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MobiGuide

Guiding Patients Anytime Everywhere

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1. Executive Summary

This deliverable (MobiGuide D10.2.2: Dissemination Plan Reports – Part 2) reports on the work of Task 10.1 Dissemination, namely execution of the strategic dissemination plan for the project. It reports on extensions to the plan including responses to the remarks of the reviewers and on the dissemination actions conducted during Year 2.

Section 2 states the **objectives and scope** of the report and the Tasks and Deliverables of Task 10.1 and summarises the Dissemination **Strategy**.

Section 3 presents the **Dissemination Plan** defined in Year 1 and extends the plan with **additional actions** planned for Y3. Planning and milestones are illustrated in Figures 1 and 2 in Section 3.

Section 3.1.2 details the **responses made in light of the remarks of the reviewers** relevant to T10.1. Briefly, based on **Value+ good practice**, we involved ADC in user requirements, outreach to patient groups, and in making existing publicity materials more understandable for patients as well as creating new materials targeted specifically at patients. ADC has set up meetings in Y3 with three patient groups (ADC, GDM, AF patients).

To **keep the website updated and balanced**, new content has been added (news articles, downloads, events, project publications and public project deliverables) and the imbalance between external and project events has been rectified.

To increase **interest and accessibility for patients/general public** a "Partner in Focus" series of articles were launched to bring a more direct and personal viewpoint to the general audience. A Newsletter was launched and mailing list is being maintained for distribution of this and other dissemination materials. To address **inclusion of older patients** who perhaps **do not use social media (or even internet)**, publicity materials are designed to be printable for physical distribution as well as electronic and to contain non-internet-related contact details (postal address). **Multi-lingual** website: plans to translate patient-relevant parts of the website into Italian and Spanish are underway for completion in Y3. The new patient flyers were written in English have been translated into Italian, Catalan and Spanish.

Dissemination in the clinical arena: via medical journals: actions include preparation of an article for European Journal of ePractice Issue on Mobile eHealth, a letter to the

Editor of the Israeli Medical Journal Harefua; an article submitted to the Journal of Diabetes Science and Technology.

In addition to new actions in response to the reviewer's remarks, **other additional actions** are planned, namely: a Frequently Asked Questions (FAQ) section on the website (both general and condition-specific); a MobiGuide movie, adding registration to the website by different groups (doctors, patients etc.); and establishment of patient focus groups and Key Opinion Leader (KOL) groups to advise and focus on the system contribution to the specific domains.

Section 4 tabulates the **dissemination activities conducted in the second year** of the project.

Scientific Publications: there were 20 MobiGuide publications (published or accepted for publication) in Y2, plus another 5 in review. In addition there were 3 Oral Presentations at conferences/workshops in Y1 and 12 in Y2. A comparison of Y1 and Y2 in terms of scientific publications shows a sharp increase in output as shown in the tables below.

The table below shows counts according to the current status of the articles. An article has only one status at any one time: Submitted OR Accepted OR Published (i.e., no article is counted twice (in Y1 and Y2)).

Scientific Publications	Y1 Accepted or Published	Y2 Accepted or Published	Y2 Submitted ¹	Total in Y2 (Accepted, Published or Submitted)	Difference Y2 – Y1 (Accepted or Published only)
Journal paper	0	2	3	5	+2
Edited Special Issue or Volume	0	0	0	0	0
Book chapter	0	2	0	2	+2
International conference paper	0	8	1	9	+8
International workshop paper ²	0	5	0	5	+5
National Conference paper	1	0	0	0	-1
Other (letter to editor of medical journal)	0	1	0	1	+1
National Workshop paper	0	0	0	0	0
Posters (conferences / workshops etc)	2	2	1	3	0
Total	3	20	5	25	+17

Oral Presentations at conferences/workshops etc	Y1	Y2	Difference Y2 – Y1
Oral Presentations	3	12	+9

¹ Submissions were not counted in the statistics in Y1.

² **Arturo González-Ferrer, Mor Peleg, Bert Verhees, Jan-Marc Verlinden, and Carlos Marcos**, Data Integration for Clinical Decision Support based on open EHR Archetypes and HL7 Virtual Medical Record, 3 September 2012, Tallinn, Estonia. To appear in: *Proceedings of the 5th Process Support for Healthcare (ProHealth'12) / 4th International Workshop on Knowledge Representation for Health Care (KRH4C'12)*, Springer.

See updated reference in Annex C: this paper was reported in Y1 as a workshop paper (referring to the hardcopy proceedings received by participants of the workshop) and was reclassified as a book chapter when the book version was published in Y2. It is hence removed in D10.2.2 from the Y1 workshop paper count and appears in the Y2 book chapter count; it is not counted twice in the statistics.

In Y1 there was more emphasis on oral presentations, invited talks and poster sessions at conferences, symposia etc. The tables above supports the claim in D10.2.1 that although Y1 publications were not high, this is to be expected in the first year and we confidently expected a significant increase in publication rates in Y2 and following years in order to meet the publication targets of least one conference/workshop paper per student working on the project per year per academic partner; and 6-12 journal papers in total from the whole consortium over the whole period of the project. With 13 PhDs in the project, and 20 papers published or accepted for publication in Y2 the first target has been more than achieved in Y2. With 2 journal papers accepted or published and 3 under review in the first two years the trend shows that we are well on course to achieve the latter target.

Other main dissemination efforts in Y2 were by the following means:

Other dissemination actions conducted in Y2	
Other Oral Presentations	11
Panels	1
Demonstrations	5
Participation in other events	5
Organisation of workshops	4
Contacts with stakeholders	6
Liaison with EC and other European R&D projects	9
Other Dissemination actions (Press coverage and distribution of publicity materials)	7
Web and internet actions (numerous)	

As well as publications, these classes of dissemination actions are described in more detail in Section 3. The many web and internet actions (including mobile) for example tweets, website news items and Facebook postings are not counted individually.

Conclusions are found in Section 5. Annex A provides links to the **major dissemination products** and Annex B and C list the **Mobiguide publications** in Y1 and Y2, respectively.

The project website, <http://www.mobiguide-project.eu/>, has links to the most important and publically available (online and printable) dissemination materials.

2. Introduction

2.1 Objectives and Scope

The context of this report is the work of T10.1: Dissemination, whose objective is to inform and engage a wide audience concerning the objectives and results of MobiGuide by means of development and execution of a strategic dissemination programme.

The dissemination plan identifies the messages to be communicated, the target audiences and the communication tools to be used to reach those audiences.

In planning and conducting the dissemination activities we have worked according to the MobiGuide DoW [2] and the guidelines for communications published by INFSO ICT for Health [1].

This task does not address exploitation issues; they are managed under Task 10.2.

2.2 Dissemination Tasks and Deliverables

T10.1: Dissemination is divided into the following sub-tasks:

- T10.1.1 Development of the Strategic Dissemination Plan
- T10.1.2 Branding and publicity
- T10.1.3. Development of a MobiGuide presentation and Website
- T10.1.4 Publications, Presentations and Demonstrations

and is responsible for the following deliverables:

- D10.1) Project website and press kit: [month 12] [Done]
- D10.2.1) Dissemination plan reports - part 1: [month 12] [Done]
- D10.2.2) Dissemination plan reports - part 2: [month 24] [This document]
- D10.2.3) Dissemination plan reports - part 3: [month 36]

In this issue of the deliverable (Part 2) we present in Section 3 the extended Dissemination Plan for the MobiGuide project for Y2. Section 4 reports on how the dissemination targets identified in Section 3 were addressed during Year 1 of the project (execution of the strategic dissemination programme). Section 5 gives summary and

conclusions. Annex A contains links to the major dissemination products of Y1 and Y2. Annex B and Annex C list the MobiGuide publications for Y1 and Y2 respectively.

Section 2.3 below summarises the Dissemination Strategy as presented in D10.2.1.

2.3 Dissemination Strategy

The goal of the dissemination effort is to produce a flow of information and publicity concerning the objectives and results of MobiGuide, the contributions made to European knowledge and scientific excellence, the value of this collaboration for Europe and the benefits of empowering EU citizens by provision of MobiGuide's Patient Guidance Services based on the Personal Health Record system.

The target audiences, and the most appropriate and effective means of communication with each, are identified. Communication between the project and the identified target audiences will not simply be one-way; the project will engage in dialogue with relevant stakeholder groups.

Information about the project will be available at all times via a range of dissemination channels. In addition information will be released at strategic points in the project (the project launch, specific events such as the MobiGuide international workshop in Year 4, and points at which significant project results and breakthroughs are made).

Publication targets are least one conference/workshop paper per student working on the project per year per academic partner; and 6-12 journal papers in total from the whole consortium over the whole period of the project.

MobiGuide partners will engage industrial companies and healthcare content developers (e.g., professional medical societies that develop of clinical guidelines), policy makers, users, and patient organizations so that MobiGuide technology can be commercialized and sustained and new medical context can be developed to allow use of MobiGuide technology in other clinical domains.

MobiGuide will involve stakeholders including vendors and guideline developers in workshops/demos (e.g., at Medica, CeBit) to ensure sustainability of updated patient data and guideline knowledge; hopefully, some vendors could become sponsoring partners. Policy makers, health maintenance organizations (HMOs), and patient organizations will also be contacted by specific MobiGuide partners.

The consortium will make efforts to disseminate the results not only to professional communities but also to the general public in an attempt to increase the societal awareness about MobiGuide and the issues raised by the technology. The main tools used to reach non-specialised general audiences are press and media (local/national newspapers and radio and television). Press and media interest will be stimulated by issue of press releases. A standard project press kit will be designed and produced in electronic as well as print form. A press contact from the coordinating partner will be nominated to represent the project overall in handling the media and a national press contact will be appointed for each participating country.

The EC eHealth Communication Officer and the MobiGuide Project Officer will be kept informed of the Communications and Dissemination activities in due time (Press Releases, website launch, articles, etc.) to enable a proper relay of these activities within Europa, CORDIS, the eHealth newsletter, Healthtech Wire platform, etc. In addition, each partner country will, working within the project dissemination strategy, engage their regional and national media in order to inform, and stimulate a dialogue with, their citizens.

Early establishment of a public project identity, including development of a project logo and house style, utilizing professional standard graphic design, will ensure an attractive, professional and consistent presentation style. Quality of content and quality and coherence of presentation style will be a priority, paying attention to good communication practices as found in [1]. The project will adhere to the relevant clauses of the grant agreement pertaining to communications, such as correct display of the European emblem. The house style will be used project-wide by the partners in all international, national and regional publicity materials and electronic media.

A project website will be developed and kept updated with news, public deliverables, articles and material from participation at events (e.g., slides of presentations, keynote speeches, articles in journals and conference proceedings).

A Powerpoint presentation will also be developed outlining the goals of the project, the consortium and the clinical applications, and will be updated with project results and breakthroughs.

Where possible, in-house resources of the partners, such as press offices and multimedia, audio-video and graphic design services, are used. Useful external resources of the national contact points and the EU, such those accessible via the Research DG Information and Communication Unit, including thematic briefings and the

media mailing list, and external services such as AlphaGalileo, ResearchTV and AScribe will be utilized to efficiently reach specific audiences.

The project will engage in Concertation Activities, namely interaction and collaboration with other projects and supported initiatives (such as Coordination Actions). Such collaborations will be by means of "clustering" activities such as workshops, think tanks and joint review meetings.

