



Platform for Innovation of Procurement  
and Procurement of Innovation

# PiPPi

GA No 826157

## D7.1 Dissemination Progress Report 1

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[2]

## History of changes

Change	Date/beneficiary	Explanation
First draft	30.04.19 / MUW	Content added, distributed for internal review, updated
Content adjusted	28.06.19 / MUW	Final version, sent to coordinator for submission
Final Word and PDF versions	28.06.19 / Karolinska	Uploaded to portal
Title page modified	16.09.20 / MUW	Updated document sent to coordinator for submission.
Revised Word and PDF versions	Sep. 2020 / Karolinska	Uploaded to portal
Revisions made based on comments from reviewers	05.12.20 / MUW	First draft of revisions according to the mid-project review, distributed to partners for review
Content adjusted based on comments from partners	15.12.20 / MUW	Revised document based on comments, sent to coordinator for submission
Revised Word and PDF versions	16.12.20 / Karolinska	Uploaded to portal



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## Executive Summary

Healthcare's digital transformation requires collaboration between stakeholders from both the public and private sectors to co-design and co-create digital solutions that meet clinical demands. The Platform for Innovation of Procurement and Procurement of Innovation (PiPPi) project will create a cross-border Community of Practice of major European university hospitals. This Community of Practice will bring together experts from the demand side to identify common clinical needs that could be addressed using digital healthcare solutions. Based on these identified unmet needs, the Community of Practice will prepare a cross-border pre-commercial procurement (PCP) for a selected clinical need. At the same time, the Community of Practice will provide tailored assistance on procurement to other hospitals within and outside the member group.

The PiPPi consortium consists of seven leading European university hospitals, as well as AQuAS, another important healthcare player, including their affiliated academic institutions. LoS from EIT Health and MedTech Europe represent additional supporting actors. Consortium members and supporting institutions combine expertise on digital healthcare, patient-centred care and procurement, with a shared goal of solving common challenges. The idea is that creating a cross-border Community of Practice, focusing on procurement of innovation in the short-term, will have a long-term impact on innovation procurement. The Community of Practice created in this project is furthermore driven by the European University Hospital Alliance - EUHA ([www.euhalliance.net](http://www.euhalliance.net)), an organization which identifies and collaboratively tackles issues that impede the optimal functioning of healthcare delivery.

Dissemination and communication are critical project components for the creation and lasting exploitation of the Community of Practice, in addition to ensuring the sustainability of the project solution. As the project began in December 2018, it is still in its first phases of research, planning and development. The dissemination and communication activities reflect this as well, with the focus being on an initial introduction to the project and consortium both within participating organizations and to the general public.

## November 2020 Revisions

This Progress Report was revised in November 2020 in response to the mid-project review. The primary change is the report of specific target values. Targeted values for communication indices allow for the assessment of the efficiency of communication actions, while qualitative assessment supports an in-depth view of efficacy of actions and fulfilment of WP7 tasks according to the Description of Action.



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<b>List of Participants</b>	
Karolinska University Hospital (Karolinska)	Sweden
Erasmus University Medical Center Rotterdam (Erasmus)	The Netherlands
San Raffaele Hospital (OSR)	Italy
Medizinische Universität Wien (MUW)	Austria
Vall d'Hebron   Barcelona Hospital Campus (HUVH)	Spain
Agency for Health Quality and Assessment of Catalonia (AQuAS)	Spain
Helsinki University Hospital (HUS)	Finland
Kings College Hospital (KCH)	UK

*Table 1: consortium members*



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## Purpose of document

The following document contains an update on the dissemination and communication activities for the Platform for Innovation of Procurement and Procurement of Innovation (PiPPi) project since its start in December 2018. All the reported activities have been carried out in line with project objectives, project Document of Action and D7.5 'Final Diss./Comm. Plan'.

## Introduction

Project dissemination and communication falls under Work Package 7, which is led by the Medical University of Vienna (MUW). However, because of the international nature of the project consortium, each of the nine project partners manages the dissemination and communication within their own institution and broader community.

