DISSEMINATION STRATEGY AND PLAN

Report

D4.1 – DISSEMINATION STRATEGY AND PLAN – Report

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3.2	31.10.2024	João Quintas / IPN	Revision for FR

Executive Summary

This document intends to provide the deliverable report related to the work carried out in "Task 4.1 – Dissemination strategy". As defined in the main project guideline this task (4.1) will be taken during the entire ORACIA project duration and will have as the main goal elaborate, monitor and keep on track all the execution of a dissemination strategy.

All the activities that will take place on this task are expected to be coordinated with the development of the exploitation and business strategy and the Intellectual Property Rights protection activities withing the collaboration of all the team members of the consortium

The most important goal of this task, at the end, will be to ensure the overall awareness as the most important aspect will be to maximize public awareness of the project, from the general public (companies, research entities and universities, and health professionals), namely the ORACIA final results and achievements.

Table of Contents

Index of Figures

Index of Tables

1. Introduction

1.1. Context and motivation

Aphasia is an acquired disorder of language that affects an individual's comprehension and expression across the range of modes of communication (listening, reading, speaking, writing, gesture and calculation).

This condition is common in older adult patients in the context of vascular or neurodegenerative disorders. One of the most significant etiologies of Aphasia is a precondition of stroke (prevalent in older individuals), for which, about 30 - 40% of patients end up developing Aphasia. Around 60% of stroke survivors show consistent communication impairment one-year post-stroke. In 2017, there were 1.12 million incident strokes in the European Union and 9.53 million stroke survivors representing an incidence and prevalence of 392k and 3.3 million aphasic patients, respectively. Effective rehabilitation for aphasia is vital to recovery. However, therapy outcomes are dose-dependent; intensive, high-repetition, task-oriented and task-specific therapies are most effective. Home-based therapy fills an important role towards increasing the availability and intensity of rehabilitation. Given the complexity of the multiple needs displayed by patients and caregivers along the distinct phases of the rehabilitation process, the interest in multimodal and integrated care and interventions has increased.

ORACIA will engage end-users in co-design and co-development of the solution, through at least three end-user organizations, involved directly in the consortium. Also, ORACIA will deploy three pilots in relevant environments (70 installations) that will involve 115 end-users (45 primary end-users, 45 informal caregivers, 25 care professionals) to validate feasibility and adherence to the technology of the users, during the testing period of 12 months. With additional access to installed capacity with 120 devices more and compatible with ORACIA's solution

1.2. General Proposal of this Document

This deliverable (D4.1) will be consolidate all the dissemination strategy and plan, which includes a plan to address the following points:

1. Identification of the target audience

2. Definition of the overall message

3. Strategy to address the target audience

4. Definition of the communication plan, namely different approaches for international dissemination

This document is a contribution of all the consortium partners, and will be updated along the project in order to accommodate all the advances and knowledge acquired during the multiple tasks and activities of ORACIA.

2. Consortium Engagement

The ORACIA consortium is constituted by multiple project partners, with different types of backgrounds, technical and business expertise, which allows the project to develop a rich and more mature solution that not only be able to address patients' rehabilitation challenges but also ensure the solution could be in the future sold to the general public.

The consortium was built over a strong structure, which provides ensures:

- Scientific Knowledge

- Medical and partial expertise

- Business and Technological experience and skills

ORACIA consortium integrates representatives covering the whole value-chain, ensuring to have the right partners to develop, validate and exploit the results in the market.

The interests of different stakeholders are covered, specifically, in a user-centric perspective:

- **Users:** CRFT, RHZ and PSSJD will bring the gains and pains of primary, secondary and tertiary end-users, allowing ORACIA's usability to be tailored to meet end-user expectations and create a product with impact;

- **Solution Providers/Services:** NIV and DT will contribute with the business perspective. NIV is interested in leading the route to market of the project results. NIV will find the initial group of early adopters in its established customer base; and DT will provide Aphasia exercises based on their pre-launching product "Bern Aphasia App''.

- **Technology integration and applied research:** IPN will contribute with its scientific and technologic knowledge in the domains of interactive systems, web-based applications, sensor integration and machine learning, leading the development of ORACIA product beyond the state of the art, building upon results of previous AAL projects (CaMeLi, CogniViTra and FaceRehab).