Conference papers and articles in scientific journals will be the main means to report MobiGuide aims and results to the academic and scientific communities. Presentations and demonstrations of the MobiGuide system will be organized for various national and international events including trade fairs, exhibitions and scientific conferences and workshops. An international workshop to stimulate dialogue with major professional stakeholders will be organized in conjunction with a leading European conference in medical informatics (e.g., AIME, MIE, Medinfo) towards the end of the project.

3. Updated Dissemination Plan

This section includes the year 3 dissemination plan for the MobiGuide project in which is designed to present the project's objectives and achievements to a wide audience. The plan refers to the tools which will be utilized in order to present the efforts and results of the partners.

The MobiGuide project involved a large international consortium, and therefore the dissemination effort requires special attention. The plan refers to various tools and actions that will increase the awareness of the MobiGuide Project, the MobiGuide System and the other outputs of the project. The dissemination plan deals with the following set of points such that a broad perspective of the project can be provided:

- a. Project goals – defines how the target groups will most benefit from the project.
- b. Target groups – defines the group types and how are we going to present the project to the groups.
- c. Sources and medium – defines who will deliver the information and which medium that will be used.

3.1.1 Summary of Dissemination Plan (as in D10.2.1)

This section identifies relevant groups (the target audiences), by group type, distribution channels and dissemination materials (Table 1).

The group types are (i) General – the public who will not be users of the system, (ii) Customer – groups that will buy the system to provide to users or, (iii) Users – groups that will use the system.

Distribution channel refers to the method whereby information about the project and its outputs including the MobiGuide system will be presented and provided. The dissemination channels includes (i) academic channels such as conferences, workshops, articles, papers, etc. (ii) general channels such as mailing lists, presentations, personal contacts, etc.

Dissemination materials presents the options that will be used to present relevant information to different target groups and includes options such as leaflets, FAQ's,

website and any special option tailored to a specific group. Table 1 is based on the corresponding table in D10.2.1. The updated table is augmented with the following columns:

- a. Basic group – derived from the corresponding table in D10.2.1.
- b. Update group - an updated definition of the groups.
- c. Group type: general (not using the system), users of the system, customers (in charge of implementing the system).
- d. Dissemination channels – the ways we will contact the groups.
- e. Dissemination materials – how we are going to contact the groups.

Table 1: Target audiences identified

Basic group	Update Group	Group type	Distribution channels	Dissemination materials
Public administration	Health public service	Customer	Workshops, personal contacts in the consortium	"Elevator speech", Leaflet, posters, newsletter, papers, public deliverables, FAQ, website
Public administration	Public Authorities	General	Workshops, personal contacts in the consortium	"Elevator speech", Leaflet, posters, newsletter, papers, public deliverables, FAQ, website
Professional communities	Hospitals (public / private)	Customer	Articles and papers in journals, conferences, workshops/symposia and scientific magazines	Lessons learned and research findings (deliverables), papers, FAQ, Website
Professional communities	Physicians KOLs	Customer	Personal contacts, mailing lists	Lessons learned and research findings (deliverables), papers, FAQ, Website
Professional communities	Physicians (experts)	Users	Articles and papers in journals, conferences, workshops/symposia and scientific magazines	Lessons learned and research findings (deliverables), papers, FAQ, Website
Professional communities	Physicians (GPs)	Users	Articles and papers in journals, conferences, workshops/symposia and scientific magazines	Lessons learned and research findings (deliverables), papers, FAQ, Website

The General Public	Public	General	Internet, social networks (Facebook, Twitter, YouTube), local newspapers, generalist magazines	Press releases (consider translation to local languages), posts in social networks, website, videos
Potential users and policy makers	patient associations	Users	Mailing list (previous compilation of a list of associations is needed)	Press release, Leaflet, posters, newsletter, papers, public deliverables, website
Potential users and policy makers	patient KOLs (Key Opinion Leaders)	Users	Personal contacts	Press releases (consider translation to local languages), newsletter, leaflet, website, videos
Potential users and policy makers	patients	Users	Internet, social networks (Facebook, Twitter, YouTube), local newspapers, generalist magazines	Press releases (consider translation to local languages), posts in social networks, website, videos
Academic Community	Research centers	Users	Articles and papers in journals, conferences, workshops/symposia and scientific magazines	Lessons learnt and research findings (deliverables), papers, FAQ, Website
Academic Community	Researchers	Users	Articles and papers in journals, conferences, workshops/symposia and scientific magazines	Lessons learnt and research findings (deliverables), papers, FAQ, Website

Tables 2-10 show the dissemination routes identified for target audiences:

Table 2: Means for reaching relevant academic communities

Academic Community
Peer reviewed journals
Peer reviewed Conference/Workshop/Symposia papers/presentations
Website
Newsletters of scientific societies
MG workshops and symposia
EC Concertation actions
FAQ <i>[New]</i>
Teleconferences <i>[New]</i>

Table 2 was updated with Frequently Asked Questions (FAQs) and Teleconferences.

Table 3: Means for reaching European Business sectors

European Business sectors
Project presentations at key trade fairs and expositions
Industrial news services
Project presentations
Internet Press Centres
Cooperate of system with relevant products (e.g., Blood Glucose manufacturer) <i>[New]</i>

Table 4: Means for reaching Professional communities

Professional communities (e.g., health service providers, health professional organisations, patient organisations...)
Website
Radio, TV, Local and national newspapers
Internet press centres
Newsletters of professional organisations
WG email lists
Regional conferences
Users groups (e.g., domain patients groups, doctors' groups, etc.) <i>[New]</i>
Key Opinions Leaders (KOL's) (e.g. domain experts) <i>[New]</i>

Table 5: Means for reaching Public administrations

Public administration (eg European government and health policy makers)
Presentations and direct visits at national, regional and EU-wide events
EC newsletters
Presentations at national, regional conferences

Table 6: Means for reaching The General Public

The General Public
Radio, TV, Local and National Newspapers, e-groups
Local symposium

Tables 7 to 10 show the initial list of organisations identified as those to which MobiGuide could be of interest. These tables were produced by classifying partners' selected contacts according to the different target groups identified in the dissemination strategy: Industrial Community, Standard Developing Bodies, Clinical Content Developers and potential users and policy makers. These tables will be used as a reference and starting point for future contact activities within the project. These activities will be aligned with the plans of the Exploitation Team in order to use them in their future initiatives.

Although the contacts have been identified along with the partners that can establish the relation, it is important to highlight that is not a closed list and could vary depending on the identified action the better towards optimum dissemination and exploitation of the project results.

Table 7: Dissemination Targets – Industrial community

Target type	Specific contact	Contacting MobiGuide partner
Industry consortiums	EIT ICT labs partners, including --among others -- Philips, Nokia, Siemens	UT
EMR vendors	Philips I-Soft, Cerner epic, iMDSOft	UT HU BGU
Integrators	IBM DB-Motion CBIM	HU BGU UNIPV
Cellular companies	Vodafone Telefonica	UNIPV, UT ATOS
Phone manufacturers	Apple	BGU
Mobile operating system developers	Google, Microsoft Nokia Intel	BGU UT UNIPV
Specific domain device manufacturers	Blood Glucose Meter: Bayer HealthCare, Roche, Abbot, Nova Biomedical	ATOS BGU

Specific device manufacturers will be approached to present the new system to the industry sector as part of the Exploitation activity.

Table 8: Dissemination Target – Standard Developing Bodies

Target type	Specific contact	Contacting MobiGuide partner
European Standard development bodies	CEN Advisory Board for Healthcare Standards CEN TC251 Health Informatics EuroRec, openEHR HL7, Continua, IHE	UT UT ZORG ATOS

Table 9: Dissemination Target – Clinical Content Developers

Target type	Specific contact	Contacting MobiGuide partner
Clinical guideline developers	Vidal, Cegedim NICE New Zealand Guideline Group SNLG-ISS	BGU CSPT, BGU BGU UNIPV
Professional Medical Societies	Spanish Society of Diabetes Italy: main general practitioner societies: SIMG, FIMG European Society of Cardiology AME – Italian Medical Endocrinology association AACE – American Association of Clinical Endocrinologists	CSPT FSM UNIPV HU HU

Table 10: Dissemination Target – potential users and policy makers

Target type	Specific contact	Contacting MobiGuide partner
HMOs	Quirón (Spain) Clalit (Israel) Maccabi (Israel)	ATOS BGU, HU BGU
Patient organizations	Catalan Diabetic Association (ADC)	CSPT, ADC
Governments and policy makers	Lombardia Region Health Department Madrid, Cataluña, Galicia	UNIPV ATOS

3.1.2 Remarks of reviewers relevant to T10.1 and responses made

Below we give the reviewer's remarks relating to T10.1 Dissemination and the actions taken and planned in response to those remarks. Indented paragraphs in *Times Roman italic* are quotes from the *MobiGuide Year 1 Technical Review Report*, January 2013.

Value+

The project should look at deliverables from the Value+ project on good practice on patient involvement, to identify anything relevant or useful for the project.

We studied the Value+ handbook and toolkit, and as a result are involving ADC in user requirements definition, outreach to patient groups and at events and in assisting with making dissemination materials more understandable by, and targeted to the needs of, patients. Specifically, a "MG patient group kit" is under development [HU/Adi Fux] and three Patient Groups will be established and reached based on the kit [ADC/Àngels Pallàs]:

- i. ADC patients (ADC has already set up meetings with ADC patients to present MobiGuide) (Y3)
- ii. GDM patient group (Y3)
- iii. AF patient group (Y3).

Keep Website updated

T10.1.3: Development of a MobiGuide presentation and Website: established ahead of the schedule and is currently available. This deliverable must be kept updated through the project.

New content has been added to the website (various news articles, downloads, events, Project publications and public project deliverables). From April 2012 – August 2013 there were 3882 hits (ave. 228 hits per month).

Website Balance

Forthcoming external events are more prominent on the news page than project events, there is currently no post-event report for 'Hello Tallinn'.

We believe we have now rectified the imbalance between external and project events. There was a delay in releasing the Tallinn article since some MG members objected to (specific, or in some cases any) photographs of themselves appearing on MG Facebook page and website. A privacy policy was designed and introduced. Following publication and application of the new privacy policy the Tallinn article was published on the website.

Website: Interest to patients /general public

The forthcoming events section is currently aimed at technical people and academics, and there is little on website as yet to maintain patient /general public interest.

To address this point we took the following actions:

- Launch of the first of the series "Partner in Focus" article (with focus on patient organization ADC) published in full on the MG website in English and Spanish (shorter version in the MG Newsletter). The aim was to bring a more direct and personal viewpoint to the general audience with a representative of a partner introducing themselves and their organisation and relating something of their experiences in MG; also their views about the value of the project and its future impact in their area.
- Launch of MG Newsletter. Issue 1, edited Val Jones (UT), with articles by Val Jones, Angels Pallas (ADC). Graphics, contact list, subscription and email distribution via mailchimp by Paolo Federico (TUV). Available at website (also provided for distribution in paper form by partners).
- In Y3 it is planned to define areas in the website targeted at different groups.
- In Y3 it is planned to establish Key Opinion Leaders (KOL's) groups that will advise and focus on the system contribution to the specific domain.

Social Media and Inclusion

*Some information has been targeted at patient groups through **social media**, mostly notification of the project launch. From the number of 'likes' and viewings, this is a successful method, however it may be less likely to reach older patients. These postings (and any resulting dialogues) are not accessible from the MobiGuide website to people who do not use social media accounts.*

To address inclusion of older patients who perhaps do not use social media (or even internet): publicity materials (flyer, patient flyer, newsletter) are designed to be printable for physical distribution as well as electronic and to contain non-internet-related contact details (postal address as well as URLs and email addresses etc). Other measures: we have taken care that content on social media also appears (same or similar) on the website; there is also overlap with the new newsletter which contains shorter versions of articles on the website. Twitter: tweets are used largely as an extra method for attracting people to the website eg. by announcing/publicising the appearance on new content on the website.