The PiPPi project began in December 2018 and was planned to run until November 2021. This progress report documents the first six months of dissemination and communication for the project. Major tasks have been communicating the existence of the project both internally and externally, as well as deciding the dissemination and communication strategy, and setting up communication means and methods. Additional deliverables due in June 2019 include the final Dissemination and Communication plan, Deliverable 7.5, and the project's first press release, Deliverable 7.9.

## Strategy

As part of Deliverable 7.5, the Dissemination and Communication Plan, a communication strategy was designed based on the anticipated project needs. Additionally, Work Package 7 distributed a survey to the entire project team to collect information on desired communication methods and activities. The first of these are described in the next section, [Materials and Activities](#).

## WP7 Tasks

Four tasks have been outlined in the grant proposal for Work Package 7:

### Task 7.1 Develop a dissemination and communication plan including a knowledge portal/project website

- The plan describes short-term and long-term dissemination and communication activities, with an emphasis on the background of the communication and identification of stakeholders (with Work Package 2).
- A project logo and website were created as part of this task.
- An internal project portal to facilitate knowledge and data exchange exists on the web platform Projectplace.

### Task 7.2 Dissemination and communication with stakeholders

- As directed by Work Package 2, project partners will identify relevant stakeholders through October 2019. Based on the results of this inventory, target group-specific dissemination and





communication materials and activities will be planned and conducted.

### Task 7.3 Communication and promotion of the PiPPi project and its results

- This task refers to additional and/or general dissemination and communication materials and activities.
- We will additionally evaluate the activities based on certain criteria outlined in the Deliverable 7.5 Plan.

### Task 7.4 Scaling down

- The final task relates to activities to link in, make the results available to and provide possibilities to link/join with other hospitals, Eastern European countries and new industry partners, specifically SMEs.
- We have added a section on post-project communication and sustainability to the Deliverable 7.5 Plan so that these considerations are part of the communication activities from the very beginning.

## WP7 Deliverables

Del Rel. No	Title	Description	Nature	Est. Del. Date (annex I)
D7.1	Dissemination progress report 1	Document describing activities and progress of Dissemination YTD	Report	30 Jun 2019
D7.2	Dissemination progress report 2	Document describing activities and progress of Dissemination YTD	Report	30 Nov 2019
D7.3	Dissemination progress report 3	Document describing activities and progress of Dissemination YTD	Report	31 May 2020
D7.4	Dissemination progress report 4	Document describing activities and progress of Dissemination YTD	Report	30 Nov 2020
D7.5	Final diss./ comm. plan	Document describing overall Dissemination and Communication plan	Report	30 Jun 2019
D7.6	Scientific publication 1	Scientific publications in the form of a submitted manuscript	Websites, patents filling, etc.	30 Nov 2019
D7.7	Scientific publication 2	Scientific publication 2 in the form of a submitted manuscript	Websites, patents filling, etc.	30 Nov 2020
D7.8	Scientific publication 3	Scientific publication 3 in the form of a submitted manuscript	Websites, patents filling, etc.	30 Nov 2021
D7.9	Press release 1	Press release 1	Websites, patents filling, etc.	30 Jun 2019

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Del Rel. No	Title	Description	Nature	Est. Del. Date (annex I)
D7.10	Press release 2	Press release 2	Websites, patents filling, etc.	30 Nov 2019
D7.11	Press release 3	Press release 3	Websites, patents filling, etc.	31 May 2020
D7.12	Press release 4	Press release 4	Websites, patents filling, etc.	30-Nov-20
D7.13	Dissemination progress report 5	Document describing activities and progress of Dissemination YTD	Report	30 Nov 2021

*Table 2: WP7 deliverables*

### Target Audiences and Communication Objectives

In order to fully describe the target audiences and communication objectives for the project we have created a “Dissemination and Communication Map.” This spreadsheet documents objective, message and method by audience; it is also possible to view the objective, message and audience by the type of method. Maps by audience and by communication method are presented in D7.5 ‘Final Diss./Comm. Plan’ in Tables 2 and 3.

We have identified the following audiences, as defined in D7.5 : internal project group, consortium partners, European University Hospital Alliance, industry partners (EIT Health and MedTech Europe), enablers, supply side entities, patient groups and/or individual patients, payers, policy-makers/politicians, the European Commission, academia, industry (healthcare providers and procurers), industry (IT and/or innovation), industry (procurement), and the general public.

