PiPPi

GA No 826157

D7.2 Dissemination Progress Report 2

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History of changes

Change	Date/beneficiary	Explanation
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Content adjusted	29.11.19 / MUW	Final version, sent to coordinator for submission
Final Word and PDF versions	29.11.19 / 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	07.12.20 / 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. 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), 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. This progress report reflects the activities from July to November 2019 or months 8 to 12 of the project, which first started in December 2018. Progress during months 1 to 7 has been previously reported in D7.1 'Progress Report 1'. After identifying a strategy during the first six months, we have continued to work on producing and enacting the identified components. Dissemination and communication activities have been created and undertaken which are described in this report, still with a focus on introducing the project and consortium both within participating organizations and to the general public.

As reported in D7.1, during M01-M07 we naturally focused communication efforts on the overall communication purposes P1, P3, P4, which encompass actions to convince stakeholders of the benefits of the project. The activities have focused on informing about the project and highlighting these benefits. This focus has been maintained during M08-M12, as reported here in D7.2. This strategically reinforces the foundation upon which the project can then involve stakeholders in the CoP, an objective both of communications and also the project as a whole. A strong foundation will enable

sustainable exploitation of project results.

The project reported limited progress towards target values for the website and social media in D7.1, as the project was starting. In D7.2 we show that progress accelerated during the second half of Period 1, however there is room for improvement with social media. The strategic decision reported in D7.1 not to initiate a newsletter was maintained also in M08-M12. The rationale behind this was to wait for further development of project activities and results. Instead, the project focused efforts on diverse other methods to reinforce focus on P1, P3 and P4 as outlined above. Target values for publications and media, meetings and events were all exceeded during the timeframe reported in this deliverable.

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.

List of Participants	
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 for the period July through November 2019.

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 also manages the dissemination and communication within their own institution and broader (mostly national) community.

The PIPPI project began in December 2018 and will run until November 2021. This progress report documents months seven to twelve of dissemination and communication for the project. For information on activities during the beginning of the project we well as the dissemination and communication strategy, please see PIPPI Deliverable 7.5, the Dissemination and Communication Plan, and Deliverable 7.1, Progress Report 1. Major tasks continued to include communicating the existence of the project both internally and externally, as well as setting up communication means and methods. We have also planned the scientific research direction for the project and started the first phase of this research. Additional deliverables due on 1 December 2019 include the first scientific publication, Deliverable 7.6, and the project's second press release, Deliverable 7.10.

Work Package 7 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 the identification of stakeholders (in close collaboration with Work Package 2). The plan was submitted in June 2019 as Deliverable 7.5.
- A project website (https://www.PIPPI-project.eu) and LinkedIn page (https://www.linkedin.com/company/platform-for-innovation-of-procurement-and-procurement-of-innovation) were created. These pages are regularly updated with project information, activities and news.
- The project team continued to use the web platform Projectplace to facilitate internal knowledge and data/document exchange during this period, but there are plans to transition

to another tool in the near future.

Task 7.2 Dissemination and communication with stakeholders

- As directed by Work Package 2, project partners have compiled an inventory of stakeholders who could be interested in and/or involved with the project or the Community of Practice.
- Work Package 7 and Work Package 2 are collaborating to plan stakeholder meetings in early 2020. An important component of this is to decide on the best communication materials and activities and to produce these. This work is ongoing.
- Project partners are also in the process of recruiting potential participants for the Patient Advisory Group. Work Packages 2 and 7 are again working together on the communication aspects of this effort.

Task 7.3 Communication and promotion of the PIPPI project and its results

- Communication and promotion activities are ongoing.

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.
- A section on post-project communication and sustainability exists in the Deliverable 7.5 communication 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

Del Rel. No	Title	Description	Nature	Est. Del. Date (annex I)
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
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.

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

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

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**.

Materials and Activities

This section provides an update on the work of the past six months.

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

Design Portfolio

We approached an external graphic designer for the production of a project design portfolio, including first specifications for an animated video. This portfolio was presented at the London in-person team meeting and the team agreed to move forward with the new designs, which build upon an existing project logo. The portfolio details design components such as colour palette, representative images,

logo presentation, banner/poster/leaflet layouts and more. The animation proposal includes samples of materials and textures that will be used to demonstrate the connection between person-centred health care and digital technology that is core to the project.

Ongoing work based on the design portfolio include a project letter template, a new version of the general leaflet, and an introductory video. Completed work includes a presentation template and a roll-up banner.