Publicity materials aimed at the public

The overall dissemination plan in D10.2.1 clearly identifies different routes for different target audiences but not different materials. Patient organisations are shown in table 4 alongside professional groups, however, as discussed at the review, materials aimed at the general public rather than clinicians will be easier for small patient organisations to pass on to their members.

Publicity materials targeted at patients and general public (including website, poster, project flyer) were checked and where necessary rewritten for clarity and accessibility to patients (and the general public) (ADC, UT, HU and WA4 partners) with graphic design and layout by TUV.

Moreover new flyers aimed specifically at patients were written (initially in English) and translated into Italian, Catalan and Spanish. They are available on the website and in printable form for paper distribution plans to translate patient-relevant parts of the website into Italian, Catalan and Spanish are underway. HU, ADC and UT have identified those parts of the website that should be translated and the Italian and Spanish partners have agreed to translate.

Exploitation workshops

For year 2, ATOS will prepare and deliver seminars to project members on exploitation, IPR, third party license issues. Given the nature of the consortium, with majority of academically-oriented partners, exploitation activities need to be carefully monitored by industrial partners and by EC.

ATOS delivered an exploitation workshop to MG partners at the Madrid CM in May 2013.

Dissemination activities in clinical arena and among patient groups

Dissemination activities should be enhanced in clinical arena and among patient groups early in the course of project activities so as to introduce them to this kind of patient guidance system, and to “prepare them mentally” for using the (final) prototype, when it is ready. Partners should publish their “learning process” in public health, evidence based medicine, health policy and/or medical ethics journals, starting early in Year 2.

We have identified the following target journals for this kind of dissemination:

Healthcare policy journals:

[International Journal of Public Health](#)
[Health Research Policy and Systems](#) (Open Access)
[Journal of Health Services Research & Policy](#)
[Journal of Public Health Policy](#) (Open Access Option)
[Oxford Journals | Medicine | Health Policy and Planning](#)
[Health Policy - Journal](#) – Elsevier (Offers Open Access Articles)
[Health Economics, Policy and Law](#)

Medical ethics journals:

[The Journal of Law, Medicine & Ethics](#)
[BMC Medical Ethics](#) (Open Access)
[Virtual Mentor](#) (Open Access) - American Medical Association
[Journal of Medical Ethics](#) - BMJ

It is perhaps a little early to target the top medical journals (e.g., BMJ, JAMA, NEJM, The Lancet).

Current actions to address these issues are:

- An invited article, submitted October 18 2013, to the European Journal of ePractice: Issue on Mobile eHealth (a magazine for the general public published by the EC), entitled “Making healthcare more accessible, better, faster, and cheaper: the MobiGuide Project”. The article focuses on shared decision-making and customization/personalization; authored by Mor Peleg (HU), Yuval Shahar (BGU) and Silvana Quaglini (UNIPV).
- A letter to the Editor entitled “Adding personal knowledge to clinical guidelines for improving chronic treatment and compliance”) submitted by HU to the Israeli Medical Journal "Harefua" (accepted for publication).
- Journal paper "Patient-oriented clinical guidelines for mobile decision support in gestational diabetes" to be submitted Nov. 1, 2013 to the Journal of Diabetes Science and Technology (Authored by UPM, CSPT, HU, BGU, MHBV).
- ADC and UT authored a MG Flyer for patients, available in English, Spanish, Catalan and Italian, design and layout by TUV.
- Flyers and Newsletter were distributed at medical and medical informatics conferences such as Medicon and the Dutch Medical Informatics Conference, at exhibitions and business-oriented conferences, and at the REACTION Clustering Event and the MobiGuide posters were displayed at those venues.
- Relevant parts of the MobiGuide Web site are being translated into Spanish, Catalan and Italian to make them more accessible to patients, the general public, and care professionals
- A ‘Frequently Asked Questions’ page is being prepared for the website.

Furthermore, planned in Y3:

- 1) Contact and assemble 2-3 patient groups as focus groups and to present the system (Y3) [ADC/Angels]
- 2) Website groups – define areas on the website for different groups
- 3) Present project movies:
 - iv. Project movie (Y3) [HU/Adi Fux]
 - v. System demo and system demo movie (Y4) [Atos as part of Training / demonstration WP]

3.1.3 Additional actions

The following additional actions, coordinated by HU [Adi Fux] have been added to the dissemination plan:

- a. Frequently Asked Questions (FAQ's): the website presents the MobiGuide project, but we want to add frequently asked question section to present answers to additional optional questions. The FAQ will provide answers to the project and to the specific domain the project is developing the system.
 - 1) general frequently asked questions (FAQ's) [HU/Adi Fux]
 - 2) AF FAQ's. [FSM/Carlo Napolitano]
 - 3) GDM FAQ's [CSPT / Mercedes Rigla]
- b. Demo movies: we would like to present the importance of the project and how it will affect the patient life, so we decided to create a demo movie that will explain our motivation.
 - 1) General demo movie to present MG concept [HU/Adi Fux]
 - 2) System demo movie to present the system to users [Atos as part of Training WP]
- c. Improve website with the following actions: this will help us to present the project to new audiences and segregate our user into doctors, patients and other users.
 - 1) Translate the website to Spanish and Italian [HU / Adi Fux]
 - 2) Add registration to the different groups – doctors, patients etc. [HU / Adi Fux]

Establish Key Opinion Leaders (KOL's) that will advise and focus on the system contribution to the specific domain [HU / Adi Fux]

3.1.4 Dissemination targets by year

Dissemination targets by year are summarised below. The Year 2 outline plan as described in D10.2.1 is:

- Continue Year 1 dissemination activities [DONE]
- Create Project ID-card [DONE (MobiGuide Flyer)]
- Step up scientific publications [DONE]
- Plan public demonstrations of Prototype MG system [DONE]

Year 3 outline plan as described in D10.2.1 is:

- Continue Year 1 and 2 dissemination activities
- Organise Year 4 MobiGuide event (international workshop).

Additional Y3 actions are planned as shown below:

- Start forming patient groups:
 - ADC patient group [ADC / Angels Pallas]
 - AF AND GDM patient groups [FSM / Carlo Napolitano] + [Mercedes Rigla]
- Website update: [HU / Adi Fux]*
 - Localization: translate site to Spanish: October 2013
translate site to Italian: January 2014
 - Registration: prepare registration mechanism to different groups.
 - Add demo movie from consortium meetings.
 - Present system demo movie during Q3 2014 to integrate with system demo.
- Mailing list:
 - Continue current mailing list with news and publications [UT/Val Jones, TUV / Paolo Federico]
 - Start experts KOL's list with first meeting held [HU / Adi Fux]
- System demo – define the system demo architecture and approve by KOL experts to present on the website toward year 4 [Atos as part of Training WP], [HU / Adi Fux].

During year 3 we will add the following updates to the website:

- a. Translation: in order to localize the project to our first users we will translate the website to Spanish and Italian [HU / Adi Fux]

- b. Demo movie: we will add the movie to demonstrate the system [HU / Adi Fux]
- c. Registration: we will upgrade the registration mechanism to provide areas of interest for different groups as doctors, researchers, patients etc [HU / Adi Fux]
- d. FAQ: the FAQ will be added [HU / Adi Fux]
- e. User interface (UI) update: we will improve the UI to present the press kit and other materials to the users [HU / Adi Fux].

Figure 1 presents the main milestones of the dissemination activities for year 3.

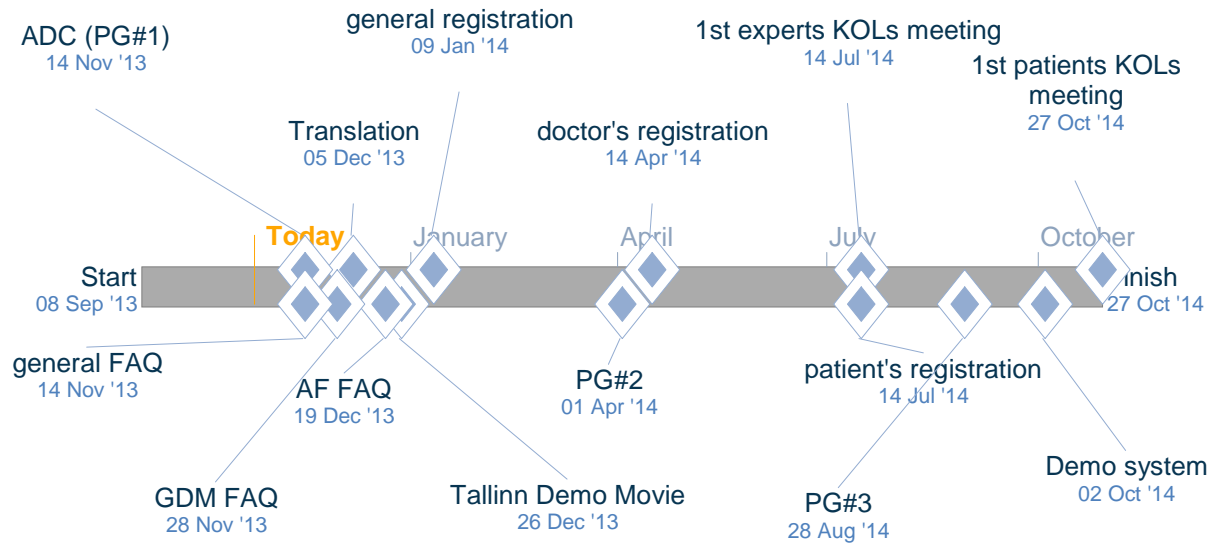


Figure 1: Main dissemination milestones in year 3

Figure 2 presents the basic Gantt chart for year 3.

