



Dissemination plan for 2013-2014

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What are our Drivers?

Drivers vary between stakeholder groups

- Member States politicians need to have a repository of information
 - Where politicians (national and European levels) can find
 - the policy papers produced by eHGI
 - related documentation from e.g. workshops, projects ...
- ⇒ Requirement: Transparency
- What is the source of information?
 - Who has contributed to the policy papers?
 - What is the status of the published paper?

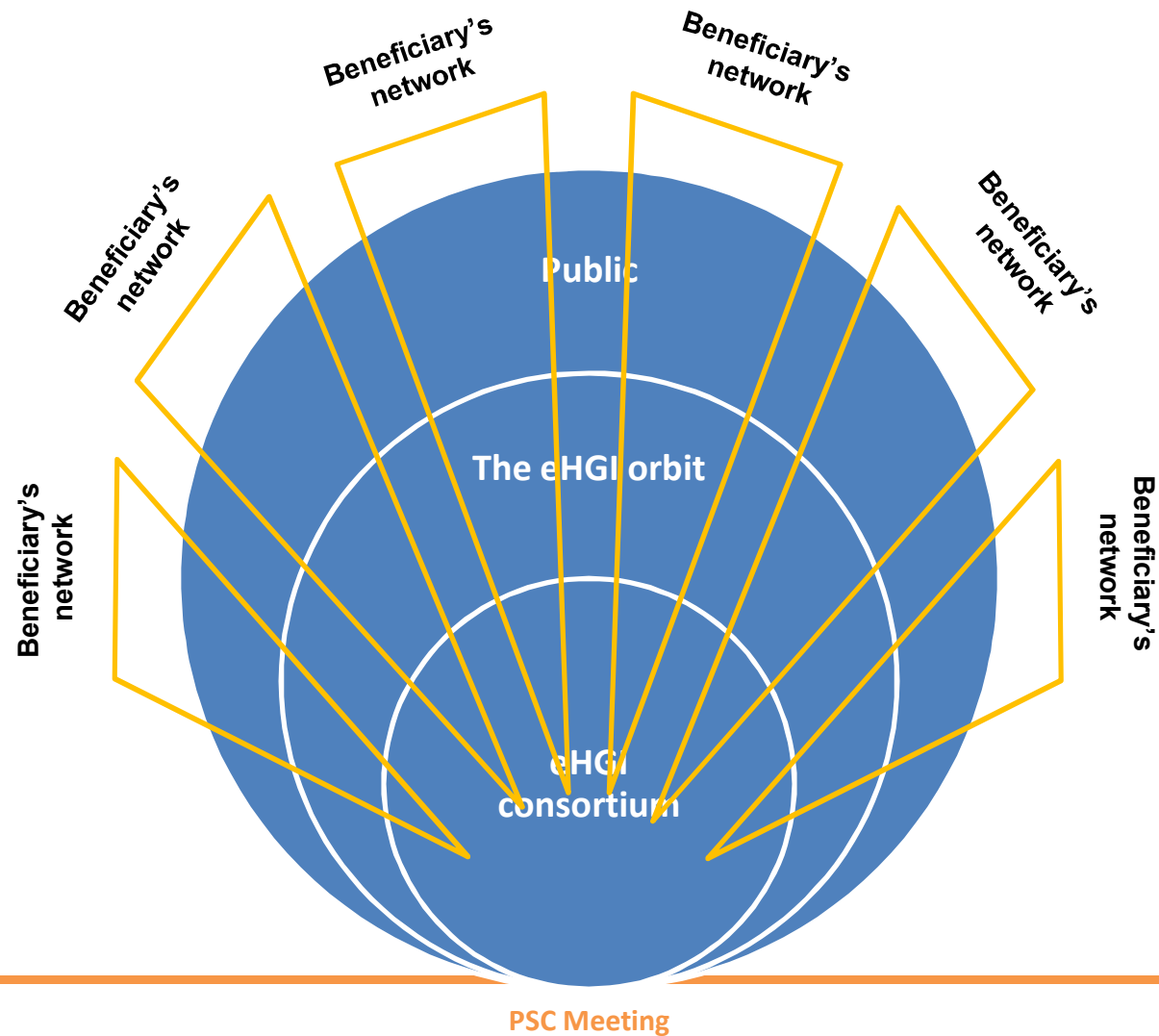
Drivers (...)

- NGOs need to
 - Relay the information to their members
 - Explain them what is there for them
- ⇒ Requirement: user oriented documentation
 - What is the topic?
 - What is outside the topic?
 - What are the problems to face?
 - What is the direction of the work adopted by eHGI?

What is our target audience?

- Beneficiaries, for internal dissemination
 - Internal coordination purpose
 - Enabling them to disseminate through their network
- Healthcare stakeholders, for external dissemination
 - Politicians at national and EU level
 - Other EU NGOs not included in beneficiaries
 - + Representatives, at national level, of all stakeholder groups (*see the stakeholder list to be developed*)

Reaching our target audience



PSC Meeting

What should be the Content?

- eHGI Policy papers
- + Some introduction for external dissemination purpose, e.g.
 - A description of the concrete issues being addressed and the adopted direction

➤ Questions:

- When is an eHGI paper being published? Before or after its adoption by eHN?
- Relationship with the eHN version of the paper?

Content preparation...



- eHGI workshops with projects on relevant technical and other deliverables
- +
- Background papers from epSOS, Stork, Semantic HealthNet ...?
- Links to relevant existing EU surveys?
 - Country reports, eHealth strategies, Financing eHealth, ProeHealth ...

Which communication channel?



- www.ehgi.eu
 - + Flyers, roll-up and broadcast emails as **teaser** for visiting the web site
- Personal meetings with national parliaments
- “Briefing update” about eHGI activities
 - For NGOs and other stakeholders to circulate through their network
- Participation to conferences
 - Presentations on eID, semantic interoperability, trust and acceptability ...

Applying this approach to the eID policy paper



- The eID Policy paper of Copenhagen
 - [in its adopted format](#)
- A scoping paper to be posted on the web site and made available as a pdf
 - context of the eID policy paper: “providing access to medical data from another Member State” (Art. 14)
 - eID is one of the building blocks
 - The eHGI approach is ...
 - The EC proposal for mutual recognition of eID ...

Applying (...)



- A scoping paper ...
 - Other BB (out of scope of the current paper) are
 - Identification without eID
 - Patient consent
 - Proof of therapeutic link
 - Mutual recognition of Health Professionals
 - Authorisation mechanisms to access
 - Trust and acceptance
 - Minimum Patient Data Set

Applying (...)



- Some background info ,
 - [eHGI eID workshops](#)
 - +
 - On eID, link to
 - Stork deliverables ,
 - EC surveys on eID ...
 - On other BB, link to
 - epSOS deliverable on legal issues, semantic ...
 - EC surveys on eHealth strategies ...

Action plan (urgent)

- Preparation of the eHealth week,
 - Review of the existing dissemination material:
[flyer](#), [roll-up](#), [fact sheet](#)
 - Presence on EC booth?
 - Presence in the programme?

- Actualisation of the content of the web page
(continuously)

Action plan for the following period



- An action plan,
 - Instead of the actualisation of the Dissemination strategy deliverable
 - Including a review of the dissemination budget
- Creation of an editorial board
 - for preparing a communication campaign, including briefing papers for external dissemination
- Creation of a national stakeholder list

Dissemination Milestones



- The **minimum dataset for patient summaries**, probably the easiest subject for dissemination to the public!

- Thank you.