Project Acronym:	HosmartAI
Grant Agreement number:	101016834 (H2020-DT-2020-1 – Innovation Action)
Project Full Title:	Hospital Smart development based on AI

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DELIVERABLE

D6.4 – Dissemination, Communication & Standardization Activities Report - First Version

Dissemination level:	PU -Public
Type of deliverable:	R -Report
Contractual date of delivery:	31 July 2022
Deliverable leader:	INTRAS
Status - version, date:	Final – v1.0, 2022-07-31
Keywords:	dissemination strategy, communication strategy, communication and dissemination channels, ecosystem building plan

Executive Summary

This deliverable presents the first documentation of the communication and dissemination activities undertaken in T6.1 “Public awareness and dissemination planning, Implementation and Monitoring” and a first contribution to standardization and legislation activities undertaken in T6.3 “Standardization and Legislation”. The documenting of the dissemination and standardization activities and the reporting of the communication activities that are described in this deliverable also constitute one of the means to verify the milestone MS5 “Availability of 1st Functional Prototypes of AI-based solutions, 1st version of HosmartAI integrated framework, of detailed Pilot specification and 1st version of the business plan. Engagement of stakeholders and other visibility enhancement activities”.

This first version of the report aims to collect the communication and dissemination activities carried out, results, and an analysis, when adequate, of the key performance indicators related to T6.1 and T6.3. T6.1 relates to all communication and dissemination activities, and T6.3 relates to the standardization and legislation activities.

For this, the deliverable visually describes the HosmartAI communication and dissemination activities and results (correspondent to T6.1 results). More concretely, these activities reported comprehending the project’s corporate identity, communication materials, dissemination activities through presence in various events and synergies, the summary of the forms used to reach the different target groups and the KPIs report until M18. These outcomes are collected within the visits, engagements, dissemination and other types of contacts generated within the communication channels (website and social media) and associated materials, and the opportunities for dissemination of the HosmartAI channel.

Furthermore, it brings an initial grasp of the plan in relation to standards use and contribution in the context of the HosmartAI’s activities (correspondent to T6.3 developments). Finally, a specific contribution to compliance with the national and regional legal framework regarding pilot data has been incorporated through the development of a survey from which a report has been produced with 14 recommendations of interest to be applied to all pilots (correspondent to T6.3 outcomes).

This report represents a way to summarize the evidence that results in a recognisable project identity that has been used throughout the project’s lifetime and to measure the relevant key performance indicators defined for HosmartAI.

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Definitions, Acronyms and Abbreviations

Acronym/ Abbreviation	Title
DM	Dissemination Manager
DoA	Description of Action
HCC	OPEN DEI Health and Care Cluster
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
PC	Project Coordinator
PU	Public
WP	Work Package

Term	Definition
Beneficiary	EC term used to designate the legal entity which has signed the Grant Agreement. This term is often substituted by the common language term 'partner'.
Consortium	Group of beneficiaries that have signed the Consortium Agreement and the Grant Agreement (either directly as Coordinator or by accession through the Form A).
Consortium Agreement	Contractual document signed by all the beneficiaries (and not the EC), explaining how the Consortium is managed and works together.
Deliverable Leader	Responsible for ensuring that the content of the deliverable meets the required expectations, both from a contractual point of view and in terms of usage within the project. Is also responsible for ensuring that the deliverable follows the deliverable process and is delivered on time.
Description of Action	Annex 1 to the Grant Agreement. It contains information on the work packages, deliverables, milestones, resources and costs of the beneficiaries, as well as a text with a detailed description of the action. The DoA is made of Part A (structured data collected in web forms and workplan tables) and Part B (text document describing the action elements).
Dissemination	EC term for communication of information to a wide audience.
Grant Agreement	Contractual document which defines the contractual scope of the HosmartAI project. It is signed between the EC and the beneficiaries.

1 Introduction

1.1 Project information

VISION

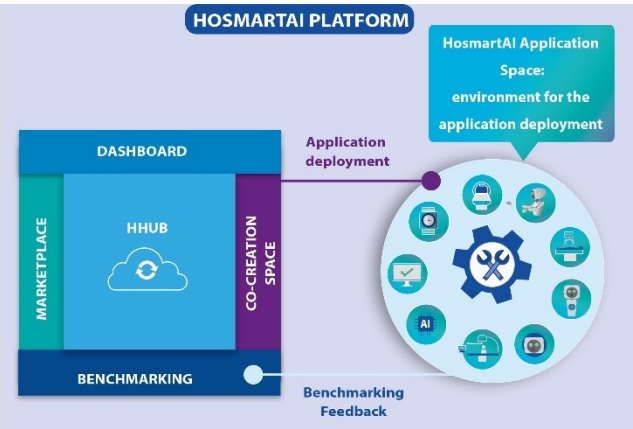
The HosmartAI vision is a strong, efficient, sustainable and resilient European **Healthcare system** benefiting from the capacities to generate impact of the technology European Stakeholders (SMEs, Research centres, Digital Hubs and Universities).

MISSION

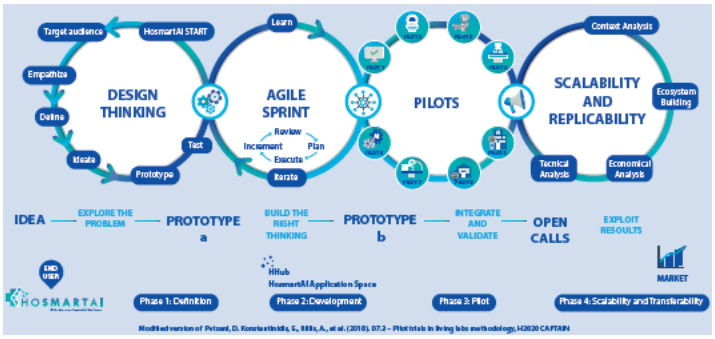
The HosmartAI mission is to guarantee the **integration** of Digital and Robot technologies in new Healthcare environments and the possibility to analyse their benefits by providing an **environment** where digital health care tool providers will be able to design and develop AI solutions as well as a space for the instantiation and deployment of an AI solutions.

HosmartAI will create a common open Integration **Platform** with the necessary tools to facilitate and measure the benefits of integrating digital technologies (robotics and AI) in the healthcare system.

A central **hub** will offer multifaceted lasting functionalities (Marketplace, Co-creation space, Benchmarking) to healthcare stakeholders, combined with a collection of methods, tools and solutions to integrate and deploy AI-enabled solutions. The **Benchmarking** tool will promote the adoption in new settings, while enabling a meeting place for technology providers and end-users.



Eight Large-Scale Pilots will implement and evaluate improvements in medical diagnosis, surgical interventions, prevention and treatment of diseases, and support for rehabilitation and long-term care in several Hospital and care settings. The project will target different **medical** aspects or manifestations such as Cancer (Pilot #1, #2 and #8); Gastrointestinal (GI) disorders (Pilot #1); Cardiovascular diseases (Pilot #1, #4, #5 and #7); Thoracic Disorders (Pilot #5); Neurological diseases (Pilot #3); Elderly Care and Neuropsychological Rehabilitation (Pilot #6); Fetal Growth Restriction (FGR) and Prematurity (Pilot #1).



To ensure a user-centred approach, harmonization in the process (e.g. regarding ethical aspects, standardization, and robustness both from a technical and social and healthcare perspective), the **living lab** methodology will be employed. HosmartAI will identify the appropriate instruments **(KPI)** that measure efficiency without undermining access or quality of care. Liaison and co-operation activities with relevant stakeholders and **open calls** will enable ecosystem building and industrial clustering.

HosmartAI brings together a **consortium** of leading organizations (3 large enterprises, 8 SMEs, 5 hospitals, 4 universities, 2 research centres, and 2 associations – see Table 1) along with several more committed organizations (Letters of Support provided).

Table 1: The HosmartAI consortium.

Number[1]	Name	Short name
1 (CO)	INTRASOFT INTERNATIONAL SA	**INTRA**
1.1 (TP)	INTRASOFT INTERNATIONAL SA	**INTRA-LU**
2	PHILIPS MEDICAL SYSTEMS NEDERLAND BV	**PHILIPS**
3	VIMAR SPA	**VIMAR**
4	GREEN COMMUNICATIONS SAS	**GC**
5	TELEMATIC MEDICAL APPLICATIONS EMPORIA KAI ANAPTIXI PROIONTON TILIATRIKIS MONOPROSOPIKI ETAIRIA PERIORISMENIS EYTHINIS	**TMA**
6	ECLEXYS SAGL	**EXYS**
7	F6S NETWORK IRELAND LIMITED	**F6S**
7.1 (TP)	F6S NETWORK LIMITED	**F6S-UK**
8	PHARMECONS EASY ACCESS LTD	**PhE**
9	TERAGLOBUS LATVIA SIA	**TGLV**
10	NINETY ONE GMBH	**91**
11	EIT HEALTH GERMANY GMBH	**EIT**
12	UNIVERZITETNI KLINICNI CENTER MARIBOR	**UKCM**
13	SAN CAMILLO IRCCS SRL	**IRCCS**
14	SERVICIO MADRILENO DE SALUD	**SERMAS**
14.1 (TP)	FUNDACION PARA LA INVESTIGACION BIOMEDICA DEL HOSPITAL UNIVERSIATRIO LA PAZ	**FIBHULP**
15	CENTRE HOSPITALIER UNIVERSITAIRE DE LIEGE	**CHUL**
16	PANEPISTIMIAKO GENIKO NOSOKOMEIO THESSALONIKIS AXEPA	**AHEPA**
17	VRIJE UNIVERSITEIT BRUSSEL	**VUB**
18	ARISTOTELIO PANEPISTIMIO THESSALONIKIS	**AUTH**
19	EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	**ETHZ**
20	UNIVERZA V MARIBORU	**UM**
21	INSTITUTO TECNOLÓGICO DE CASTILLA Y LEON	**ITCL**
22	FUNDACION INTRAS	**INTRAS**
23	ASSOCIATION EUROPEAN FEDERATION FOR MEDICAL INFORMATICS	**EFMI**
24	FEDERATION EUROPEENNE DES HOPITAUX ET DES SOINS DE SANTE	**HOPE**

[1] CO: Coordinator. TP: linked third party.

1.2 Purpose, context and scope

The D6.4 "Dissemination, Communication & Standardization Activities Report – First version" constitutes a public dissemination deliverable, led by INTRAS (T6.1 leader) and co-lead by EFMI (T6.3 leader).

Following the communication roadmap that directly contributed to milestone MS1 "Identification of HosmartAI Requirements and User Stories, Initial preparation of the Data Handling Plan, Communication roadmap", this document paves a way to verify milestone MS5 "Availability of 1st Functional Prototypes of AI-based solutions, 1st version of HosmartAI integrated framework, of detailed Pilot specification and 1st version of business plan. Engagement of stakeholders and other visibility enhancement activities". Furthermore, it enables the initial exploration of the contribution to standards and working groups towards milestone MS9: "Final HosmartAI Platform. Final HosmartAI Pilot results and evaluation. Engagement of stakeholders and other visibility enhancement activities. Final HosmartAI exploitation and business plan". This is achieved by reporting the dissemination (R5 of Business objective 2) and the communication (R6 of Business objective 2) outcomes.

The Dissemination, Communication & Standardization Activities Report aims to:

- Identifying the activities used to reach the different target groups defined on D6.1.
- Report the communication activities until M18.
- Report the dissemination activities until M18.
- Locate HosmartAI's dissemination and communication in the Key Performance Indicators (KPIs).
- Describe the activities related to contribution to Standardization planned and taking place.

1.3 Structure and Content

The document is divided into the following sections:

- Chapter 1 presents an introduction to the project and the present document.
- Chapter 2 gives a summary of the plan followed, monitoring and impact assessment and a brief overview of the communication and dissemination objectives.
- Chapter 3 provides an overview of the different communication and dissemination activities to reach the different target groups.
- Chapter 4 outlines the communication activities carried out until M18.
- Chapter 5 reports the dissemination activities carried out until M18.
- Chapter 6 reports on the plan and first results related to use and contribution to standards.
- Chapter 7 presents a resume of the key performance indicators of the dissemination and communication activities.
- Chapter 8 provides a summary and conclusions of the Dissemination, Communication & Standardization Activities Report - First Version.

2 Communication and Dissemination - Overview

2.1 Impact

As detailed in D6.1 "Dissemination, Communication & Ecosystem Building Plan", the main message to transmit within the HosmartAI project is the digital transformation of the European healthcare sector. HosmartAI proposes a boost of an effective, efficient, sustainable and resilient European healthcare system through digital transformation. This is achieved through the integration of digital and robot technologies in new healthcare environments and the possibility to analyse their benefits by providing an environment where digital healthcare tool providers will be able to design and develop AI solutions as well as a space for the instantiation and deployment of AI solutions.

To maximise the project impact, HosmartAI covers six discrete categories: **1) Dissemination activities**; **2) Communication activities**; 3) Research Data Management activities; 4) Exploitation planning activities; 5) Business planning activities; 6) IPR management activities.

Task T6.1 "Public awareness and dissemination planning, Implementation and Monitoring" proposes the design and implementation of dissemination activities dealing mainly with the diffusion of scientific and technological knowledge generated within the context of the project, aiming to address the full range of potential stakeholders. It also designs and implements a blend of communication and stakeholder engagement activities dealing mainly with raising awareness and attracting potential supporters, end users and customers.