The communication **purposes** are:

- **P1 - To convince relevant stakeholders of the benefits of a CoP for innovation procurement and procurement of innovation and to involve them in co-creation of the CoP.**
- **P2 - To communicate the results of the PiPPi project to the general public, the media and specific stakeholders.**
- **P3 - To convince the scientific audience of the benefits of the PiPPi project, including effects on health care.**
- **P4 - To communicate the benefits of PiPPi to the supply side.**

The ultimate goal of project dissemination and communication activities is **to maximise exploitation of the project results: the cross-border CoP and the innovation procurement/procurement of innovation.**

Our communication objectives include, as defined in D7.5:

- Ensure involved parties have up-to-date information throughout the project (internal and



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external)

- Convince stakeholders of the benefits of a Community of Practice for innovation procurement/procurement of innovation
- Involve stakeholders in the creation of the Community of Practice and in the need identification process
- Communicate the relevance, benefits, and results of the project to various groups, including disseminating the results in a scientifically sound manner
- Maximize exploitation of project results
- Enable post-project continuation of the Community of Practice

Our messages are specific to the target audience, but relate to the core idea, as defined in D7.5:

- How is PiPPi contributing to the digital transformation of health care?
  - What is the project?
  - Why does it matter?
  - What are the benefits of involvement in the Community of Practice?
  - News / project updates

## Materials and Activities

This section describes the various methods of communication we are establishing for the project and the activities that have been undertaken in the first six months. In order to collect these activities from the various project participants, Work Package 7 developed a Dissemination and Communication Log and a short survey, both of which will be used throughout the project duration.

Dissemination and communication materials refer to the means and channels for communication that the project is currently using or planning to use in order to distribute information to internal and external stakeholders and the general public.



## Materials

### Logo

The PiPPi project logo was created by a contracted third-party graphic designer based on specifications from the project team. Creation of the logo included several rounds of design and feedback until the logo was finalized. The logo is now consistently used on project material.



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and Procurement of Innovation

*Figure 1: PiPPi Logo Business Card Mock-Up and Logo Graphic*



## Website

The URL [www.PiPPi-project.eu](http://www.PiPPi-project.eu) was purchased for the project in March. The website has been created by the Medical University of Vienna and will be housed within the MUW website to ensure sustainability after the end of the project. An initial version has been created; this will be expanded in the future and continuously updated based on project activities.

The purpose of the website is to impart general information on the project as well as to share news and project updates. Viewers will be able to find information on the project participants and have access to any resources the project deems appropriate and necessary.

Current sections include:

- **Home** – brief project description
- **General Information** – further project information
  - **Consortium partners** – list of all project participants
  - **Contact** – project coordinator and Work Package 7 contacts
- **PiPPi Objectives** – the five project objectives from the grant proposal
- **News** – initial press release from the start of the project



PIPPI - PLATFORM FOR INNOVATION OF PROCUREMENT AND PROCUREMENT OF INNOVATION

A project within Horizon 2020 EU-Programme for Research and Innovation



[Home](#) [General Information](#) [PIPPI Objectives](#) [News](#)



Platform for Innovation of Procurement and Procurement of Innovation



## PIPPI – Platform for Innovation of Procurement and Procurement of Innovation

European collaboration to tackle innovation of procurement in healthcare

A consortium of seven leading European university hospitals, coordinated by Karolinska University Hospital in Sweden, will join efforts to innovate procurement of digital health and care services. The project will engage all stakeholders, such as hospitals, developers, industrial partners, medical researchers and health professionals as well as patients, in order to address unmet needs in hospital services and develop methods for procurement of innovation.

The project is funded by Horizon2020, the European Union research framework program. It kicked-off during the first project meeting in Vienna on December 3rd, 2018, and will run until 2021.

