Patient-centric solution for smart and sustainable healthcare

WP3: Dissemination and exploitation

D 3.2: Communication & dissemination of results to stakeholders and user communities

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Work package / Task	WP3/T3.2
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Version	6

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ABBREVIATIONS

AAL	Active Assisted Living
ACESO	Patient-centric solution for smart and sustainable healthcare
CTA	Call to Action

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1   Abstract

This deliverable starts by presenting the communication strategy planned for reaching the end-users of the ACESO solution. In ACESO, we rely on the Buying Cycle from Huthwaite International which is based on the psychology of human decision. The Buying Cycle was designed after close observation of the behavior people adopt when they are making big decisions. The second part of the deliverable presents the ACESO dissemination channels. It details their implementation, which comprises the ACESO webpage, blogs, events (past and upcoming), LinkedIn page for professionals, Facebook page for primary users, etc. A list of dissemination events is also presented at the end of the deliverables. Annex 1 presents the ACESO blog articles prepared by its consortium members.

2   General principles and approaches in ACESO

The aim is to develop a communication and marketing plan on a national level and international level, such as to reach not only primary and secondary users but also professionals, relevant industrial players, and user groups. Communication is essential for a successful marketing plan. In developing our communication strategy, we refer to the model of the Buying Cycle from Huthwaite International, which is based on the psychology of human decision.[1] The Buying Cycle (see Figure 1) was designed after close observation of the behavior people adopt when they are making big decisions.

Central to any successful communication strategy is an understanding of user behavior. Any strategy that ignores or fails to adequately take account of user behavior, or more specifically, how they make decisions to buy, is likely to fail. Users go through predicable physiological phases when making decisions, and by understanding these, ACESO can adopt the most effective strategy to help influence the decision.

In the description below, we describe the various stages and what it means to the ACESO project and the users.

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[1] The Buying Cycle from Huthwaite International, accessed 19th of September 2021, https://www.huthwaiteinternational.com/blog/maximise-new-business-potential
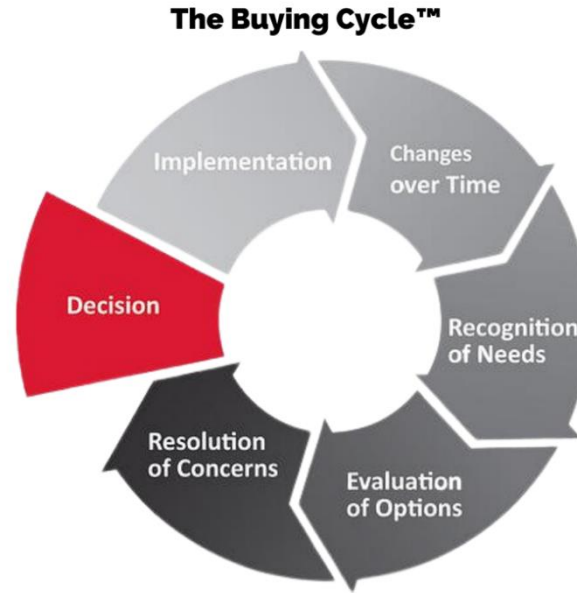
Figure 1. The Buying Cycle of the Users.

1.1. Changes over time

At this stage, potential users may be quite happy with the way things are and may not be contemplating investing in any changes. However, changes are happening even outside the users' control, and they can trigger their interest.

Key topics to be considered:

- Aging population
- The growing importance of oral hygiene
- The connection between oral hygiene and other diseases
- Smart health technological boom (Connectedness)
- AI in health care
- Increasing health consciousness
- Growth of the silver economy

Call to Action (CTA)

- Register for newsletter
- Register to member pages (end-user, specialist)
- Open specialist profile for contacting
- Spread the word

1.2. Recognition of needs

As users become aware of changes in their world, they may become dissatisfied. The changes can result from technology, new regulations, activity by someone in their environment, etc. In short, changes are considered to be anything that leads the users to question the way things are and how they are done now.

At this stage, users start to realize that they have new needs - initially these will be areas where they are unhappy or dissatisfied. As these needs develop and the dissatisfaction deepens, the users begin to identify a desire to do things differently and take advantage of new opportunities presented by alternative suppliers or new technology.