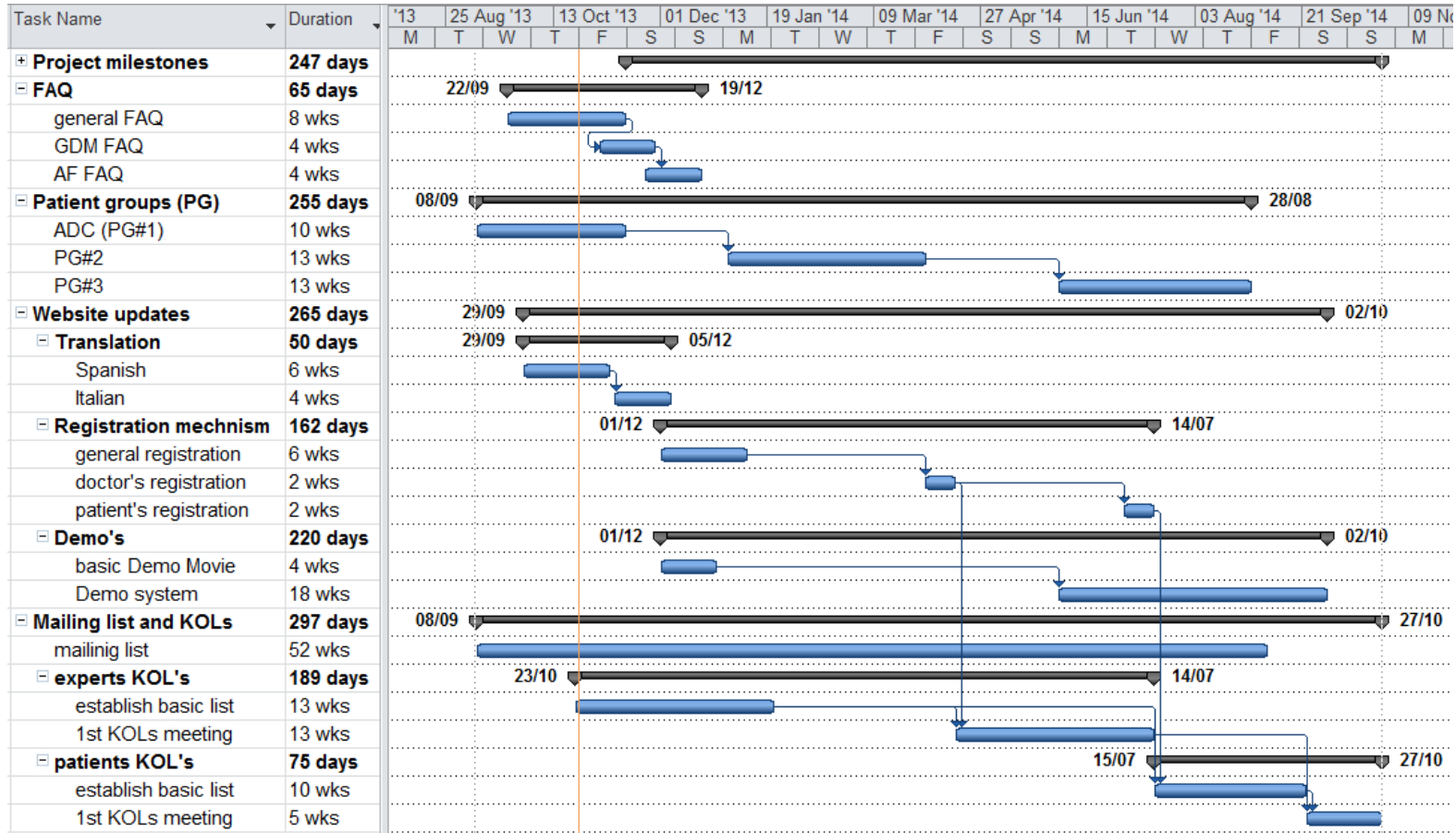


Figure 2: Basic dissemination Gantt chart for Year 3

4. Dissemination Reports Year 2

This section reports on the dissemination activities which were achieved during the second year of the project, according to the MobiGuide dissemination strategy and plan described in Sections 2 and 3 above. Support of all partners in dissemination and especially of WA4 members (UT, HU, Atos, BTL) as well as ADC, UPM and TUV is gratefully acknowledged.

At each of the Y2 consortium meetings, the Dissemination Task leader gave presentations designed to engage and inform the project partners about the importance and nature of dissemination activities and to inform them about availability of publicity materials, to encourage them to seize opportunities for dissemination and also to explain related procedures such as reporting. Contact with partners in between consortium meetings was maintained by Basecamp discussions, Skype meetings and email.

New Internal procedures relating to Dissemination were set up as follows:

- New simplified dissemination reporting templates were introduced
- Partners were given read/write access to a Googledocs document to report their dissemination actions directly into the templates (edited versions of these appear below as the tables in this section)
- Because this system permits shared editing and therefore risks editing collisions and accidents, the WP Leader took frequent backups of the Googledocs document both onto Google Drive and into her own file space.

Y2 dissemination actions are listed below in the following tables:

Table 11: Scientific Publications

Table 12: Poster Sessions, Presentations, Panels and Demonstrations at scientific and other events

Table 13: Participation in events

Table 14: Organisation of workshops

Table 15: Web and Internet actions (including mobile)

Table 16: Contact with stakeholders

Table 17: Liaison with EC and other European R&D projects

Table 18: Other Dissemination actions

4.1 Scientific Publications

Table 11 below shows the MobiGuide Scientific Publications produced during Y2. Status (S=Submitted, A=Accepted, P=Published) is indicated.

Table 11: Scientific Publications

1 Type: A=Abstract, J=Journal article, B=Book chapter, IC=International conference paper, IW=International workshop paper, E=Edited Special Issue or Volume, NC=National Conference paper, NW=National Workshop paper, O=Other (please specify)

2 Status: S=Submitted, A=Accepted, P=Published.

3 **Audience:** Medical Informatics Researchers and practitioners, Medical practitioners and researchers, General Audience, Policy Makers, Industry, Other (please specify).

Bibliographic reference	MG partners	Type ¹	Status ²	Persistent URL/ISBN	Audience ³	Peer review Y/N
Arturo Gonzalez-Ferrer, Mor Peleg, Bert Verhees, Jan-Marc Verlinden, and Carlos Marcos, Data Integration for Clinical Decision Support based on open EHR Archetypes and HL7 Virtual Medical Record. In: Richard Lenz, Silvia Miksch, Mor Peleg, David Riano, Manfred Reichert, Annette ten Teije (eds). Lecture Notes in Artificial Intelligence Vol. 7738. Process Support and Knowledge Representation in Health Care: BPM 2012 Joint Workshop ProHealth 2012/KR4HC 2012, Tallinn, Estonia, September 2012, Revised Selected Papers. Springer-Verlag Berlin Heidelberg 2013	HU, Zorg, Atos	B	A	http://www.mobiguide-project.eu/images/4%20Ferrer%20et%20al%20submission-KR4HC2012-final.pdf	Medical Informatics	Y
Wolfgang Aigner, Paolo Federico, Theresia Gschwandtner, Silvia Miksch, and Alexander Rind: Challenges of Time-oriented Data in Visual Analytics for Healthcare in: Caban, J. J., and D. Gotz: IEEE VisWeek Workshop on Visual Analytics in Healthcare, 2012	TUV	IW	P	http://www.visualanalyticshhealthcare.org/VAHC2012/VAHC2012-proceedings.pdf	Visualization, Visual Analytics, Information Visualization	Y
E. Caballero Ruiz, G. García-Sáez, M. Rigla Cros, B. Pons Pons, I. Martínez-Sarriegui, E.J. Gómez, M.E. Hernando Personalized decision support for guiding women with gestational diabetes: automatic blood glucose classification 6th International Conference on Advanced Technologies & Treatments for Diabetes (Paris, France, February 27 - March 2, 2013):	UPM, CSPT	IC	A	DOI: 10.1089/dia.2012.1221	Practitioners, medical informatics	Y
Lucia Sacchi, Adi Fux, Carlo Napolitano, Silvia	UNIP	IC	P		Medical	Y

Panzarasa, Mor Peleg, Silvana Quaglini, Erez Shalom, Prina Soffer, Paolo Tormene. Patient-tailored Workflow Patterns from Clinical Practice Guidelines Recommendations, Medinfo, Copenhagen, Denmark, August 20-23, 2013	V, HU, BGU					Informatics	
N. Larburu, I. Widya, R. G. A. Bults, H. Hermens, and C. Napolitano, Early Phase Telemedicine Requirements Elicitation in Collaboration with Medical Practitioners, IEEE conference Requirements Engineering, Rio de Janeiro, Brasil, July 15-19 2013	UT, FSM	IC	A	http://www.re2013.inf.puc-rio.br/pages/main.php?id=page_home	Information Systems		Y
Anne-Lyse Minard, Katharina Kaiser, Supporting Computer-Interpretable Guidelines' Modeling by Automatically Classifying Clinical Actions, Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013	TUV	IW	P	http://banzai-deim.urv.net/events/KR4HC-ProHealth-2013/	Medical Informatics		Y
Mor Peleg, Tom Broens, Arturo González-Ferrer, Erez Shalom. Architecture for a Ubiquitous Context-aware Clinical Guidance System for Patients and Care Providers. Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013	HU, MHB V, BGU	IW	P	http://banzai-deim.urv.net/events/KR4HC-ProHealth-2013/	Medical Informatics		Y
Denis Klimov and Yuval Shaha. iALARM: an Intelligent Alert Language for Activation, Response, and Monitoring of Medical Alerts, Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013	BGU	IW	P	http://banzai-deim.urv.net/events/KR4HC-ProHealth-2013/	Medical Informatics		Y
Arturo González-Ferrer and Mor Peleg. Assessment of Clinical Data Standards for the Interoperability of Knowledge-based Decision Support Systems with Electronic Personal Health Records, Journal article: Journal of Biomedical Informatics	HU	J	S	Under review	Medical Informatics		Y
Peter Bodesinsky, Paolo Federico and Silvia Miksch. Visual Analysis of Compliance with Clinical Guidelines. (Proc. of the 13th Int. Conference. on Knowledge Management and Knowledge Technologies, i-KNOW 2013, ACM)	TUV	IC	P	ISBN: 978-1-4503-2300-0	Knowledge Computing		Y
Ayelet Goldstein, Yuval Shaha. Implementation of a System for Intelligent Summarization of Longitudinal Clinical Records, Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013.	BGU	IW	P	http://banzai-deim.urv.net/events/KR4HC-ProHealth-2013/	Medical informatics		Y
Silvana Quaglini, Silvia Miksch, Yuval Shaha, Mor Peleg, Carlo Napolitano, Mercedes Rigla, Angels	UNIP V,	IC	A		Medical informatics		Y

Pallàs, Enea Parimbelli, Lucia Sacchi. Supporting Shared Decision Making within the MobiGuide Project. AMIA Annual Symp., Washington DC, 2013, November 16-20, 2013	TUV, BGU, HU, FSM, CSPT, ADC					
G. García-Sáez, M. Rigla, E. Shalom, M. Peleg, E. Caballero, E. J. Gómez, M. E. Hernando. Parallel workflows to personalize clinical guidelines recommendations: Application to Gestational Diabetes Mellitus, (Proc. of the XIII Mediterranean Conference on Medical and Biological Engineering and Computing, Seville, September 25 to 28, 2013)	UPM CSPT HU BGU	IC	A	Not yet known	Medical Informatics Researchers and practitioners	Y
G. García-Sáez, M. Rigla, I. Martínez-Sarriegui, E. Shalom, M. Peleg, T. Broens, B. Pons, E. Caballero, E. J. Gómez, M. E. Hernando. Patient-oriented computerized clinical guidelines for mobile decision support in gestational diabetes, Journal of Diabetes Science and Technology - Special symposium on telemedicine	UPM CSPT HU BGU MHB V	J	S	Not yet known	Medical practitioners and researchers	Y
V.M. Jones, I. Widya, R.G.A. Bults, N. L. S. Fung, N. Larburu, T. Broens, R. Batista, H. Hermens, Mobile health monitoring augmented with real-time personalized evidence-based clinical decision support. Submitted april 1st 2013 to special issue of Artificial Intelligence in Medicine (AIIM) on Medical Data Streams, Elsevier.	UT, MHB V	J	S	Not yet known	Medical Informatics Researchers and practitioners	Y
Sacchi L, Rognoni C, Rubrichi S, Panzarasa S, Quaglini S. From Decision to Shared-Decision: Introducing Patients' Preferences in Clinical Decision Analysis - A Case Study in Thromboembolic Risk Prevention. In: Artificial Intelligence in Medicine - Lecture Notes in Computer Science. Vol 7885.; 2013. p. 1-10. (AIME 2013; vol 7885). AIME Conference, May 29th-June 1st 2013, Murcia, Spain	UNIP V	IC	P	ISBN: 978-3-642-38325-0	Artificial Intelligence in Medicine and Medical Informatics	Y
Paolo Federico, Stefan Hoffmann, Alexander Rind, Wolfgang Aigner, Silvia Miksch. Qualizon Graphs: Space-Efficient Time-Series Visualization with Qualitative Abstractions. PacificVis 2014 Yokohama, Japan, March 4 - 7, 2014	TUV	IC	S	http://www.pvis.org/	Information Visualization	Y
Mor Peleg. Computer-interpretable Clinical Guidelines: a Methodological Review. Journal of Biomedical Informatics, Vol. 46 No. 4, pp. 744-763, 2013.	HU	J	P	http://dx.doi.org/10.1016/j.jbi.2013.06.009	Medical informatics	Y

