

Patient centric solution for smart and sustainable healthcare

WP3: Dissemination and exploitation

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

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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 are relying 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 is presenting the ACESO dissemination channels and is 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 in the end of the deliverables. Annex 1 is presenting 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, buy, is likely to fail. Users go through predictable 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.

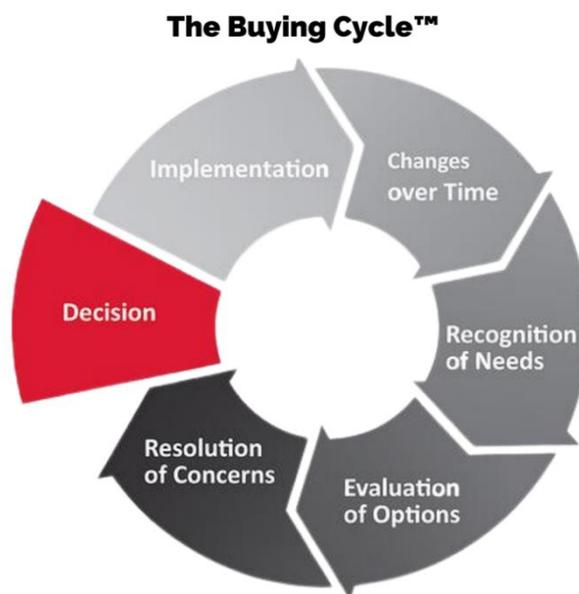


Figure 1. The Buying Cycle of the Users.

1.1. Changes over time

At this stage, potential users may be quite happy with the way things are and may not be contemplating making an investment 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 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 be a result of technology, new regulations, activity by someone in their environment, etc. In short, changes are considered to be anything which 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 sense of 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:
 - Hyposalivation
 - Destructive oral processes
 - Negative consequences of losing teeth
 - Diagnosed diseases
 - Lack of data
 - Lack of integrative solutions
 - No regular connection to specialists
- Identified Needs:
 - Maintain good oral and overall health
 - Live longer, healthier
 - Monitor activity and health, get feedback
 - 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 move on to the process of selecting a way to meet their needs. The users select an external supplier, product or service which they believe best meets their requirements.

CALL-TO ACTION (CTA)

- Download product specification leaflet
- Contact
- Spread the word

1.4. Resolution of concerns

Prior to making a final decision, the users may raise issues which are worrying them. Often these late cycle concerns seem to come out of the blue, but 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. True negotiation begins when the users recognize that the ACESO solution meets their needs but are looking to negotiate the selling/buying terms.

CALL-TO ACTION (CTA)

- Sign standard agreements/consent
- Participate in the studies

1.6. Implementation

Once the purchase is made between user and ACESO, research shows that the implementation period should not be neglected. Implementation is where successful organizations stay in touch to ensure fulfilment 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.

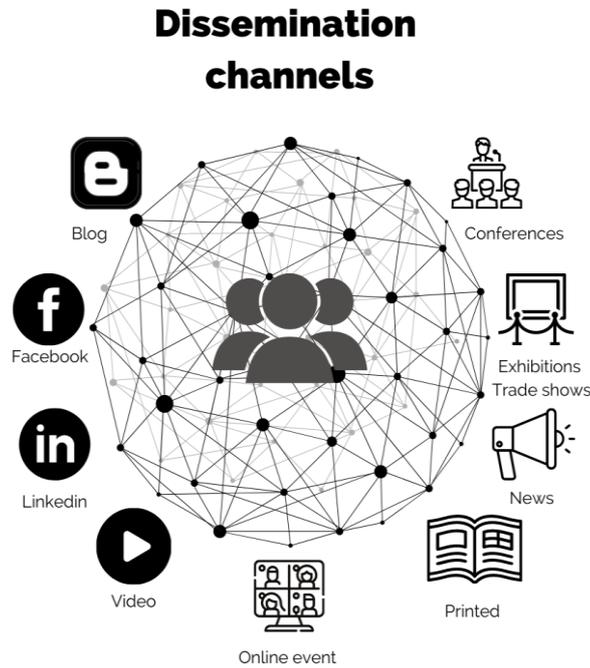


Figure 2. ACESO dissemination channels.