2.2 Project's Phases

In the current M19, the HosmartAI project is in its second phase of the communication and dissemination strategy.

The **first phase (M1-M12) – "Action for Dissemination Awareness"** focused on the actions for dissemination of awareness. Within this period, a communication and dissemination strategy was defined and shared, establishing the roadmap with the definition of the target audience, the main messages to communicate, the communication and dissemination plan to achieve the strategy and the communication channels used. These activities have enabled the creation of an active community of potential users, the collection of feedback to the project's activities and the support to targeted dissemination of the HosmartAI results.

The target audiences were reached mainly through online media. Physical communication materials, such as the project's poster, were also used by HosmartAI partners.

The current phase, **second phase (M13-M24) – "Understanding and promoting clustering activities"**, is focusing on the development of dissemination actions to groups of interest for understanding, promoting clustering activities amongst the industrial communities and all stakeholders involved in the Health and Care domains (with emphasis on the AI and robotics). The cluster activity to highlight is the integration of the Health and Care Cluster that will be further detailed in Section 5.6.

The present document will focus on the work delivered within this first phase and in this half of the second phase.

2.3 Communication and Dissemination Objectives

As crucial to any project, the communication and dissemination activities followed defined objectives to maximise the impact. Follows the communication and dissemination objectives with a brief overview on how these objectives are being reached.

2.3.1 Communication Objectives

For the communication activities, the objectives were achieved with the straight collaboration of T6.1 – "Public awareness and dissemination planning, Implementation and Monitoring", T6.2 – "Ecosystem Building and Industrial Clustering", and T6.3 – "Standardization and Legislation". The following list, briefly describes the objectives worked upon these 18 months:

- To create awareness of the project among the full range of potential adopters / users in the general public – This objective was achieved mainly through the continuous update of the project website and social media presence.
- To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material – This objective was achieved mainly through the newsletters and the continuous update of the project website and social media presence.
- To create an active community of potential users and collect feedback to be considered by the project's activities – This objective was achieved mainly through the newsletters and the continuous update of the project website and social media presence.
- To prepare the ground for the exploitation of project's results. – This objective was achieved mainly through the work carried out in T6.2, by building an ecosystem and industrial clustering for HosmartAI.
- To support targeted dissemination of the project's results – This objective was achieved mainly through the newsletters and the continuous update of the project website and social media presence.

2.3.2 Dissemination Objectives

For the dissemination activities, the objectives were achieved with the straight collaboration of T6.1 – "Public awareness and dissemination planning, Implementation and Monitoring", T6.2 – "Ecosystem Building and Industrial Clustering", T6.3 – "Standardization and Legislation", T6.6 – "Open Calls Planning and Management" and WP7. The following list, summarizes the objectives worked upon these 18 months:

- Maximize HosmartAI outreach to the target audiences via appropriate key messages – This objective was achieved mainly through the newsletters and the continuous update of the project website and social media presence.
- Diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium – This objective was achieved mainly through the

continuous update of the project website (particularly, blog posts and deliverables), social media presence (particularly, events dissemination), participation in scientific events and the project's newsletters.

- Establish liaisons with other projects and initiatives for knowledge and innovation transfer – This objective was achieved mainly through the work carried out within Heath and Care Cluster.
- Engage the targeted audiences to get feedback, validate and ensure broad applicability of the project's results – This objective was achieved mainly through the participation in scientific events and newsletters.
- Attract potential users / clients, foster the acceptance of the project's outcomes by new and current users and stimulate the appropriate market segments to support the project's exploitation strategy – This objective was achieved mainly through the work carried out in T6.2 and WP7.
- Encourage the development of further outcomes in new initiatives – This objective was partially achieved through T6.6.
- Contribute to International Standardization, making known some results from the project. This will be done in T6.3.

2.4 Communication and Dissemination Plan

HosmartAI Communication and Dissemination Plan elaborated within D6.1, was put into action through the communication and dissemination strategies (also described in D6.1), in order to reach the project's objectives. The delineated plan is continuously being updated from the beginning to the end of the project.

This structured plan is implemented by all HosmartAI consortium, by each partner's domain of expertise. The next section describes how this plan is being monitored, which represents a crucial process to secure that these efforts go accordingly to the plan agreed by all partners.

2.5 Communication and Dissemination Monitoring

This Communication and Dissemination Plan was monitored through a dissemination log (excel format) that was defined in D6.1. This method has proved essential to ensure the KPIs and the business objectives are accomplished. Additionally, it enables the growth of the size of the community beyond the project's lifetime, in particular, for the possible implementation of phase IV, "Post-project Dissemination", aiming for the continuation of research and the increased take-up of results.

All partners from the HosmartAI consortium contributed to the communication and dissemination activities and, as good practice, continuously add the activities and their impact to this dissemination log that can be found on the project's internal repository.

3 Stakeholders' Results

The different target audiences were organized in the variation of the message and the communication method to maximize the outreach of the project's existence and the knowledge generated in its lifetime. These different groups enabled HosmartAI to increase the impact of the different dimensions of the project, from the Platform to the large-scale pilots. Within the first version's period, the main target audiences reached were: research and academia; Participants, project partners and relevant stakeholders active in the H2020 related to AI and robotics in the health sector; and the general public. The main communication and dissemination channels used to reach the target audiences were: National and international conferences; Newsletters; social media; Project's Website; Co-Creation Workshops or Challenge Days; Publication in journals and presentations at conferences and press conferences.

The following sub-titles summarise the main actions applied to reach the distinct target audiences and the number reached until M18. These numbers are collected from the dissemination log (see Section 2.5), after each partner report of estimations for the attended events (participation or organization) and the website and social media presence.

Health Industry Stakeholders

For the health advocacy groups, national professional associations, hospitals, Long Term Care facilities, home care providers, physicians, insurance companies, and pharmaceutical firms, HosmartAI's consortium registers, at least, **430** people.

In the current state of the project (M18), this target audience was approached by the active role in events' participation.

Researchers and Academia

For the Individuals and universities engaged in research initiatives and/or working in research/academic institutes conducting research on health, AI and robotics, the HosmartAI team reached, at least, **650** people.

In the current state of the project (M18), this target audience was approached by participating in the project's events and through the dissemination of the advancements within the social media presence and website.

Industry Associations & Technology Clusters

For the European initiatives & clusters, EU national unions related to AI and robotics, the HosmartAI's consortium registered more than **3390** individuals.

In the current state of the project (M18), this target audience was approached by bilateral participation in events for knowledge exchange, dissemination of project's results to their members and inclusion of project's results in collaborative research activities (roadmap, white papers, position papers).

Participants, project partners and relevant stakeholders active in the H2020 related to AI and robotics in the health sector

In the participants, project partners and relevant stakeholders active in the H2020 related to AI and robotics in the health sector target audience, HosmartAI's consortium reached, at least, **10 teams** of other H2020 projects.

In the current state of the project (M18), this target audience was approached by identification of common topics and further synergies and collaborations for results promotion, and dissemination of the project through other projects integrated into the Health and Care Cluster newsletters.

Policy makers, Standardisation Organisations

For policy makers and standardisation organizations (at any level), HosmartAI's consortium, reported **320** individuals.

In the current state of the project (M18), this target audience was approached by dissemination and collaboration on inputs for standardization activities, and dissemination of the advancements within the social media presence and website.

General Public

For the general public, that includes individuals who benefit from the project outcomes HosmartAI's consortium (such as end-users) reached more than **12640** people.

In the current state of the project (M19), this target audience was approached by dissemination of the project's advancements through the social media presence and website (newsletter included), and the local conferences and workshops, using press releases.

4 Communication Mechanisms – Report

The communication plan has been carried out through the HosmartAI's partners' collaboration: individually, through each partner's entity activities; and collectively, through the partner's contribution to the global strategy.

This chapter presents the communication material generated for the internal and external activities, which includes the project identity, communication materials and the respective main results (when applied) of these communication activities.

The differentiation between the communication and dissemination mechanisms reports (Chapter 4 and Chapter 5) was made to follow the line defined in the DoA.

4.1 Project Identity

In order to give a brand image to the HosmartAI project and to facilitate external and internal communication, the design of a **corporate identity** has been created.

4.1.1 Project Logo Proposal

INTRAS as communication manager developed the HosmartAI logo.

Figure 1: HosmartAI logo variants.

4.1.2 Project logo

A logo has been designed among the partners. The logo reflects the initials of HosmartAI in a simple way, refers to the development of intelligent hospitals based on AI and is adorned with the colours selected for this project.

Figure 2: HosmartAI logo.

4.1.3 Visual Identity Manual

The Visual Identity Manual incorporated a definition of the elements included in the corporate identity of the logo and the entire graphic line with the corresponding colours chosen for this project, to be used in any development that has arisen.

In this way, a brand identity has been maintained that has served as a guide for all partners in the development of any material related to the project.

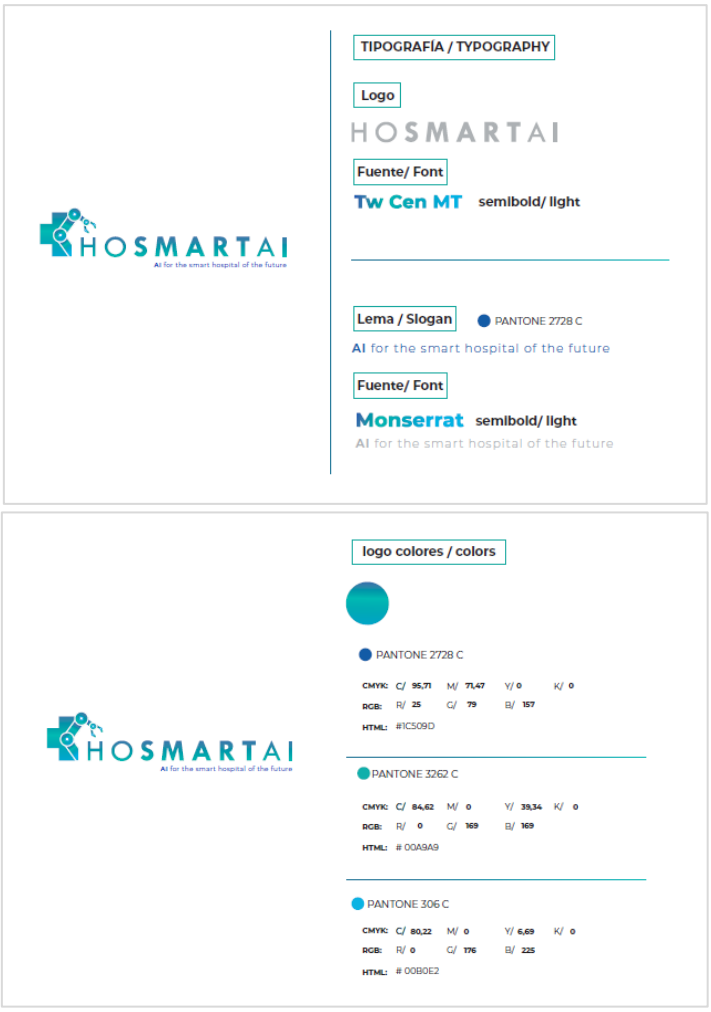


Figure 3: HosmartAI visual identity #1 (top) and #2 (bottom).

4.1.4 Templates

HosmartAI for official deliverables, meeting reports and presentations has its own project templates, so that all documents follow the project's graphics.

Official Deliverable Templates:

Figure 4: HosmartAI deliverable template.

Minutes of Meeting template:

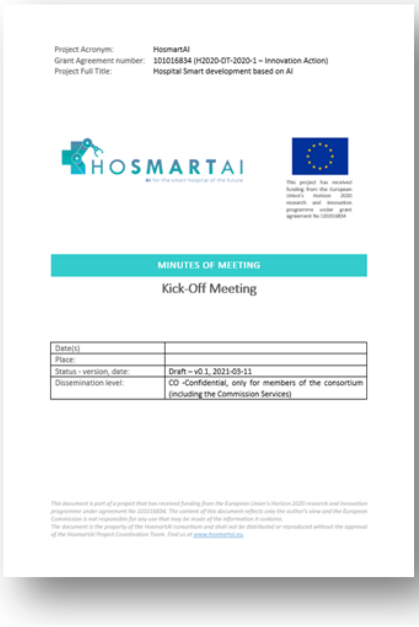


Figure 5: HosmartAI MoM template.

PowerPoint Template:

Figure 6: HosmartAI PowerPoint template.

4.2 Communication Material

The present section presents the **results of the communication materials** developed until M18. As previously explained, all materials are aligned with the corporate identity created.

4.2.1 Factsheet

Until M18, two fact sheets have been created for the project overview.

Factsheet – project's overview

The first one, created to present the project: a general overview of the mission, vision, goals, components and other relevant information to include the general public in the HosmartAI concept.