Shalom E, Shahar, Y and Lunenfeld, E. (2013) Automatic application of Clinical Guidelines - from theory to practice. Harefua journal,152(5) 272-278.	BGU	J	P	http://www.ima.org.il/harefua/ViewArticle.aspx?ald=3198	Medical practitioners and researchers,	Y
Shalom E, Fridman I, Shahar Y, Hatsek A & Lunenfeld E. Towards a realistic clinical-guidelines application framework: desiderata, applications, and lessons learned. LNCS 7738: Process Support and Knowledge Representation in Healthcare .2013:56-70	BGU	IC	P	http://rd.springer.com/book/10.1007/978-3-642-36438-9/page/1	Medical Informatics Researchers and practitioners	
Mor Peleg, Yuval Shahar, and Silvana Quaglini. Making healthcare more accessible, better, faster, and cheaper: the MobiGuide Project. Submitted to European Journal of ePractice: Issue on Mobile eHealth	HU, BGU, UNIPV	J	S	Paper under review	General public, published by the EC	Y
Adi Fux, Mor Peleg, Pnina Soffer, Sagit Zolotov, Eddy Karnieli. Adding personal knowledge to clinical guidelines for improving chronic treatment and compliance. Letter (in Hebrew) to the Editor of Harefua - Israel Medical Association Newspaper (medical journal published by the Israeli Medical Association).	HU	O (letter to the editor)	A	http://www.ima.org.il/harefua/Default.aspx	Medical practitioners and researchers	N
Patient-oriented clinical guidelines for mobile decision support in gestational diabetes. Submitted to the Journal of Diabetes Science and Technology.	UPM, CSPT, HU, BGU, MHBV	J	S	Paper under review	Clinicians	Y
Mor Peleg and Arturo Gonzalez Ferrer. "Chapter 15. Guideline and Workflow Models". In: "Clinical Decision Support – Second Edition", Robert A. Greenes (ed.), Elsevier/Academic Press, 2013	HU	B	P		Medical Informatics	Y
Bibliographic reference	MG partners	Type¹	Status²	Persistent URL/ISBN	Audience³	Peer review Y/N

1 Type: A=Abstract, J=Journal article, B=Book chapter, IC=International conference paper, IW=International workshop paper, E=Edited Special Issue or Volume, NC=National Conference paper, NW=National Workshop paper, O=Other (please specify)

2 Status: S=Submitted, A=Accepted, P=Published.

3 **Audience:** Medical Informatics Researchers and practitioners, Medical practitioners and researchers, General Audience, Policy Makers, Industry, Other (please specify).

4.2 Posters, Oral Presentations, panels and demonstrations

Table 12 below shows Posters, Presentations, panels and demonstrations in Y2.

Table 12: : Poster Sessions, Presentations, Panels and Demonstrations at scientific and other events

1 **Type** P=Presentation, Pn=panel, Po= Poster, D=Demonstration

2 **Event Type** IE = International event, NE = National event, W=Workshop, NC=National Conference, IC=Intl.Conference, S=Symposium, Cq= Colloquium, Sm=Seminar, CM=MG CM, Rv=EC Review, I=Internal meeting

Date	Place	Type ¹	Title/description	Event	Event Type ²	Type of Audience	Size of Audience	Partner Responsible/ Involved (presenter)	Comments
17-19 Jan 2013	Florence, Italy	P	Integration of multisource data to face the eHealth challenges for chronic cardiovascular patients, everywhere	5th International Cardio Event 2013	IE	Cardiologists	700	Jan-Marc Verlinden (Zorg)	Presented the possibilities of current COTS hardware and ICT. But also the boundaries and legal aspects involved in patient monitoring.
19 June 2013	Eindhoven, NL, "The Strip"	P	Medical apps "what can go wrong?"	Apps4Health	NC	Innovators, medical field, insurance companies	500	Jan-Marc Verlinden (Zorg)	We discussed the legal consequences of (real time) monitoring of patients.
26 sept 2013	Amsterdam "pakhuis de Zwijger"	P	Self management for patients.	Emerce eHealth	W	Policy makers, insurance companies, healthcare providers and innovators.	2000	http://www.emerce.nl/ehhealth/speakers/jan-marc-verlinden/ Jan-Marc Verlinden (Zorg)	An open discussion on self management for patient monitoring themselves.
Jan 2013	EC Brussels		Demo of (then) latest prototype of MG system		Rv	EC reviewers, MG partners, EC project officer		All MG technical partners (MHBV, UPM ₂)	

								<u>Zorg, Atos, UT, BGU, HU, UNIPV, led by Tom Broens (MHBV)</u>	
28-29 May 2013	UPM	D	Demo of (then) latest prototype of MG system	MG CM Madrid	C M	MG partners		<u>All MG technical partners (MHBV, UPM, Zorg, Atos, UT, BGU, HU, UNIPV led by Tom Broens (MHBV))</u>	
8-10 Oct 2013	UNIP V	D	Demo of (then) latest prototype of MG system	MG CM Pavia	C M	MG partners		<u>All MG technical partners (MHBV, UPM, Zorg, Atos, UT, BGU, HU, UNIPV) led by Tom Broens</u>	
3-7 Nov 2012	Chicago	Po	How Does Personal Information Affect Clinical Decision Making - Eliciting Categories of Personal Context and Effects	AMIA 2012	IC	Medical Informatics Researchers and practitioners	2000	<u>Mor Peleg (HU)</u>	
Nov 5, 2012	Chicago	Pn	Visual Analytics for Discovery of Time-Oriented Clinical Knowledge or: You need to Know Something if You Want to Know More	Panel on Visual Analytics at AMIA 2012	IC	Technologically and medically oriented people (the main academic medical informatics community)	500-600	<u>Yuval Shahar (BGU)</u>	New clinically meaningful patterns can be discovered by supporting intelligent, interactive visual exploration, of accumulating time-oriented data from monitored patients and electronic medical records; or by automated discovery of frequent temporal patterns in these data. The foundation for such a comprehensive ubiquitous architecture is currently being developed by the EU

									MobiGuide project.
Dec 6, 2012	Haifa	P, D	EHRs and PHRs as Enablers of Futuristic Guideline-Based DSSs	Symposium at IBM Research Center, Haifa	S	Academia, industry, healthcare	60	<u>Mor Peleg</u> (HU)	<p>The talk describes futuristic guideline-based decision support research that we have been conducting as part of the FP7 ICT "MobiGuide project: Guiding Patients Any Time Everywhere". The talk focuses on how EHRs and Personal Health Records support such futuristic DSSs.</p> <p>The talk incorporated a Powerpoint "demonstration" of MG.</p>
June 10, 2013	University of Haifa	P	Personalizing Decision Support within the MobiGuide Project: Guiding Patients Any Time Everywhere	Colloquium of the Dept. of Information and Knowledge Management	I	Professors, PhD students, researchers	15	<u>Mor Peleg</u> (HU)	The talk focused on personalization of CIGs within the MobiGuide system
19-12-12	University of Haifa	P	Knowledge Engineering Methods for the management of Personalized Care Pathways	Seminar at the IS department of Haifa University	I	Master and PhD students, Faculty members of the Information Systems Department	30	<u>Arturo Gonzalez-Ferrer</u> (HU)	The lecturer presented 1) methods developed for the automatic generation of Care Pathways from a computer-interpretable guideline specification using the Asbru language and 2) a brief introduction to the Knowledge to Data Ontology Mapper (KDOM), developed during the project MobiGuide following a service-oriented approach.
June 17, 2013	Tel Aviv	P	Standardization and Impact of Clinical Guidelines Personalization (Hebrew)	Annual conference of the Israeli Association for information	NC	physicians, Academia, industry, Medical Informatics	300	<u>Adi Fux, Mor Peleg</u> (HU)	The conference will be focused on quality of medical information as a means to promote quality of life

				systems in medicine					
July 1, 2013	Rupin	P	Personal Context Profile for Personalizing Clinical Guidelines	The Annual Conference of the Israeli Association for Information Systems (ILAIS)	NC	Academia, industry, Informatics	200	<u>Adi Fux</u> , <u>Prina Soffer</u> , <u>Mor Peleg</u> (HU)	The talk addressed the ontology of context and affect
August 20-23, 2013	Copenhagen, Denmark	Pn	How to detect and exploit non-adherence to guidelines?	Medinfo	IC	Medical Informatics		HU, UNIPV	HU's talk discussed the ways in which guideline personalization and patient empowerment could affect process evolution in the MobiGuide project. UNIPV's talk discussed issues related to guideline compliance, in particular how to discover non-compliance, provider motivations and how to exploit these motivations to improve the care process.
July 11, 2013	Beer Sheva, Israel	P	New Progress in Medical Decision Support Systems and the MobiGuide Project	Symposium: Information Systems Engineering: Past, Present, Future	NC	Information Systems	60	<u>Mor Peleg</u> (HU)	The talk presented an overview and the objectives of the MobiGuide system with some results regarding personalization
July 3, 2013	Haifa, Israel	P	KDOM 2.0: a service-oriented architecture for knowledge to data mappings in Patient Guidance Systems	Weekly Seminar at IBM Research Lab Haifa, Health Informatics & Analytics Group	Sm	Medical Informatics / Industry	20	<u>Arturo Gonzalez-Ferrer</u> (HU)	The talk presented the KDOM service for mapping data sources and knowledge sources to the PHR
August 7, 2013	Stanford, CA, USA	P, D	Personalizing Decision Support within the MobiGuide Project: Guiding Patients Any Time Everywhere	Special Colloquium at Biomedical Informatics Research (BMIR)	Cq	Medical informatics	20	<u>Mor Peleg</u> (HU)	The talk presented an overview and the objectives of the MobiGuide system with detailed results regarding personalization. The talk incorporated a Powerpoint

									“demonstration” of MG.
September 4-6, 2013	Graz, Austria	Poster + D	Visual Analysis of Compliance with Clinical Guidelines	International Conference on Knowledge Management and Knowledge Technologies (i-KNOW)	IC	Knowledge computing	500	TUV (Peter Bodesinsky)	in addition to the paper in Table 11
September 25-28, 2013	Seville, Spain	P	Context sensitive decision support systems for personalized chronic care.	XIII Mediterranean Conference on Medical and Biological Engineering and Computing (MEDICON) Workshop WS3: at MEDICON - Computationally-enabled models to support health behavior change and maintenance	IC	Academia, industry, Medical Informatics	500	UPM (Elena Hernando)	http://www.medicon2013.com/images/site/PROGRAMA_FINAL_MEDICON2013.pdf Page 15
October 25-26, 2013	Barcelona, Spain	P	Artificial Intelligence to diabetes management	Jornadas científicas del Grupo de Nuevas Tecnologías de la SED. Actualización en Tecnologías aplicadas al diagnóstico y tratamiento de la diabetes y sus	S	Endocrinologists	-	Mercedes Rigla (CSPT)	http://www.sediabetes.org/gestor/upload/files/Programa(1).pdf

				complicaciones					
31/10/2012	Dept. Information System Engineering, BGU	P	A Multi-Dimensional Framework for Realistic Application of Clinical Guidelines	Information System Engineering Dept., BGU	I	Information Systems Engineers	20	Erez Shalom(BGU)	Presentation at Weekly seminar
2/12/2012	Dept. Industrial Management Engineering, BGU	P	A Multi-Dimensional Framework for Realistic Application of Clinical Guidelines	Industrial and management System Engineering Dep at BGU	I	Information Systems Engineers	20	Erez Shalom(BGU)	Presentation at Weekly seminar
21/1/2013	Soroka Medical Center, Dept. OB/GYN, Faculty of Health Sciences, BGU	P	A Multi-Dimensional Framework for Realistic Application of Clinical Guidelines	OB/GYN Dept., Faculty of Health Sciences, BGU,	I	OB/GYN practitioners	35	Erez Shalom(BGU)	Presentation at Weekly seminar
6/3/2013	IBM research Haifa, Israel	P	A Multi-Dimensional Framework for Realistic Application of Clinical Guidelines	IBM Research Lab Haifa, Health Informatics	S	Medical Informatics engineers	20	Erez Shalom(BGU)	Presentation at Weekly seminar
28/4/2	Department	P	A Multi-Dimensional	Software Engineering	I	software engineers	20	Erez Shalom(BGU)	Presentation at Weekly seminar