The basis of the communication is the webpage of ACESO: www.aal-aceso.eu. It is developed and hosted by Wix.com which is a website builder tuned for small businesses, including build-in analytics as shown in Figure 3.

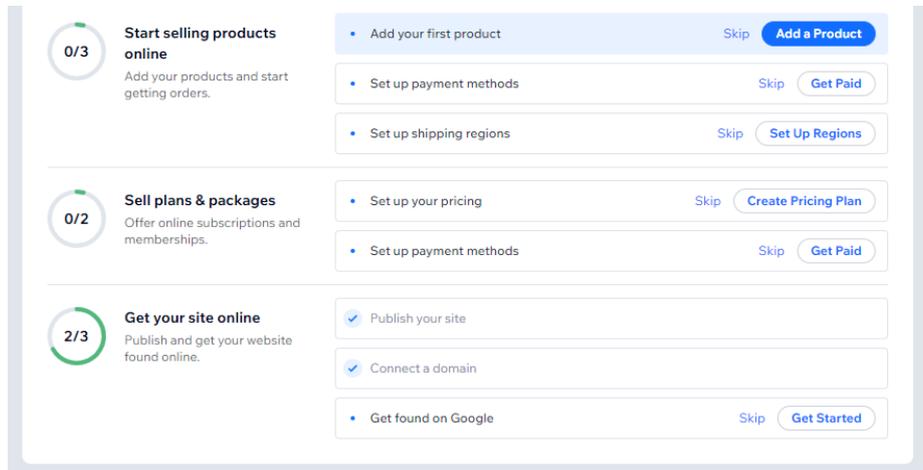


Figure 3. Build-in analytics in Wix.com.

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 contains the blog articles prepared so far.

