

**R-Bay**

**R-Bay; Creating an eMarketplace for the transfer of imaging related eHealth services in Europe.**

**GRANT AGREEMENT NUMBER: C046207**



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*Deliverable D6.3*

***Dissemination Strategy***

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<b>Project Title:</b>	<i>R-Bay; Creating an eMarketplace for the transfer of imaging related eHealth services in Europe.</i>	
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## 1 EXECUTIVE SUMMARY

This deliverable describes the R-Bay project dissemination plan, which will serve as a reference for the diffusion activities to be performed along the project. This plan handles both, traditional and electronically supported dissemination activities. It proposes the instruments to be utilized, as well as the actions that should be taken into account throughout the duration of the project.

The document is intended as a practical reference guide for all project partners and aims to:

- recall the actions that WP6 will perform throughout the project;
- propose actions and a strategy for dissemination of the project activities and results.

The objective of the dissemination activities is to ensure that the vision and results of R-Bay project become as widely known and understood as possible and help pave the way to large-scale implementation and use.

The document presents details of the strategy devised to achieve proper dissemination of the project results and extend results to other countries. An overview is given on the stakeholders involved in the dissemination plan, and also on how these results will be disseminated by each of the consortium partners, by means of the description of the activities to be performed (workshops, seminars, final conference, etc.).

Dissemination activities will be performed throughout the entire lifecycle of the project and will target the healthcare providers which are potential adopters of the R-Bay services. Most specifically, the target groups identified are general public; health professionals; health care authorities; private health sector, and potential business partners.

The Project partners will undertake a variety of activities, including attending conferences, writing articles, preparing press releases, project website, and other promotion activities.

Dissemination activities are supported by a number of different communication tools: Project logo; Project presentation; and Project Leaflet.

## 2 DISSEMINATION STRATEGY

The first task of the consortium is to identify the dissemination goals and then devise a strategy. Secondly, it will attempt to gain acceptance of the services and the applications by healthcare professionals and healthcare authorities.

The dissemination strategy is then translated in a term of actions to achieve the established goals. Actions include preparation of materials and publications, in paper and web format, as well as participation and organization of events. The envisaged actions are organized into a preliminary plan that will be extended and updated in the successive project phases.

Dissemination includes a large variety of actions that contribute to make the project results known and understood by a large number of stakeholders.

All dissemination activities will have a purpose and support or inform project development in some way.

The purpose of the activities is going to be classified as follows:

- Raise awareness – let others know what we are doing;
- Inform – educate the community;
- Engage – get input/feedback from the community and potential stakeholders;
- Promote – ‘sell’ outputs and results.

To raise awareness and inform of R-Bay, the consortium partners will as a group and separately seek opportunities to disseminate the project as a whole or concrete results and experiences from it. All types of dissemination methods (materials and events) can be used for this purpose and the target group is all relevant stakeholders as identified later in the report.

Raising awareness and informing of the R-Bay activities can initiate reflection on the possibilities R-Bay presents and the consequences it has for the commercial as well as the healthcare market. Thereby it can start discussions locally and internationally and consequently engage the community and potential stakeholders. In the end the goal is to promote the project and pave at least part of the way for the further deployment of R-Bay.

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## 2.1 DISSEMINATION OBJECTIVES

The objectives of the work carried out in work package WP6 can be summarized in the following:

- Raise awareness of the R-Bay service within the European healthcare market, as increasing awareness of the project will attract potential users of the service.
- Promote and encourage active involvement of all relevant stakeholders, consortium partners, and healthcare providers.
- Feed the market validation activities, helping in assessing public acceptance of the proposed project.
- Investigate opportunities for synergy between R-Bay and other EC projects and initiatives

## 2.2 IDENTIFICATION OF TARGET GROUPS

Dissemination work of the R-Bay project will be aimed at creating a network of interested partners for the further deployment and exploitation of the project results. In concrete, the expected target audiences of the project are supposed to be comprised of the following groups that will be described in detail in the following:

- Health Professionals
- Health Managers
- Health care authorities
- Potential business partners
- Private health sector
- General public/citizens
- Clinical societies

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### **2.2.1 Health Professionals**

Health professionals are the actual users of the R-bay services and it is therefore of great importance to disseminate effectively the results of the R-Bay project to them. Among the possible strategies to approach this group, the following will be taken into consideration:

**Media:** International and national scientific medical journals can be an effective tool when disseminating R-Bay services. These journals are read by a large number of the health professionals and are often known for their objective and reliable journalism. Advertising in some of these best-known medical journals is also a possibility to be considered.