013	of Software Engineering, Afeka collage, Tel-Aviv		Framework for Realistic Application of Clinical Guidelines	Dept., Afeka College, Tel-Aviv,)	
19/9/2013	University of Twente	P	Research in MobiGuide project: mobile distributed evidence-based patient guidance services	Biomedical Signals and Systems, Research group meeting	I	Computer Scientists, Biomedical Engineers	20	Val Jones (UT)	Also distributed MG flyers
1/10/2013	Conferentiehotel Drieneburgh t, Drieneholaan 5, Enschede, Netherlands	P	Telecare technologies: a design perspective	Workshop: Telecare at Home	W	Healthcare professionals, industry, philosophers, social scientists, ICT researchers, Computer Scientists, Biomedical Engineers	22	Val Jones (UT)	Final workshop, Telecare at Home project, funded by NWO "Responsible Innovation" programme. Also distributed MG flyers and displayed MG poster (Telecare at Home)
1/7/2013	Ruppina Academic Center, Emek Hefer, Israel	P	Clinical decision support through the automated application of clinical guideline	7th ILAIS Conference	N E	Information System Engineerings	20	Erez Shalom(BGU)	http://ilais.openu.ac.il/wp/wp-content/uploads/2013/07/ILAIS-2013-Proceedings.pdf
17/6/2013	Tel Aviv, Israel	P	Computerized framework for longitudinal guideline-based application of eclampsia.	2013 Annual Meeting of the Israeli Medical Informatics Association (ILAMI)	N E	Medical Informatics Engineers' Practitioners	50	Erez Shalom(BGU)	
17/6/2013	Tel Aviv, Israel	P	Automatic application of Clinical Guidelines - from theory to practice.	2013 Annual Meeting of the Israeli Medical Informatics Association (ILAMI)	N E	Medical Informatics Engineers' Practitioners	50	Erez Shalom(BGU)	

Sub mit ted 19/ 10/ 201 3		P o	A Conceptual Framework for the Functional Design of Distributed Telemedicine Systems.	Poster and poster supplement submitted to 12th International Conference on Mobile and Ubiquitous Multimedia, Lulea, Sweden, December 2 - 5, 2013.	I C	Computer Scientists, Engineers'		UT, MHBV, BGU (Nick Fung)	
Date	Place	Type ¹	Title/description	Event	Event Type ²	Type of Audience	Size of Audience	Partner Responsible/Involved (presenter)	Comments

1 Type P=Presentation, Pn=panel, Po= Poster, D=Demonstration

2 IE = International Event, NE = National event, W=Workshop, NC=National Conference, IC=Intl.Conference, S=Symposium, Cq= Colloquium, Sm=Seminar, CM=MG CM, Rv=EC Review, I=Internal meeting

4.3 Participation in events

Table 13 shows participation in events by MobiGuide partners during Y2.

Table 13: Participation in events

Date	Place	Type	Type of Audience	Event Name	Size of Audience	Partner Responsible/Involved	Description
Jan. 24, 2013	Egmond aan Zee, The Netherlands	Research Market	Researchers (mainly PhD students) in Biomedical Engineering	4th Dutch Bio-Medical Engineering Conference 2013	260	Nick Fung (UT)	Organised a booth for the BSS group at UT, featuring amongst others the MG project, with the MG A0 poster and A4 flyers.
Jan. 29, 2013	Eindhoven, The Netherlands	Exhibition / Innovation market	Business, Researchers	Health Tech Event: Innovation in Healthcare	500	Tom Broens (MHBV)	Demonstration of MHBV products and explanation of the future MG system. MG logo and URL in presentation and distribution of MG flyer.
Nov. 5, 2012	Doetinchem, The Netherlands	Symposium	Business	Health Valley: Afslag Achterhoek	200	Tom Broens (MHBV)	Participation in parallel discussions on future health systems. Distribution of MG flyer.
March. 15., 2013	Utrecht, The Netherlands	Exhibition	Business	Zorg & ICT 2013	1000	Tom Broens (MHBV)	Discussions with participants of the event, distribution of MG flyer.
2 – 5/10/ 2013	Gastein Valley, Austria	Annual Forum and exhibition “most important health policy event” in the EU	policy makers, healthcare professionals, researchers, NGOs, industry representatives	European Health Forum Gastein 2013 http://www.ehfg.org/home.html	500	Val Jones (UT)	Arranged via Carolien Nijenhuis to have MG poster displayed during the exhibition
Date	Place	Type	Type of Audience	Event Name	Size of Audience	Partner Responsible/Involved	Description

4.4 Organisation of workshops

Table 14 shows of workshops organised by MobiGuide partners during Y2.

Table 14: Organisation of workshops

Type Intl. Workshop / National Workshop	Workshop / Conference name	Organizing Persons (partners)	Place & Date	Type of Audience	No of Participants	Short description	Of interest to
Course at Saxion Hoge school	E-health	Tom Broens (MHBV)	May, 7, 2013	Academic	25	Introduction course on e-health technology. Showed MG system principles as an example of a future e-health system.	Students
Course	Knowledge Representation and Decision-Support Systems	Mor Peleg (HU)	HU, Oct. 11-Jan. 2012	Academic	33	Introductory course on DSS. As part of talks about applications, one lecture was devoted to the MobiGuide system	Students
Intl Workshop	Joint International Workshop KR4HC/ProHealth Workshop	Silvia Miksch (TUV), Mor Peleg (HU), and other co-organizers	Tallinn, Slovenia, Sept. 2, 2012	Academic	40	3 MobiGuide-related talks were given in this workshop	Medical Informatics researchers
Intl Workshop	Joint International Workshop KR4HC/ProHealth Workshop	Silvia Miksch (TUV), Mor Peleg (HU), and other co-organizers	Murcia, Spain, June 1, 2013	Academic	80	3 MobiGuide-related talks were given in this workshop	Medical Informatics researchers
Type Intl. Workshop / National Workshop	Workshop / Conference name	Organizing Persons (partners)	Place & Date	Type of Audience	No of Participants	Short description	Of interest to

4.5 Web and internet actions

Table 15 shows Web and internet actions in Y2.

Table 15: Web and internet actions (including mobile)

URL	MG partners	Description
http://www.mobiguide-project.eu	Yoram Lev-Yehudi (BTL), Val Jones (UT), Sharon Alon (BTL) and others	Various website additions and improvements: new web content added (various news articles, downloads, events...) MG website stats: in the 17 months from april 2012 – aug 2013, there were 3882 hits, ave. 228 hits per month.
http://www.mobiguide-project.eu/about/partners/2-uncategorised/98-pif-adc-my-experience http://www.mobiguide-project.eu/about/partners/2-uncategorised/115-pif-adc-my-experience-es	Val Jones (UT), Angels Pallas (ADC), Yoram Lev-Yehudi (BTL)	First of series "Partner in Focus" article (with focus on ADC) published on the MG website (English and Spanish) and in the MG Newsletter and. The idea is to bring a more direct and personal viewpoint to the general audience with a representative of a partner introducing themselves and their organisation and relating something of their experiences in MG; also their views about the value of the project and its future impact in their area.
http://www.mobiguide-project.eu/press-media/19-newsletters/110-published-newsletters subscribe at: http://www.mobiguide-project.eu/	Val Jones (UT), Paolo Federico (TUV), Angels Pallas (ADC), Yoram Lev-Yehudi (BTL)	1/9/2013 - Launch of MG Newsletter, Issue 1, edited Val Jones, with articles by Val Jones, Angels Pallas. Graphics, maintenance of contact list, subscription mechanism and email distribution via mailchimp by Paolo Federico (TUV). Also provided for distribution in paper form by partners. By 9/9/2013 there were 34 subscriptions and by 1/10/2013 there were 39 subscriptions." The link to the last issue is: http://us7.campaign-archive1.com/?u=499827332d412bbc2db5ab68b&id=d33ff597cc&e=0e366625cf The link to the overall archive should be always the same: http://us7.campaign-archive2.com/home/?u=499827332d412bbc2db5ab68b&id=ddaecb938d
	Paolo Federico (TUV)	Establishment and maintenance of MG contact list
http://mobiguide-project.eu/downloads	Yoram Lev-Yehudi (BTL)	Public project deliverables have been added to the website
http://mobiguide-	Yoram Lev-	Project publications have been added to the website

project.eu/downloads	Yehudi (BTL)	
https://www.facebook.com/MobiGuideProject	Val Jones (UT)	Additional Facebook posts
https://twitter.com/MobiGuideProject	Val Jones (UT)	Twitter: Various tweets, including announcement of launch of newsletter and pointing to specific new web articles on MG website. MG tweets in Y2 were retweeted by: <ul style="list-style-type: none"> • EU_eHealth @EU_eHealth (to 4835 followers) • FP7-ICT: Ideal-ist @ICT_IDEALIST (to 489 followers) • eHealthWeek @EU_eHealthWeek (to 2222 followers).
	Val Jones (UT), Yoram Lev- Yehudi (BTL)	New simplified templates for partners to report dissemination actions were designed and put on google docs
http://blogs.ec.europa.eu/digital-agenda/	Val Jones (UT)	Based on a MG newsletter article, Val Jones' was invited by Carolien Nijenhuis to become a blogger on the European Digital Agenda for Europe (DAE) website. 2 blog posts In editorial. (Carolien Nijenhuis is Comms Officer, Health & Well-being, DG CONNECT EHealth unit (Carolien.NIJENHUIS@ec.europa.eu).
URL	MG partners	Description

4.6 Contact with stakeholders

Table 16 shows contacts with stakeholders in Y2.