Coordinator:



## Quick Links

[– Contact](#)

## Featured



Figure 2: PiPPI website homepage



## Leaflet

A general leaflet in English was created for project use in May. The objective of the leaflet is to convey basic information about the background and goals of the project and associated Community of Practice. It is furthermore intended to be used by Work Package 2 for the engagement of stakeholders with PiPPi project through interviews, workshops and etc. The leaflet was distributed to all project partners for translation into local languages; this effort has been completed in Spanish and Catalan and is ongoing for additional languages. Development of a more detailed leaflet and/or material for specific audiences will be considered in the future on an as-needed basis.








**PLATFORM FOR INNOVATION OF PROCUREMENT AND PROCUREMENT OF INNOVATION**

[WWW.PIPPI-PROJECT.EU](http://WWW.PIPPI-PROJECT.EU)



**UNIVERSITY HOSPITALS LEADING THE DIGITAL TRANSFORMATION OF HEALTH CARE**

Developing and implementing innovative solutions for health care transformation requires collaboration and co-creation. Health professionals can identify unmet clinical needs, but might not have a background in digital innovation. Developers know how to create novel solutions, but might not have the same experiences with real-life care environments and patients. What if we brought these groups together to design health care innovation as partners?

With the Platform for Innovation of Procurement and Procurement of Innovation (PiPPI) seven of Europe's leading university hospitals are developing a better way to work together on the digital transformation of health care. The PiPPI project positions hospitals as leaders of innovation procurement to better anchor solutions in the needs and specifications of health professionals.

**OUR GOALS: IMPROVE PATIENT OUTCOMES & FOSTER CROSS-BORDER COOPERATION THROUGH INNOVATION IN DIGITAL HEALTH CARE**

- Create a network of stakeholders with aligned purposes and incentives to improve health care
- Empower cross-border communication and collaboration
- Support the digital transformation of health care by preparing a public procurement call seeking an innovative digital solution to a shared health care need
- Help health providers by addressing their unmet needs
- Involve patients in the co-creation process
- Improve patient outcomes by creating novel digital solutions



**OUR SOLUTION: A CROSS-BORDER COMMUNITY OF PRACTICE FOR INNOVATION PROCUREMENT**



A Community of Practice (CoP) is a network of people who have shared goals. The CoP provides a way to interact and exchange ideas on how to achieve their goals. The PiPPI CoP is centered around the eight consortium members and reflects a Pan-European range of perspectives. Collective standards and protocols in the CoP allow for effective cross-border collaboration.

Procurement is the process wherein a buyer acquires goods or services from an external source. Often, the results are not 100% connected with the needs of health providers. Small- to medium-size suppliers may be left out of the process because they cannot afford to compete.

We want to change the status quo. Using the CoP, we will bring together demand-side and supply-side stakeholders to identify common unmet clinical needs and advance the development of innovative solutions. Driving innovation in this manner will empower faster digital transformations and increase trust between stakeholders.

**GET INVOLVED**

The project is actively recruiting additional stakeholders from relevant sectors to participate in the CoP, including patients and patient groups, health care providers, industry experts, suppliers and developers, academia and researchers, payers, policymakers and enablers. By bringing a wide range of experts together, we can work towards better health care innovation.

**WE NEED YOUR HELP TO BUILD OUR NETWORK & SPREAD THE WORD!**

**INTERESTED IN JOINING THE NETWORK?  
CONTACT PROJECT STAFF AT <EMAIL>**

**FIND MORE INFORMATION & SIGN UP FOR OUR NEWSLETTER!  
[HTTP://WWW.PIPPI-PROJECT.EU](http://WWW.PIPPI-PROJECT.EU)**




**HORIZON2020**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 826157. PiPPI began in December 2018 and will operate through 2021. University hospitals, affiliated research institutions and an independent health quality and assessment agency make up the consortium; there are eight members in total. PiPPI is supported by the European University Hospital Alliance, EIT Health and MedTech Europe.

The European University Hospital Alliance (EUHA) was formed in 2017 with the commitment of nine of the best university hospitals in Europe to share their expertise in health care, research and education. University hospitals play an important role in driving innovation and translating this into practice. EUHA members aim to learn from each other to maximise patient outcomes, combine efforts to drive high quality research and to play an active role in shaping the future of European health care. <http://www.euhalliance.eu>



Figure 3: PiPPI Leaflet



## Activities

The following tables list all of the dissemination and communication activities conducted by the project partners by date, venue/location, type and partner. Qualitative impact assessments are provided and a quantitative evaluation in comparison to target values.