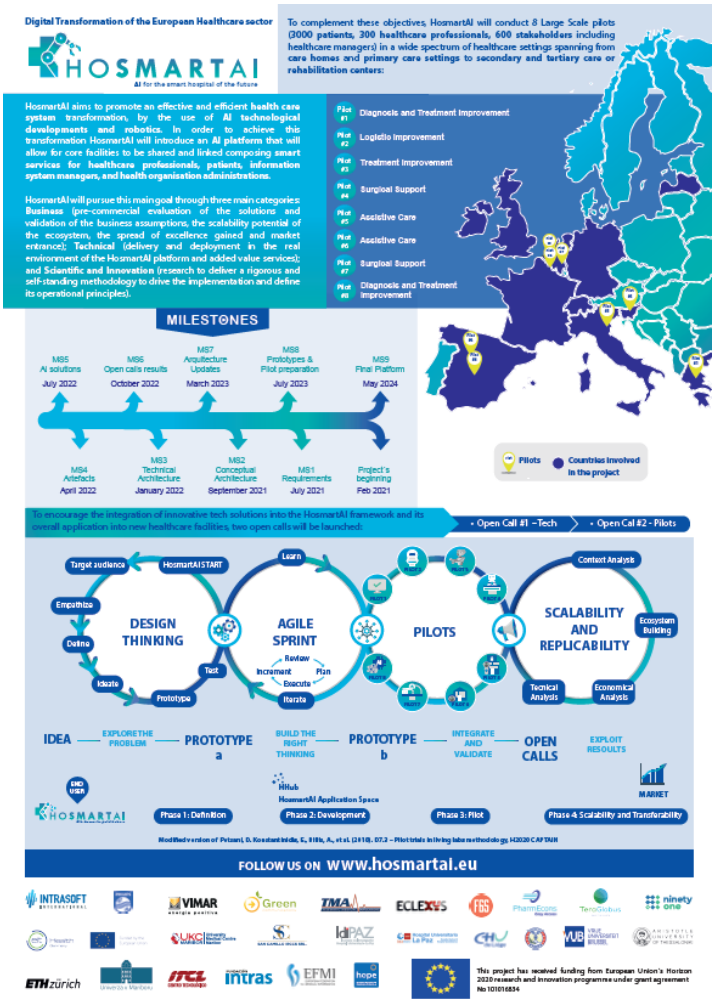


Figure 7: HosmartAI Fact Sheet #1.

Leaflet – Open Call #1

The second fact sheet (also known as, leaflet), presented the Open Call #1 with the relevant information needed to raise interest to the future candidates of this open call.

Figure 8: HosmartAI Fact Sheet #2.

4.2.2 Poster

For a communication material that is visual and, at the same time, carries the project's overall information, a poster has been created.

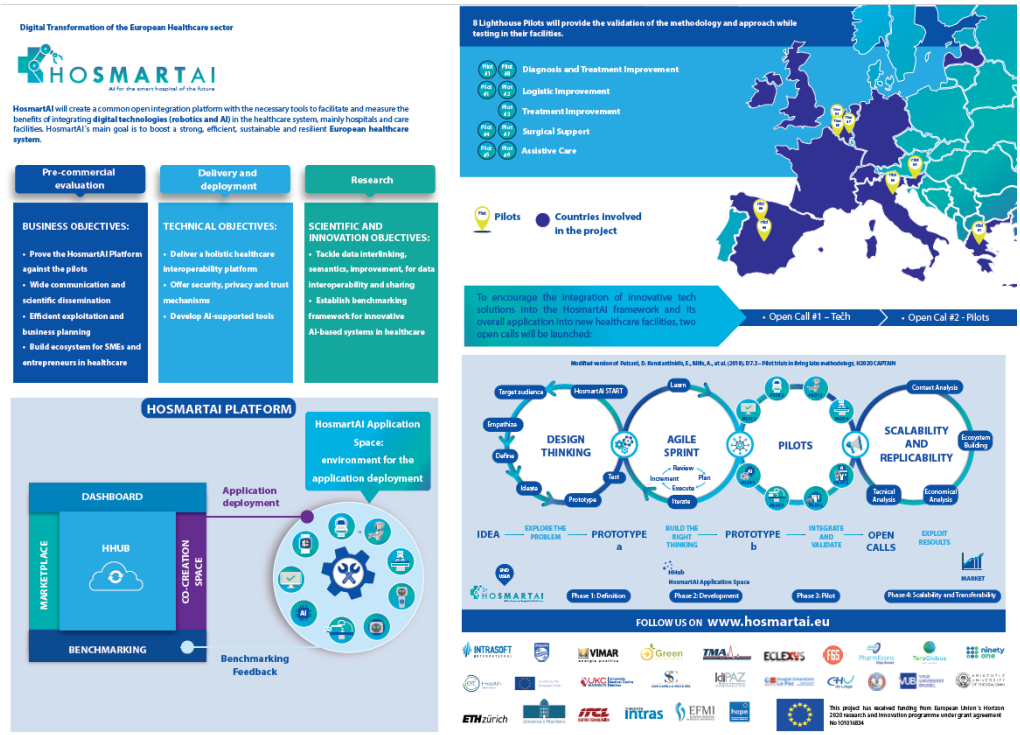


Figure 9: HosmartAI poster.

4.2.3 Roll-up

The roll-up was created after one partner's request. This is a simple communication material that visually marks the presence of the HosmartAI project.

Figure 10: Roll-up (green and white version).

4.2.4 Newsletters

The project newsletters present a crucial mechanism to disseminate the project. Among the 6 newsletters to be created, the HosmartAI project has created 2: the first newsletter (October 2021) and a special issue (March 2022). The newsletters were delivered in a different format (further explained below).

In general, each newsletter contains issues related to the project, such as news and progresses, events to be attended or already attended and milestones. Both newsletters launched were announced via MailChimp, through an email sent to all subscribers. These subscribers were gathered through newsletter subscription, embedded in the project's website and advertised within the social media presence. Currently, the HosmartAI newsletter has a total of **101 subscribers**.

Follows a description of the two newsletters that have been published in HosmartAI.

4.2.4.1 HosmartAI 1st Newsletter

HosmartAI 1st Newsletter was published on the project's website in a pdf format: https://www.hosmartai.eu/knowledge-base/e-newsletters/. This newsletter was published in the form of a catalogue, in order to show to the public the complexity of the Project and the several components integrated into it (see Figure 11). The newsletter, written in English, contains sections information on the: vision and mission; objectives; consortium; ambitions in healthcare; final product (HosmartAI platform); pilots; "don't miss out" opportunities; the open calls general information; current operation within the project; knowledge material; and related opportunity. The latest section was created to amplify the Health and Care Cluster that HosmartAI integrates.

Figure 11: HosmartAI 1st Newsletter overview.

For the "current operations" section, nine articles of each work package have been published (WP1, WP2, WP3, WP4, WP5, WP6, WP7, WP8 and W9):

- WP1: Requirements, Specifications and Reference Architecture.
- WP2: Common AI, Benchmarking and Security Pillars.
- WP3: AI-based Solutions and Autonomous Smart Components.
- WP4: HosmartAI Platform Integration, Deployment and Validation.
- WP5: Large-scale Pilot Demonstration and Evaluation is the core demonstration.
- WP6: Dissemination, Communication and Ecosystem Building
- WP7: Business Case Development, Marketing and Exploitation Activities
- WP8: Social, Ethical and Legal Issues.
- WP9: Project Management

4.2.4.2 HosmartAI 1st Newsletter – results

For this first issue, HosmartAI reached **38 subscribers**. From this total, the newsletter was opened 59 times. These numbers are gathered from MailChimp. It is unclear the newsletter engagement through the HosmartAI website. The first newsletter achieved 192 impressions on LinkedIn and 353 impressions on Twitter.

4.2.4.3 HosmartAI Newsletter - special issue OC#1

HosmartAI Newsletter - special issue OC#1 was published through a MailChimp campaign format: HosmartAI Newsletter - special issue OC#1 (mailchi.mp). The newsletter, written in English, is about the first Open Call "INNOVATE" - for Start-ups/SMEs to develop technology components usable in AI-powered healthcare solutions. It is produced in a different format, which is the one that HosmartAI intends to use from now on (see

Figure 12).

Figure 12: HosmartAI Newsletter - special issue OC#1.

In this Newsletter, different topics such as AI, HL7-FHIR, creation of a federated database system, 3D-5D vector spatial map and data parsing and mapping utility have been discussed.

4.2.5 Videos

Currently, HosmartAI has four videos uploaded to its YouTube account (see Figure 13): https://www.youtube.com/channel/UC1bnZ8olUAJ8epvqCO4_crQ

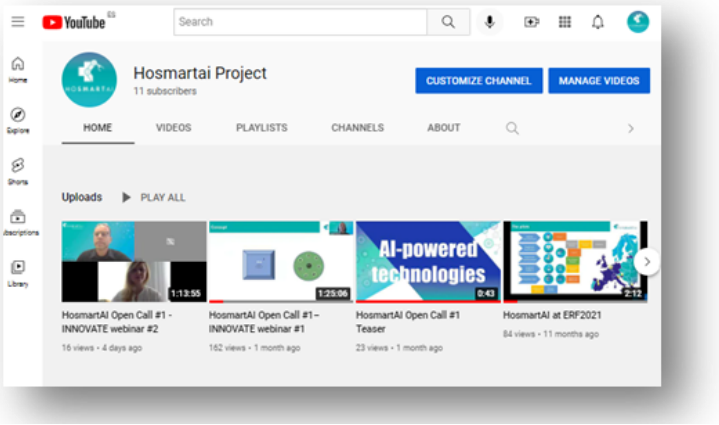


Figure 13: HosmartAI YouTube home.

The first video was created for the HosmartAI presentation for the European Robotics Forum 2021: https://www.youtube.com/watch?v=wbPmD5u3aBE (05/04/2021). This video has a total of **96 views**.

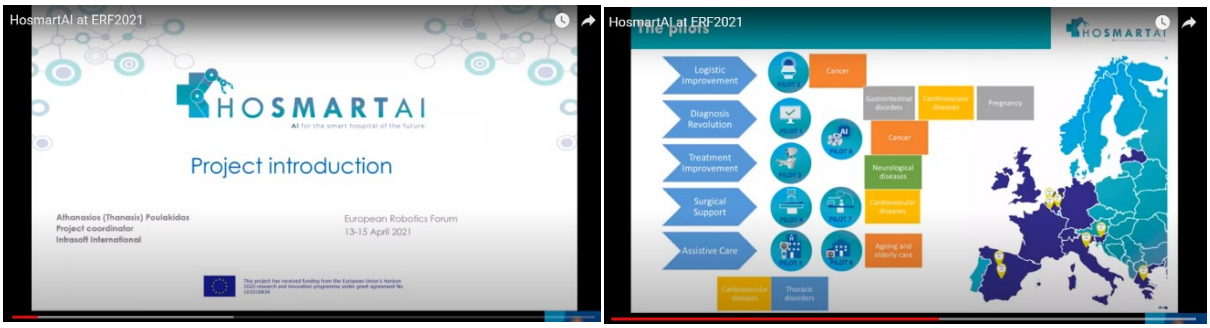


Figure 14: HosmartAI Video ERF.

The second video consists of a promotional video for the open call #1: https://www.youtube.com/watch?v=hHVHCrym4kI (15/02/2022). This video has a total of **32 views**.

Figure 15: HosmartAI promotional video open call #1.

The third video is a recording of the first webinar for the HosmartAI Open Call #1: https://www.youtube.com/watch?v=OoMUVSaEAtM (23/02/2022). This recording has a total of **222 views**.

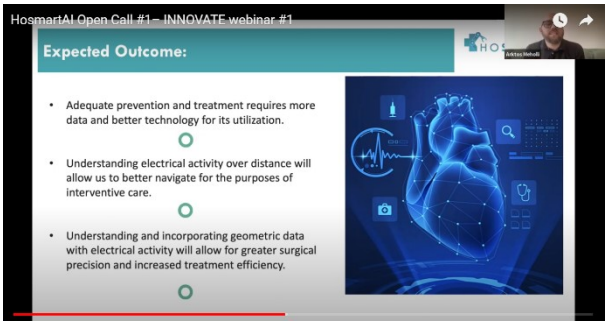


Figure 16: HosmartAI recording – webinar 1 open call #1.

The fourth video "Open Call #1: Innovate call for tech" is the second webinar carried out for open call #1: https://www.youtube.com/watch?v=mFg0FWT7Iow (30/03/2022). This video has a total of **48 views**.

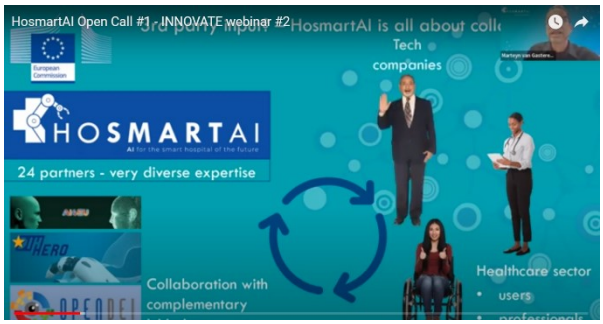


Figure 17: HosmartAI recording – webinar 2 open call #1.

4.3 HosmartAI Website

The website has been developed and launched in April 2021 (see https://www.hosmartai.eu/). As explained on D6.1, the main portal was created after a consultation with the partners.