- Identified Problems:
    o Hyposalivation
    o Destructive oral processes
    o Negative consequences of losing teeth
    o Diagnosed diseases
    o Lack of data
    o Lack of integrative solutions
    o No regular connection to specialists

- Identified Needs:
    o Maintain good oral and overall health
    o Live longer, healthier
    o Monitor activity and health, get feedback
    o Early intervention when necessary

CALL-TO-ACTION (CTA):

- Contact selected specialist
- Download guide
- Spread the word

1.3. Evaluation of options

Having defined their requirements, users select a way to meet their needs. The users select an external supplier, product, or service that best meets their requirements.

CALL-TO-ACTION (CTA)

- Download the product specification leaflet
- Contact
- Spread the word

1.4. Resolution of concerns

Before making a final decision, the users may raise issues that worry them. Often, these late-cycle concerns seem to come out of the blue. Still, research shows that successful organizations anticipate these issues and seek to help the users to identify solutions as early as possible.

CALL-TO-ACTION (CTA)

- Download case studies
- Contact ACESO representative

1.5. Decision

Alongside the decision-making process is the separate but linked activity of negotiating a deal. Actual negotiation begins when the users recognize that the ACESO solution meets their needs but want to negotiate the selling/buying terms.

CALL-TO-ACTION (CTA)

- Sign standard agreements/consent
- Participate in the studies

1.6. Implementation

Research shows that the implementation period should not be neglected once the purchase is made between the user and ACESO. Implementation is where successful organizations stay in touch to ensure the fulfillment of the contract and the initial stages meet or even exceed user expectations.

CALL-TO-ACTION (CTA)

- Keep using ACESO
- Share experience
- Celebrate success

3   Dissemination channels

The interlinked channels for dissemination and communication with the ACESO users are presented schematically in Figure 2.
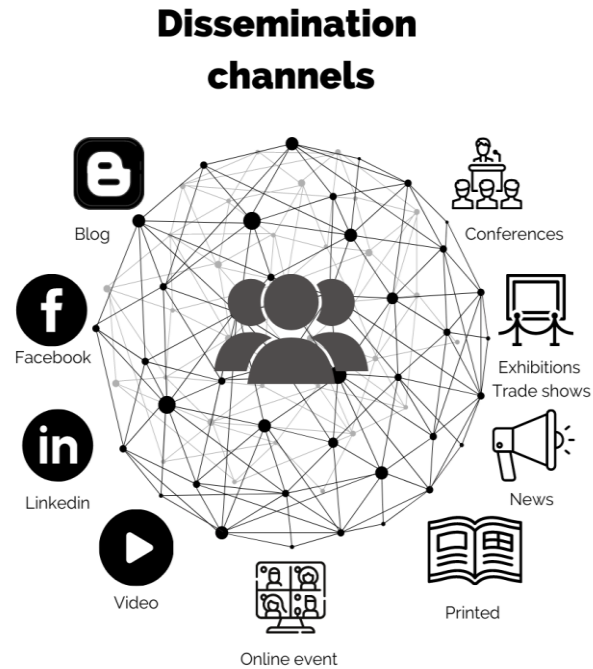
Figure 2. ACESO dissemination channels.