Table 16: Contact with stakeholders

¹ Stakeholder type: EMR vendor, Integrator, cellular company, cell phone manufacturer, mobile operating system developer, EU standard developing body, guideline developer, professional medical society, HMO, medical informatics society, government and policy maker

Stakeholder organisation Name	Stakeholder type ¹	Location/Date	MG partners	Contact name	email	URL	Description
TMIT Consulting, LLC	Developing and implementing pathways to better healthcare outcomes	Chicago, 7 Nov. 2012	Mor Peleg (HU)	Jerry Osheroff who wrote a very useful workbook: http://www.hims.s.org/ASP/topics_cds_workbook.asp?faid=108&tid=14 and now has his own consulting company TMIT Consulting, LLC	josheroff@tmitconsulting.com	tmitconsulting.com	HU met with Jerry Osheroff for 15 minutes. Mor talked about MobiGuide's objectives and achievements. Osheroff expressed interest in having us use their templates to help us document the big picture of our current CDS configurations so that we can identify gaps at a strategic level.
Open mHealth	Tides Center, a nonprofit public USA charity	Nov. 21, 2012, Haifa	Mor Peleg (HU)	Prof. Deborah Estrin, co-founder of Open mHealth	deborah.estrin@gmail.com	Openmhealth.org https://sites.google.com/site/cdsforpublichealth/	HU met with Prof. Estrin for 60 minutes. Mor presented slides showing part of Hello Tallinn and parts done by HU in WP7 and WP2 and received feedback. Estrin kept in touch with several emails and planned a future meeting for December 2013.
CONTE CENTER FOR COMPUTATIONAL SYSTEMS GENOMICS OF NEUROPSYCHIATRIC PHENOTYPY	NIH	Virtual meeting, Dec. 10, 2012	Mor Peleg (HU)	Participants from The University of Chicago, The University of Illinois at Chicago, Northwestern University, Stanford University, Columbia University, Harvard	arzhetsk@medicine.bsd.uChicago.edu	http://www.contechicago.org/	Presentation at the Conte Center bi-weekly teleconference HU presented a presentation about MobiGuide entitled: Data integration and concept normalization using MobiGuide

PES				University, and the University of Haifa in Israel.			
Journal of Diabetes Science and Technology / Diabetes Technology Society	Journal / Organization	Paris, ATTD Meeting 2013, February 28	CSPT and UPM	David Klonoff	dklonoff@diabetestechnology.org	http://www.diabetestechnology.org/index.html	MobiGuide description. Proposal for paper elaboration.
IBM	July 3, 2013	Haifa, Israel	Presentation	KDOM 2.0: a service-oriented architecture for knowledge to data mappings in Patient Guidance Systems	Weekly Seminar at IBM Research Lab Haifa, Health Informatics & Analytics Group	Seminar – (see also entry in Table 12)	Medical Informatics / Industry
Polo Tecnologico di Pavia	October 9, 2013	Pavia, Italy	Presentation	Riccardo Ferrari	riky.ferrari@gmail.com	http://www.polotecnologicopavia.it/	Presentation of MobiGuide to some of the Polo Tecnologico companies for future possible collaborations
Stakeholder organization Name	Stakeholder type¹	Location/Date	MG partners	Contact name	email	URL	Description

1 EMR vendor, Integrator, cellular company, cell phone manufacturer, mobile operating system developer, EU standard developing body, guideline developer, professional medical society, HMO, medical informatics society, government and policy maker

4.7 Liaison with EC and other European R&D projects

Table 17 shows liaison with EC and other European R&D projects in Y2.

Table 17: liaison with EC and other European R&D projects

Project	Programme (FP7, CIP...)	Website	MG persons (partners)	Project contact name/affiliation/email	Location/ date	Short description <i>max 250 chars</i>
CONSIDER(Civil society Organisation In Designing Research governance, GA n°288298)	FP7, Collaborative project,	www.consider-project.eu	Mor (HU), Angels (ADC)	Martine Revel ceraps-enquete@univ-lille2.fr	Mor at Haifa, Angels at Barcelona 20/12/12	We completed online surveys that CONSIDER prepared for FP7 research projects involving CSOs in order to understand the benefits and limitations of Civil Society Organisations (CSO, such as ADC) involvement in research
Remote Accessibility to Diabetes Management and Therapy in Operational Networks (REACTION)	FP7	http://www.fastuk.org/research/projview.php?id=1669	Arturo Gonzalez Ferrer	Aggelina Kouroubali, Foundation for Research & Technology-Hellas Institute of Computer Science Computational Medicine Laboratory, Crete, kouroub@ics.forth.gr	Heraklion, Crete, Greece, on 26-27 th September, 2013	Clustering Event <i>Ambient Intelligence Advanced Technologies in Support of Healthcare and Assisted Living</i>
	European Digital Agenda	https://ec.europa.eu/digital-agenda/	Val Jones (UT)	Carolien Nijenhuis, new Comms Officer, Health & Well-being, DG CONNECT EHealth unit. Carolien.NIJENHUIS@ec.europa.eu	email contact 4/3/ 2013	notified Carolien Nijenhuis of MG website, FB and Twitter accounts.
ePractice	ePractice	ePractice.eu portal	Mor Peleg	Natasha Adami	31/7/2013	MobiGuide ePractice ehealth case study submitted for publication on portal.

	ehealth case study	http://www.epractice.eu/en/cases/mobi-guide	(HU)	ePractice Editorial Team Natasha.Adam i@eurodyn.com		MobiGuide case was selected as 'Editor's Choice', and displayed in dedicated section of portal's homepage (Monday 29 July to Monday 5 August 2013).
ePractice		www.epractice.eu/en/user/register	Mor Peleg (HU)	Natasha Adami ePractice Editorial Team Natasha.Adam i@eurodyn.com	31/7/2013	Registered MobiGuide profile at ePractice portal
Foresight	PHS	www.impetusolutions.com	Val Jones (UT)	Laura Pombo-Juárez Impetu Solutions laura.pombo@impetusolutions.com	23/8/2013	discussed by email about possible collaboration between MG and Foresight, sent info about MG
Project in Alberta			Mor Peleg (HU), Val Jones (UT)	Evan Minty MD MSc FRCPC, General Internal Medicine Clinical Scholar in Informatics, U of Calgary/ Stanford U epminty@ucalgary.ca	email exchange from 30/8/2013 following Mor Peleg's talk at Stanford	Interested in using MG platform in a project in Alberta which has a "provincial - wide EMR, are establishing a PHR, and <i>really</i> want to use the platform to help with transitions of care and clinical pathways." FLAGGED as poss. exploitation partner
Telecare at Home	NWO (Dutch)	http://www.utwente.nl/ctit/research/projects/national/nwo/overig/telecare_at_home.doc/	Val Jones (UT)	Val Jones (UT)	Various meetings during Y2	Telecare at Home: Anticipating conflicting norms in telemonitoring technologies for chronic patients funded by NWO "Responsible Innovation" programme.
INTERACTION	FP7	http://www.utwente.nl/ewi/bss/research/research	Val Jones (UT)	Bart Klaassen (UT) b.klaassen@utwente.nl	RRD-BSS meeting (RRD) 6/9/2013	INTERACTION: Training and monitoring of daily-life physical interaction with the environment after stroke

		h_themes/macro/project_interaction.doc/			BSS meeting (UT) 19/9/2013	Coordinator Peter Veltink (UT)
T2Med	Faculty of Medicine, Technion	https://sites.google.com/a/t2med.org/t2med/	Mor Peleg (HU)	Uri Rosenschein MD Director of Cardiology Bnai Zion Medical Center Haifa, Israel and vice Dean of Faculty of Medicine, Technion, Israel	Bnai Zion Medical Center Haifa, Israel, October 14, 2014	Introduced MG and its potential to assist AF patients. Uri suggested early testing of the system with 1 patient if desire
Project	Programme (FP7, CIP...)	Website	MG persons (partners)	Project contact name/affiliation/email	Location/date	Short description max 250 chars

4.8 Other Dissemination actions

Table 18 shows various other dissemination actions conducted in Y2.

Table 18: Other Dissemination actions

Type of action	Date	MG partners	Description
Interview and article in a local magazine: Star of Izrael	1.3.2013	HU	Magazine cover + profile article about Pnina Soffer, 1 page dedicated to Mobiguide
Lab Visit at IEG - TU Wien	3.9.2013	TUV	<p>1 demonstration about MobiGuide at: Vienna University of Technology, Faculty of Informatics, Institute of Software Technology and Interactive Systems (ISIS), Information Engineering Group (IEG) in</p> <p>in conjunction with two international visitors at our institute (1) Kamran Sedig Associate Professor in the Department of Computer Science and the Faculty of Information and Media Studies, Western University, Canada (2) Hans-Jörg Schulz Postdoctoral Researcher at the Computer Graphics Research Group, University of Rostock, Germany We organized a lab visit to present our current research project to them and other interested persons - among one was MobiGuide.</p>
Contact from AIME conference	30/8/2013	Mor Peleg (HU), Val Jones (UT)	<p>Mor made contact with Femida Gwadry Sridhar at AIME, Val followed up, sent MG info, discussed collaboration under EU funding programmes</p> <p>Assistant Professor, Departments of Medicine, Pharmacology and Physiology, University of Western Ontario, CIHR New Investigator-Knowledge translation, Associate Director Critical Care Research Network, Director-Health Informatics Lawson, www.ithinkresearch.com ph: 519685-8500 ext. 42690 London, Ontario, Canada, N6C 5J1 Femida.GwadrySridhar@LHSC.ON.CA</p>
Patient flyer (English) released http://www.mobiguide-project.eu/press-media/press-kit/91-mobiguide-patient-flyer-en	13/3/2013	Angels Pallas (ADC), Val Jones (UT), Paolo Federico (TUV)	For distribution by partners in electronic or paper form
Patient flyer (Spanish) released	21/5/2013	Angels Pallas (ADC), Gema	For distribution by partners in electronic or paper form

http://www.mobiguide-project.eu/press-media/press-kit/111-mobiguide-patient-flyer-es		García Sáez (UPM), Val Jones (UT), Paolo Federico (TUV)	
Patient flyer (Catalan) released http://www.mobiguide-project.eu/press-media/press-kit/113-mobiguide-patient-flyer-catalan	28/10/2013	Angels Pallas (ADC), Gema García Sáez (UPM), Val Jones (UT), Paolo Federico (TUV)	For distribution by partners in electronic or paper form
Patient flyer (Italian) released http://www.mobiguide-project.eu/press-media/press-kit/112-mobiguide-patient-flyer-it	Version 24/5/2013	Silvana Qualglini (UNIPV), Val Jones (UT), Paolo Federico (TUV)	For distribution by partners in electronic or paper form
Distribution of MG flyers and newsletter at MEDICON	September 25-28, 2013	Arturo Gonzalez Ferrer (HU), M. Elena Hernando (UPM)	XIII Mediterranean Conference on Medical and Biological Engineering and Computing (MEDICON), in Seville, Spain
Article in Italian newspaper	8/10/2013	Silvana Quaglini (UNIPV), Carlo Napolitano (FSM), Lucia Sacchi (UNIPV)	Full page article "Come stai? Ecco il sistema che segue sempre i malati" in Italian newspaper La Provincia Pavese, based on a press interview with Silvana Quaglini (UNIPV), Carlo Napolitano (FSM) and Lucia Sacchi (UNIPV) on 4/10/2013. Speciale Economie section (p.9.)
Distribution of MG flyers and newsletters		Val Jones (UT)	Distribution of MG flyers in Italian and English and newsletters (Issue 1) to companies at Polo Tecnologico, Pavia, 9/10/2013, during MG CM Day 2, via Riccardo Ferrari, for distribution to their Italian and international clients. FLAGGED as poss. exploitation partner
Clinical seminar	22/10/2013	CSPT (M. Rigla and M. Villaplana)	Clinical seminar on hypertension and pregnancy: implications for the MobiGuide project. For members of Endocrinology and Nutrition Department, CSPT. 15 assistants.
Type of action	Date	MG partners	Description

5. Conclusions

The MobiGuide Dissemination Strategy and Plan were summarised with additional actions and the new plan for Y3 shown in detail. The dissemination actions conducted during Year 2 were reported.

Section 3 presented the Dissemination Plan extended with additional actions planned for Y3. Many these additions are thanks to the insightful and constructive advice of the reviewers in the Y1 review in January 2013.