The website includes the main subsections: the project; platform; pilots; open calls; blog; events; knowledge base; contacts; subscribe (see Figure 18). Most sections are powered by

the cooperation between HosmartAI's partners. Partners contribute to the pilots, platform and open call updates, and to feed the knowledge base and blog with the newest and relevant information about HosmartAI.

The HosmartAI website has been continuously updated with the progress and outcomes of the project.

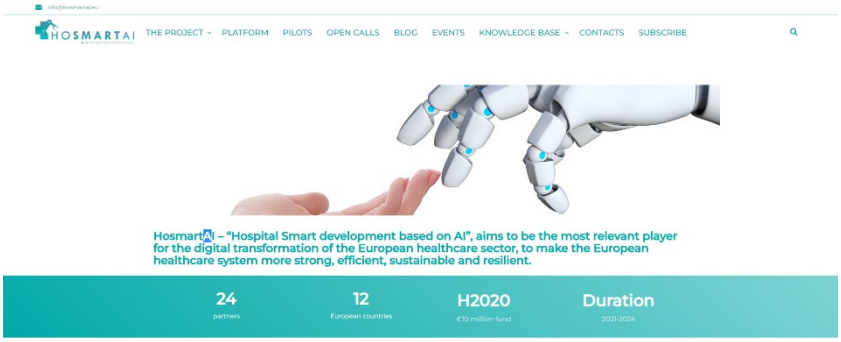


Figure 18: HosmartAI website HOME page.

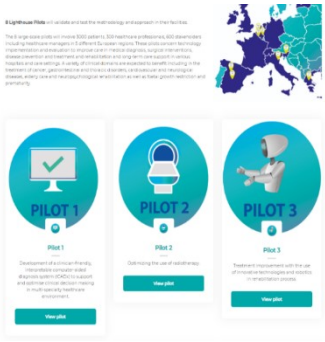


Figure 19: HosmartAI website details.

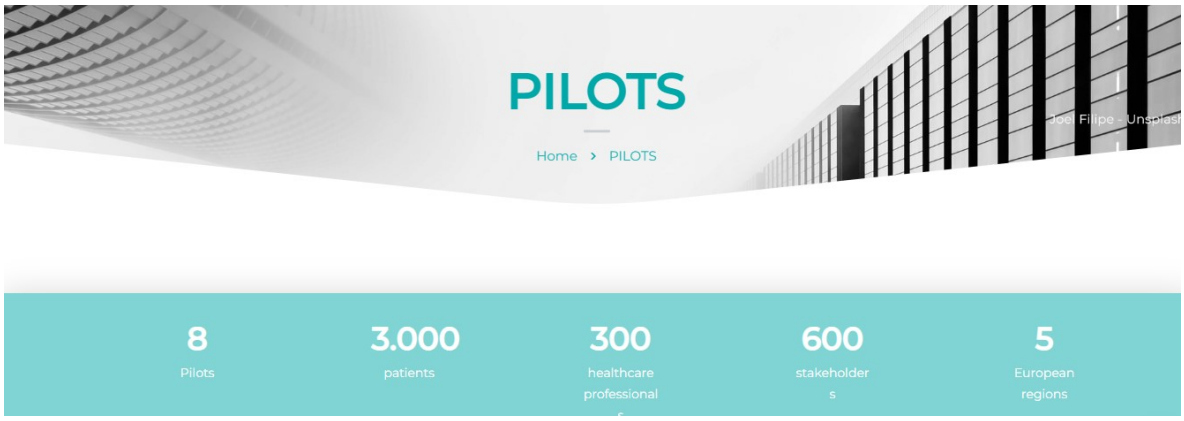


Figure 20: HosmartAI website - pilots section.

All pages and visuals used on the website, are presented with the HosmartAI visual identity, promoting the HosmartAI brand.

Figure 21: HosmartAI Website- HosmartAI Visual #1.

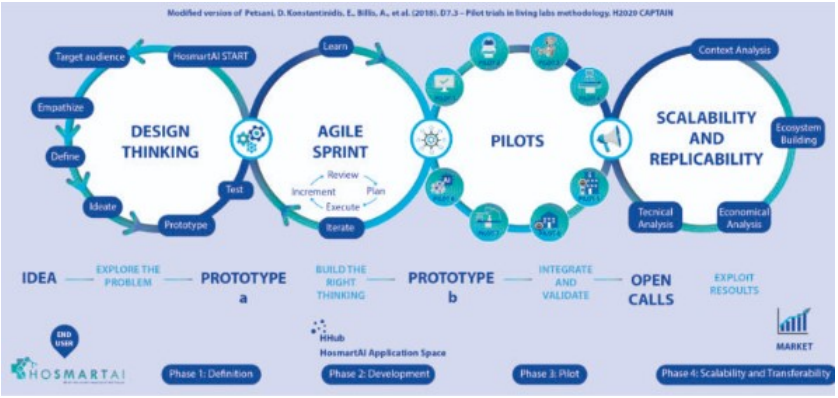


Figure 22: HosmartAI Website- HosmartAI Visual #2.

4.3.1 HosmartAI website – statistics

The statistics presented are retrieved from the WordPress statistics features. These statistics are available since the creation of the website (March 2021), however, in different formats. This occurs for the statistics plugin installed on the website in February 2022.

From **March to December 2021**, the HosmartAI website counted a total of **29661 visits**, **13719 visitors** (distinct) and a mean of **171,7 seconds** (see Table 2).

Table 2: HosmartAI website statistics 2021.

2021	Total visits	Distinct visitors	Time of visit (sec)	Total visualization pages
March	254	198	121	2940
April	407	295	405	34029
May	2426	1422	95	68782
June	2675	1284	80	40746
July	5193	1802	300	49093
August	2659	1283	203	43405
September	2998	1953	124	64114
October	1402	981	131	35321
November	6071	2667	154	31729
December	5576	1834	104	29339
TOTAL 2021	**29661**	**13719**	**171,7 (mean)**	**399498**

In Figure 23, the variation of visits and visitors can be seen since **February 2022, until mid of June 2022**. A total of **28431 visits** and **10928 visitors** were achieved in this period.

The **peaks** that stand out in this statistic are the **21st of February 2022** and the **11th of May 2022**, that coincide, respectively, with the peak of the **open call #1 advertisement** and the **OPEN DEI position paper** – An analysis of drivers and barriers for the uptake of digital platforms in Europe – integrated in the Health and Care Cluster collaboration. The latest document can be consulted here: [An analysis of drivers and barriers for the uptake of digital platforms in Europe – Open DEI].

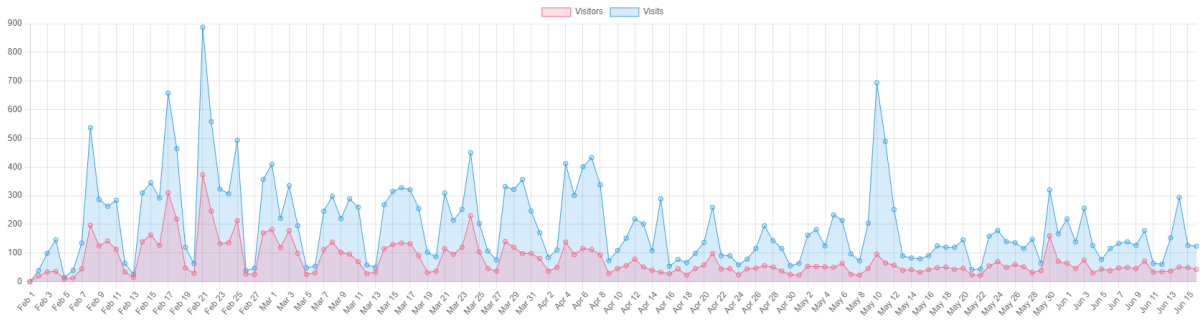


Figure 23: HosmartAI website statistics - visits and visitors.

In Figure 24 the reader can find the top ten visits of the HosmartAI website in M18. The pages of most interest are the home page, the open calls page and the platform page, with 6222, 6063 and 868 visits, respectively.

Top 10 Pages

ID	Title	Link	Visits
1	Home Page	/	6,222
2	OPEN CALLS	/opencalls/	6,063
3	PLATFORM	/platform/	868
4	The Consortium	/theproject/the-consortium/	730
5	PILOTS	/pilot/	537
6	Calling External Evaluators for HosmartAI Open Call #1!	/calling-external-evaluators-for-hosmartai-open-call-1/3182/	468
7	PROJECT	/theproject/	464
8	Deliverables	/knowledge-base/deliverables/	385
9	OPEN CALLS	/opencalls/?fbclid=IwAR2eQUe--_tUqoL8dl6wtnUFBNH0YT3w3FNKJMl59ZzETwY4v0Zo8kboIuQ	356
10	CONTACTS	/contacts/	305

Figure 24: HosmartAI website statistics - top 10 page visits.

4.4 HosmartAI Blog

As detailed on D6.1, HosmartAI has a blog (see Figure 25) for the purpose of updating followers by publishing current news that are relevant to the development of the project. The blog has currently **23 blog posts** and can be consulted under the following link: https://www.hosmartai.eu/blog/.

These blogposts use a reader-friendly language, aiming at all audiences so that the interested parties can keep up-to-date of all HosmartAI's developments. Examples of the visual presentation and language used, can be found below in Figure 26 and Figure 27.

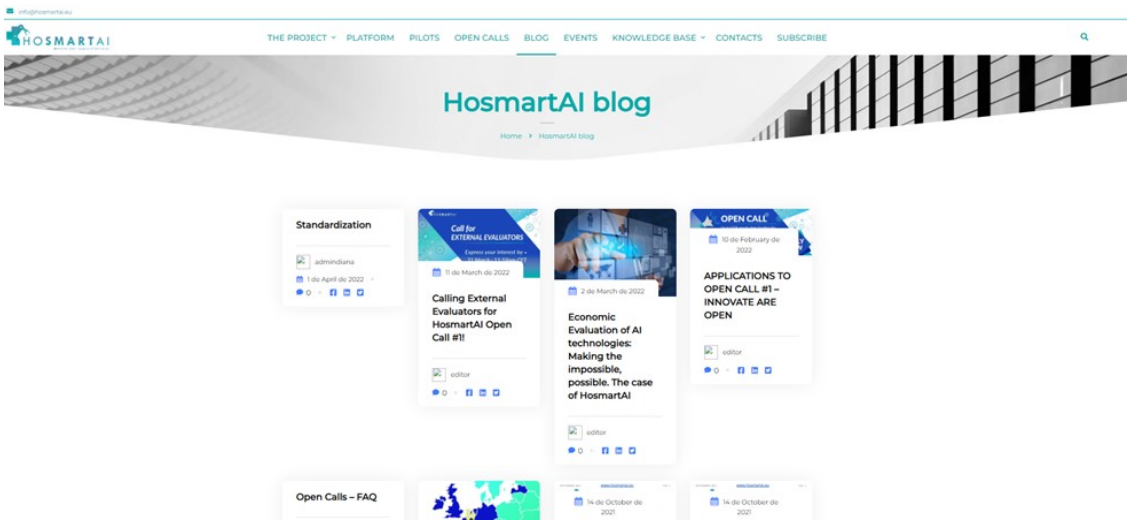
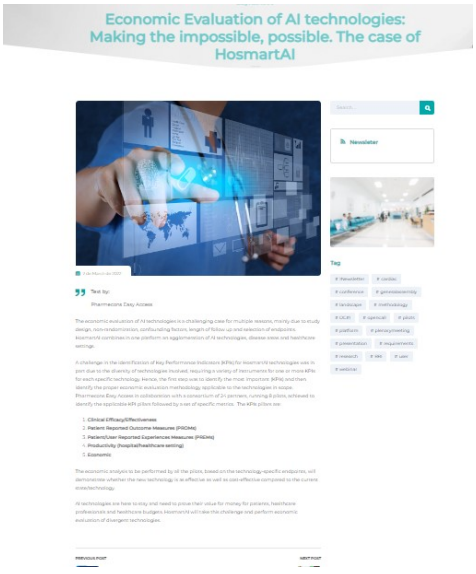


Figure 25: HosmartAI blog posts.



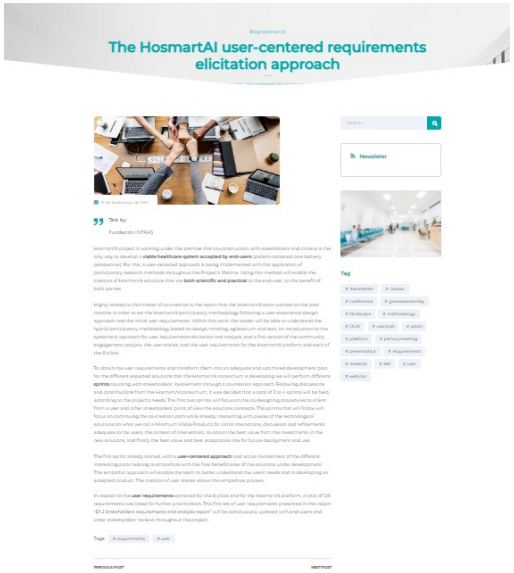


Figure 26: HosmartAI blog post example #1.

Figure 27: HosmartAI blog post example #2.

