Oncology)
- ESVS (European Society for Vascular Surgery)
- EUPHA (The European Public Health Association)
- EURAPS (European Association of Plastic Surgeons)

- EURORAD (European Association of Radiology)
- UEMS(European Union of Medical Specialists)
- Others

Media / Information sources

Health / eHealth related electronic magazines

- Health IT Strategist
- eHealth Smart Brief
- Modern Healthcare

Portals

Health related portals, sites

- National Health Portals (Factsheets by Country - <http://www.epractice.eu/en/factsheets>)
- EHI (E-Health Insider, <http://www.e-health-insider.com>)
- EHI Europe (ehiEurope, <http://www.ehealthurope.net>)
- EHI Primary Care (ehiPrimaryCare, <http://www.ehiprimarycare.com>)
- ePractice (ePractice , <http://www.epractice.eu>)
- EuroHealthNet (Euro Health Net, <http://www.eurohealthnet.eu>)
- EU - Public Health (Public Health of European Union, http://ec.europa.eu/health/about/index_en.htm)
- Health-EU (The Public Health Portal of the European Union, http://ec.europa.eu/health-eu/index_en.htm)
- The Health and Europe Centre (The Health and Europe Centre, <http://www.healthandEuropecentre.nhs.uk>)

Libraries

- National Libraries (Factsheets by Country - <http://www.epractice.eu/en/factsheets>)
- NLM (US National Library of Medicine / National Institute of Health, <http://www.nlm.nih.gov>)
- The European Library (The European Library, <http://search.theeuropeanlibrary.org/portal/en/index.html>)
- LIDDEX (Directory of library across the world, <http://www.libdex.com/>)
- EAHIL (Health Library, <http://www.eahil.org>)
- Internet Health Library (Internet Health Library, <http://www.internethealthlibrary.com/index.htm>)
- Library of National Medical Society (Library of National Medical Society, <http://www.medical-library.org>)
- MLA (Medical Library Association, <http://www.mlanet.org/about/index.html>)

- WHO GHG (Global Health Library, <http://www.globalhealthlibrary.net>)

Others

Public

- Media
- Citizens
- Patients

5.1.2 *Classification by roles in Project*

Internal / Associated Stakeholders

- Project Steering Committee (PSC)
- Executive Committee (EXCO)
- Secretariat
- Working Groups (WGs)
- EC – DG SANCO
- EC – DG INFSO
- Ministries of Health,
- Network Members,
- Partners

External Stakeholders

- qualified people and groups, users (Health Care Professionals, etc.), contributors, private industry sector, subscribers, broader eHealth community

5.2 Internal target group

- WPs members
- Stakeholders providing information – members of the project

5.3 External target group

- Public – professional and laic
- Media
- Stakeholders that needs to be informed
- EU representation in each country
- National governments and parliaments