In addition to the formal activities listed below, a number of informal activities such as emails and/or conversations occurred, bringing the total number of dissemination and communication activities from December 2018 to June 2019 to 63. A mixture of formal and informal, external and internal dissemination and communication activities is ideal to ensure not only the greatest dispersal of project information and updates, but also the best project sustainability as a result of firmly establishing the importance and work of the project.



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## Presentations and Interviews

External Presentations and Interviews							
<i>Date</i>	<i>Venue</i>	<i>Type</i>	<i>Partner</i>	<i>Aim of Action</i>	<i>Purpose</i>	<i>Target SH group</i>	<i>Impact Assessment</i>
15.01.2019	Presentation of the Innovation model to a European Consortium	Presentation	HUVH	To inform about the project	P1, P3	Academia	Successful networking activity, widening SH knowledge of PiPPi
13.02.2019	Stockholm Science City Foundation	Presentation	Karolinska	To inform about the project	P1, P4	Industry, regulators	Successful networking activity, widening SH knowledge of PiPPi
06.03.2019	NLC Health	Presentation	Erasmus	To inform about the project	P1, P4	Industry	Successful networking activity, widening SH knowledge of PiPPi
08.04.2019	Conferences of Value APAH 2019	Panel	HUVH	To inform about the project	P1, P3	Academia	Successful networking activity, widening SH knowledge of PiPPi

External Presentations and Interviews							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
2-3.05.2019	ICHOM Conference	Presentation	Erasmus	To inform about the project	P1, P3, P4	Academia, HCPs, industry	Successful networking activity, widening SH knowledge of PiPPi
11.05.2019	RMIT University	Presentation	HUVH	To inform about the project	P1, P3	Academia	Successful networking activity, widening SH knowledge of PiPPi
12.05.2019	eHealth Master of "la Salle - Ramon Llull University"	Presentation	HUVH	To inform about the project	P1, P3	Academia	Successful networking activity, widening SH knowledge of PiPPi
22.05.2019	Vitalis Conference	Talk	Karolinska	To inform about the project at the Nordic region's leading eHealth meeting, with over 6,000 participants from municipalities, county councils, authorities, companies and academies	P1, P4	Industry	Introduced project at significant industry event in Scandinavia
10.06.2019	HUS Stakeholder event for companies in Helsinki	Presentation	HUS	To inform about the project	P1, P4	Industry	80-100 MedTech / HealthTech / ICT / Pharma companies attended



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External Presentations and Interviews							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
12.06.2019	Meeting between Vall d'Hebron and Infervision, a Chinese AI company	Meeting	EUHA and HUVH	To inform about the project - CEO had been at a WHO meeting where innovation procurement had been discussed as an area to be developed.	P1, P4	Industry	Successful networking activity, widening SH knowledge of PiPPi

*Table 3: external presentations and interviews M01-M07*

Internal Presentations and Interviews							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
December 2018 to March 2019	Helsinki University Hospital, top management at all departments	Meetings	HUS	Meetings with top management (operational & research) in order to discuss R&I priorities and Needs.	P1	HCP	Spoke with top management of approx. 15 departments; introduced project & established foundation for HUS collaboration moving forward
11.03.2019	King's College Hospital, Paper-light & Digital Outpatients Steering Group	Presentation	KCH	To inform about the project. gain internal buy-in	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
April to May 2019	Vall d'Hebron, key personnel	Interviews	HUVH	To inform about the project, gain internal buy-in, collect internal best practices	P1	HCP	Valuable information on best practices collected for WP3/5

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Internal Presentations and Interviews							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
06.05.2019	Vall d'Hebron Hospital Directors	Presentation	HUVH	To inform about the project, gain internal buy-in	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
11.05.2019	Vall d'Hebron Communication Department	Presentation	HUVH	To inform about the project	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
20.05.2019	Medical University of Vienna	Presentation	MUW	To inform about the project, gain internal buy-in, network with other teams in the Department of Public Health	P1, P3	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
May 2019	Medical University of Vienna	Interviews	MUW	To inform about the project, gain internal buy-in, collect internal best practices	P1	HCP	Valuable information on best practices collected for WP3/5
10.06.2019	HUS Stakeholder event for companies in Helsinki	Presentation	HUS	To inform about the project	P1	HCP	80-100 MedTech / HealthTech / ICT / Pharma companies attended
19.06.2019	Erasmus Medical Center, staff	Meeting	Erasmus	To inform about the project, gain internal buy-in	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations

Table 4: internal presentations and interviews M01-M07

## Published Items

This section includes published items, such as: press releases, news/web articles, interviews and social media posts.