The following tablet will describe ORACIA project stack, regarding the main stakeholders:

GENERAL PUBLIC   Patients and Healthcare professionals that will use the solution
**END-USERS: RHZ	PSSJD	CRFT** End-users that will allow to defined medical approach, field practicality, and validate the business model.
BUSINESS: NIV and DT   Partners responsible for implementing the route to market of the product
R&D: IPN

Technology research and development, HMI (human machine interface) design, overall scientific development, and validation.

TABLE 1 - PROJECT STACK AND STAKEHOLDERS

3. Dissemination Strategy

The ORACIA consortium is committed to develop and implement a efficient dissemination strategy for the project in order to ensure that all the results and achievements of the project will be shared with the general public.

This not only enhance the project awareness, from the scientific and medical community, but will also elevate the business strategy plan and action, on task T4.1, where the consortium will monitor the execution of a dissemination strategy, including identification of relevant and efficient mechanisms of dissemination.

3.1. Dissemination Goals

During the project, the dissemination strategy will be focused in sharing the following information topics:

- **Project Vision** – Project vision is the first, and most important, aspect that our audience should be aware of. ORACIA vision and main goals are fundamental aspects to understand not only the results but also the relevance of the technology in face rehabilitation processes.

- **Project Results** – Project results and achievements will be shared with general and scientific public, not only the technology aspects but also from the patient point of view and medical impact.

- **Project methodology** – Project Co-creating and Co-design aspects will also be a great focus of dissemination.

- **Scientific Achievements** – Project scientific breakthroughs, not only in clinical aspects, but also from the technology enhancements such as the artificial intelligence mechanisms, specializes Human Machine Interfaces, etc.

3.2. Dissemination Roadmap

Project results will be disseminated widely through consortium participation in international technical and scientific conferences and through a recurring practice of academic publication in scientific or technical journals. In addition, results will be disseminated in medical conferences and reported to governmental organizations dedicated to health and social care. The Work Package: Dissemination and Exploitation strategy will monitor the project awareness level and assure the preparation of dissemination materials. As reflected in the proposal, the consortium intends to make significant investments in the promotion and dissemination of scientific and technical:

- <u>Production of dissemination materials:</u> Website, Facebook page, project official poster, brochures and a representative video of the main objectives of the project and publication in AAL website.

- <u>Attendance at conferences, seminars or forums:</u> Events dissemination strategies will be explained further on subchapter 3.2.7.

- <u>Dissemination actions among target sectors:</u> in addition to the dissemination of content to the scientific community and potential partners/sponsors, the consortium will also generate awareness with Key Opinion Leaders to foster the creation of innovative impact and project confidence.

- <u>Technical/Scientific Publications:</u> the publication in scientific journals of high impact and recognized in the field eHealth.

3.2.1. ORACIA Message

For the sake of ensuring a strong and good impact on general public, medical staff and also scientific partners, ORACIA must have a strong slogan and project message.

"***The Artificial Intelligence enhanced technology that helps aphasia patients to get better***"

With this message the project will promote the following important aspects of ORACIA:

- **Technology** – This project is 100% supported in cutting edge technology, using distributed systems, web interfaces and facial recognition that allows people to better achieve facial rehabilitation.

- **Artificial Intelligence** – A.I. always empower the futuristic vision on projects, and in this case, A.I. is responsible for all the facial recognition patterns on patients, and it would be impossible to achieve that without the A.I. mechanisms in place.

3.2.2. ORACIA Logo

During the dissemination tasks on WP4, the team will also work the create a refine a better project logo. The following image depicts the current logo of the project:

FIGURE 1. ORACIA LOGOTYPE

A new logo, with a sales perspective in mind is needed in order to achieve better market and sales results.

The project logo will help people to understand not only the project ambition but also better engage with them, which will be crucial for a future commercial success of this technology promotion.

3.2.3. Website

In order to better promote the project, a new website will be created that will channel all the official communication strategy with the public. At first, this website will have the project research and development message in mind. However, as the project gest close to a more mature technology and closest to a sales domain, it will change the message for a more commercial sales speech.