**Events:** Medical congresses, courses and exhibitions are also to be considered as possible venues for the presentation of the project and its results. Also, the planned midterm workshop and final conference that the consortium will organize will target the health professionals.

Contacts with professional associations are also a way to reach a wide group of health professionals. These contacts should provide an opportunity to explain project goals in detail. Also, gaining advance support from the association's board may ensure a receptive attitude by the members, which is to the benefit the communication strategy.

### **2.2.2 Health managers**

The other group that is of strong importance to the R-Bay project is the health managers, those who plan and manage the running of a healthcare provider organization or department.

Dissemination activities towards this group are important to show that the health professionals' work conditions can be improved and that resources can be used optimally. R-Bay allows for an optimal allocation of resources, which from a management point of view is essential.

It is essential to have the involvement of the healthcare managers as they are directly responsible for the tools and measurements that are used in a given hospital or clinic. Just as the health professionals are the target audience for the midterm workshop and final conference, the managers are also a group to target.

Other ways of reaching this group is appropriate journals and magazines, conferences, and personal meetings.

### **2.2.3 Health care authorities**

The proper allocation of public health resources according to the needs of the involved parties (patients and health professionals) is a constant issue on the agendas of European governments.

Contacts with health care authorities are best obtained by means of personal meetings. First point of contact should be established with various departments in charge of health policy development and research, as these are most likely to be able to introduce the project partners to the people in charge of health care management.

### **2.2.4 Potential Business partners**

R-Bay will also target other potential business or collaboration partners. These are likely to be found among private technological providers, with whom collaboration might be useful to the project as their solutions and input can add value to the R-Bay portal in the future.

An example of a private provider is the *Telemedicine Clinic* (TMC)<sup>1</sup>, located in Barcelona, which is an international provider of diagnostic services, training and support to healthcare providers across the European Union. Another example is *Eurad Consult*<sup>2</sup> which is a private provider of diagnostic radiology reporting services across distances and collaborates with partners across Europe.

This group is large and multifaceted and it is expected that we can reach this group through conference participation and presentations (such as on the World of Health IT<sup>3</sup> conference), appropriate media, and meetings with the individual organisations. In addition they will be invited to public events within the R-Bay project – such as work shops and final conference.

### **2.2.5 Private Health sector**

Logically, the private health sector shares the concerns of the public health sector regarding effectiveness, efficiency and cost, with a possible emphasis on the latter. Seen from the perspective of financial savings, R-Bay might prove particularly attractive to this sector. Consequently, a feasible approach towards the private health sector would be to underline

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<sup>1</sup> <http://www.telemedicineclinic.com/>

<sup>2</sup> <http://www.euradconsult.net/en/home>

<sup>3</sup> <http://www.worldofhealthit.org/>

the potential benefits of optimal resource allocation and cost savings which are both an integral part of R-Bay.

To this end, the communication strategy should consist of the following:

- Personal presentation of the project at meetings with managing boards.
- Presentations at medical congresses, courses and exhibitions.
- Advertisements in some of the best-known medical and healthcare management journals should be considered.

### **2.2.6 General public/citizens**

The general public will benefit from the R-Bay services both as patients and indirectly as taxpayers.

R-Bay service will not be visible to the patient as it is a health professional working tool. The R-Bay service will still provide better healthcare to the patients and citizens because it gives the health professionals a tool that improves their working conditions – both as customers and providers - by i.e. giving access to specialist knowledge and better allocation of resources (time and money).

The notion of cross-border eHealth services may seem uncertain and unsafe to the general public. Not only might the technology and security be a source for concern but also the clinical trust is an issue. Effective communication to citizens about the R-Bay service can overcome this concern and establish a trust in the solution. Communication channels here could be those with a broad audience, especially articles published in the mass media, for example normal newspapers and magazines; particularly those devoted to health topics or containing sections dealing with health issues.

But also the internet as a source for health information is worth having focus on. Surveys show that a great deal of internet users also surf the internet for information of health related nature and that in some countries, the internet is listed as the second most important source of health information after own GP (ref. 1).