Externally Published Items							
<i>Date</i>	<i>Location</i>	<i>Type</i>	<i>Partner</i>	<i>Aim of Action</i>	<i>Purpose</i>	<i>Target SH group</i>	<i>Impact Assessment</i>
10.12.2018	CORDIS website	Description	Karolinska	To inform about the project	P1	All	Began to establish web presence
10.12.2018	Karolinska University Hospital website (Swedish and English versions)	Description	Karolinska	To inform about the project	P1	All	Began to establish web presence
13.12.2018	AQuAS website blog	Interview	AQuAS	focus on the purchase of innovation and on how this innovative methodology can have an impact on clinical practice – interview with Ramon Maspons	P1	All	Showcased value of project and role of innovation procurement
14.12.2018	Karolinska University Hospital website (Swedish and English versions)	Press release	Karolinska	To inform about the project	P1	All	Began to establish web presence
17.12.2018	EUHA website	Press release	EUHA	To inform about the project	P1	HCP	Began to establish web presence

Externally Published Items							
Date	Location	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
17.12.2018	EUHA LinkedIn	Social media post	EUHA	To inform about the project	P1	HCP	Began to establish web presence
18.12.2018	Karolinska University Hospital press distribution lists	Press release	Karolinska	To inform about the project	P1	All	Began to establish web presence
February to March 2019	Helsinki University Hospital stakeholders (also sent to internal staff)	Email	HUS	To inform about the project	P1	All	Successful internal networking activity, establishing wide buy-in in partner organisations
February to March 2019	Helsinki University Hospital Social Media (Twitter, LinkedIn)	Social Media posts	HUS	To inform about the project	P1	All	Began to establish web presence
February to March 2019	Helsinki University Hospital website	Press release	HUS	To inform about the project	P1	All	Began to establish web presence
April 2019	Medical University of Vienna, Institute for Outcomes Research website	Description	MUW	To inform about the project	P1	All	Began to establish web presence
01.04.2019	IRIS Magazine (Italian IRCCS newsletter)	Description	OSR	To inform about the project to a group newsletter of Italian research hospitals and institutes	P1	HCP	Began to establish web presence

Externally Published Items							
<i>Date</i>	<i>Location</i>	<i>Type</i>	<i>Partner</i>	<i>Aim of Action</i>	<i>Purpose</i>	<i>Target SH group</i>	<i>Impact Assessment</i>
25.04.2019	King's Health Partners website	News article	KCH	To inform about the project - Innovating how we procure innovation	P1	All	Showcased value of project and role of innovation procurement
19.06.2019	Erasmus Contacts	Press release	Erasmus	To inform about the project	P1	All	Began to establish web presence

*Table 5: Externally published items*



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## Quantitative evaluation

Success indicators	Method of measurement	Period 1 M01-M12		Period 2 M13-M24		Period 3 M25-M42		Total	
		Target M01- M12	Actual M01-M07	Target M13- M24	Actual M13- M18	Target M25- M42	Actual M25- M42	Target	Actual
<b>Website</b>									
Website page views	No. of page views assessed through page analytics	100	Unable to provide <sup>a</sup>	250		500		850	
Website news items	No. of news items posted to the website	4	1	8		11		23	
<b>Social Media</b>									
Social media posts	No. of posts to project social media channels	15	0 <sup>b</sup>	24		60		99	
Social media followers	No. of followers to project social media accounts	50	0 <sup>b</sup>	100		250		400	
Social media shares/ comments/ likes	No. of shares/ comments/ reactions / clicks of project social media posts	50	0 <sup>b</sup>	100		300		350	
Social media impressions	No. of post impressions	1000	0 <sup>b</sup>	1500		3000		5500	
<b>Publications &amp; Media</b>									
Scientific publications	No. of publications published on preprint servers or in scientific journals & no. of views/downloads, if applicable	1 / 500	0 <sup>c</sup>	1 / 500		1 / 500		3 / 1500	
Press releases	No. of briefs delivered to media	2	5	1		1		4	
Media/external site references	No. of media and/or external site references to PiPpi, including partner websites	5	9	5		10		15	