6 Dissemination channels definition

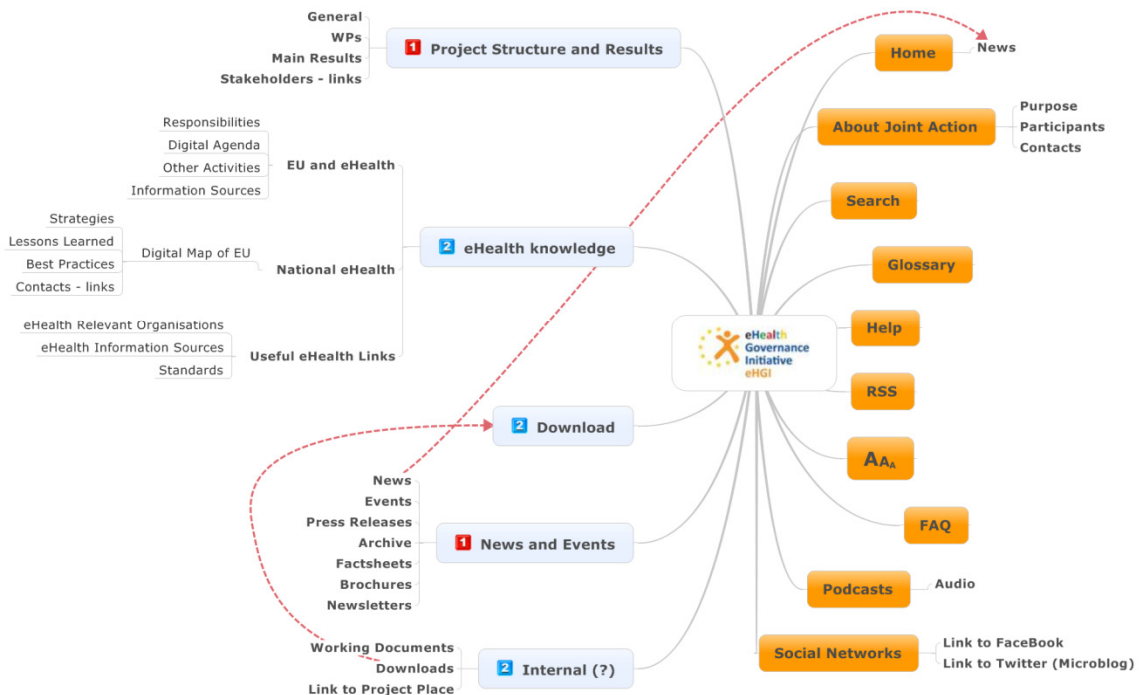
6.1 Web (WP2 responsibility only)

6.1.1 Users

- For external communication only
 - (i) General public
 - (ii) Media
 - (iii) Stakeholders to be informed

6.1.2 Structure

- Run on MOSS 2010 technology
- Operation in NHIC



6.1.3 Time Schedule

Detailed Time Schedule for web implementation is shown in Chapter 9.1 Annex A

6.1.4 Technical Background for Web Page preparation

It is expected to have max. 100 approaches per day to the eHGI web page. Expected amount for the data on the web page would not exceed 20 GB during the time of the Project.

There will be two people having direct access into the editing process – one who will add articles and one, who will finally approve added article in order to publish it live on the web page. Both will be WP2 members.

6.2 Projectplace

6.2.1 Users

- For internal communication ONLY
 - (i) WPs
 - (ii) Project Members
 - (iii) Stakeholders providing information

6.2.2 Structure

Folders definition

- Work In Place
- Final Documents (pdf)
- Internal Meeting Minutes (document to be added within max. 24 hours after taking place)

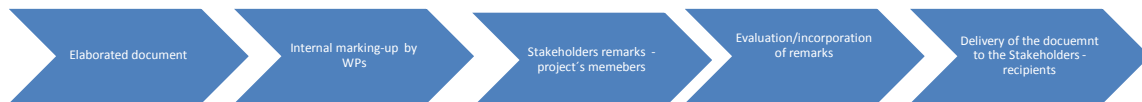
Documents definition

- eHGI_WPa_Name of the document_version_date
 - (i) WPa – number of appropriate Work Package
 - (ii) Version x.y (draft version)
 1. X – change only in case content or scope of the previous version is changed

2. Y – change only in case content or scope of the previous document is not changed
 3. Version Final
- (iii) Date in format yyyyymmdd

Comments (Marking up)

- Time for marking up – max. 3 working days
- Time for comments implementation – max. 2 working days
- Form for evidence of marking up and status of its implementation
- Unique Form for the remarks evidence and evaluation will be prepared



6.3 Printed Materials

- Brochures
- Press Releases
- Newsletter
- Documents
- EC Factsheets

6.4 Mail

- All WPs Leaders on each mail cc: in order to keep them informed about any dissemination activity
- Communication language – English
- active mailing list, comprising mail addresses of WPLs, experts, involved stakeholders ... should allow the urgent communication, “warning system” for announcement of documents publications or needed consultancies, remarks, acceptance.