The basis of the communication is the webpage of ACESO: www.aal-aceso.eu. It is developed and hosted by Wix.com, an online platform tuned for small businesses, including built-in analytics, as shown in Figure 3.
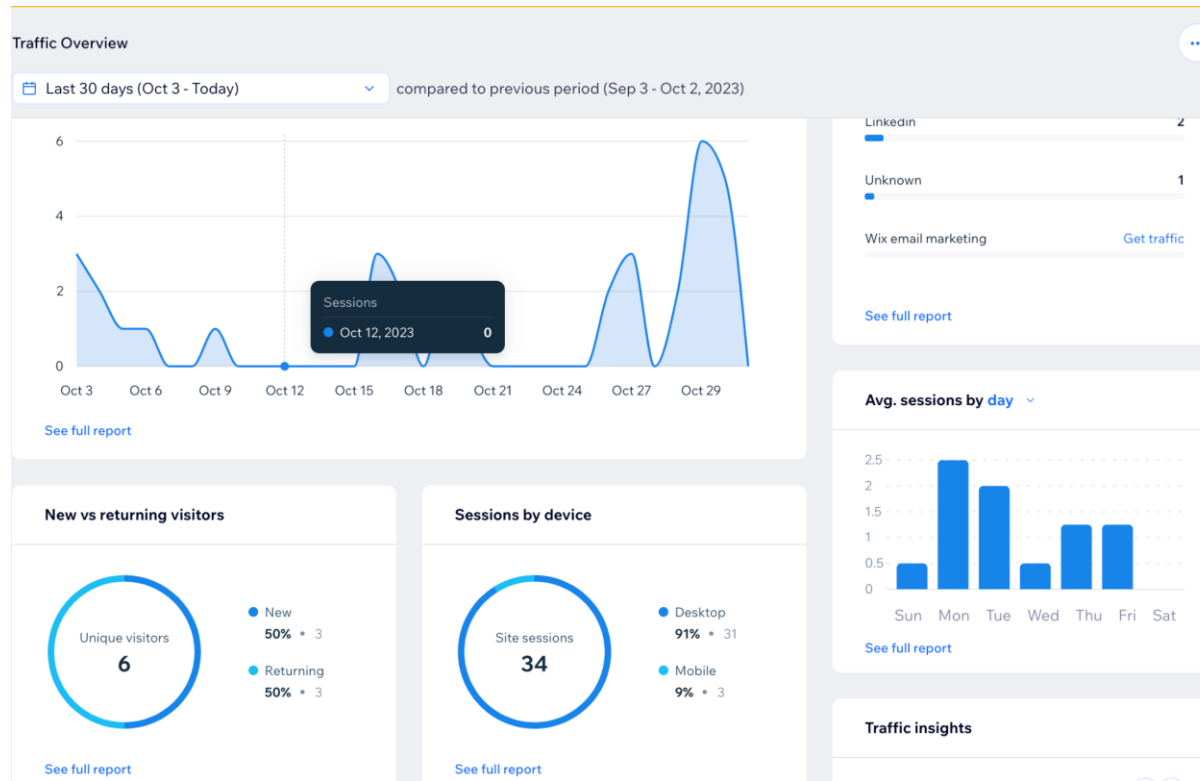
Figure 3. Build-in analytics in Wix.com.

One of the main sources of fresh content related to the various stages of the earlier-mentioned Buying Cycle is the blog www.aal-aceso.eu/blog. Depending on the specific needs of the market related to specific languages, the blogs can be available in various languages of the consortium. (e.g., EN, DE, IT, PL, RO, HU, SL). There are several blog materials prepared in advance by the consortium member and scheduled for release bi-monthly (see Figure 4). Annex 1 - Blog articles prepared by the ACESO consortium contain the list of articles and their references to the specific blog pages.
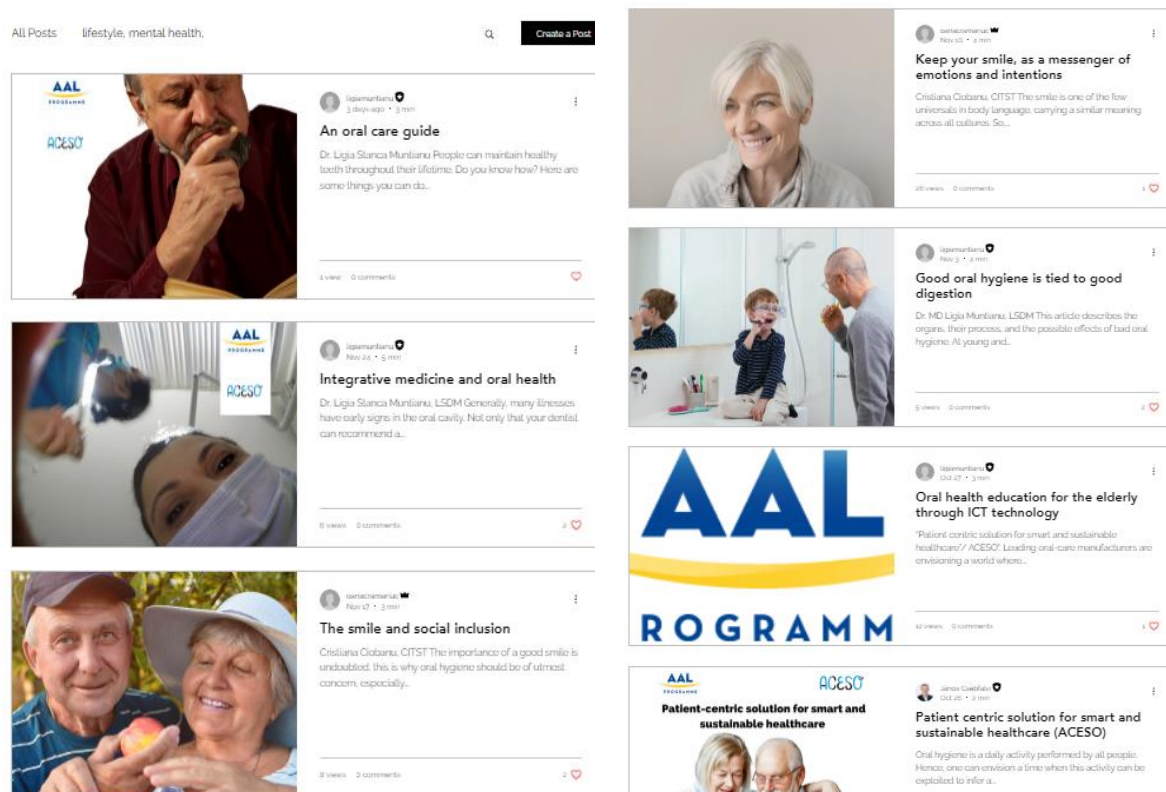
Figure 4. Blog articles posted on ACESO-related subjects through three communication channels.