### **2.2.7 Clinical Societies**

Clinical Societies and organisations are furthermore important target groups. R-Bay wishes to collaborate with such clinical societies as they are leaders within the market, and they can furthermore be of assistance when publishing guidelines and studies.

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The most important groups are ESR – European Society of Radiology and ACR – American College of Radiology.

### **2.2.7.1 European Society of Radiology**

The European Society of Radiology<sup>4</sup> (ESR) is an apolitical, non-profit organisation, exclusively and directly dedicated to promoting and coordinating the scientific, philanthropic, intellectual and professional activities of radiology in all European countries. ESR's mission is to serve the health care needs of the general public through the support of science, teaching and research and the quality of service in the field of radiology.

Every year the ESR hosts an annual radiology meeting – the European Congress of Radiology (ECR). ECR is a trend-setting, dynamic and service-oriented congress, well-known as one of the most innovative meetings within the scientific community.

The European Congress of Radiology (ECR) represents the medical specialty of radiology throughout Europe and the Mediterranean. The ESR has produced numerous publications including guidelines and studies on teleradiology. These are very relevant to R-Bay as the ESR is one of the main influencers in that area and they reach a large audience.

In 2008 the R-Bay project was disseminated at the European Congress of Radiology at the Carestream Health stand. R-Bay had a poster display at the stand and the conclusion was that there was much interest in the project and its idea of a pan-European eMarketplace for radiology services. Furthermore an abstract will be handed in for the ECR 2009.

### **2.2.7.2 The American College of Radiology**

The American College of Radiology (ACR) is a professional society whose purpose is to improve the health of patients and society by maximizing the value of radiology and radiologists by: advancing the science of radiology, improving radiological service to the patient, studying the socioeconomic aspects of the practice of radiology, and encouraging improved and continuing education for radiologists and allied professional fields. The College also supports its members as they adapt to a rapidly changing health care environment.

In addition the ACR presents updates on current issues in radiology, and host the ACR Annual Meeting and Chapter Leadership Conference, where a large audience could be reached with regards to disseminating the R-Bay project. The College also organizes the Society of Breast Imaging and the National Conference on Breast Cancer meetings.

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<sup>4</sup> <http://www.myesr.org/cms/website.php?id=/de/index.htm>



### 3 DISSEMINATION METHODS

The methods used in R-Bay to disseminate the project belong to two main categories: events (conferences, workshops, seminars, business meetings, etc.) and material (articles, press releases, brochure, website, publications, etc.).

#### 3.1 EVENTS

##### 3.1.1 External events

Raising awareness of R-Bay, informing of its potential, engaging the community and promoting the project to stakeholders can all be achieved at various external events, meaning that they are not organized by the joint R-Bay consortium. The events are national, European and international. Main focus will be on national and European events as these will most generate the highest output for the project.

*Conferences, workshops and seminars:* These events are a good opportunity for informing of R-Bay and to engage parties outside the consortium in discussion and obtain feedback. The events can be IT, eHealth, and healthcare in general or specific healthcare areas (e.g. radiology) events. The consortium as a group or individual partners will seek out the ones most relevant from their perspective and decide on strategy. By strategy is meant oral presentation, panel discussions, poster session, product exhibition, workshop participation and normal attendance. Not only are these events a chance to disseminate R-Bay but also a good way to obtain an overview of market tendencies, activities etc.

Main target group for these events are all, but particularly health professionals, hospital managers, authorities and potential business partners.

*Business meetings:* The goal is to promote R-Bay and to influence the stakeholders and decision makers. The event is more direct than conferences etc. and will take place in a smaller setting with few key people.

Main target group here is the decision makers primarily at hospital and department level as well as potential business partners.

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### 3.1.2 Project Events

A midterm workshop and a final conference will be organized by the consortium.

#### *Midterm workshop*

The midterm workshop will be held at the World of Health IT conference (WoHIT2008) in Copenhagen, November 4-6. The plan for the workshop is the following:

- R-bay will be presented and demonstrated in the Danish healthcare sector's large exhibition area.
- Other partners may also exhibit there (Mawell confirmed), which makes it possible to make demonstrations in several places during the exhibition days.
- R-Bay will not just be demonstrated randomly, but attendees will be invited to come to a demo and discussion session at specific hours.
- Invitations will be sent out prior to the conference. Particularly, it will be attempted to confirm attendance at the workshop of healthcare provider decision makers (hospital directors, department managers etc.) and radiologists but also representatives from remote teleradiology companies in order to initiate negotiations with them as potential clients of the portal.
- We will try to organise subsequent meetings following the demo with the above-mentioned parties to engage them in more detailed discussions the possibilities in R-Bay.