6.5 Phone

- In case of teleconference calls Powwownow is recommended (<https://service.projectplace.com/pp/pp.cgi/r673854817>)

7 Plans

In order to be successful and to monitor the activities accordingly, it is necessary to have an overall work plan for each WP. This makes it easier to see interdependencies among them.

7.1 Annual Communication Plan

Annual communication plan explains the communication and cooperation mechanism with stakeholders in order to share outcomes with them. Stakeholders will be identified, listed and assessed in term of their interest in the project and their importance for its success and further dissemination in close cooperation with other WPs and Project's Secretariat, updated and enriched in accordance with project's operation.

It includes the clear list of the mentioned stakeholders that should receive targeted information from inside of the project. Because the person(s) in charge could change in time and also new stakeholders can appear, there is clear necessity to maintain the list of stakeholders to be up to date, to systematically differentiate what information should be communicated to whom and why, when and how. Content of the Dissemination depends on all other WPs and activities inside the project and is strongly under the responsibility of WP Leaders and Editorial Board.

The annual communication action plan is the list of defined activities, which should be performed in order to disseminate all relevant information from the project to all appropriate stakeholders and collect the feedback information. During the project operation the plan will be evaluated in dependence of the effectiveness of activities already performed and in dependence of the changes of the structure of the information to be disseminated.

Content of the dissemination activities and materials will be done on the basis of strong cooperation with other WPs and on their responsibility and under the supervision of the Editorial Board (EB) and its Editor in chief, installed during the first month of project. EB will be set-up by all WPs Leaders.

Editorial Board will be created by all WPLs or persons nominated by them. Chief - editor (Project Leader) will have a casting vote in "critical" moments or events. EB will be responsible for overall character of the document, its final version's legitimacy and rightness. Only the documents with the agreement of EB will be published. The EB is

not going to change the content of any document published by WPs. The Editorial Board shall work in cooperation with the representatives designated by each MS to ensure an effective and efficient update of eHealth Governance Portal contents with regard, in particular, to national strategies and best practices, but also news, events and press releases that may have relevance at EU level.

Content of EXTERNAL dissemination's activities:

- At the web page's operation starting phase there will be the information on European e-Health Governance Initiative with the relevant official documents, Council Conclusions on e-Health (EPSCO Council on 1 December 2009), conclusions and ... Conclusions of the Ministerial Conferences on eHealth, State Secretaries meetings, and main purpose of the Joint Action with its Objectives, Aims and Role. (M14).
- During the first phase the web page will provide the basic information on current status, current situation and most urgent needs in eHealth in European Union. The light version will run at T+ 14M (T – date of contract signature)...
- Evaluation of National eHealth Plans in individual MS, identification of best practices and gaps at European level, List of eHealth challenges, (continually/periodically, M: 13, 25, 36) – digital map of EU MS NeHPs –M 30
- Guidelines for adopting and improvement of Strategies and Actions Plans (M 30) - basis on EU measures
- “Showcases / examples” of eHealth implementation / exploitation – model situations for citizens and patients (continually, M:14, 24, 36)
- Annual Reports (Annual Review of proposal for decision, guidelines, or a proposal for new action processed under the initiative. M: 12, 24, 36)
- Annual Strategic Plans (Each deliverable will take the form of either a proposal for decision, a guideline, a recommendation, a strategy reference document or a proposal for new action and will be topic oriented - M: 12, 24, 36)
- Coherent plan for follow-up projects – (M 30 -36)
- Key messages: key messages will be identified at the beginning of the project operation (M 1) and regularly updated (after 1-2 /year)
- Press release – at the launch: the main objectives of the project and the rationale for this initiative, planned end results and how it contributes to the implementation of eHealth in EU with the goal of improvement of health care for citizens.

Announcements of the important achievements or to promote project events and news during the project's operation – periodically, M: 12, 18, 24, 30, 35.

1. Factsheet 1: 6M – will describe the situation at the beginning of the project running, time-table of the working activities, and reasoning of selected priorities.
2. Factsheet 2: 18 M – will contain evaluation of the first part of the project including description of partial results of the project activities.
3. Factsheet 3: 30 M – will describe all period of project operation, it will summarize first lessons learned and will propose the vision and actions for following activities in this field.