The most visited blog posts are the three posts related to the Open Call #1 (Calling external evaluators for HosmartAI Open Call #1; Applications to Open Call #1 – INNOVATE are open; Open Calls - FAQ) with **515, 265 and 261 hits**, respectively. Follows a considering interest in the "HosmartAI Benchmarking Framework Overview", with **86 hits**, and the "Economic

Evaluation of AI technologies: Making the impossible, possible. The case of HosmartAI" with **83 hits**.

4.5 Social Media

The social media is one effective mechanism to ensure a viral dissemination of the HosmartAI project outcomes. The social media channels are used to promote the HosmartAI brand and to broadcast the knowledge about HosmartAI to the network community.

The HosmartAI project has three social media channels: **Twitter, LinkedIn and YouTube**. They match each other, using the same HosmartAI identity. The consistency of the images and colours ensures coherency for any visitors to all project media. Follows a description of the LinkedIn and Twitter results. The YouTube channel can be consulted in Section 4.2.5.

4.5.1 LinkedIn

HosmartAI adhered to LinkedIn in March 2021 with the creation of a personal profile (HosmartAI EU | LinkedIn). This profile (see Figure 28), gathered a total of **170 connections** and **102 posts**.

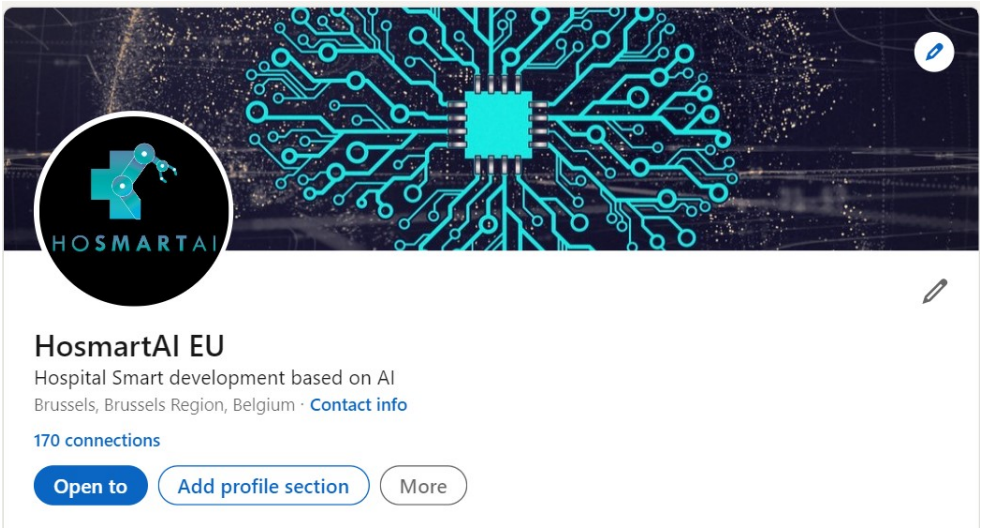


Figure 28: HosmartAI LinkedIn personal profile.

Later, in February 2022, HosmartAI proceeded with the creation of a company profile (HosmartAI: Company | LinkedIn).

The official HosmartAI profile (see Figure 29) enabled HosmartAI to create a community of companies, researchers, institutions and the general public interested in and committed to this project.

Through this network, HosmartAI shares the different news and developments related to this project: https://www.linkedin.com/company/hosmartai/about/. Also, it provides a portal to

disseminate new communication materials, published deliverables, events and other relevant information.

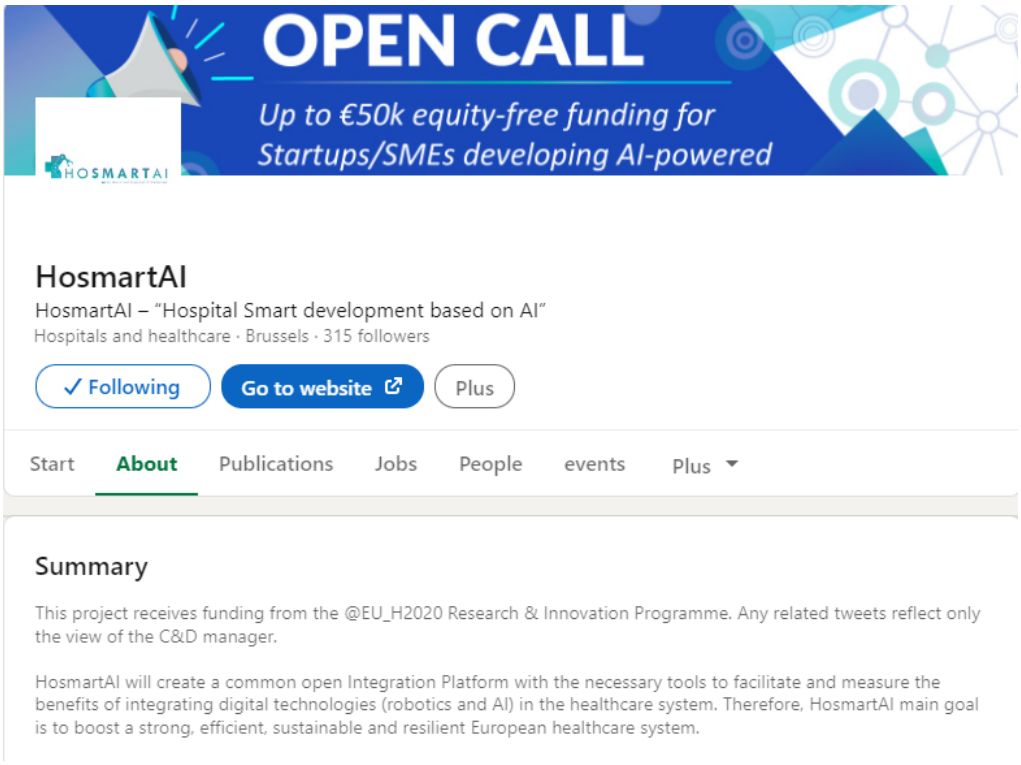


Figure 29: HosmartAI LinkedIn company profile.

Examples of the two different LinkedIn posts can be found below: dissemination of one blog post (see Figure 30) and dissemination of a project's plenary meeting (see Figure 31).

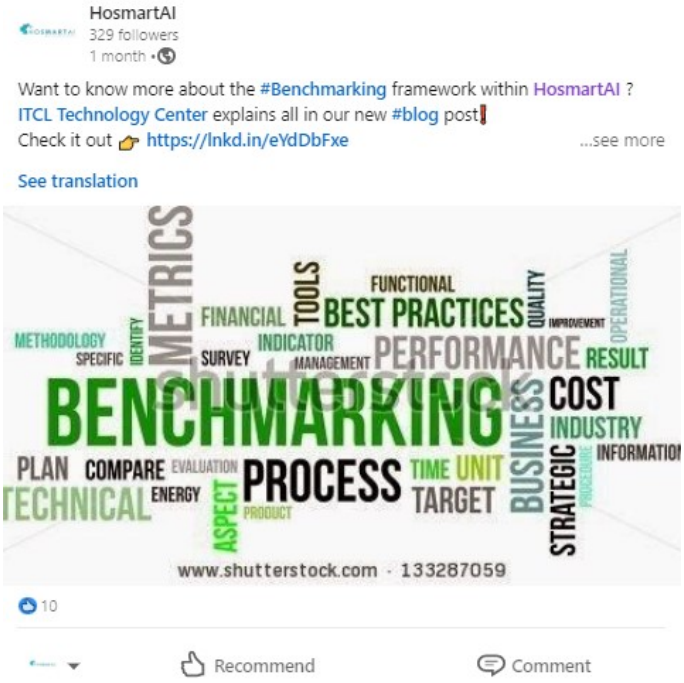


Figure 30: HosmartAI LinkedIn post example #1.

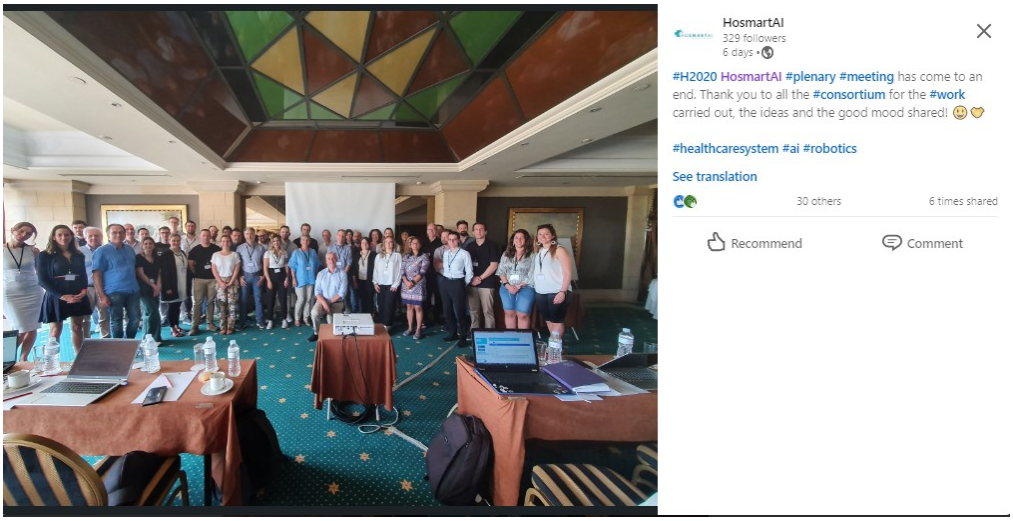


Figure 31: HosmartAI LinkedIn post example #2.

4.5.1.1 LinkedIn Statistical Analysis

Currently (M18), the official LinkedIn profile has a community of **341 followers** (see Figure 32). Spain is the country that the majority of followers are registered to.

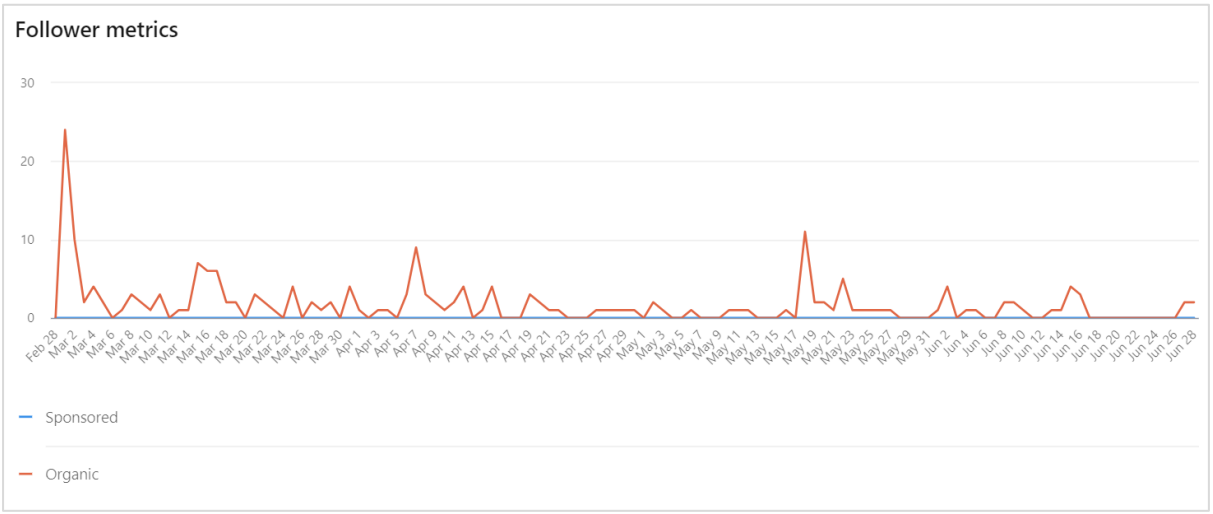


Figure 32: HosmartAI LinkedIn profile – followers.

In January 2022, LinkedIn achieved a total of **172 posts** with more than **500 interactions**.

Below are examples of posts and respective analysis of four distinct publications: plenary meeting; international day; launch of a blog post; launch of an HosmartAI newsletter (see Figure 33, Figure 34, Figure 35 and Figure 36).

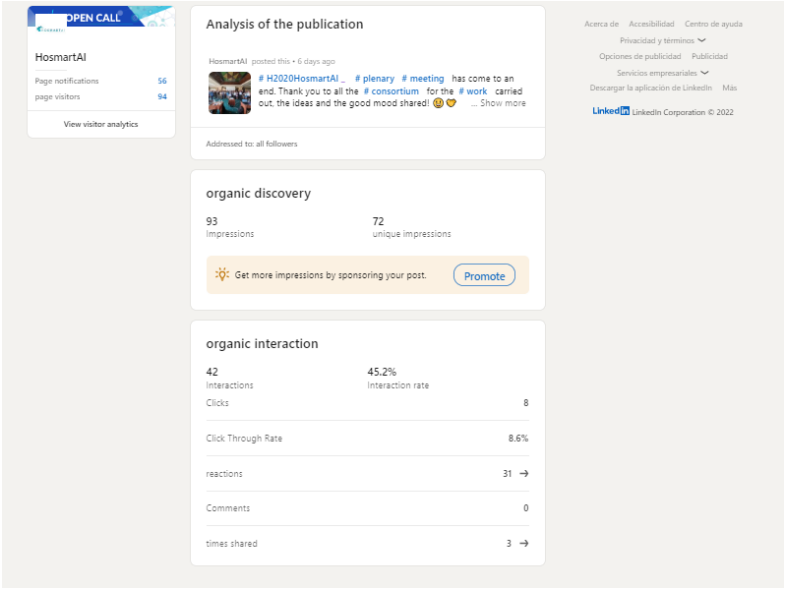


Figure 33: HosmartAI LinkedIn example of the Statistical Analysis #1.