#### *Final Conference*

Furthermore, a final conference will be held towards the end of the R-Bay project. This will enable the participants to share their experiences and results from the project. The consortium will aim at organizing a practically-oriented conference.

All aspects of R-Bay will be included and presented elaborately so that the audience is presented with all the necessary information on which they can engage in discussions and assess the results. The focus of the conference will in no way be theoretical, but rather it will have an implementation approach and address all issues in that perspective.

It will also function as a powerful dissemination accelerator as the oral communication between the attendees is a very effective dissemination tool in the medical world. To help disseminate these events press releases and the use of newsletters, event updates and circulation among the joint network of the consortium will be used as the main source.

## 3.2 MATERIALS

### 3.2.1 Articles and press releases

Articles and press releases will be issued to inform about the R-Bay project activities and its main goals in order to let the target audiences know about the project developments and achievements. The first press release will be published to inform about the launch of the project. At later stages, press releases will be delivered in order to inform about major achievements during the project. Press releases will be delivered to international media, as well as to national media in the countries where the partners are based. There will be several documents which will report on the R-Bay project progress and achievements along the project duration.

Below is a list provided by the R-Bay partners with some of the published articles, press releases and presentations made at congresses, interviews, newspapers, etc., so as to keep R-Bay website with upgraded information:

- Article in Danish scientific peer-review medical journal “Ugeskrift for Læger” (Journal for doctors) where the R-Bay project is described in October 2007. The journal is sent to all health professionals in Denmark as well as to decision makers, companies and organisations. Contributions to the article came from all partners but it was mainly lead by Region of Southern Denmark. The journal is a powerful tool to create awareness and disseminate the project.
- R-Bay representative has been interviewed for healthcare IT publications that have resulted in project portrays or mentionings (Hospital Imaging Radiology Europe and Healthcare IT Management). We will attempt to do follow-up articles for these magazines as well as similar ones when project results are achieved.

The above referred information (national as well as international media coverage) will be positioned in the R-Bay website, for instance, under the menu titled 'R-Bay in the media', where all articles, TV clips, etc. in which R-Bay appeared will be posted. An enhanced level of attention to the R-Bay project this could be demonstrated that way.

In addition to giving interviews to the media when this is needed, interviews will also be used to evaluate on the field trials that deal with the testing of how R-Bay functions in real conditions. The interviews will furthermore look at the acceptance and satisfaction of the R-Bay services and will be a tool in disseminating the results of R-Bay.

### 3.2.2 The project Website

An important dissemination tool is the R-Bay website, where all the information of interest of a wide audience are gathered and kept updated.

A project website has been created to function as a reference point for dissemination activities. The site offers general information on the project, such as its rationale, the project progress, expected results and partners. Since it serves as a promotional tool, it will be enriched during the project with news, relevant events and links, public project documents, etc. and access to other promotional material such as brochures and posters.

The R-Bay project website is located at the address: [www.r-bay.org](http://www.r-bay.org)