Factsheets /Brochures will be prepared for main JA events according to their plan and timing:

1. EXCO meeting / launch of JA
2. Ministerial Conference / WoHIT
3. States secretary meeting

Promotional project brochure and lay version of the final report need to be included (compulsory deliverables).

To be decided:

1. Newsletter, Press release model? Poster?
2. Layman version of the final report.
3. Conferences, Workshops, Participation to forum?

7.2 Sustainability plan

Registration and use of a .eu domain name, registered for the time of the project and at least for two years after the end of the project. It is necessary to keep up communication channels for at least 2 years.

7.3 Deliverables and Milestones

1. Dissemination strategy

Month of achievement: 5

Confidentiality level: public

Distribution channels: EXCO meeting, email

Target audience: EXCO

2. Annual communication action plan

Month of achievement: 5, 13, 25

Confidentiality level: public

Distribution channels: EXCO meeting, email

Target audience: EXCO

3. eHealth Governance portal

Month of achievement: 14

Confidentiality level: partially public

Distribution channels: Internet

Target audience: all stakeholders

4. Dissemination printed materials

EU eHealth governance Brochure/Factsheets - List of eHealth challenges, eHealth solutions and good practices

Month of achievement: 13, 25, 36

Confidentiality level: public

Distribution channels: EXCO meeting, email, printed brochure

Target audience: EXCO, PSC, EC, High Level Rep./EPSCO

Content of the dissemination activities and materials will be done on the basis of strong cooperation with other WPs and on their responsibility and under the supervision of the Editorial Board (EB) and its Editor in chief, installed during the first month of project.

EB will be set-up by all WPs Leaders.

Partners are encouraged to conclude an internal cooperation in agreement regarding their internal operation and co-ordination.

Editorial Board will be created by all WPLs or persons nominated by them. Chief - editor (Project Leader) will have a casting vote in “critical” moments or events. EB will be responsible for overall character of the document, its final version’s legitimacy and rightness. Only the documents with the agreement of EB will be published. EB will NEVER enter any document published by WPs.

7.4 WP 2 action plan

- a) Propose and maintain the list of Stakeholders - in progress
- b) Propose and maintain the Dissemination strategy – in progress
- c) Propose and maintain the annual Communication action plan – in progress
- d) Prepare deliverables – design phase
- e) Propose deliverables
 - a. Strong collaboration with other WP
 - b. Needs and requirements on WP2
 - c. Proposals from other WP
 - d. Response on proposed deliverables form WP2
- f) Activities co-ordination.
- g) Produce deliverables after the acceptance of their proposal.
- h) Support main JA activities - planned
- i) Collect the feedback information from stakeholders and deliver it to the project management - planned

Main JA / dissemination events for year 2011 and 2012

- 1) EXCO meeting / launch of JA
- 2) Ministry Conference / WoHIT
- 3) States secretary meeting
- 4) Web site launch
- 5) Press conferences / press releases
- 6) Dissemination materials releases Portal / paper
- 7) Other activities – proposals from other WP

Main challenges

- Identify all relevant stakeholders
- Find effective dissemination strategy for each stakeholders group.
- Prepare appropriate dissemination materials for each stakeholders group.
- Involve partner organizations in promoting JA results at European, national and regional level.

How to meet main challenges

- Communicate and agree defined stakeholders internally within the project and EU members
- Define stakeholders groups with the specifications of each group.