We established a LinkedIn page for the ***professional buyers and secondary users***.[2] Blog posts appearing on the ACESO webpage are automatically published on this channel. To target ***primary users***, a Facebook page was established.[3] These have significantly increased the audience of the ACESO LinkedIn page as can be seen from the analytics in Figure 5. ACESO LinkedIn page has also reached its KPI target set at the proposal stage (i.e. 100 followers). The visitors of the ACESO LinkedIn page have diverse background with the majority being from the business development sector (see Figure 6).

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[2] ACESO LinkedIn page: https://www.linkedin.com/company/aceso-patient-centric-solution-for-smart-and-sustainable-healthcare/
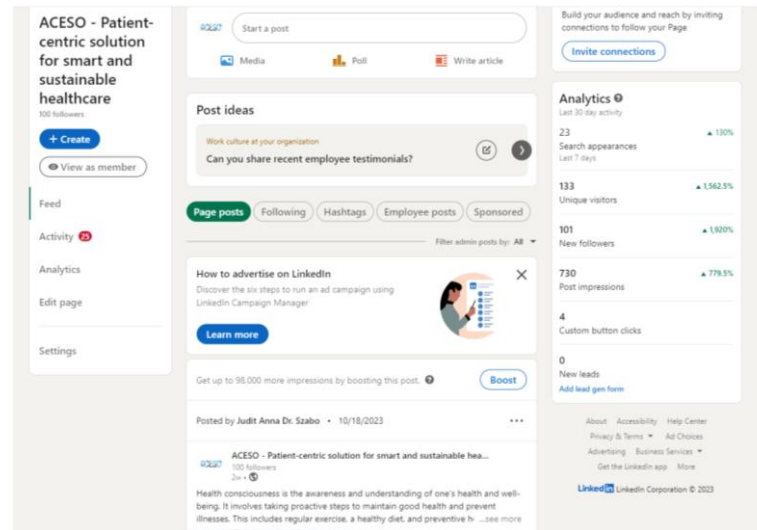
[3] ACESO Facebook page: https://www.facebook.com/ACESO.Integrated.Health.Feedback.