The HosmartAI plenary meeting post had 95 interactions, 72 unique impressions, a total of 42 interactions and an interaction rate of 44.2%.

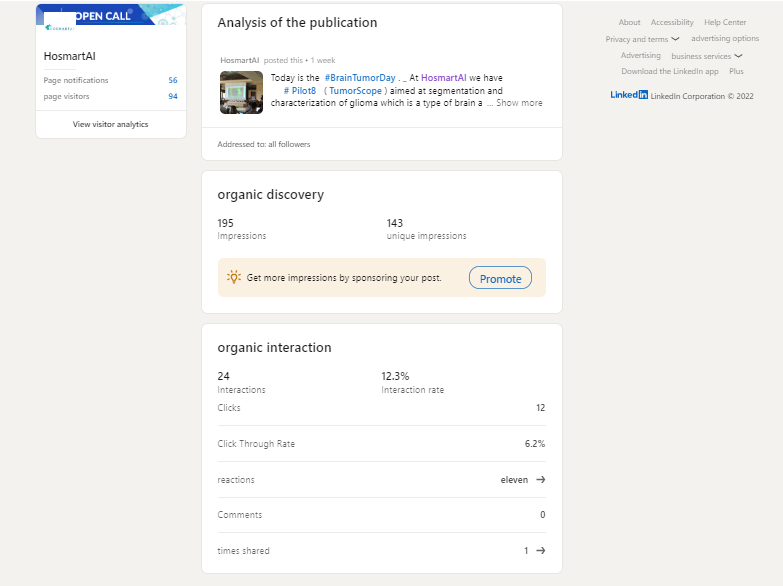


Figure 34: HosmartAI LinkedIn example of the Statistical Analysis #2.

The LinkedIn post for the International Brain Tumour Day achieved a total of 197 impressions, 144 unique impressions, a total of 24 interactions and an interaction rate of 12.2%.

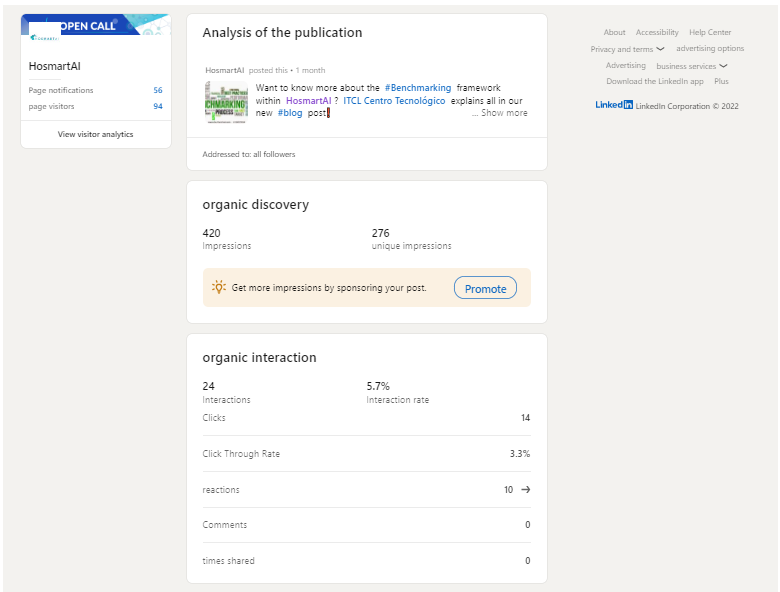


Figure 35: HosmartAI LinkedIn example of the Statistical Analysis #3.

The LinkedIn post about a new blog post achieved 420 impressions, 276 unique impressions and a total of 24 interactions, with a total interaction rate of 5.7%.

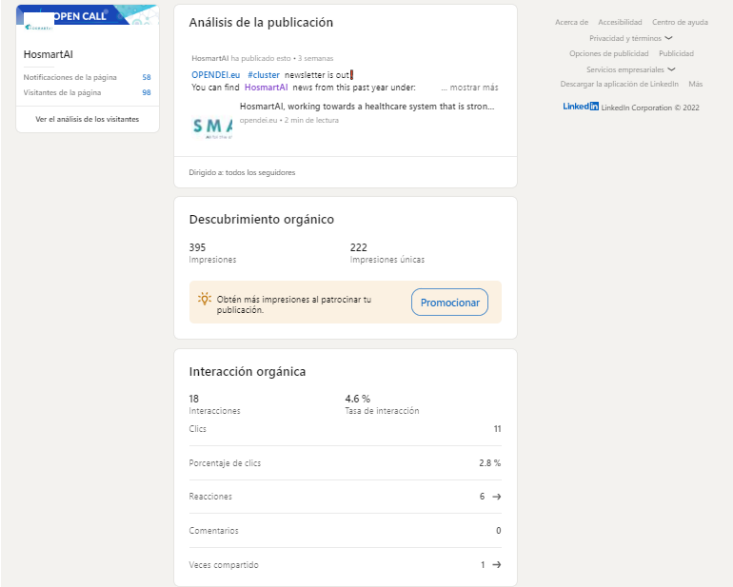


Figure 36: HosmartAI LinkedIn example of the Statistical Analysis #4.

The post about the cluster's first newsletter had a total of 396 impressions, 222 unique impressions and 18 interactions, with an interaction rate of 4.5%.

4.5.2 Twitter

The Twitter social media is mentioned as the most professional and widespread social in scientific communities, public institutions, enterprises and the general public. The @HosmartAI (see Figure 37) account was created in March 2021: https://twitter.com/HosmartAI

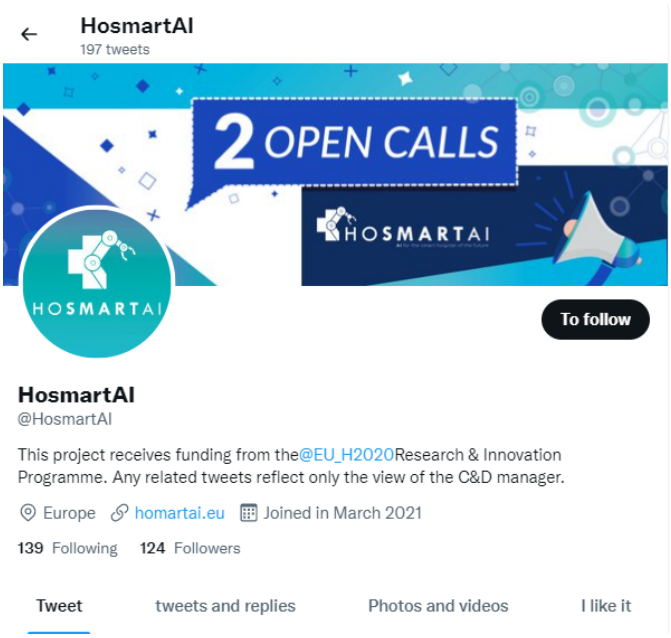


Figure 37: HosmartAI Twitter profile.

Through this social media, HosmartAI is disseminating HosmartAI's news, parallel to the LinkedIn updates.

Examples of three distinct posts can be found below, in Figure 38, Figure 39 and Figure 40.

Figure 38: HosmartAI Twitter example #1.

Figure 39: HosmartAI Twitter example #2.

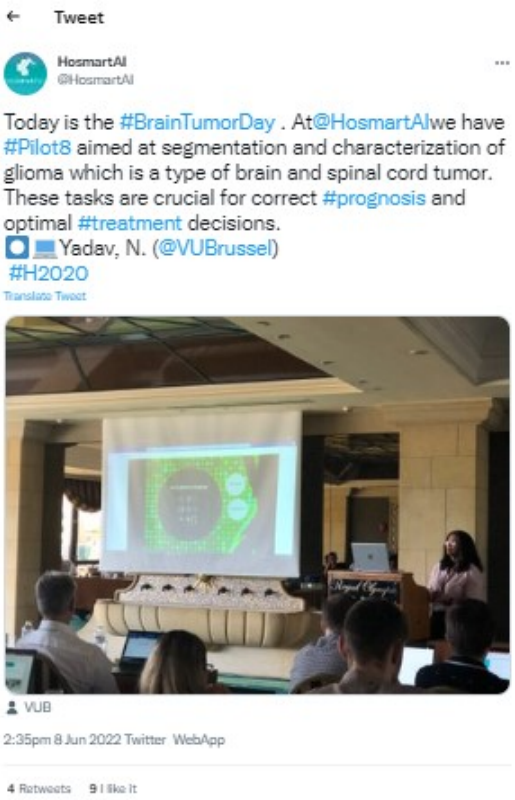


Figure 40: HosmartAI Twitter example #3.

4.6 Other communication activities by the consortium

Apart from the mentions in social media, other relevant communication activities are reported by HosmartAI's partners:

- **One article** by UKCM that can be consulted on the following link: https://www.ukc-mb.si/media/files/uploads/interni-%C4%8Dasopis/Nasa_bolnisnica_2_2021.pdf
- **Three communication campaigns** by UKCM, CHUL and UM.
- **Four non-scientific and non-peer-reviewed publications** (popularised publication) by VIMAR, UM and UKCM (see Section 5.4.2).
- **One** dedicated item on IdiPAZ **newsletter** by SERMAS: https://mailchi.mp/idipaz.es/idipaz-participa-en-elproyecto-europeo-hosmartai
- **Seventy-seven press releases** shared by ITCL, HOPE, UM, INTRAS, EIT, 91 and UKCM (these included modifications to the 2 original press releases).
- **One video** by UM: https://www.impresedilinews.it/vimar-view-wireless-hosmartai/
- **Twelve** other **web presence** activities by CHUL, PhE, ITCL, VUB, GC, F6S and VIMAR.

5 Dissemination mechanisms – report

The dissemination plan has been carried out through the HosmartAI's partners' collaboration: individually, through each partner's entity activities; and collectively, through the partner's contribution to the global strategy.

The differentiation between communication and dissemination mechanisms – report (Chapter 4 and Chapter 5) was made to follow the line defined in the DoA.

Figure 41: HosmartAI events participation mural.

In this chapter, the dissemination activities performed within and beyond the HosmartAI's consortium are described. Figure 41 gives an overview of the academic and research events attended by HosmartAI.

Until the present moment of the HosmartAI lifetime (M18), the consortium focused on participating in scientific conferences and other type of events that enabled the presentation of the project scope, interacting with participants and presenting results. This participation and other dissemination activities produced position papers and review papers, and participation in working groups, presenting project's outcomes at meetings and events.

All work carried out within these activities has been crucial to establish contact points, liaisons, identifying synergies, exchange ideas and promoting the project's communication material and the communication channels.

5.1 Organization of project events

Currently, HosmartAI sums up **10 events organized or co-organized by the project** (see Table 3).

Table 3: Organization of project events.

HosmartAI type of participation	Type of Event	Start Date	Finish Date	Title of event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Only organiser	Other	12-Feb-2021	13-Feb-2021	Living Lab Circuit: presentation of HOSMARTAI and Participatory methodology coming from CAPTAIN Project and Lessons Learn	INTRAS Headquarters - MINDLab showroom (Valladolid, Spain)	INTRAS	INTRAS	National
Organizer	Workshop	11-Mar-2021	11-Mar-2021	Co-creation workshop with UM FERI and researchers	Maribor, Slovenia	UKCM	UKCM	Local
Co-organiser	Workshop	12-Sep-	17-Sep-2021	ETH Week 2021 Health for Tomorrow	Zurich, Switzerland	ETHZ	ETHZ	National

HosmartAI type of participation	Type of Event	Start Date	Finish Date	Title of event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
		2021		12–17 September				
Organizer	Workshop	22-Sep-2021	22-Sep-2021	HosmartAI and Bridge Discovery Synergy	Zurich and online	ETHZ	ETHZ, SERMAS	International
Co-organiser	Forum	13-Oct-2021	13-Oct-2021	Program Councils Meeting and Open Laboratories Day	live	UM FERI	UM FERI	National
Co-organiser	Round-table	15-Oct-2021	15-Oct-2021	Meeting with a nursing home organization (San Rocco) in Southern Switzerland, and by a Hospital in Italy	Morbio Inferiore, Ticino, Switzerland	Nursing home society San Rocco	EXYS	National
Only organiser	Workshop	23-Nov-2021	24-Nov-2021	EFMI-STC 2021, Satellite event - presenting HosmartAI H2020 project – EFMI perspective and contribution	Seville, Spain	EFMI		International
Only organiser	Workshop	27-Jan-2022	27-Jan-2022	Workshop on inclusive digital health for empowering older adults	Valladolid, Spain	INTRAS		Local

HosmartAI type of participation	Type of Event	Start Date	Finish Date	Title of event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Only organiser	Conference	28-May-2022	28-May-2022	Workshop: Improving communication in digital health using EFMI MIMO	Nice, France	EFMI	EFMI	Global
Only organiser	Conference	28-May-2022	28-May-2022	Meet EFMI Luncheon - European Projects and Policy - HosmartAI	Nice, France	EFMI	EFMI	Global

5.2 Participation to Conferences, Workshops and other events

At M18, HosmartAI reports participation in **27 events** (see Table 4).