7.5 Evaluation /monitoring of the dissemination activities

Objective 1:	Creation of the web-based platform	
Process indicators	Output Indicators	Outcomes indicators
Web page architecture, design, operation model proposal	Accepted model	Demo-web page prepared M13 Operating web page M14
Objective 2:	The web page's operation	
Process indicators	Output Indicators	Outcomes indicators
Monitoring of the use and page traffic	Systematic monitoring of different stakeholder's visits	Evaluation of the monitoring – report: M12 – 5000 visits M24 - 25 000 visits M36 – 50 000 visits
Objective 3:	Participation on line-discussions	
Process indicators	Output Indicators	Outcomes indicators
Monitoring of the use and page traffic	Systematic monitoring of different stakeholder's visits	Evaluation of the monitoring - report

7.6 Dissemination support for evaluation

Objective 4:	Implementation of National eHealth Plans	
Process indicators	Output Indicators	Outcomes indicators
Information on development and implementation of NeHPs in EU MS	Accepted and signed documents	Web, press release M6, M12, M24, M36 – 2 weeks after receiving document (T+2) on the web

Objective 5:	Guidelines	
Process indicators	Output Indicators	Outcomes indicators
Guidelines for adopting and improvement of National Actions Plans	Accepted and signed document from WP 4+Secretariat	Published in M 30, T +2 weeks

Objective 6:	Model implementation of eHealth	
Process indicators	Output Indicators	Outcomes indicators
Showcases/examples of eHealth implementation/exploitation – model situation for citizens and patients	Accepted and signed document from WP 4+Secretariat	Continually, updated M 12, 24, 36

Objective 7:	Graphic – digital map	
Process indicators	Output Indicators	Outcomes indicators
Digital map of EU with eHealth implementation	Accepted and signed document from WP 4+Secretariat	Graphic information (maps of EU) M 33

Objective 8:	Annual Review of proposal for decision, guidelines, or a proposal for new action processed under the initiative	
Process indicators	Output Indicators	Outcomes indicators
Annual reports + its laymen version	Accepted and signed document from WP 4+Secretariat	M 12, 24, 36, T +1-2 weeks

Objective 9:	Description of the situation at the beginning ,in the middle and in the end of project operation	
Process indicators	Output indicators	Outcome indicators
Factsheet 1,2,3 Brochure	Publication	M 6, 18, 30

8 Assumptions, Open Issues and Risk Management

8.1 Assumptions

- Signed contract
- Full Support of Project Sponsor and Executive Committee (EXCO)
- For successful and well running dissemination is indispensable to have full understanding of all internal partners, Associated Stakeholders, WPLs, Project Steering Committee (PSC), Editorial Board, and Secretariat
- In-time documents provision from other WPs – keeping the schedule and milestones. Time keeping of documents provision to the WP 2 according to the timetable (milestones of deliverables)
- Regular evaluation of dissemination feedback, expert's analysis of remarks, requirements, proposals, early/timely decisions for EB in specific cases.

8.2 Risks

1. Financial or management problems
2. Operational Costs
3. Non clear formulation of information and tasks
4. Changes / Non stable Personal resources in WP
5. Low involvement and engagement of stakeholders
6. Late inputs from other WPs
7. Late payments to subcontractors
8. Editorial Board - late establishment, too many members from different countries – problems with coordination
9. Late feedback from Key Stakeholders
10. Late signature of the Project and appropriate contract

9 ANNEX

9.1 Annex A Time Schedule for Web Page Implementation

Activity	T	T+1	T+2	T+3	T+4	T+5	T+6	T+7	T+8	T+9	T+10	T+11	T+12	T+13	T+14	T+15	T+16	T+17
Contract Signature and Finance Allocation																		
Dissemination Strategy																		
List of Stakeholders																		
Dissemination Strategy																		
Requirements and Expectations Confirmation																		
Web Structure																		
Mind Map																		
Information Architecture																		
Design Manual																		
CMS Implementation																		
HW Setup																		
SW Installation and Setup																		
Infrastructure Testing																		
RSS Setup																		
Blind Friendly Setup																		
Pilot Web																		
Content																		
Operations																		
Full Web																		
Content (first time)																		
Operations																		

Comments

- T – date of the signature of the contract with EC
- D – Working Day = 8 hrs
- W – Working Week = 5 days á 8 hrs = 40 hrs
- M – Working Month = 4 weeks á 5 days á 8 hrs = 160 hrs