The project website main URL will be https://oracia.las.ipn.pt

Also, the domain oracia.eu was registered and is pointing to the previous website location.

The website will share relevant information for:

- Academic and Scientific Teams
- Medical Staff
1. General Public and Patients

The ORACIA website will have the following structure:

- Home/Welcome page
- Description of ORACIA
    - o Medical Background
    - o Project Objectives
    - o Benefits
- Demo
- Project Partners
- Events
- Outputs of the Project
- Contacts

In order to monitor the success and coverage of the website, it will be implemented some monitoring mechanisms, such as Google Analytics.

This will help the project team to better address the dissemination strategy on the website, and the messages, in order to get desired results.

3.2.4. Social media / networks

Social media is one of the most powerful communication mechanisms now a days. For that matter, the project team will disseminate on their own social networks profiles/pages to promote the project and engage with the general public.

This activity will be mostly focused in sharing success stories along the project execution but also, how this new technology will help patients to get back to their normal life after aphasia.

Medical elements of the consortium will be invited to create stories and articles to address the importance of this subject and also the project.

This contribution will be shared on social networks profile / page and also are expected to be adapted and published on the project website.

3.2.5. Brochures and Posters

ORACIA consortium will develop a brochure and a poster of the project, which will address the main goals, expected impacts on patients and medical audiences, and expected results of the technology on real patients.

These brochures and posters will be delivered in digital formats, that can be downloaded on the website or printed if needed.

3.2.6. Scientific Publications

From the scientific point of view, during this project articles and publications will be developed in scientific journals of high impact and recognized in the field eHealth may be, for example, Portuguese Journal of Physical and Rehabilitation Medicine, Journal of Medical Internet, Research, Medical Engineering & Physics, The JAMA Network – JAMA Neurology Journal. This will be delivered by IPN – Instituto Pedro Nunes, as the main research partner in the consortium.

The publication in scientific journals of high impact and recognized in the field of Human-machine interaction and autonomous system may be, for example, IEEE Transactions on Human-Machine Systems, IEEE Transactions System Man & Cybernetics: Systems, IEEE Transactions on Affective Computing, ACM Transactions on Computer-Human Interaction.

3.2.7. Events

Project team will also attend to multiple events and conferences during the project which could be as visitors, guests or promotors.

Project teams will participate in international scientific conferences, which bring together experts from academia and industry, such as European Week on Active and Healthy Ageing (former AAL Forum) (mandatory), International Conference on Integrated Care, World Forum for Medicine (MEDICA), and eHealth Week, Human Computer Interaction, IEEE System Man & Cybernetics, IEEE International Symposium on Robot and Human Interactive Communication.

4. Dissemination Plan

Overall, until month 3 most of the attention was on setting up the website, collecting and prepare basic information that could be shared with the public. In addition, during that period, the consortium also dedicated to creating a logo and visual identity.

Still, worth to notice the activities implemented during 2022 included.

Date	Activity
04/2022	ORACIA press releases (in several digital newspapers and social networks)
05/2022	Dissemination in partners events, newsletters, social networks ORACIA website launch
06/2022	Dissemination in social networks
08/2022	Dissemination in partners websites
10/2022	EWAHA (AAL Forum 2022) (Poland) Dissemination in social networks
11/2022	Medica 2022 (Germany) Dissemination in social networks
12/2022	Dissemination in social networks

TABLE 2. ORACIA DISSEMINATION AND COMMUNICATION ACTIVITIES

By the end of 2022, it was recognized an updated dissemination plan was needed to improve engagement with the community and prepare better for the upcoming year.

Specific actions were listed and intended to be taken during the year of 2023 (and will be updated after M12):

- Setting up pending Google Analytics connected to the website
- Revised a plan for posting in social networks
- Identifying opportunities to present ORACIA (e.g. EIT-Health Match Making events, trusted partners of consortium members, etc.)
- Preparing videos with updated version of the prototype to better explain the project and generate interest

Hence, while during the initial months of the project, the engagement was quite low, several dissemination actions were taken, including participating in events and publishing on social media.