As a result, MG was able to adopt the good practices of Value+ by increasing patient involvement in establishment of user requirements, by outreach to patient groups and by making existing publicity materials more understandable for patients as well as creating new materials targeted specifically at patients.

New content has been added to the website and the balance between external events and project events has been improved. Interest to, and accessibility for, patients and the general public is being addressed by means of the "Partner in Focus" series of articles, the newsletter and other improved or new dissemination materials. Inclusivity is being addressed by, amongst others, publicity materials which are designed to be printable for physical distribution as well as electronic and to contain non-internet-related contact details (postal address). Multi-linguality is addressed: plans are ongoing to translate patient-relevant parts of the website into Italian and Spanish and the new patient flyer, written in English, has been translated into Italian, Catalan and Spanish.

Actions to address dissemination to health professionals via medical journals include preparation of an invited article for European Journal of ePractice, Issue on Mobile eHealth; a letter to the Editor of the Israeli Medical Journal Harefua ; and an article submitted to the Journal of Diabetes Science and Technology.

In addition to new actions in response to the reviewer's remarks, other additional actions are planned, including a FAQ section on the website; a MobiGuide movie, adding registration to the website by different groups (doctors, patients etc); and setting up of patient focus groups and Key Opinion Leader (KOL) groups.

Scientific Publications: there were 20 MobiGuide publications (published or accepted for publication) in Y2, plus another 5 in review. In addition there were in Y1 and 12 Oral Presentations at conferences/workshops etc. in Y2. A comparison of Y1 and Y2 in terms of scientific publications shows a significant increase in output as shown in the Executive Summary. This increase vindicates the claim in D10.2.1 that although Y1 publications were not high, this is to be expected in the first year and we confidently expected a significant increase in publication rates in Y2 and following years in order to meet the publication targets of least one conference/workshop paper per student working on the project per year per academic partner; and 6-12 journal papers in total from the whole consortium over the whole period of the project.

In Year 3 we will focus on continuing to produce high quality scientific output in terms of publications, and on building on the engagement with patients and clinicians begun in Year 2. Demonstrations and presentations to a wide audience and use of internet, web and social media to reach the identified target audiences will continue. At the same time we will pay attention to accessibility and inclusion issues for the general audience and for patients who may not be familiar with social media and new technologies. The organisation of the MobiGuide International Workshop for Y4 will be a priority early in Y3.

6. References

1. *Communication Guidelines for Projects/Studies*, June 2012. Brussels: European Commission, European Commission, Information Society and Media DG, ICT for Health.
2. **Peleg, M.** *MobiGuide Grant agreement for: Collaborative project, Annex 1 - "Description of Work"*, THEME [ICT-2011.5.3] [Patient Guidance Services (PGS), safety and healthcare record information reuse], 23 July 2012.

7. Annex A: Links to main dissemination products

MobiGuide website: <http://www.mobiguide-project.eu/>

MobiGuide Scientific Publications (public domain)

<http://www.mobiguide-project.eu/downloads/category/11-publications>

and

<http://www.mobiguide-project.eu/news-media/publications>

MobiGuide deliverables (status Public)

<http://www.mobiguide-project.eu/downloads/category/4-public-deliverables>

MobiGuide flyer (updated)

<http://www.mobiguide-project.eu/press-media/press-kit/mobiguide-flyer>

MobiGuide patient flyer (English, new)

<http://www.mobiguide-project.eu/press-media/press-kit/91-mobiguide-patient-flyer-en>

MobiGuide patient flyer (Spanish, new)

<http://www.mobiguide-project.eu/press-media/press-kit/111-mobiguide-patient-flyer-es>

MobiGuide patient flyer (Italian, new)

<http://www.mobiguide-project.eu/press-media/press-kit/112-mobiguide-patient-flyer-it>

MobiGuide patient flyer (Catalan, new)

<http://www.mobiguide-project.eu/press-media/press-kit/113-mobiguide-patient-flyer-catalan>

MobiGuide Newsletters

<http://www.mobiguide-project.eu/press-media/19-newsletters/110-published-newsletters>

Subscription to MobiGuide Newsletter

[http://mobiguide-project.us7.list-](http://mobiguide-project.us7.list-manage.com/subscribe?u=499827332d412bbc2db5ab68b&id=ddaecb938d)

[manage.com/subscribe?u=499827332d412bbc2db5ab68b&id=ddaecb938d](http://mobiguide-project.us7.list-manage.com/subscribe?u=499827332d412bbc2db5ab68b&id=ddaecb938d)

(Also linked from front page of MobiGuide website)

8. Annex B: Bibliography: MobiGuide Publications and Oral Presentations Y1

. **Arturo González-Ferrer, Mor Peleg, Bert Verhees, Jan-Marc Verlinden, and Carlos Marcos**, Data Integration for Clinical Decision Support based on open EHR Archetypes and HL7 Virtual Medical Record, 3 September 2012, Tallinn, Estonia. To appear in: *Proceedings of the 5th Process Support for Healthcare (ProHealth'12) / 4th International Workshop on Knowledge Representation for Health Care (KRH4C'12)*, Springer.

See updated reference in Annex C: this paper was reported in Y1 as a workshop paper (referring to the hardcopy proceedings received by participants of the workshop). This paper was reclassified as a book chapter when the book version was published in Y2, and is hence removed in D10.2.2 from the Y1 workshop paper count and appears in the Y2 book chapter count and in Annex C; it is not counted twice in the statistics.

Adi Fux, Mor Peleg, and Pnina Soffer, How Can Personal Context Improve Adherence to Clinical Guidelines? Oral presentation at 5th Process Support for Healthcare (ProHealth'12) / 4th International Workshop on Knowledge Representation for Health Care (KRH4C'12), 3 September 2012, Tallinn, Estonia.

Adi Fux, Mor Peleg, Pnina Soffer, Silvana Quaglini, and Matteo Gabetta. Eliciting Knowledge for an Ontology for Personalizing Medical Decision-Making. International Congress on Personalized Medicine, Florence, Italy, February 2-5, 2012. (Abstract and Poster)

Adi Fux, Mor Peleg, Pnina Soffer, Personalizing Clinical Decision-support Systems: Eliciting Categories of Personal Context and Effects, oral presentation, 6th annual ILAIS (Israel Association for Information Systems), Haifa University, Israel, July 2, 2012.

Adi Fux, Mor Peleg, and Pnina Soffer. Personalizing How Does Personal Information Affect Clinical Decision Making? Eliciting Categories of Personal Context and Effects. Proceedings of the American Medical Informatics Association (AMIA) Annual Symposium, Chicago, IL, November 3-7, 2012.

Mor Peleg, Futuristic Usage of EHR Content by Clinical Guideline-based Decision-support Systems, (invited) presentation to IBM Research, Health Informatics & Analytics Study Group, Haifa, 26 June 2012.

Quaglini, S. MobiGuide: Guiding Patient Anytime Everywhere, Invited talk at 24th European Medical Informatics Conference (MIE2012), Pisa, 26-29 August 2012.

9. Annex C: Bibliography: MobiGuide Publications Y2

Published or accepted for publication in Y2:

This reference was updated in Y2 when the book version was published, to:

Arturo Gonzalez-Ferrer, Mor Peleg, Bert Verhees, Jan-Marc Verlinden, and Carlos Marcos, Data Integration for Clinical Decision Support based on open EHR Archetypes and HL7 Virtual Medical Record. ³In: Richard Lenz, Silvia Miksch, Mor Peleg, David Riano, Manfred Reichert, Annette ten Teije (eds). Lecture Notes in Artificial Intelligence Vol. 7738. Process Support and Knowledge Representation in Health Care: BPM 2012 Joint Workshop ProHealth 2012/KR4HC 2012, Tallinn, Estonia, September 2012, Revised Selected Papers. Springer-Verlag Berlin Heidelberg 2013.

Wolfgang Aigner, Paolo Federico, Theresia Gschwandtner, Silvia Miksch, and Alexander Rind: Challenges of Time-oriented Data in Visual Analytics for Healthcare. IN: Caban, J. J., and D. Gotz: IEEE VisWeek Workshop on Visual Analytics in Healthcare, 2012.

E. Caballero Ruiz, G. García-Sáez, M. Rigla Cros, B. Pons Pons, I. Martínez-Sarriegui, E.J. Gómez, M.E. Hernando, Personalized decision support for guiding women with gestational diabetes: automatic blood glucose classification. 6th International Conference on Advanced Technologies & Treatments for Diabetes, Paris, France, February 27 - March 2, 2013.

Lucia Sacchi, Adi Fux, Carlo Napolitano, Silvia Panzarasa, Mor Peleg, Silvana Quaglioni, Erez Shalom, Pnina Soffer, Paolo Tormene. Patient-tailored Workflow Patterns from Clinical Practice Guidelines Recommendations, Medinfo, Copenhagen, Denmark, August 20-23, 2013

N. Larburu, I. Widya, R. G. A. Bults, H. Hermens, and C. Napolitano, Early Phase Telemedicine Requirements Elicitation in Collaboration with Medical Practitioners,

³ This is the book chapter arising from the workshop paper of **Gonzalez-Ferrer** et al in KR4HC'12 of the same title reported in Y1.

IEEE conference Requirements Engineering, Rio de Janeiro, Brasil, July 15-19 2013.

Anne-Lyse Minard, Katharina Kaiser, Supporting Computer-Interpretable Guidelines' Modeling by Automatically Classifying Clinical Actions, Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013.

Mor Peleg, Tom Broens, Arturo González-Ferrer, Erez Shalom. Architecture for a Ubiquitous Context-aware Clinical Guidance System for Patients and Care Providers. Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013.

Denis Klimov and Yuval Shahar. iALARM: an Intelligent Alert Language for Activation, Response, and Monitoring of Medical Alerts, Joint International Workshop KR4HC/ProHealth Workshop, Murcia, Spain, June 1, 2013

Peter Bodesinsky, Paolo Federico and Silvia Miksch. Visual Analysis of Compliance with Clinical Guidelines. (Proc. of the 13th Int. Conference. on Knowledge Management and Knowledge Technologies, i-KNOW 2013, ACM).

Ayelet Goldstein, Yuval Shahar. Implementation of a System for Intelligent Summarization of Longitudinal Clinical Records, KR4HC' 2013, Murcia, Spain.

Silvana Quaglini, Silvia Miksch, Yuval Shahar, Mor Peleg, Carlo Napolitano, Mercedes Rigla, Angels Pallàs, Enea Parimbelli, Lucia Sacchi. Supporting Shared Decision Making within the MobiGuide Project. AMIA Annual Symp., Washington DC, 2013, November 16-20, 2013.

G. García-Sáez, M. Rigla, E. Shalom, M. Peleg, E. Caballero, E. J. Gómez, M. E. Hernando. Parallel workflows to personalize clinical guidelines recommendations: Application to Gestational Diabetes Mellitus, (Proc. of the XIII Mediterranean Conference on Medical and Biological Engineering and Computing, Seville, September 25 to 28, 2013.

Sacchi L, Rognoni C, Rubrichi S, Panzarasa S, Quaglini S. From Decision to Shared-Decision: Introducing Patients' Preferences in Clinical Decision Analysis - A Case Study in Thromboembolic Risk Prevention. In: Artificial Intelligence in Medicine - Lecture Notes in Computer Science. Vol 7885.; 2013. p. 1-10. (AIME 2013; vol 7885). AIME Conference, May 29th-June 1st 2013, Murcia, Spain.

Mor Peleg. Computer-interpretable Clinical Guidelines: a Methodological Review. Journal of Biomedical Informatics, Vol. 46 No. 4, pp. 744–763, 2013.

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