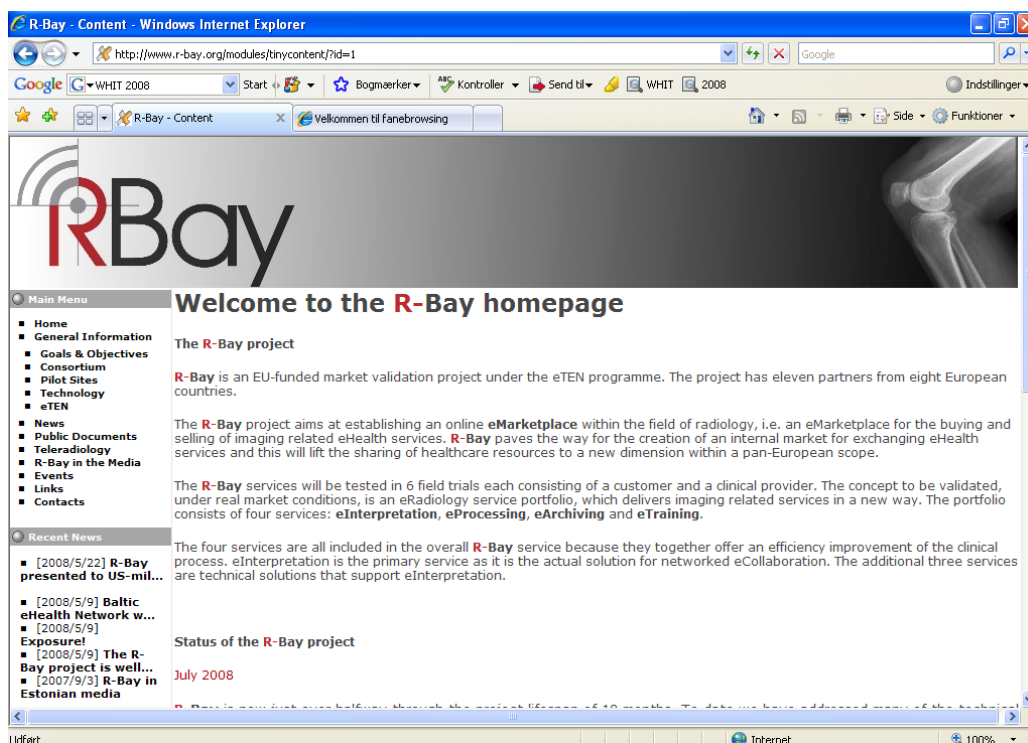


Figure 1. R-Bay web site

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A document has been developed that describes the website (see D6.2). The document presents the structure and capabilities of the R-Bay website, implemented as a part of the Dissemination Work Package of the R-Bay project. The main aim of the website is twofold:

1. Present the project to the public: The project website is expected to be the main source of information for external parties that are interested in the work done within R-Bay Consortium. The website will be a continuous promotional window on both, the project and its results, for the growing numbers of Internet users.
2. Serve as a working tool for the project management: The website will also allow the coordination of the participants' activities, by giving them an internal "working room" to access and/or exchange private documents which are released and/or in progress.

The project website will evolve within the life of the R-Bay project. Thus, more sections could be included, as it is going to be developed in a continuous way.

For more information regarding the website, please see *D6.2 R-Bay Website*.

### **3.2.3 R-Bay Leaflet**

Among the activities, we have designed a project leaflet. This has been made available to all project partners for distribution at all events in which it is appropriate. The leaflet aims to give a general overview of what the R-Bay service is and should prompt people to view the website and contact the Consortium for information.

The leaflet is produced in English in order to reach the widest audience with it. The partners are free to make national material they can use, should they see it fit. The brochure constitutes Deliverable 6.4.

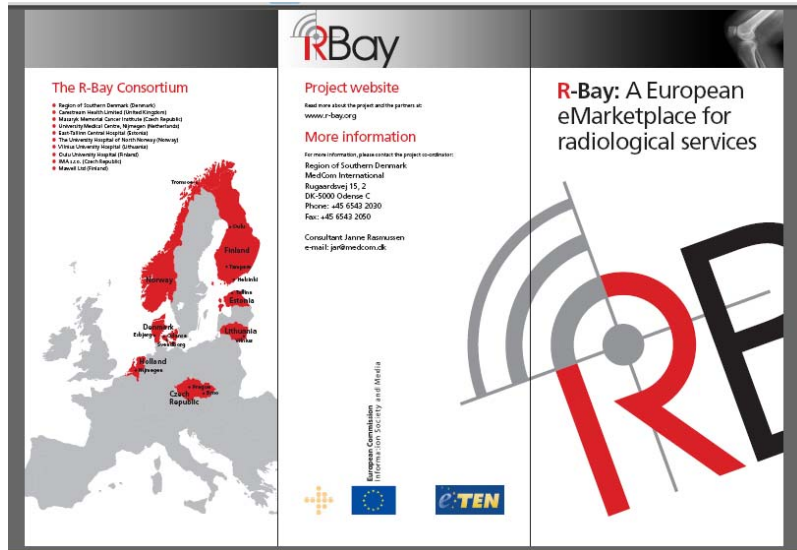
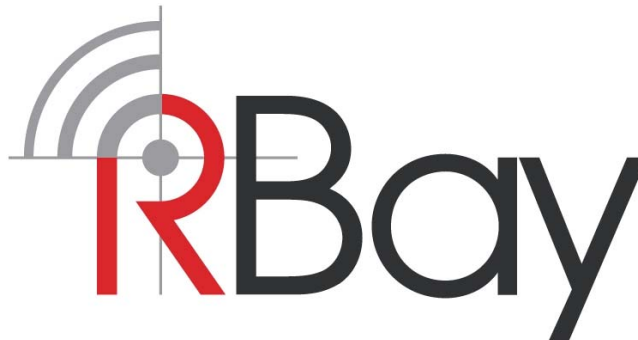


Figure 2. R-Bay brochure

### 3.2.4 Logo

A project logo has been developed. The logo will be used when disseminating the R-Bay project results.