Instituto Pedro Nunes
15 mil seguidores
10 m · 🌐

Teve início em Março o ORACIA, um projeto de #telereabilitação em casa para pessoas com #Afasia, que integra um agente inteligente artificial. A solução irá transportar a terapia da fala das clínicas para o domicílio dos pacien ...ver mais
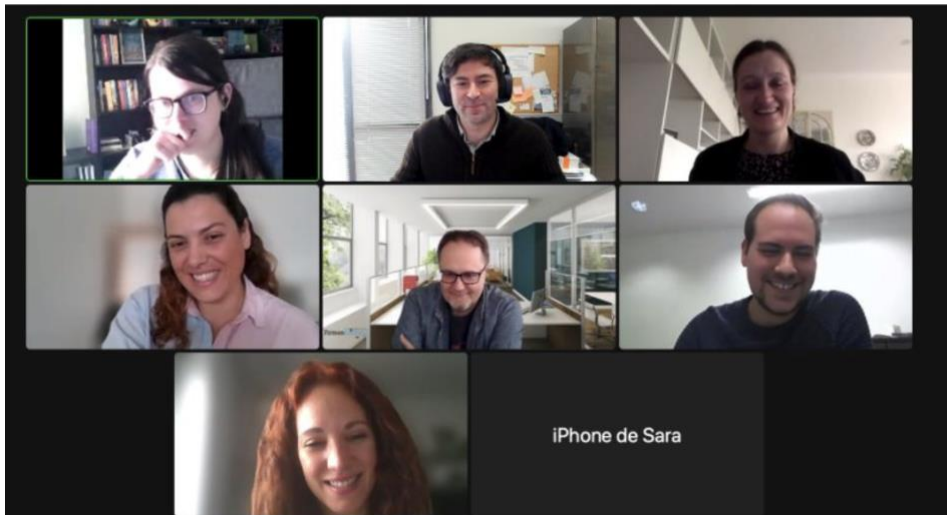
Instituto Pedro Nunes
15 mil seguidores
7 m · 🌐

🤔 Did you know that June is Aphasia Awareness Month? In Portugal more than 40,000 people live with #aphasia, a condition characterized by speech disorder and language impairment. ...   ...ver mais
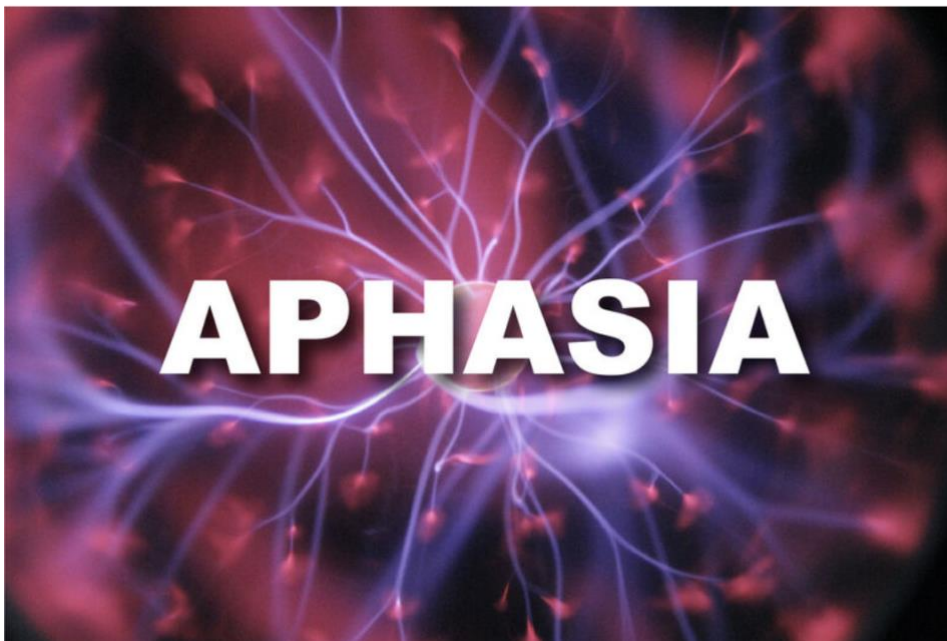
👍 12   2 compartilhamentos

For the following year, ORACIA consortium intent to increase the participation on matchmaking events in order to disseminate the technology with a more technological audience. Additionally, the consortium has been increasing its activity in social networks, mainly through LinkedIn, and will continue to create quality content for the social media.