TECHNICAL / DIGITAL   HUMAN / PHYSICAL

OPTIONAL

KLEURPALET

OPTIONAL

OPTIONAL   OPTIONAL
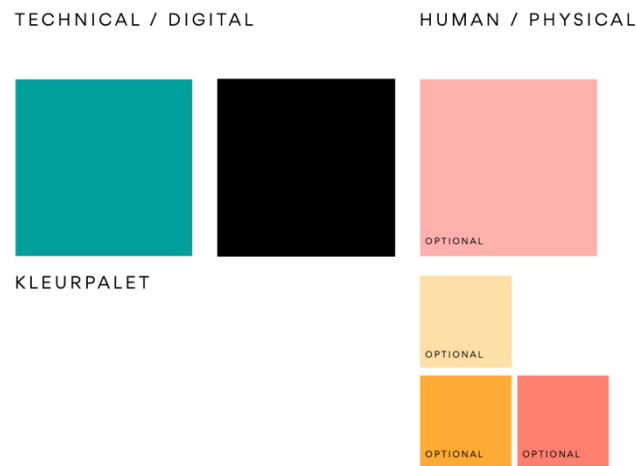
Figure 1: PIPPI design portfolio colour palette – visualising the project as digital and human

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Figure 2: PIPPI design portfolio animation brand story and mood board example

Website

The website, https://www.PIPPI-project.eu, created by the Medical University of Vienna and housed within the MUW website, went live in June 2019. Since that time, it has been regularly updated with relevant project news items.

The purpose of the website is to impart general information on the project as well as to share news and project updates. Expansions to the information offered on the website are planned. In principle, the website is conceptualised as a static repository of detailed information.

LinkedIn Page

We created a new page for the project on LinkedIn to serve as the primary location for dynamic project updates and social networking. This page is complementary to the website. The LinkedIn page (https://www.linkedin.com/company/platform-for-innovation-of-procurement-and-procurement-of-innovation) is a place for brief news items and making internal and external connections, while the website contains more in-depth updates and background information.

Figure 3: PIPPI LinkedIn page

Roll-up Banner

A roll-up banner was created based on the new project design portfolio. The purpose of the banner is to visually introduce the project at events and to promote specific branding.

The banner has already been used at coordinator Martina Ahlberg's presentation at an EU workshop in October.

Figure 4: PIPPI roll-up banner sample

Figure 5: Coordinator Martina Ahlberg speaks at an EU workshop in October; PIPPI roll-up banner is in the background

Activities

The following tables list the dissemination and communication activities conducted by the project partners by date, venue/location, type and partner. 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 activities from July through November 2019 to 74. 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.

Presentations, Interviews, Conversations, Events

External Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
29.08.2019	Workshop on multiple projects, in collaboration with Region Stockholm	Workshop	Karolinska	To exchange lessons learnt from current and previous projects	P1, P4	Industry, regulators	Successful networking activity, widening SH knowledge of PiPPi, collected valuable information on lessons learnt from other project
03.09.2019	Innovations network seminar at Region Stockholm County Council	Seminar	Karolinska	To inform about the project	P4	Industry, regulators	Successful networking activity, widening SH knowledge of PiPPi
09.09.2019	Workshop on multiple projects, in collaboration with Region Stockholm	Workshop	Karolinska	To inform about the project	P1, P4	Industry, regulators	Successful networking activity, widening SH knowledge of PiPPi

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External Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
01.10.2019	AQuAS external contacts	Conversation	AQuAS	To inform about the project	P1	All	Successful networking activity, widening SH knowledge of PiPPi
17.10.2019	EU workshop on cross-border innovation procurement	Presentation/participation	Karolinska	Workshop on Cross-border innovation procurement in health: EU funding opportunities & best practices; hosted by EU Commission / Digital Single Market	P1, P4	Regulators	Successful networking activity, widening SH knowledge of PiPPi
25.10.2019	II Congreso CPI en salud	Presentation	HUVH	To inform about the project – partner HUVH and PiPPi project were a finalist for the Amparo Poch award	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*
31.10.2019	Introduction of PiPPi to PAGs	Emails	OSR	To introduce the project to Patient Association Groups	P1	Patients	Successful networking activity, introduced project to patient groups
29.11.2019	Open House at Karolinska	Presentation and stand	Karolinska	To inform about the project	P1, P3, P4	All	Successful networking activity, widening SH knowledge of PiPPi
30.11.2019	Vall d'Hebron | Barcelona Hospital Campus (HUVH)	Meetings	HUVH	To inform about the project to other universities such as RMIT	P3	Academia	Successful networking activity, widening SH knowledge of PiPPi
30.11.2019	"Acció" event	Presentation	HUVH	To inform about the project at the event "Acció" in which different initiatives of innovative public purchase were explained	P1, P4	All	Successful networking activity, widening SH knowledge of PiPPi