Table 4: Participation in events.

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Participant	Round-table	29-Mar-2021	29-Mar-2021	OPEN DEI Healthcare Cluster Coordination meeting	Teleconference	OPEN DEI	INTRA	International
Participant	Round-table	9-Apr-2021	9-Apr-2021	WG5 GDPR LSP HC CLUSTER meeting	Teleconference	OPEN DEI	EXYS	International
Active Participant	Other	7-May-2021	7-May-2021	HCC WG2 meeting	Teleconference	OPEN DEI	UM	International
Active Participant	Conference	1-Jul-2021	2-Jul-2021	The 16th International Conference "Mechatronic Systems and	Vilnius, Lithuania	Vilnius Gediminas technical university, Faculty of	Ssol (former TGLV)	International

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
				Materials" (MSM 2021)		Mechanics Kaunas University of Technology Lithuanian Academy of Sciences Opole University of Technology Bialystok Technical University IFToMM National Committee of Lithuania		
Participant	Forum	9-Sep-2021	11-Sep-2021	ARISTOTLE MEDICAL FORUM	Thessaloniki, Greece and Online	Aristotle University of Thessaloniki	AUTH	International
Active participant	Conference	16-Sep-2021	17-Sep-2021	RoMedinf2021 - Digital Technology and Healthcare	Teleconference	Romanian Society of Medical Informatics	EFMI	International
Participant	Forum	29-Sep-2021	29-Sep-2021	UBDAY EDGE COMPUTING FOR INDUSTRY	online	SYSTEMATIC	GC	National
Active Participant	Conference	7-Oct-2021	7-Oct-2021	10th Strategic Conference Value of innovation Digital transformation for	Hybrid (live + stream)	EIG (Forum)	UM	International

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
				informed decision-making in healthcare				
Active Participant	Workshop	10-Mar-2021	10-Mar-2021	Final Workshops Event of the Wellco European Project	Online	GSS-CyL	INTRAS	International
Active Participant	Symposium	30-Nov-2021	1-Dec-2021	2021 Thought Leader EHTEL Symposium	Online	EHTEL	HOPE, ITCL	International
Active Participant	Conference	25-Oct-2021	25-Oct-2021	1st Meeting CWA Informed Consent Guide ((Lydia work group, OPEN DEI)	Online	CWA (CEN Workshop Agreement)	EXYS	International
Participant	Pitch event	27-Jan-2022	28-Jan-2022	Health Tech Hub Styria Pitch & Partner 2022	online	SFG - Steirische Wirtschaftsförderung - Enterprise Europe Network	Ssol	International
Active Participant	Conference	11-Nov-2021	12-Nov-2021	Fifth annual international SCRN meeting	Miami, USA and Online	SCRN	ETHZ	International
Active Participant	Other	12-Nov-2021	13-Nov-2021	International Congress of Health Sciences (ICHES-IDU 2021)	Hybrid (live + stream)	İzmir Demokrasi University	UM	International

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Participant	Forum	25-Nov-2021	27-Nov-2021	FORUM INNOVATION DEFENSE	PARIS	French Ministry of Armies	GC	National
Participant	Forum	11-Jan-2021	4-Nov-2021	Web Summit	Lisbon, Portugal		F6S	International
Participant	Forum	18-Jan-2022	19-Jan-2022	ECS brokerage event	online	INSIDE, AENEAS and EPoSS	Ssol	International
Active Participant	Pitch event	11-Feb-2022	12-Feb-2022	Student Info Days	Maribor, Slovenia	UM	UM	National
Active Participant	Trade fair	1-Mar-2022	2-Mar-2022	AgeinFit 2022	Online	Lille and online	VIMAR	International
Active Participant	Workshop	31-Mar-2022	31-Mar-2022	7th URV Doctoral Workshop in Computer Science and Mathematics	Tarragona, Spain	URV	UM	International
Active Participant	Conference	11-May-2022	11-May-2002	Sekcija medicinskih sester in zdravstvenih tehnikov v kirurgij	Laško, Slovenia	Slovenian Society of Nursing and Midwifery	UKCM, UM	National
Active Participant	Symposium	13/05/2022	13/05/2022	18th Symposium on Nursing and Midwifery in Slovenia	Brddo pri Karnju, Slovenia	Slovenian Society of Nursing and Midwifery	UM	National

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Participant	Brokerage	29-sep-2021	01-oct-2021	Meet in Italy for Life Sciences	Genova, Italy	EEN Liguria	VIMAR	International
Active Participant	Exhibition	30/5/2022	30/5/2022	Press event where the robot officially enters the hospital	Maribor, Slovenia	Maribor	UKCM, UM	National
Active Participant	Other	28-Jun-2022	28-Jun-2022	Digital health days	Brussels, Belgium	UNINOVA, InterOp-Vlab	UM	International
Participant	Conference	2-Jun-2022	3-Jun-2022	LOGIN	Vilnius, Lithuania	Litexpo	SSol	International
Active Participant	Conference	5-Jun-2022	8-Jun-2022	ISPIM Innovation Conference 2022	Copenhagen, Denmark	ISPIM	INTRAS	International

5.3 Workshops organised by HosmartAI

As previously shown, Table 5 filters the **5 workshops organized by HosmartAI**.

Table 5: Workshops organised by HosmartAI.

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Organizer	Workshop	11-Mar-2021	11-Mar-2021	Co-creation workshop with UM FERI and researchers	Maribor, Slovenia	UKCM	UKCM	Local

Hosmart AI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level
Co-organiser	Workshop	12-Sep-2021	17-Sep-2021	ETH Week 2021 Health for Tomorrow 12–17 September	Zurich, Switzerland	ETHZ	ETHZ	National
Organizer	Workshop	22-Sep-2021	22-Sep-2021	HosmartAI and Bridge Discovery Synergy	Zurich and online	ETHZ	ETHZ, SERMAS	International
Only organiser	Workshop	23-Nov-2021	24-Nov-2021	EFMI-STC 2021, Satellite event - presenting HosmartAI H2020 project – EFMI perspective and contribution	Seville, Spain	EFMI	EFMI	International
Only organiser	Workshop	27-Jan-2022	27-Jan-2022	Workshop on inclusive digital health for empowering older adults	Valladolid, Spain	INTRAS	INTRAS	Local

5.4 Publications

A total of **5 scientific publications** and **4 non-scientific publications** have been generated in the HosmartAI consortium. The next two subsections report these publications.

5.4.1 Scientific Publications (Open access)

Currently, HosmartAI's consortium sums 5 scientific publications. From these 5 publications, one of them does not have an open access. Table 6 describes these four open access publications.

Table 6: Scientific publications – OA.

DOI	Type of Scientific Publication	Title of the article	Title of the journal or equivalent	Number, date	Place of Publication	Year of Publication	Peer-review	Open access to the publication
N/A	Publication in Conference proceeding/workshop	Artificial Intelligence (AI)-assisted Clinical Decision Support Tool for the Prediction of Obstructive Coronary Artery Disease on Coronary Computed Tomography Angiography: Study Protocol	42nd Panhellenic Congress of Cardiology	21-23/10/2021	Congress publications book	2021	YES	YES - Green OA
http://dx.doi.org/10.1136/bmjopen-2021-054310	Article in journal	Study protocol: a survey exploring patients' and healthcare professionals' expectations, attitudes and ethical acceptability regarding the integration of socially assistive humanoid robots in nursing	BMJ Open	Volume 12, Issue 4	online	2022	YES	YES - Gold OA
https://doi.org/10.1186/ISRCTN12048782	Other	Evaluating the clinical impact of integrating a computerized clinical decision support system and a social robot into discussion of patient cases with the care team	ISRCTN Registry	28/02/2022	online	2022	NO	YES - Gold OA

DOI	Type of Scientific Publication	Title of the article	Title of the journal or equivalent	Number, date	Place of Publication	Year of Publication	Peer-review	Open access to the publication
https://doi.org/10.1186/ISRCTN966	Other	Effects of interactive digital assistance on patients and hospital staff	ISRCTN Registry	24/02/2022	online	2022	NO	YES - Gold OA

5.4.2 Non-Scientific Publications

As mentioned in Section 4.6, four non-scientific publications and non-peer-reviewed publications were produced (see Table 7).

Table 7: Non-scientific publications.

Author	Title	Language	Date	Short Description of Content	Media Channel
VIMAR	Vimar partecipa all'innovativo progetto europeo HosmartAI	Italian	3-Mar-2021	The Vimar company experiments at San Camillo of Venice the application of artificial intelligence in new healthcare environments to monitor patients. The HosmartAI is a project of the European Horizon 2020 community.	Magazine
UKCM	HOSMARTAI (Hospital Smart development based on AI) - Pametni razvoj bolniške nege na osnovi umetne inteligence	Slovenian	2021, XXII, 2, p. 34-35	Project presentation in Hospital Magazine	Magazine
UKCM	Radio presentation - interview with prof. Flis (Radio Maribor)	Slovenian	-	Project presentation	Radio

Author	Title	Language	Date	Short Description of Content	Media Channel
UM	HosmartAI presentation and news publications	English + Slovenian	1-May-2021	Project presentation	Web media presence

5.5 Community building/engagement with stakeholders

Within T6.2, Ecosystem building and industrial clustering, a stakeholder analysis has been conducted which will serve as the basis for the further ecosystem building. With the progress of the project and the pilots and platform becoming more mature, industrial and other impactful stakeholders will start to become interested in the project's solutions.

The analysis evaluated various stakeholder groups according to their potential exploitation impact on HosmartAI's solutions and according to their interest to engage. The identified key players (=stakeholder groups with high interest combined with high power) constitute the main stakeholder groups to address. The groups identified include: Health Care Providers, Clinicians, Policy makers, Associations and other umbrella organisations, as well as Research (academia and private).

The upcoming months are dedicated to address these stakeholder groups specifically and engage with even more beyond the mentioned groups, starting with a first stakeholder workshop at the end of the year.

For more detailed information regarding the analysis and the stakeholder exploitation plan, please refer to D6.2 "Ecosystem Building, Industrial Clustering & Stakeholders Engagement - First version".

5.6 Synergies activities

One of HosmartAI's academic/research objectives is to invest in synergies with other projects. The building of a robust ecosystem includes synergies with other projects (i.e., Horizon 2020, SUDOE and WHO projects). These synergies will allow HosmartAI to expand its ecosystem, to discuss and disseminate results, methodologies, needs and solutions.

Throughout half a year of HosmartAI, the consortium was able to identify synergies and establish the contact points to exchange ideas and results.

One synergy to highlight is the integration in **OPEN DEI – Health and Care Cluster** (see Section 5.6.1).

5.6.1 Cluster HCC – WG1

HosmartAI joined the **OPEN DEI – Health and Care Cluster** (HCC) in April 2021, following the invitation in an OPEN DEI roundtable "OPEN DEI Healthcare Cluster Coordination meeting".

The HCC integrates 13 projects: ADLIFE; Shapes; Smart Bear; FAITH; ACTIVEAGE PROJECT; GATE KEEPER; pharaon; Smart4Health; TeNDER; InterophERate; HosmartAI; AID PATH; and AICCELERATE.

Within this cluster, five working groups are found:

- WG1 – Dissemination
- WG2 – Use cases
- WG3 – KPI
- WG4 – Architecture, standards and reusable components
- WG5 – GDPR

The dissemination activities are discussed in WG1. Participation in this working group enables the project to have a broader reach, by participating in the HCC organized events, disseminating the HosmartAI project through these events opportunities and the working group extended networks and by producing new communication material in collaboration with the integrated HCC projects.

Six events have been attended by HosmartAI through this HCC. Also, the consortium registers **four communication activities** under the HCC collaboration: AICCELERATE project newsletter - Issue #1; HosmartAI open call #1 published on the OPEN DEI website; HosmartAI open call #1 published in AICCELERATE; HosmartAI contribution on the 1st Cluster Newsletter.

On the other hand, HosmartAI has included the integrated HCC projects in the first official newsletter.

5.6.2 Other synergies

Other synergies are registered in the HosmartAI dissemination log:

- Collaboration with EU Captain at the ENOLL Catchup Meeting, where a short presentation of the HOSMARTAI as a key new project at INTRAS MINDLab was made.
- Collaboration with euRobotics at the DIH-HERO Knowledge Conference 2021, where the robotics topic was discussed – this resulted in direct contacts with Twente University (coordinators of DIH-Hero) and the euRobotics topic group on analytical laboratory robotics.
- Collaboration with A Submillimeter Minimally Invasive System for Cardiac Arrhythmia Ablations (Bridge discovery grant 180861) at “HosmartAI and Bridge Discovery Synergy” workshop.
- Collaboration with Wellco at the “Final Workshops Event of the Wellco European Project”, where exchange of experiences and results of different projects, highlighting HOSMARTAI, and the INTRAS role in the project, with further discussion on Co-design phase, support tasks for user participation and situation in the Covid context.

HosmartAI will keep looking for new synergies in the years to come.

5.7 Internal dissemination

In respect to internal dissemination, the HosmartAI results are communicated through partners' networks and the consortium itself by WPs meetings and informative emails.