Finally, the consortium plan to develop audiovisual content about the project, which includes videos with pilots, end-users and professional photos. Once a prototype is ready, we will begin these activities, which will also be part of the dissemination strategy.

5. Report of dissemination activities

During the time of the project, ORACIA technology was presented in several dissemination activities:

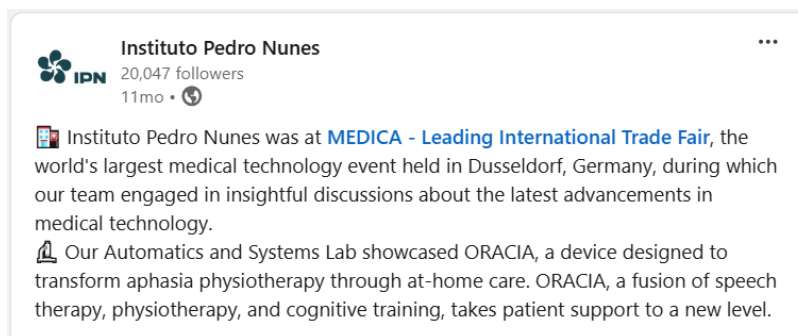Facebook post – 3 October 2022

LinkedIn post - 2023

Facebook post – 31 March 2023
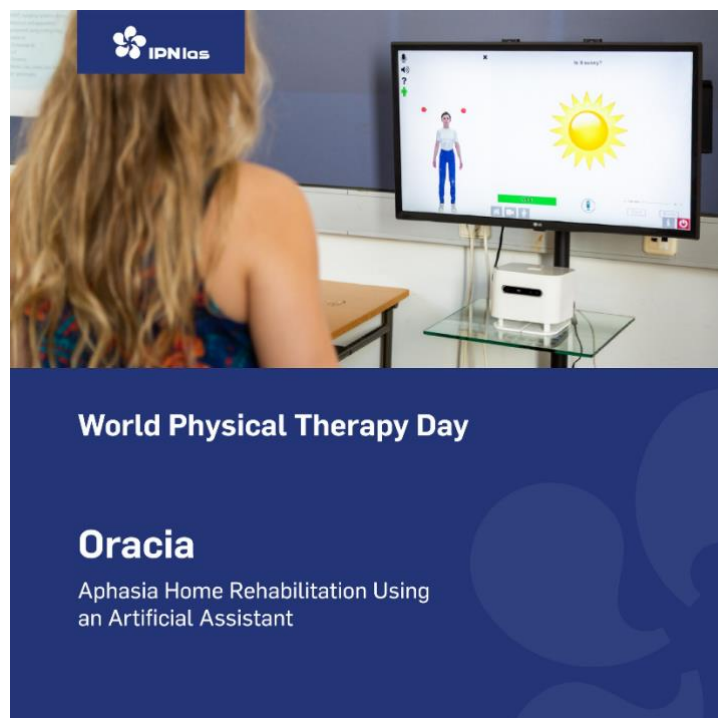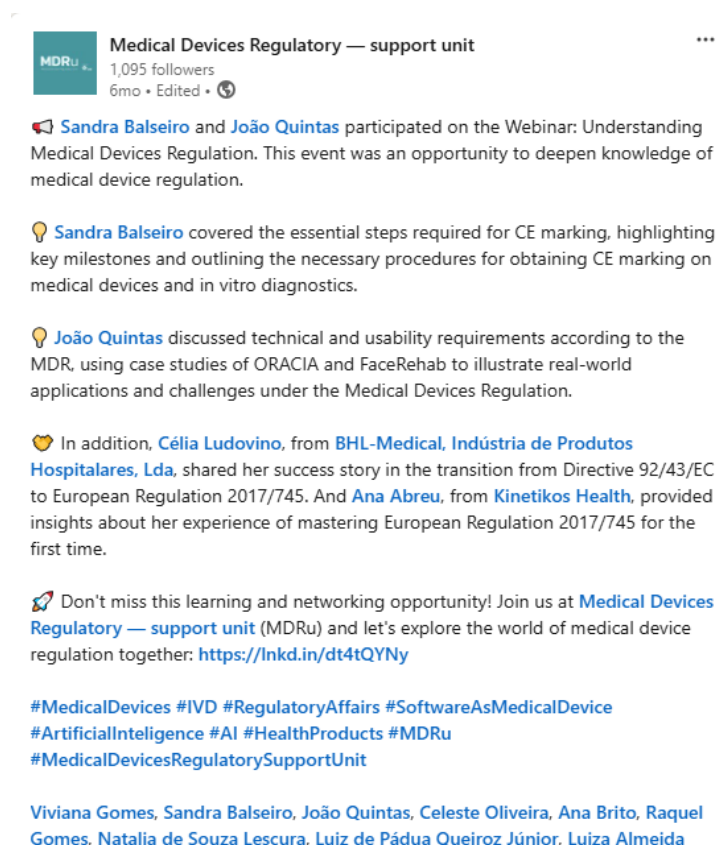