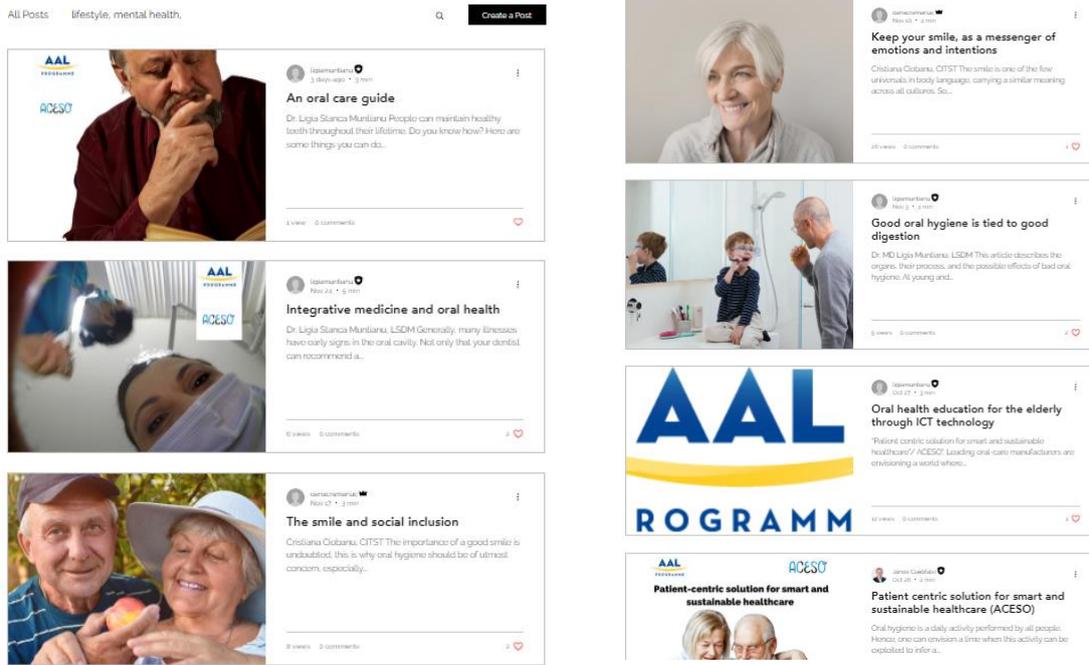


Figure 4. Blog articles posted on ACESO related subjects through three communication channels.

We established a LinkedIn page for the *professional buyers and secondary users*.² Blog posts appearing on the ACESO webpage are automatically published also on this channel. To target *primary users*, a Facebook page was established.³ As videos are becoming more and more important, we plan to publish short videos for easier understanding of the messages. Depending on the pandemic, online and offline events are planned and gradually published on the web: <https://www.aal-aceso.eu/all-events>.

Printed material has been prepared as personalized packages which contain the presentation of ACESO as well as personalized pencils and key chains (see Figure 5).



Figure 5. Dissemination materials.

4 Communication to stakeholders

The following communication events towards tertiary stakeholders have been organized within ACESO.

- Presentation of the ACESO Project, the second edition of the European Week of Active and Healthy Ageing 2021 took place between 18 and 22 October 2021 online. All ACESO consortium partners have participated at this event and have attended the ACESO online booth showcasing the ACESO project and future products.

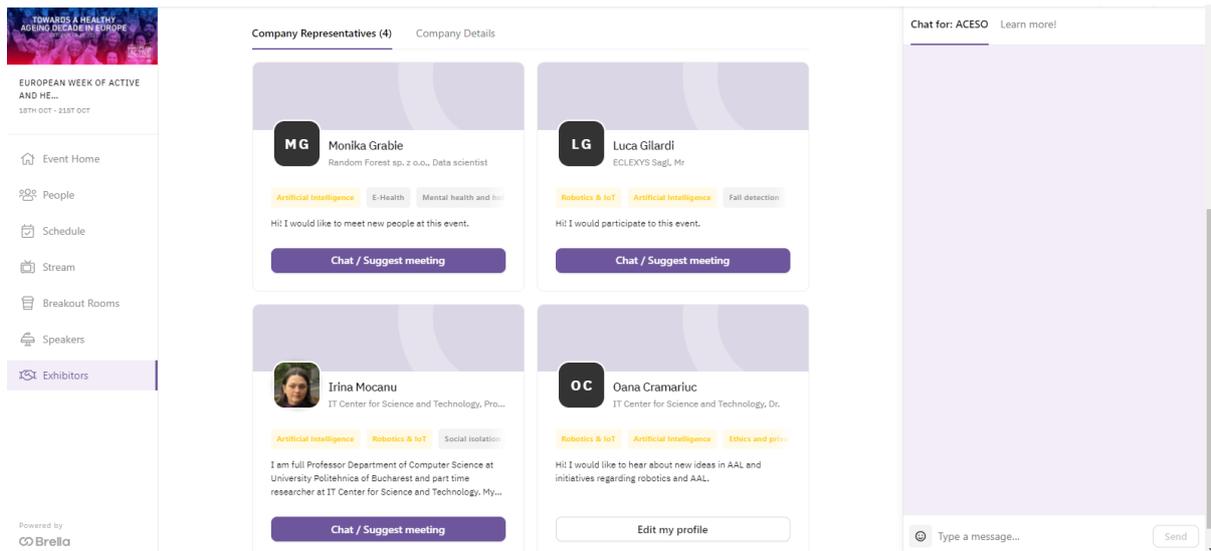


Figure 6. ACESO participation at the European Week of Active and Healthy Ageing 2021.

- LSDM has presented and demonstrated the ACESO solution within a seminar organized on the 27th of November 2021 by a private clinic for dentists in Brasov, Romania.