The R-Bay logo is explained in detail in the document, D6.1, available at the internal project website.

## 3.3 DISSEMINATION TOOLS OF THE EUROPEAN COMMISSION

The European Commission also provides many opportunities for promoting projects and will therefore also be used in the R-Bay project.

The Health Communication Guidelines, which are published by the commission (and can be found on Europe's Information Society web page) will be followed with regards on how to press-releases, fact sheets etc during the project period.

The online opportunities that the Commission provides will furthermore be used in order to fully promote and disseminate the results of the R-Bay project.

### **3.3.1 eTen**

The eTen web page will likewise be used as a dissemination tool as it displays news, newsletter, events, and publications.

The R-Bay project plans to register and thus distribute results of the R-Bay project through these channels, i.e. by sending articles with news on the project (events, publications, reports, press releases or any other interesting matter).

### **3.3.2 ePractice.eu**

ePractice.eu is an online community where professionals related to eGovernment, eInclusion and eHealth can share experiences, contacts and resources with peers around the world.

ePractice.eu is a powerful tool in disseminating the results of the R-Bay project. The R-Bay project will register and therefore be able to publish cases and news, together with posting events and documents.

#### 4 DISSEMINATION PLAN

All partners are engaged in the dissemination activities. R-Bay plans to host two main events, midterm workshop and final conference, in which R-Bay is presented, demonstrated and discussed. Apart from the joint activities, consortium members will individually or in smaller groups organise other dissemination activities using the identified methods.

The activities include among others:

- Business meetings (e.g. Mawell, Carestream, IMA)
- Hospital management meetings (e.g. partner hospitals)
- Department meetings (e.g. partner hospitals)
- Regional and national healthcare authority meetings (e.g. RSD, Mawell, Carestream)
- Clinical workshops, seminars and conferences (health professionals at partner hospitals)
- Participation and presentation at relevant healthcare and IT events (all)

Below is a list of upcoming dissemination activities. The list is not complete and recaps only some of the more project overall future activities. The list will be updated continuously by all partners.

<b>When/Where</b>	<b>Who</b>	<b>What</b>
October 2008 Copenhagen, Denmark	Health professionals, Decision makers, hospital managers, companies	<b>Poster presentation, The International Society for Quality in Health Care ISQuA 2008</b>
November 2008 Copenhagen, Denmark	Health information technology users and buyers, health informatics professionals, clinicians and other health professionals	<b>Oral presentations, World of Health IT</b>
December 2008 Washington DC, USA	Health professionals, Decision makers, companies	<b>Oral presentation and panel discussion, 4th Annual World Healthcare Innovation and Technology Congress (WHIT v.4.0)</b>
March 2009 Vienna, Austria	Health professionals, Decision makers, companies	<b>Abstract submission, European Congress of</b>

**R-Bay**

		<b>Radiology ECR 2009</b>
November 2008	Private companies, health information technology users and buyers, health informatics professionals, health professionals	<b>R-Bay midterm workshop (WoHIT)</b>
Planned for Winter 2008	Danish Hospital Managers	<b>Article, Tidsskrift for Dansk Sundhedsvæsen (Journal for the Danish healthcare Sector)</b>
Continuously	Health professionals, managers, clinical societies, health authorities	<b>All partners include R-Bay in meetings of various kinds</b>
Continuously	Potential business partners	<b>Partners like Mawell and Carestream include R-Bay in business meetings</b>
Immediately	European Community, stakeholders, potential business partners	<b>R-Bay inclusion in the EU identified dissemination tools</b>
Planned for Spring 2009	Private companies, health information technology users and buyers, health informatics professionals, health professionals	<b>R-Bay final conference</b>

The list of future dissemination activities only list those that are explicitly planned and the list is by no means complete. All partners in R-Bay each use the opportunities they can to raise awareness of R-Bay, to inform of its objectives, to engage the stakeholders and to promote the R-Bay concept and the portal.