Facebook post - 8 September 2023

Event: 13-16 November 2023

LinkedIn post – MEDICA 2023


LinkedIn post – 2024

LinkedIn post - 2024

CRFT Dissemination Strategy and plan can be found attached (Annex 1) as well as other dissemination materials (Annex 2 to 5).

In the period February 2024 to July 2024, IPN hosted an internship from a student from Informatics Engineering of Instituto Superior de Engenharia de Coimbra (ISEC), who was performing complementary research work on the topic of ORACIA, under direct supervision of João Quintas, PhD. (coordinator of the project). The finding of this work also provided a contribution to ORACIA, and the corresponding report is provided as Annex 6. It was requested an embargo period of 2 years (expiring on July 2026) to allow the consortium to perform the due diligences on registering for IPR, and publications related to this work.

6.   Google Analytics Report

In the first year of the project, the activity recorded since April 2022 until the end of the year revealed 117 new users, with a medium interaction time of 1 minute and 10 seconds. The active users were mainly from Portugal, followed by the United States and Spain. The activity peaks happen after launching the website and around the dates of participation in events.
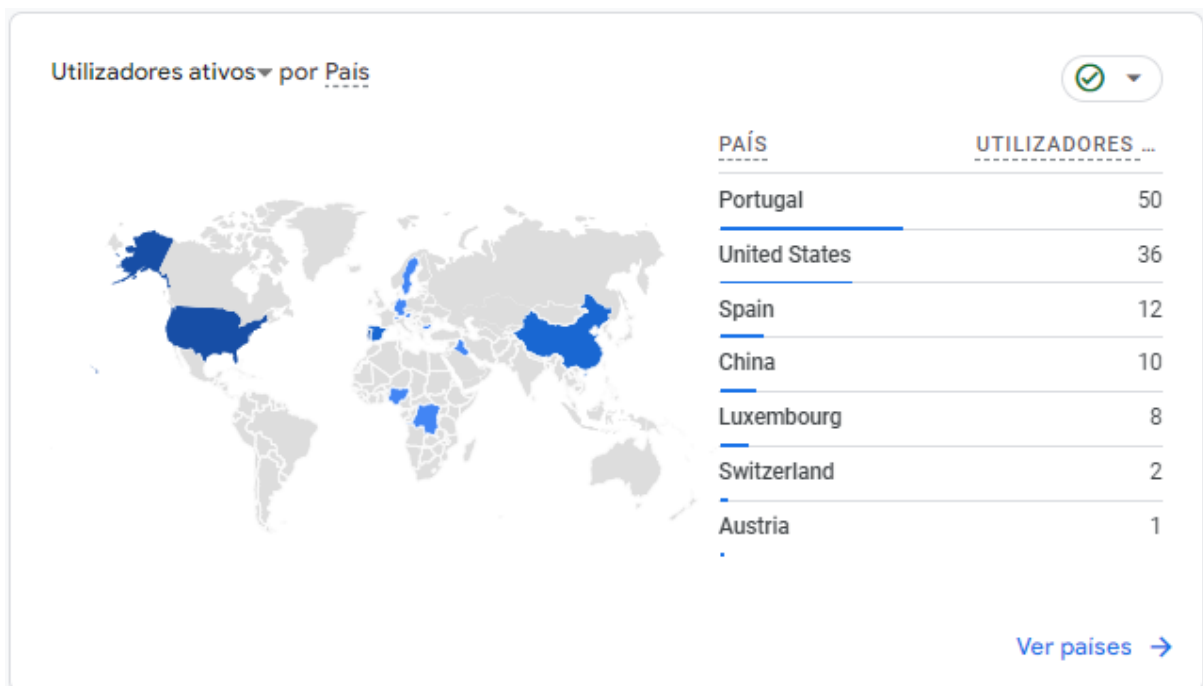
In 2023, the website had an increase of activity, with 298 new users, and a slight increase in interaction time, which was of 1 minutes and 46 seconds. The leading countries were still Portugal and United