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External Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
30.11.2019	External conference (1)	Conference	HUVH	To inform about the project	P1	All	Successful networking activity, widening SH knowledge of PiPPi
30.11.2019	External conference (2)	Conference	HUVH	To inform about the project	P1	All	Successful networking activity, widening SH knowledge of PiPPi

Table 3: External Presentations and Interviews M08-M12

Internal Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
July 2019	Ospedale San Raffaele, top management and internal stakeholders	Meetings, conversations, interviews	OSR	To present the project and gain feedbacks on the procurement processes and results of the internal WP3 workshops activities and results	P1, P3	Academia, HCP	Successful internal networking activity, establishing wide buy-in in partner organisations, collected needed information for the project
September 2019	Ospedale San Raffaele, top management and internal stakeholders	Meetings, conversations, interviews	OSR	To present the project and gain feedbacks on the procurement processes and results of the internal WP3 workshops activities and results	P1, P3	Academia, HCP	Successful internal networking activity, establishing wide buy-in in partner organisations, collected needed information for the project

Internal Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
25-26.09.2019	Project meeting; presentation by Dr. James Teo	Meeting	All	To inform about the project more widely within partner King's, exchange knowledge	P1, P3	Academia, HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
30.09.2019	Medical University of Vienna	Meeting	MUW	Internal collaborative meeting to identify stakeholders, collect information for PiPPi	P3, P1	Academia	Successful internal networking activity, establishing wide buy-in in partner organisations, collected needed information for the project
01.10.2019	AQuAS	Conversation	AQuAS	To inform about the project, gain internal buy-in	P1	Regulators	Successful internal networking activity, establishing wide buy-in in partner organisations

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Internal Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
28.10.2019	King's College Hospital	Meeting	King's	To disseminate PiPPI project aims and financial standing instructions compliance with new King's Finance team.	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
30.11.2019	Vall d'Hebron | Barcelona Hospital Campus (HUVH)	Meetings	HUVH	To explain the project to new hospital management	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
30.11.2019	Vall d'Hebron | Barcelona Hospital Campus (HUVH)	Conference	HUVH	Present project at internal conference	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
30.11.2019	King's College Hospital	Conversation	King's	To internally network	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations

Internal Presentations and Interviews							
Date	*Venue*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
30.11.2019	King's College Hospital	Meetings	King's	To provide high-level status updates at Outpatients Board meetings	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations
30.11.2019	King's College Hospital Continuous Improvement team - project definition sheets	Project description	King's	To continuously inform about the project	P1	HCP	Successful internal networking activity, establishing wide buy-in in partner organisations, ensuring the same messaging

Table 4: Internal Presentations and Interviews M08-M12

Published Items

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

Externally Published Items							
Date	*Location*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
04.09.2019	PIPPI website	News	MUW	To update	P1	All	Began to establish web presence
30.09.2019	MedTech Magazine (paper and digital versions)	Article	Karolinska	To inform about the project	P1	All	Began to establish web presence
01.10.2019	AQuAS patient contacts	Email	AQuAS	To introduce the project to Patient Association Groups	P1, P2	Patients	Showcased value of project and role of innovation procurement
04.10.2019	Karolinska Social Media (website, calendar)	Social media posts	Karolinska	To inform about the project	P1, P2, P3, P4	All	Began to establish web presence
07.10.2019	Karolinska Center for Innovation newsletter distribution list	Article	Karolinska	To inform about the project	P1, P2, P3, P4	HCP, All	Began to establish web presence
07.10.2019	PIPPI LinkedIn	Social media post	MUW	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence

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				Externally Published Items			
Date	*Location*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
08.10.2019	PIPPI LinkedIn	Social media post	MUW	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence
04.10.2019	Karolinska Social Media (Twitter, LinkedIn)	Social media posts	Karolinska	To inform about the project, build a social media presence	P1, P2, P3, P4	All	Began to establish social presence
12.10.2019	EUHA LinkedIn	Social media post	EUHA	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence
15.10.2019	PIPPI website	News	MUW	To update	P2	All	Began to establish web presence
15.10.2019	PIPPI LinkedIn	Social media post	MUW	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence
17.10.2019	PIPPI LinkedIn	Social media post	EMC	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence
18.10.2019	Karolinska Social Media (Twitter)	Social media posts	Karolinska	To inform about the project, build a social media presence	P1, P2, P3, P4	All	Began to establish social presence
15.10.2019	PIPPI website	News	MUW	To update	P2	All	Began to establish web presence