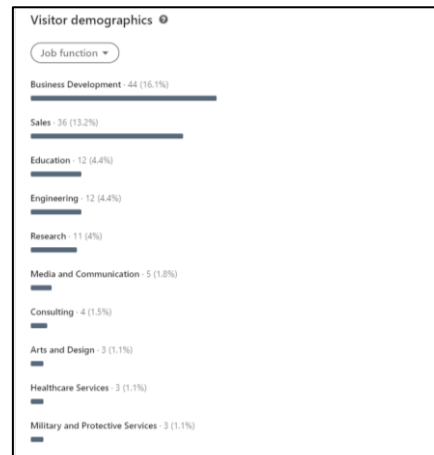**Figure 5. ACESO LinkedIn page and analytics.**

Figure 6. ACESO LinkedIn followers' demographics.

4   Dissemination and communication events

Table 1 presents the communication and dissemination events organized as part of the dissemination in ACESO.

Table 1. Dissemination at professional and scientific events.

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
LSDM, CITST	Paro-protetics conference AMSPPR 2022, online	3-5/03/2022	2 online presentations	300
LSDM, CITST	Presentation, demonstration and stakeholder discussion of the project's results during an event organized at the "Academician Nicolae Cajal Home for the Elderly"	04/04/2022	Demonstration, presentation, promotional materials	60
CITST	https://identevolution.ro	27-29/04/2022	Promotional materials and stakeholder discussions	100
CITST	Techweek Bucharest	17-19/06/2022	Promotional materials and stakeholder discussions	250
CITST	BeHEALTH 2022	25-27/10/2022	Oral presentation	500
All partners	AAL forum organized during the European Week of Active and Healthy Ageing	18-21/10/2022	Promotional materials	150
CITST, SPH, CSW	Presentation of the project results and stakeholder discussions with the Alphasigma company which is one of the largest companies of oral hygiene and oral health products	22/11/2022	Presentation and demonstration to stakeholders	10

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
CITST	A-WEAR workshop held at Tampere University in Finland in February 2023	CITST	Presentation	50
CITST	Presentation and demonstration of the ACESO project at Nichita Stanescu High School in Bucharest (April 2023).	14/04/2023	Presentation	30 students of the 10th grade and school teachers took part in the week.
CITST	COST Action Network on Privacy-Aware Audio- and Video-Based Applications for Active and Assisted Living (COST Action CA19121 GoodBrother)	13-16/06/2023	Presentation	70
CITST, LSDM	Presentation and demonstration of the ACESO project at the Centre of Excellence in Care for the Elderly and Prevention of Memory Disorders Vitalitas	23/06/2023	Presentation and demonstration to stakeholders	10
CITST, CSW	Webpage	2021-2023	www.aal.aceso.eu	1

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
CSW	33 blogs published on Linkedin and Facebook	2021-2023	https://www.aal-aceso.eu/blog https://www.thbe.hu/cee4impact-day-save-the-date/ https://thbe.hu/konferencia https://medistance.eu/ https://uszosz.ujbuda.hu/	33 blogs 179 followers
	2022 CEE4Impact day conference on Impact investment	2022.10.14		200 participants
	2023 CEE4Impact day conference on Impact investment	2022.10.16		180 participants
	2021 Online presentations on Aceso to potential partners	2021-2023		3
	Meeting on Aceso oral hygiene module at Medistance	2023.09.11		largest telehealth player on the HU field
	Meetings at Ujbuda Social Service, municipality elderly care on possible use of Aceso	2021-2023		taking care of 40 000 older adults
EXYS	Presentation and demonstration of the project to stakeholders in the south region of Switzerland	23/06/2023	Presentation to stakeholders	14

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
JUMC	Poster presentation during the 2022 Congress of EuGMS, London, UK - largest annual conference on geriatric medicine in Europe	28-30/09/2022	Presentation/Presentation to stakeholders	1500

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
JUMC	Teledentistry and oral health in older adults — aspects for implementation of the "Patient centric solution for smart and sustainable healthcare (ACESO)" project authors: BARBARA GRYGLEWSKA1,2, IAN PERERA2, EWA KLIMEK1,2, MAŁGORZATA FEDYK-ŁUKASIK1,2, KAROLINA PIOTROWICZ1,2, IRINA MOCANU3, LIGIA MUNTIANU4, JERZY GĄSOWSKI1,2* FOLIA MEDICA CRACOVIENSIA Vol. LXII, 2, 2022: 5–16 PL ISSN 0015-5616 DOI: 10.24425/fmc.2022.141697	2022	Journal article	500