States,   followed   by   the   Netherlands.
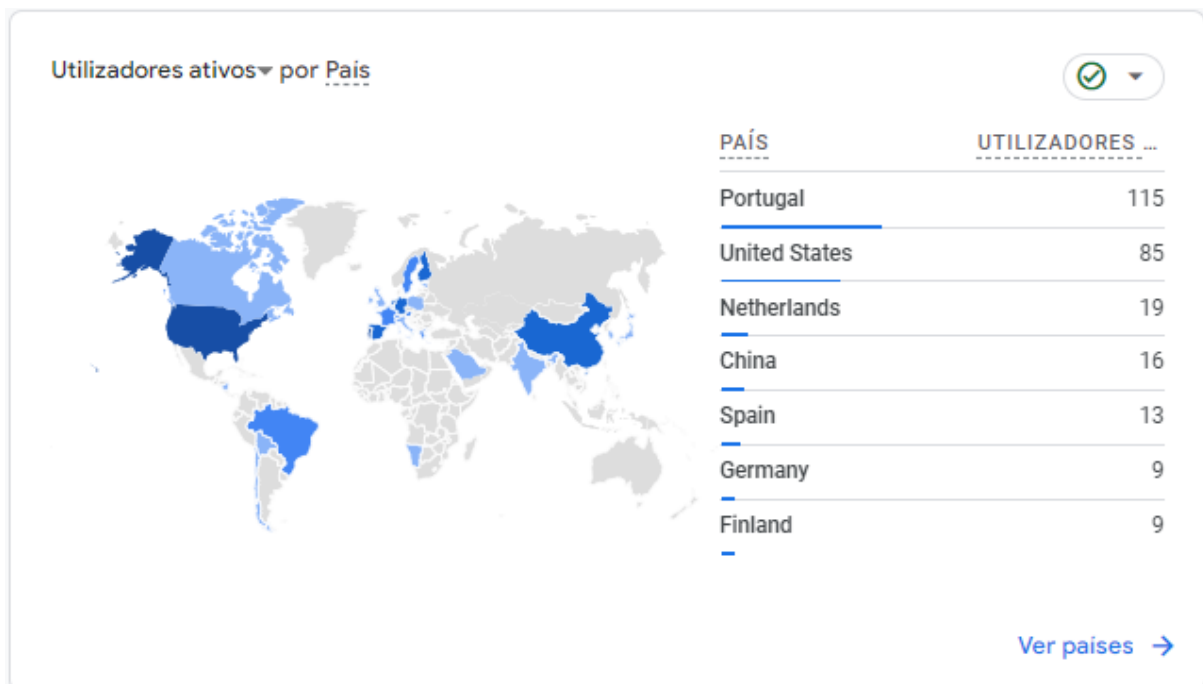
In the last civil year of the project, with statistics being collected until now, we had a total of 168 new user with average time of 1 minute and 20 seconds, returning to a similar status as in the first year. The peaks of activity happened in April and end of August.
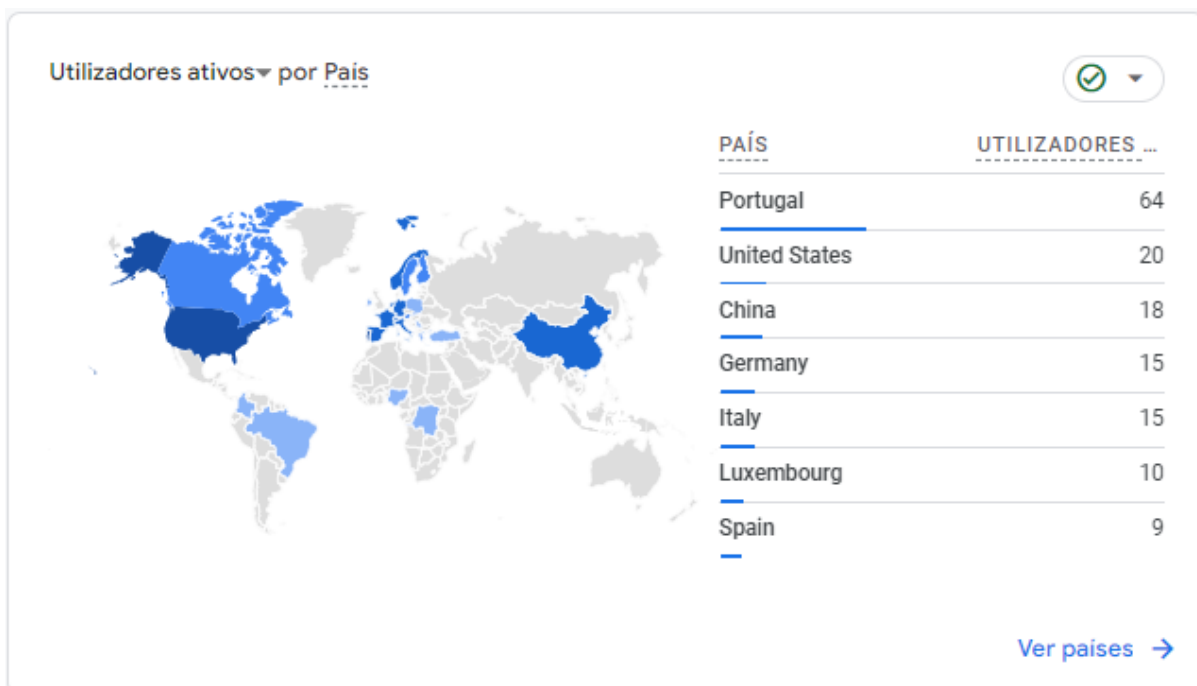
7.   Therapeutic Guidelines in Aphasia Friendly format