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Success indicators	Method of measurement	Period 1 M01-M12		Period 2 M13-M24		Period 3 M25-M42		Total	
		Target M01- M12	Actual M01-M07	Target M13- M24	Actual M13- M18	Target M25- M42	Actual M25- M42	Target	Actual
<b>Networking, Meetings &amp; Interviews</b>									
Meetings	No. of meetings with internal and external stakeholders, especially key actors or experts	8	3	8		8		24	
Interviews	No. of interviews conducted with internal and external stakeholders & no. of interviewees	20 / 25	2 <sup>d</sup> / 5+	10 / 13		5 / 8		35 / 46	
<b>Events</b>									
Workshops	No. of workshops organised & no. of attendees	8 / 80	0	16 / 160		24 / 240		48 / 480	
Presentation of project at events	No. of events attended representing the project & no. of attendees, if applicable	2	9	2		2		6	
Webinars	No. of webinars organised & no. of attendees	N/A	N/A	N/A		13 / 400		13 / 400	
<b>Email communication</b>									
Newsletter signups	No. of emails collected for project communications	75	0	150		250		475	
Project newsletters	No. of newsletters sent via email	2	0	2		4		8	
Project flash reports	No. of flash reports sent via email	N/A	N/A	N/A		11		11	

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Success indicators	Method of measurement	Period 1 M01-M12		Period 2 M13-M24		Period 3 M25-M42		Total	
		Target M01- M12	Actual M01-M07	Target M13- M24	Actual M13- M18	Target M25- M42	Actual M25- M42	Target	Actual
<b>Other</b>									
Communication means produced	No. of supportive items produced, e.g. leaflet, video, etc. & no. of distributions, if applicable	7	3	3		3		13	
Surveys	No. of surveys distributed & no. of responses	2 / 40	0	2 / 60		2 / 100		6 / 200	
Video views	No. of views of the project video & of recorded webinars	N/A	N/A	50		100		150	
<b>Community of Practice</b>									
Stakeholders	No. of stakeholders identified per group who could be interested to participate in the CoP	400	0	80		80		560	
CoP membership	No. of individual entities participating & no. of accounts created after launch	N/A	N/A	75		200		275	
CoP visitors	No. of unique / recurring visitors to the CoP after launch	N/A	N/A	N/A		200 / 50		200 / 50	

*Table 6: success indicators by period*

<sup>a</sup>Due to infrastructure considerations of the host, it is not possible to provide the number of website page views for the PiPPI website through Nov. 2020.

<sup>b</sup>Social Media account not established in M01-M07.

<sup>c</sup>Scientific Publication not expected until M12.

<sup>d</sup>Two series of interviews with 3+ each

### **Project Communication**

The project team has been in continuous communication since the kick-off in December 2019. In addition to using Projectplace as a web platform for communication and document sharing, the team holds biweekly video conferences and keeps in regular contact through email.

The kick-off itself, 3-4 December 2019, was additionally a very positive start to the project, where representatives from all participating institutions gathered at the Medical University of Vienna in Austria to discuss plans for the first months. A second in-person meeting was held at Erasmus University Medical Center Rotterdam in The Netherlands on 28-29 March 2019.



Figure 5: Team photo from the PiPPi kick-off meeting in December 2018



Figure 5: Team discussion from the kick-off meeting in December 2018

## Evaluation

The quantitative analysis of communication activities in comparison to target indices demonstrates that the PiPPi project was more and less successful in certain areas. Although, for example, the project website took several months to be completed and we did not establish a social media presence during M01-M07, team members were actively introducing the project at many events, more than targeted. Furthermore, the project made strategic decisions that are also reflected in these numbers. It was decided not to initiate a newsletter at this time and instead to wait for further development of project activities and results. Instead, the project focused efforts on alternative communication methods such as meetings and personal contacts.