Figure 7. Seminar for dentists organized in Romania with the participation of LSDM.

- LSDM has presented and demonstrated the ACESO solution to the fifth-year students at the University of Medicine and Pharmacy "Carol Davila" Bucharest on the 21st of November.

- JUMC has presented and demonstrated the ACESO solution to the medical students at the Jagiellonian University Medical College.
- CITST has presented the ACESO solution with the FIT Europe Seminar "SEMINAR 3 - PRESERVING PRIVACY AND TRUST IN IOT" which was organized in Milan as part of the FitEurope ERASMUS+ project.⁴



Figure 8. FIT Europe seminar in Milano.

- Two face-to-face meetings organized by EXYS with the representatives of the Swiss Alzheimer Organization.

5 Dissemination and communication events

Table 1 is presenting the communication and dissemination events organized as part of the dissemination in ACESO. It comprises also scientific dissemination which will be separated at a later stage and included in D3.4.

Table 1. Dissemination at professional and scientific events.

Project participant responsible	Activity	Date	Medium and reference	Indicative coverage
CSW (HU)	Article in the Journal of Geriatrics	H1, H2, 2022	https://idosgyogyaszat.hu/folyoirat	500
LSDM (RO)	Seminar organized by a private clinic for dentists, Brasov, Romania	27 November	NA	12 dentists

REPORT

LSDM (RO)	Presentation of the ACESO Project to the fifth-year students at the University of Medicine and Pharmacy "Carol Davila" Bucharest	21 November 2021	NA	~ 100 students
JUMC (PL)	Presentation of the ACESO Project to the Students of Medicine and Students of Dentistry, JUMC	May 2021, October 2021	NA	circa 50
CITST (RO)	FIT Europe Seminar "SEMINAR 3 - PRESERVING PRIVACY AND TRUST IN IOT" within an ERASMUS+ event https://fit-europe.eu/seminars/seminar3.html (presentation)	17 November	Presentation	36 students from 4 European Universities, 10 researchers and professors
CITST (RO)	Irina Mocanu, Razvan Smadu, Marius Dragoi, Andrei Mocanu, Oana Craamariuc: Testing Federated Learning on Health and Wellbeing Data, EHB 2021, 18-19 Noiembrie 2021, Iasi (ISI Proceedings).	18-19 November 2021	Article, Presentation	100
EXYS (CH)	Face-to-face meeting with responsables of the Swiss Alzheimer Organisation, to present the ACESO platform	October 2021	Physical meeting	N/A
CITST (RO)	Integrated innovative care for AAL: body-, mental- and oral-care, BeHealth, 26-28 October 2021, panel 6 "SHAFE NET4Age- Friendly; UN recognition for pressure relieve on Health and Care Systems during and after the COVID-19 pandemic".	26-28 October 2021	Presentation	60
ALL CONSORTIUM PARTNERS	Presentation of the ACESO Project, the second edition of the European Week of Active and Healthy Ageing 2021 took place between 18 and 22 October 2021 online	18 and 22 October 2021	Online Booth	300