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
JUMC	Kierunki rozwoju telemedycyny w geriatrii (Directions of telemedicine's development in geriatrics), authors: Anna Rudzińska1, Robert Kupis2, Karolina Piotrowicz3, Łukasz Malicki4, Irina Mocanu5, Oana Cramariuc6, Ian Perera7, Barbara Gryglewska8, Jerzy Gąsowski9 in: Oczekiwania wobec nauk biomedycznych –trendy, wyzwania i perspektywy. red. pp147-159, Lublin 2023. ISBN 978-83-67104-73-9	2023	Publication in a collection of monographs	500
JUMC	Presentation to medical students during a seminar covering geriatric assessment and the approach to the patient, JUMC.	28/04/2023	Presentation to stakeholders/ Reaching out towards new generation of stakeholders and professional end-users	15

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
MKS	Presentation to doctoral students and committee for doctoral studies	June 25 – June 28, 2023	36th Bled eConference DIGITAL ECONOMY AND SOCIETY: THE BALANCING ACT FOR DIGITAL INNOVATION IN TIMES OF INSTABILITY June 25 – June 28, 2023 | Bled, Slovenia	50
MKS	Presentation to doctoral students and committee for doctoral studies	22. - 24. marec 2023 |	42. konferenca o razvoju organizacijskih znanosti INTERDISCIPLINARNOST ŠTEJE 22. - 24. marec 2023 | Portorož, Slovenija	35
MKS	Presentation to companies and start-ups	13.12.2022	Technology Park Expert meeting - Tehnološki park Ljubljana 13.12.2022	60
MKS	Presentation to decision makers (Ministry of Health, Ministry of Digital transformation), colleagues, experts and companies, researchers	10. in 11. november 2022	International congress Society for Medical informatics Kongres MI'22 z mednarodno udeležbo Odločno digitalno za več zdravja 10. in 11. november 2022	350
MKS	Presentation to colleagues, experts, companies and researchers	January - June 2023	Series of International Webinars in co-organisation with ISfTeH - SATS and IZRIIS	280

5   Conclusions

This deliverable presents the communication strategy implemented for reaching the stakeholders of the ACESO solution. In ACESO, we rely on the Buying Cycle from Huthwaite International, which is based on the psychology of human decision. The Buying Cycle was designed after close observation of the behavior people adopt when they are making big decisions. We are also presenting the dissemination channels used in the project and are detailing their implementation, which comprises the ACESO webpage, blogs, events (past and upcoming), LinkedIn page for professionals, Facebook page for primary users, etc. A list of dissemination events is also presented. Annex 1 - Blog articles prepared by the ACESO consortium the Blog articles prepared so far by the ACESO consortium.

6   Document History

Date	Changes	Version	Author
August 2021	First version	1	CSW
September 2021	Second version	2	Additions by all partner
September 2021	Third version	3	CSW
October 2021	Forth version	4	CITST
October 2022	Fifth version	5	CSW
October 2023	Sixth version	6	CSW

7   References

not applicable.

8   Annex 1 - Blog articles prepared by the ACESO consortium

See the details of the specific blog articles on this link: https://www.aal-aceso.eu/blog