Additionally, according to the overall project execution strategy, the goal of Period 1 (M01-M12) is to evaluate internal consortium knowledge and establish the basis for building the CoP during Periods 2-3. This is considered a crucial first step for success because of the extent and diversity of expertise contained in the consortium. The consortium partners will be the original members of the CoP and some of the most important in ensuring its long-term success. In order to properly establish a foundation at these large and complex organisations, it is necessary to spend some time focused on this specific goal. It is not misused time, however, but a strategically planned, stepped expansion program. The partners have begun to compile an initial list of external stakeholders at the direction of WP2 and the full list will be completed in M08-M12 before the campaign to inform and involve external stakeholders in the project and the CoP officially commences. Nevertheless outreach to external stakeholders has also begun during this period in the form of presentations at events, online publishing, meetings and personal contacts.

In terms of the activities as related to the overall communication purposes, these first actions reported here fulfil P1, P3, P4. The activities have focused on informing about the project and highlighting the benefits (as opposed to communicating results, P2). This is expected for the first six months of the project and will continue to be the focus of the next six months.

Now that the Dissemination and Communication Plan, Deliverable 7.5, has been finalized, the project has a communication strategy and is ready to expand its methods and activities based on this strategy, though activities will follow and reflect the overall strategy of internal focus during Period 1 before expansion in Periods 2-3.

## Deliverables

Two additional deliverables associated with dissemination and communication are due on 30 June 2019: D7.5 Dissemination and Communication Plan and D7.9 Press Release 1.

### D7.5 Dissemination and Communication Plan

The final PiPPi project Dissemination and Communication Plan, Deliverable 7.5, lays out the communication considerations for the project, a strategy and a work plan. It also includes background information, a preliminary stakeholder inventory, proposed evaluation methods and plans for post-





project communication. The goal of the plan is to provide a guide for communication activities throughout the project, and to ensure maximum sustainability and exploitation of project results after the completion in 2021.

### D7.9 Press Release 1

The first official press release for the PiPPi project will be submitted in June 2019. The focus of this communication is the launch of the PiPPi website at [www.PiPPi-project.eu](http://www.PiPPi-project.eu), with the objective of increasing awareness of and traffic to the website. This will contribute to increasing project visibility among potential participants of the Community of Practice, stakeholders and the general public.

## Six-Month Plan

July – November 2019 (M08-M12)

- Based on the results of the desired communication means inventory among project partners, create and distribute communication materials
- Translation of communication materials to local languages, as needed

September – November 2019 (M10-M12)

- 25-26 September: next in-person meeting at King's College Hospital in London, UK
- Meetings with stakeholders take place in collaboration with WP2

November 2019 (M12)

- **Deliverable 7.2 Dissemination Progress Report 2**
  - Dissemination and Communication evaluation data to be collected, added to D7.2 and distributed to project coordinator and work package leads
- **Deliverable 7.6 Scientific Publication 1**
- **Deliverable 7.10 Press release 2**

## Reflections and Next Steps

In the first six months of the PiPPi project important communication activities have been completed and/or are under development, including: the first dissemination and communication deliverables, the PiPPi logo, the PiPPi website, a general information leaflet and 63 activities documented by project partners. The internal communication among project partners has furthermore been strong, with two in-person meetings, biweekly video conferences, regular email exchanges and the use of a web platform for document sharing.

In the next six months we will focus on continuing to create a portfolio of dissemination and communication methods. Work Package 2 is coordinating the development of a stakeholder inventory, which will enable Work Package 7 to create target group-specific items. The team will have another in-person meeting in September 2019, which will offer an opportunity to present finished dissemination and communication materials, discuss project needs and brainstorm/workshop deliverable items.

Three deliverables are due in November 2019: Dissemination and Communication Progress Report 2 (D7.2), Scientific Publication 1 (D7.6), and Press Release 2 (D7.10). Scientific Publication 1 in particular



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will guide our activities and efforts as we move forward.