Annex I contains a list of dissemination activities to date.

## 5 RESPONSIBILITIES

The dissemination activities of the R-Bay project are gathered under one work package (WP6). The responsibility of the different tasks and deliverables of this WP are as follows:

WP6 Leader: Mawell			
Deliverable No.	Title	Responsible	Status
D6.1	R-Bay logo	RSD	Done
D6.2	R-Bay website	RSD	Done
D6.3	Dissemination Strategy	RSD	Done
D6.4	R-Bay leaflet	RSD	Done
D6.5	Workshop including peer review of possible business partners	ETCH	To be held (delayed)
D6.6	Final conference	ETCH	To be held

In the table above the responsibility of the partners are listed and they are committed to and will carry out their tasks in the project lifespan. Nevertheless, dissemination is in the interest of the project as a whole and therefore all partners will contribute to fulfilling the dissemination objectives by following the dissemination strategy.

## 6 CONCLUSIONS

The purpose of the dissemination activities is to raise awareness, inform, engage and/or promote R-Bay issues.

The project has identified the relevant target groups which the consortium will attempt to reach using the selected methods. Presentation at conferences, participation in workshops and panel discussions, business meetings, distribution of leaflet, website, the consortium organised events etc. are all aimed at reaching the stakeholders, who in R-Bay's case were identified as Health Professionals, Health Managers, Health care authorities, Potential business partners, Private health sector, General public/citizens, and Clinical societies; with primary attention paid to Health Professionals and Managers, Healthcare authorities and Potential business partners.

There are numerous already identified events in which R-Bay will be disseminated or attempted to be. These are:

- Project workshop at WoHIT2008, Copenhagen
- Business meetings WoHIT2008, Copenhagen
- Session presentations at WoHIT2008, Copenhagen
- Poster session at IsQUA, Copenhagen
- General business meetings
- ECR2009 abstract submission
- 4.0 WHIT, Washington DC, USA
- Magazines and publications, e.g. Hospital Imaging Radiology Europe and Healthcare IT Management
- R-Bay Final conference
- EU dissemination tools

The list is not final and will be continuously updated by all partners, just as opportunities arises all the time and the partners seek those to disseminate R-Bay in the best way possible.

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## 7 BIOGRAPHY AND REFERENCES

### References:

1. WHO/European eHealth Consumer Trends Survey  
[www.telemed.no/ehealthtrends](http://www.telemed.no/ehealthtrends)

### Biography:

- I. Grant Agreement R-Bay N° C046207 incl. Annexes
- II. D6.1 R-Bay logo
- III. D6.2 R-Bay website

## Annex I

- Dissemination activities so far (August 2008)

When	Who	What	Target
22.8.2007	Tallinn Media	R-Bay media coverage – Tallinn, Estonia	General public, decision makers
22.8.2007	Tallinn local newspaper	Pictures and article from the press conference regarding R-Bay	General public, decision makers
14.9.2007	Nino da Silva, Mawell	Introduction and discussion on project in official meeting about e-health in Canada between Canada Health Infoway (CEO and management)	Decision makers, private companies
20.9.2007	Janne Rasmussen, RSD	Presentation of R-Bay at MedCom primary group meeting	Decision makers
28.9.2007	Nino da Silva, Mawell	Introduction and discussion of project at GE customer conference in Copenhagen	Technical experts, decision makers, health care professionals
3.10.2007	Claus Pedersen & Ulrik Schønnemann, RSD	Introduction and discussion of project with representatives from Map of Medicine	Private company – integration to R-Bay platform
3.10.2008	Timo Koistinen, Mawell	Presentations to Finnish Wellbeing Centre personnel – Sendai, Japan	Health care professionals, decision makers
4.10.2007	RSD	Poster presentation at the international World Medical Association Assembly in Copenhagen	Health professionals, decision makers, private companies
4.10.2007	Nino da Silva, Mawell	Introduction and discussion of project at e-health conference – Swedish Trade Council at the Swedish Embassy in Haag, Holland	Decision makers, health professionals, companies