5.8 Standardization contributions

The plan for standardization and the first results are summarized in Chapter 6. However, this section lists the participation in relevant standardization meetings during this period.

Table 8: Participation in standardization meetings.

Committee	Meeting	Location	Date	Participant	Follow up
ISO/TC 215 Health Informatics	Plenaries	Online	17-Jun-21 11&13-Jan-22	Jaime Delgado (EFMI)	Yes. The activities in different groups of TC215 may be relevant.
ISO/TC 215 Task Force 4 Personalized Digital Health Informatics	Regular meetings	Online	16-Mar-21, 18-May-21, 6-Jul-21	Jaime Delgado (EFMI)	TF4 converted into WG11.
ISO/TC 215/WG 11 Personalized Digital Health	Regular meetings	Online	24-Ago-21, 28-Sept-21, 11-Jan-22, 15-Feb-22, 15-Mar-22, 26-Apr-22, 17-May-22, 28-Jun-22	Jaime Delgado (EFMI)	Yes. Some project topics might fit here.
ISO/TC 215/ WG 11 Personalized Digital Health	Regular meeting (first F2F)	Washington DC (USA)	6&7-Jun-22	Jaime Delgado (EFMI)	Yes (see previous entry)
ISO/TC 215/WG 4 Security, Safety and Privacy	Regular meeting	Online	13 & 16-Apr-21, 25-Ago-21, 28-Apr-22	Jaime Delgado (EFMI)	To be evaluated
ISO/TC 215/SC 1 Genomics Informatics	Plenaries	Online	20&21-May-21, 23&24-Feb-22, 29-Jun-22	Jaime Delgado (EFMI)	Yes. To identify if relevant.

Committee	Meeting	Location	Date	Participant	Follow up
ISO/TC 215/SC 1/WG 1 Genomics data sharing	Regular meetings	Online	27 to 29-Apr-21, 9&10-Feb-22, 24-Mar-22, 7&8-Jun-22	Jaime Delgado (EFMI)	Yes (see previous entry)
ISO/TC 215/SC 1 Task Force 1 Strategic roadmap	Regular meetings	Online	16-Mar-21, 2-Feb-22	Jaime Delgado (EFMI)	Yes. The result of this work should be considered.
GA4GH (Global Alliance for Genomics & Health)	Plenary	Online	28&29-Sept-21	Jaime Delgado (EFMI)	Yes. Genomics issues to identify.
GA4GH Connect	Meetings of several work streams	Online	1 to 4-Mar-21, 12&14-Oct-21	Jaime Delgado (EFMI)	Yes (see previous entry)
GA4GH Connect	Meetings of several work streams	Hybrid (Montreal, Canada) Online participation	20 to 22-Apr-22	Jaime Delgado (EFMI)	Yes (see previous entry)
GA4GH Data Security Work Stream	Federated Analytics and Cloud Security	Online	16-Apr-21	Jaime Delgado (EFMI)	Yes. Security issues to consider.
GHIF (Genomics in Health Implementation Forum)	Plenary	Online	16&17-Nov-21	Jaime Delgado (EFMI)	No.

6 Contributions to standardizations

This chapter summarizes the plan for standardization and the first activities taking place.

The main objectives in the context of standardization are liaison and contribution to relevant standardization bodies.

To achieve these goals, work by EFMI has been done in parallel both inside and outside the project. With “inside” we mean project deliverables analysis and partners’ discussion, while with “outside” we refer to the interaction with standardization committees, including participation in meetings and contribution to standards.

Therefore, “inside” implies identification of the needs for standards in HosmartAI. The basics are already identified and new discussions are in progress to be more specific.

On the other hand, with respect to identification and participation in standardization groups, contacts with, and contributions to, standardization groups are well in progress, at least in some initial cases. Details of this progress are given in the “Significant Results during this Period” box.

6.1 The plan

In summary, the “plan” or, in other words, the approach to the Standardization work includes two parallel activities, being the first one input for the second one:

- Activity 1: Identify standardization needs in the different WPs of the Project.
- Activity 2: Identify and select relevant standardization WGs (participate in meetings, provide feedback, influence on and contribute to specific existing and new standards etc.).

In particular, EFMI has already worked on 1) analysis of standards with respect to HosmartAI needs, and 2) first contacts with and contributions to standardization groups.

As mentioned before, Activity 1 is running all time and providing input to Activity 2, which is organized into the following steps:

- Identify relevant standards development organization (SDOs)
- Identify relevant standards in those committees / Working Groups
- Contribute to existing and new standards based on identified technical needs from the project
- Continuous feedback and interaction with project needs

We should take into account that every standardization committee or working group has its own rhythm of work and own implementation of rules. Therefore, we need to continuously align the work in Activity 1 with the steps in Activity 2.

Finally, it is worth mentioning that this alignment between activities includes the standardization process with respect to the technical and scientific tasks of the project. This is to ensure that standardization inputs are produced on time in the project execution.

6.2 First results

With respect to the analysis of HosmartAI's needs, they are reflected in several project deliverables, such as D1.5 "HosmartAI Platform Conceptual Architecture - First version", D2.1 "Design of Common AI, Benchmarking and Security Pillars" or D6.7 "Data Management Handling Plan – First version". We have also discussed the topic in the context of specific tasks, such as T2.4 "Tools and services for Secure Applications, Data Protection, Privacy, Traceability and Governance". Furthermore, new ideas are under discussion with some project partners, as for example the specification of Robotics standards to interconnect the different systems during a medical procedure, including live sharing of images, video, etc.

Concerning the contacts with and contributions to standardization, participation is active in:

- ISO/TC 215 WGs (Health Informatics). In particular, WG1 (Architecture, Frameworks and Models), WG4 (Security, Safety and Privacy) and WG11 (Personalized digital health).
- ISO/TC 215 SC1 (Genomics Informatics).
- GA4GH (Global Alliance for Genomics & Health).
- Other Security WGs out of ISO/TC 215, such as those in ISO/IEC JTC 1/SC 27.
- Finally, we are also considering ISO/IEC JTC 1/SC 42 (Artificial Intelligence) and ISO/IEC JTC 1/SC 41 (Internet of Things).

For the moment, participation concentrates in ISO/TC 215/WG 11, ISO/TC 215/WG 4, ISO/TC 215/SC 1 and GA4GH.

Regarding ISO Technical Committees and GA4GH, several identified standards applicable to HosmartAI are available.

Section 5.8 summarizes the meetings attended and their outcome.

6.3 Next steps

The analysis of project needs will be detailed and further discussed, along with the next steps identified here.

To minimize the risk of dependencies from the work in the standardization committees, activities of those committees are closely monitored. Furthermore, the decision of which technical contributions to pursue will be based on different aspects, such as the identified performance of the standardization working group, the relevance of the topic for them, the expected quality of the project contribution, the willingness to collaborate from other members of the committee, etc.

With respect to the collaboration with standardization processes, the next steps to follow are:

- Develop a roadmap with different priorities.
- Based on the roadmap, develop selected technical contributions with the involved project WPs, by the end of 2022.

- Continue participation in the selected standardization committees, but abandon some if shown not relevant.
- Decide if engaging with new committees.
- Generate at least one contribution from the project needs.
- Interact with the relevant committee(s) to promote project contribution as standard, or any other standardization document (depending on the organization chosen), during 2023.

6.4 Contribution to compliance with national and regional legal frameworks for HosmartAI pilots' data

The scope of the standardization task also addresses the issue of the need for compliance with legal frameworks. HosmartAI addresses this issue in different work packages, mainly WP8. However, there is a need to go deeper into the specific legal frameworks that affect pilot data that are not addressed with this level of detail in those WPs, not even in WP5, where the pilots are developed.

To respond to this need, a survey has been designed and launched for the pilots on the national and regional legal framework applicable specifically in each of them, considering aspects of data protection in the primary and secondary use of data, data governance, cybersecurity, and application of AI.

As a preliminary result, the local and regional laws of 5 of the pilots have been identified. The surveys received are from pilots in Belgium (#2), Italy (#3), Germany and USA (#4), Slovenia (#5), and Spain (#6).

All the legal references provided are national, except these two references of regional legislation: a code of conduct of the Veneto region (pilot #3), and an agreement between the Government of Spain and the Region of Castilla y León for the provision of Cross-border Electronic Health Information Services within the eHealth Digital Service Infrastructure (pilot #6).

No legal references are provided in artificial intelligence at the national or regional level. Nor is legislation in data governance supplied in a specific way, although it is included in the more generic legislation in some cases.

In the 5 cases where we have received responses to the survey, we contacted their representatives again. We asked them for a 2nd and final version of the surveys based on some specific observations that we have made.

Based on the results of the survey, a report has been internally delivered with a list of 14 recommendations. This report includes recommendations based on specific national and regional legislation of the pilots. Some recommendations are of general mandatory compliance as GDPR explicitly covers them. The rest of the recommendations are of application interest as we can consider them as good practice in data management, in addition to facilitating the transfer of knowledge between the different partners involved in

the management of the data of each pilot, in the use of tools or methods to respond to these recommendations (consent templates, anonymization/pseudonymization criteria, etc.).

This report will, in any case, be a complement to WP2 (D2.2 and D2.3), WP5 and WP8 (D8.4 and D8.5).

7 Key Performance Indicators

The Dissemination, Communication, Ecosystem building Plan and Standardized Activities (led by T6.1, T6.2 and T6.3), included in WP6 "Dissemination, Communication and Ecosystem Building", contribute to D6.4 outcomes and directly contributes to HosmartAI business objectives (B.O-2).

This objective aims to: ensure wide communication and scientific dissemination of the innovative HosmartAI results to the research and academic communities; promote clustering activities amongst the industrial communities and all stakeholders involved in the Health and Care domains (with emphasis on the AI and robotics); contribute to relevant standardization bodies; and to collaborate and align with the EU Digital Innovation Hub networks and platforms.

In general, HosmartAI has already established a solid ecosystem, a broad dissemination of the project, collaboration in clustering activities and contribute to standardized bodies.

The key performance indicators (KPIs) achieved until the current moment (M18) are described in the next two subsections. These KPIs are essential to measure the efficiency of the communication and dissemination mechanisms.

7.1 Communication Mechanisms KPIs

In the HosmartAI project's M18, the key performance indicators for the communication mechanisms achieved are the following:

- **Project's Website:** 24647 unique visitors, with approximately 2,86 min average duration of visits, and more than 399498 page views.
- **HosmartAI Social Media Presence:** 486 accumulative followers, 273 accumulative posts (494 if the LinkedIn personal profile posts are included), more than 5092 interactions and a mean of 5,3% of engagement (this number substitutes the Klout score).
- **HosmartAI Blog:** 23 blog posts, with a total of 1711 hits (this number is presented to substitute interaction, seeing that the website does not allow this feature).
- **Media**: 2 original press releases.
- **Communication Material:** 2 e-Newsletters, 4 projects' factsheets/brochures and banners (includes poster and roll-up) and 4 videos.

7.2 Dissemination Mechanisms KPIs

Within the HosmartAI project's life, the key performance indicators for the dissemination mechanisms are the following:

- **Organisation of Project Event:** 5 workshops organized by HosmartAI.
- **Participation in Conferences & Workshops:** participation in 27 events, presentation of results in 1 event.
- **Scientific Publications:** 1 Conference Publication and 1 Journal Publications.

- **Community Building/Engagement with Stakeholders:** 242 industry contact points; 9 active industry stakeholders; >10 industry communities informed about the project and 2 webinars.
- **Collaboration and synergies with projects:** synergies with 17 projects and 11 joint activities (6 events with HCC projects and 4 events with other projects, one newsletter).
- **Internal Dissemination in partner's network:** 7 internal partners' events, 8 links to the project's website.
- **Standardization Contributions:** participation in 5 working groups.
- **Legal Recommendations**: the 14 recommendations applied at least once in any of the pilots.

8 Conclusions

The Dissemination, Communication & Standardization Activities Report – First Version delivers the results of the communication, dissemination and standardization activities within the HosmartAI project.

This deliverable reports the communication, dissemination and standardization activities, giving an overview of the work carried out in the first 18 months of the HosmartAI project, which include communication material produced and events attended. Furthermore, it provides a vision of the current status on the key performance indicators (KPIs) that are essential to verify the communication and dissemination objectives proposed in the scope of T6.1 “Public awareness and dissemination planning, Implementation and Monitoring”, and a part of T6.2 “Ecosystem Building and Industrial Clustering”, T6.3 “Standardization and Legislation”.

These measures complement the fulfilment of MS5 “Availability of 1st Functional Prototypes of AI-based solutions, 1st version of HosmartAI integrated framework, of detailed Pilot specification and 1st version of business plan. Engagement of stakeholders and other visibility enhancement activities” and a significant contribution to MS9 “Final HosmartAI Platform. Final HosmartAI Pilot results and evaluation. Engagement of stakeholders and other visibility enhancement activities. Final HosmartAI exploitation and business plan”.

The predicted communication and dissemination channels planned and described in D6.1 “Dissemination, Communication and Ecosystem Building Plan” for the first and the second phase of the project were followed and solid numbers of the KPIs were reported. The lowest figures and farthest from being reached will be further enhanced to ensure the achievement of the established KPIs.