In accordance with scientific literature that shows the need for investment in individual and organizational literacy in aphasia, an objective for this project was to provide scientific knowledge, including definition, etiology and therapeutic guidelines for general public, people with aphasia and

caregivers. Through ORACIA, we seek that the community, especially users, can access health literacy that supports the process of understanding diagnosis and rehabilitation, eliminating barriers to participation and enhancing decision-making power over their health.

Due to the heterogeneity of language impairment in aphasia, all the scientific information about aphasia available on the ORACIA website guidelines were developed in an aphasia friendly methodology through public pictograms available on https://beta.arasaac.org/, following "Accessible Information Guidelines" from Stroke Association. This adaptation was performed with the guidance from a Speech therapist with advanced academic knowledge in neurology and scientific communication and it was adapted for every language present in the consortium. The guidelines are now available in ORACIA Website and in the patient web application. The next image is an example of the published communication materials.
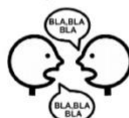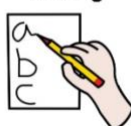

8. Conclusion

ORACIA consortium was committed to develop and execute a structured dissemination plan, which will be a crucial component of the overall project.

This dissemination strategy will also impact on the success of the business development of the project, which is important to ensure the sustainability beyond the end of the funding period.

This plan was executed and monitored by all the partners of the Consortium in order to ensure the success of the dissemination strategy present in the document.

9. Annexes

Annex 1: CRFT Dissemination Strategy and Plan for ORACIA

Annex 2: Flyer AFASIA in Aphasia Friendly format

Annex 3: ORACIA Poster 1.png

Annex 4: ORACIA Poster 1.1.png

Annex 5: ORACIA Poster Aphasia Friendly.pdf

Annex 6: Relatorio_Estagio_LEI_Guilherme_Pina_2021122169.pdf