1) Health consciousness and digital literacy of the elderly
2) The role of AI in improving the life of the elderly
3) Better cooperation by sharing health and activity parameters
4) Sharing health and activity information between medical professionals
5) Actions and measures to improve the quality of life of the elderly
6) Steps to maintain good oral health for the aging people
7) Oral hygiene of the elderly
8) Measuring weight and well-being
9) Regular health checkups for the well-being of the elderly
10) Technology for the elderly living in remote areas
11) Regular monitoring of vital signs of the aging people
12) Motivating elderly to use ICT for their well-being
13) People influencing the wellbeing of aging people
14) Negative influences on the disease consciousness of the elderly
15) Seeking for help: factors that can influence
16) Making a significant decision for better outcomes for an aging population
17) Decisions related to aging
18) How people realize they are aging
19) 10 frequently asked questions about dental health
20) A smart toothbrush to maintain good oral health for the elderly
21) How to motivate the elderly to use technology
22) Why measure the vital and activity parameters of the elderly?
23) Oral health: a gateway to the overall well-being of the elderly lifestyle, mental health, elderly care, well-being
24) Removing the digital literacy barrier for the well-being of the elderly
25) Smart toothbrushes
26) How can AI revolutionize toothbrushing?
27) An oral care guide
28) Integrative medicine and oral health
29) The smile and social inclusion
30) Keep your smile, as a messenger of Emotions and intentions
31) Good oral Hygiene is tied to good digestion
32) Oral health education for the elderly through ICT technology
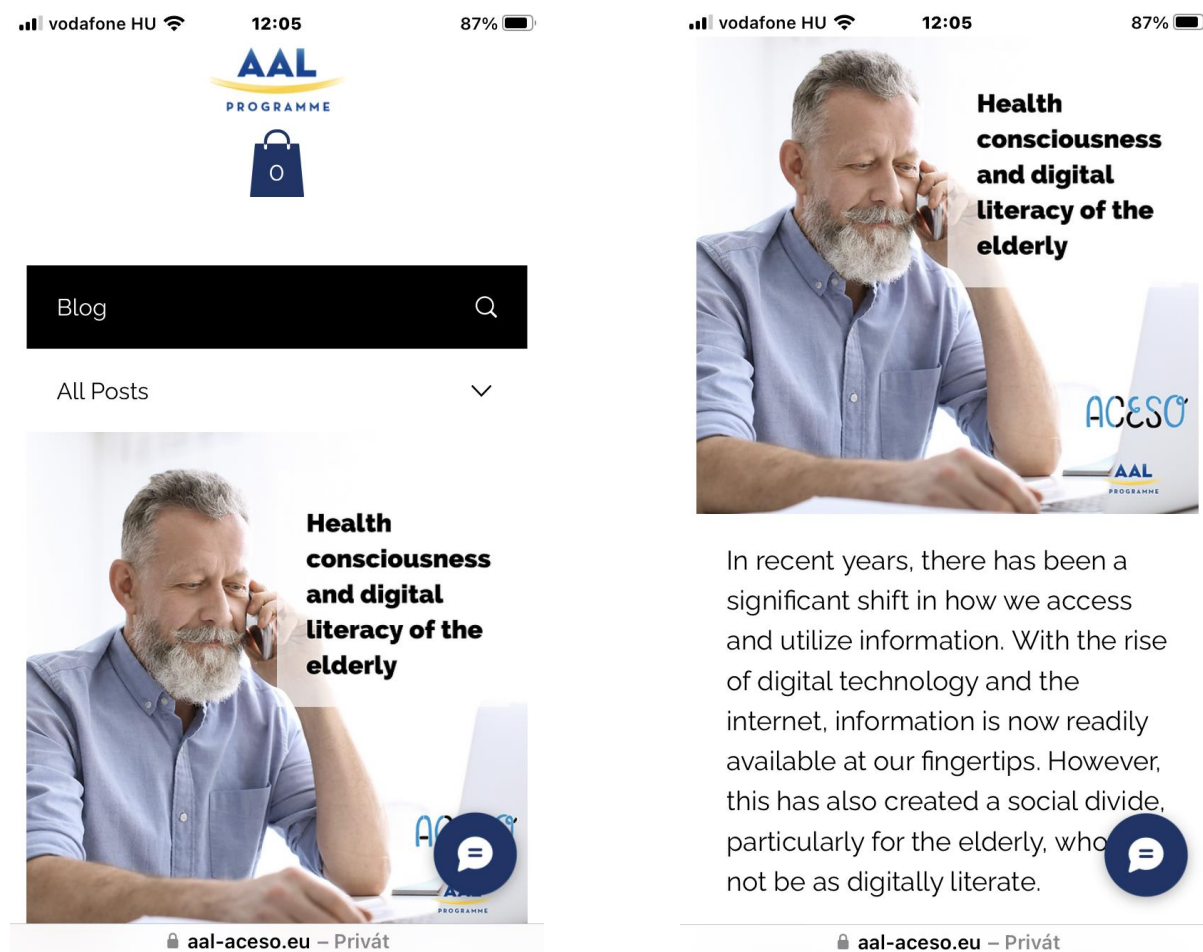33) Patient-centric solution for smart and sustainable healthcare (ACESO)

Figure:

Figure 7. Responsive blog pages on a smartphone - an example.