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5.10.2007	Claus Duedal Pedersen, RSD	Presentation to Swiss delegation of representatives from health insurances, GPs, hospital management and the IT industry	health insurances, GPs, hospital management and the IT industry
22.10.2007	Funen Hospital, RSD	Article in scientific journal "Ugeskrift for Læger" published in Danish, 22.10.2008	Health professionals, decision makers
6.12.2007	Ernst Kloosterman, RSD	Presentation of R-Bay, as part of a larger presentation, during e-health workshop in Riga, Latvia – organised by Innovation Norway and the Norwegian Embassy in Riga. Attended by health authorities from Estonia, Latvia and Lithuania	Decision makers, health professionals
13.12.2007	Janne Vepsäläinen, Mawell	R-Bay introduction and presentation for the representative of Norrbottens Läns Landsting	Decision makers
5.2.2008	Jouni Ruoppa, Mawell	Hitachi Data System, London	Technical collaboration partners
24.2.2008	Jouni Ruoppa, Mawell	Topicus of Netherland, Orlando, USA	Technical collaboration partners
26.2.2008	Jouni Ruoppa, Mawell	Fujitsu HQ Japan, Orlando, USA	Technical collaboration partners
26.2.2008	Jouni Ruoppa, Mawell	Agfa Emea, Orlando, USA	Technical collaboration partners
27.2.2008	Jouni Ruoppa, Mawell	IBM Global, Orlando, USA	Technical collaboration partners
28.2.2008	Jouni Ruoppa, Mawell	MC Emea, Orlando, USA	Technical collaboration partners
1.3.2008	Juha Tununanen, Mawell	HIMMS 2008, Orlando, USA, R-Bay Overview	Decision makers, health

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			professionals, hospital management,
5.3.2008	Jouni Ruoppa, Mawell	Fujitsu Finland	Technical collaboration partners
6.3.2008	Juha Tuunanen, Mawell	ECR 2008, Vienna, Austria. R-Bay Introduction to Mawell partners	Health professionals, private companies, technical collaboration partners
7.3.2008	Timo Koistinen, Mawell	Presentation to prospects at Hitachi stand during ECR Exhibition, Vienna, Austria	Health professionals, private companies, technical collaboration partners
10.3.2008	Jouni Ruoppa, Mawell	IBM Emea, Brno, Czech Republic	Technical collaboration partners
14.3.2008	Juha Tuunanen, Mawell	Gent, Belgium – R-Bay introduction to IST- Connect project group	Health professionals, companies, organisations
18.3.2008	Juha, Tuunanen, Mawell	Oulu, Finland – R-Bay update to RATU project partners	Companies and organisations
19.3.2008	Michal Standara, MOU	Presentation of the project at Telemedicina Brno 2008 national conference Czech Republic	Health professionals, decision makers, organisations, companies.
19.3.2008	Janne Vepsäläinen, Mawell	R-Bay introduction for the CEO of MediTieto	Technical collaboration partner
26.3.2008	Jouni Ruoppa, Mawell	Systematic, Århus, Denmark	Technical collaboration partner
26.3.2008	Jouni Ruoppa, Mawell	Bluestar, London	Technical collaboration partner
3.4.2008	Timo Koistinen, Mawell	Presentation at Finnish Telemedicine eHealth seminar, Stockholm,	Health professionals, decision makers,

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		Sweden	organisations, companies.
15.4.2008	Jouni Ruoppa, Mawell	Fujitsu NL, Maarssen	Technical collaboration partner
22.4.2008	Juha Tuunanen, Mawell	Harrogate, R-Bay Introduction to NHS participants	Decision makers, managers, health professionals
23.4.2008	Jouni Ruoppa, Mawell	Accenture, Leeds	Technical collaboration partner
24.4.2008	Timo Koistinen, Mawell	Presentation to national eTervis group, Tallinn, Estonia	Health professionals, decision makers, managers
25.4.2008	Juha Tuunanen, Mawell	Linköping, R-Bay Introduction to Sectra	Private company
28.4.2008	Timo Koistinen, Mawell	Presentation at IIR Future Hospital seminar, Helsinki, Finland	Health professionals, decision makers, managers
2.5.2008	Juha Tuunanen, Mawell	Canada eHealth, Vancouver, R-Bay introductions to Mawell partners in Canada	Technical collaboration partner
14.5.2008	Timo Koistinen, Mawell	Presentation at Healthcare IT exhibition (ATK-päivät) Lahti, Finland	Technical collaboration partners, managers, decision makers, private companies