REPORT

JUMC (PL), RFC (PL), CITST (RO), EXYS (CH), LSDM (RO)	I. Perera, L. Muntianu, I. Mocanu, E. Klimek, M. Fedyk-Łukasik, Ł. Malicki, A. Consoli, B. Gryglewska, K. Piotrowicz, J. Gaşowski, Patient centric solution for smart and sustainable healthcare - (ACESO) project, rationale and protocol XVII Congress of the EuGMS, Hybrid (online/Athens, Greece)	October 11-13, 2021	Poster and Presentation	1500
JUMC (PL), CITST (RO), LSDM (RO)	B. Gryglewska, E. Klimek, I. Perera, M. Fedyk-Łukasik, K. Piotrowicz, I. Mocanu, L. Muntianu, J. Gaşowski, Teledentistry and oral health in older adults – aspects for implementation of the “Patient centric solution for smart and sustainable healthcare (ACESO)” project.	submitted	Review article	1000
MKS (SL), LSDM (RO), JUMC (PL), CITST (RO)	N. Samar Brenčič, L.A. Stanca Muntianu, K. Piotrowicz, I. Mocanu, D. Rudel, I.G. Lupu, ORAL HEALTH EDUCATION FOR ELDERLY THROUGH ICT TECHNOLOGY, EduLearn 2021	Mallorca, Spain, 3 July 2021	Article and Presentation	100
EXYS (CH)	Meeting with potential clients, in Lausanne (CH)	8-9 June 2021	NA	5
MKS (SL)	ISFTEH International Conference - Japan https://www.isfteh.org/events/category/isfteh-international-conferences	Conference 11 February 2021	Presentation and article	250
MKS (SL)	Open forum of Slovenia Digital Coalition, Digitalization of Slovenia today for tomorrow - https://www.digitalna.si/digitalna-koalicija/forum-slovenske-digitalne-koalicije	26.11.2020	Presentation	150
MKS (SL)	N. Samar Brenčič, D. Rudel, The importance of standards for quality telehealth services (in COVID-19 pandemics); SDMI - 2020, Slovenia	5.11.2020	Presentation and article	70

	https://sdmi.si/files/strokovna_srecaanja/zbornik%20MI2020.pdf			
CITST (RO)	How Assisted Living can Improve Quality of Life, Security for Healthy Ageing (The Hospital from Home), within BeHEALTH 2020: International Online Event in Healthcare (27-29 October 2020). https://international-brokerage-event-in-healthcare.b2match.io/agenda	28/10 /2020	Presentation	53
CITST (RO)	Webinar during the Erasmus+ Days during which ACESO was presented along with several projects related to ICT and elderly	15/10 /2020	Presentation	20
MKS (SL)	Information Society International Multiconference - Institute of Jozef Stefan, Ljubljana, Slovenia. https://is.ijs.si/?lang=en	7.10.2020	Presentation and article	50
MKS (SL)	Other contributions to National policy for Information society and digitalization Webinars, Workshops and meetings during which ACESO was presented along with several projects related to ICT and elderly and related issues.	May - December 2020	Presentation and contributions	150
MKS (SL)	Other contribution in cooperation with national bodies (Ministry of Health and Ministry of public administration) for Digitalization (OECD workshops) Webinars, Workshops and meetings during which ACESO was presented along with several projects related to ICT and elderly and related issues.	May - December 2020	Presentation and contributions	60

6 Conclusions

This deliverable is presenting the communication strategy planned for reaching the end-users of the ACESO solution. In ACESO, we are relying 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 such 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 is presenting the Blog articles prepared so far by the ACESO consortium.

7 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
Ocotber 2021	Forth version	4	CITST

8 References

¹ The Buying Cycle from Huthwaite International, accessed 19th of September 2021, <https://www.huthwaiteinternational.com/blog/maximise-new-business-potential>

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>.

⁴ FitEurope seminar: <https://fit-europe.eu/seminars/seminar3.html>

1 Annex 1 - Blog articles prepared by the ACESO consortium

- 1) Dr. Ligia Muntianu, LSDM, An oral care guide.
- 2) Dr. Ligia Muntianu, LSDM, Integrative medicine and oral health.
- 3) Cristiana Ciobanu, CITST, The smile and social inclusion.
- 4) Cristiana Ciobanu, CITST, Keep your smile, as a messenger of emotions and intentions.
- 5) Dr. Ligia Muntianu, LSDM, Good oral hygiene is tied to good digestion.
- 6) Janos Csebfalvi, CSW, Oral health education for the elderly through ICT technology.
- 7) Janos Csebfalvi, CSW, Patient centric solution for smart and sustainable healthcare (ACESO)