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Externally Published Items							
Date	*Location*	*Type*	*Partner*	*Aim of Action*	*Purpose*	*Target SH group*	*Impact Assessment*
31.10.2019	Ospedale San Raffaele stakeholders	Emails	OSR	To inform about the project	P1	All	Widening SH knowledge of PiPPi
26.11.2019	PIPPI website	News	MUW	To update	P2	All	Began to establish web presence
26.11.2019	PIPPI LinkedIn	Social media post	MUW	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social presence
27.11.2019	OSR Facebook	Social media post	OSR	to raise awareness through the FB Page of "Advanced Technology in Health and Wellbeing" and direct viewers to the PiPPi website.	P1, P2	All	Began to establish social presence
28.11.2019	PIPPI LinkedIn	Social media post	MUW	To inform about the project, build a social media presence	P1, P3, P4	All	Began to establish social 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-M12	**Target** M13-M24	**Actual** M13-M18*	**Target** M25-M42	**Actual** M25-M42	**Target**	**Actual**
Website									
Website page views	No. of page views assessed through page analytics	100	*Unable to provide[a]*	250	*Unable to provide[a]*	500		850	
Website news items	No. of news items posted to the website	4	5	8		11		23	
Social Media									
Social media posts	No. of posts to project social media channels	15	6	24		60		99	
Social media followers	No. of followers to project social media accounts	50	36	100		250		400	
Social media shares/ comments/ likes	No. of shares/ comments/ reactions / clicks of project social media posts	50	0[b]	100		300		350	
Social media impressions	No. of post impressions	1000	0[b]	1500		3000		5500	

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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-M12	Target M13-M24	Actual M13-M18*	Target M25-M42	Actual M25-M42	Target	Actual
Publications & Media									
Scientific publications	No. of publications published on preprint servers or in scientific journals & no. of views/downloads, if applicable	1 / 500	1 / 761[c]	1 / 500		1 / 500		3 / 1500	
Press releases	No. of briefs delivered to media	2	7	1		1		4	
Media/external site references	No. of media and/or external site references to PiPPi, including partner websites	5	19	5		10		15	
Networking, Meetings & Interviews									
Meetings	No. of meetings with internal and external stakeholders, especially key actors or experts	8	17	8		8		24	
Interviews	No. of interviews conducted with internal and external stakeholders & no. of interviewees	20 / 25	3[d] / 7+	10 / 13		5 / 8		35 / 46	
Events									
Workshops	No. of workshops organised & no. of attendees	8 / 80	2	16 / 160		24 / 240		48 / 480	

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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-M12	**Target** M13-M24	**Actual** M13-M18*	**Target** M25-M42	**Actual** M25-M42	**Target**	**Actual**
Presentation of project at events	No. of events attended representing the project & no. of attendees, if applicable	2	15	2			2		6
Webinars	No. of webinars organised & no. of attendees	N/A	N/A	N/A			13 / 400		13 / 400
Email communication									
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
Other									
Communication means produced	No. of supportive items produced, e.g. leaflet, video, etc. & no. of distributions, if applicable	7	6	3		1	3		13
Surveys	No. of surveys distributed & no. of responses	2 / 40	0	2 / 60			2 / 100		6 / 200

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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-M12	Target M13-M24	Actual M13-M18*	Target M25-M42	Actual M25-M42	Target	Actual
Video views	No. of views of the project video & of recorded webinars	N/A	N/A	50			100	150	
Community of Practice									
Stakeholders	No. of stakeholders identified per group who could be interested to participate in the CoP	400	227	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

*M01-M12 actual total includes previously reported values from M01-M07 and new values from M08-M12
[a]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.
[b]Due to LinkedIn restrictions it is not possible to provide specific values prior to Dec. 2019
[c]Abstracts
[d]Three series of interviews

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Project Communication

The project team continued to use Projectplace as a web platform for communication and document sharing, as well as holding bimonthly video conferences and keeping in regular contact through email. Additionally, since September the team has formed several goal-specific "Task Forces" for further discussion and efficient action.

The third in-person meeting was held at King's College Hospital NHS Foundation Trust in London on 25-26 September. The meeting saw progress made on several of the work packages, including work on stakeholder identification and engagement, WP2. In addition, group work on WP3 (development and establishment of the community of practice) enabled significant advances to be made in terms of collating input from all partner hospitals and synthesizing it into a usable format. The team also heard from Consultant Neurologist Dr. James Teo, who presented on the Cogstack project, which is an innovative solution that uses existing healthcare data and artificial intelligence to provide insights for clinicians and managers in order to better meet the needs of patients. Lastly, the partner hospitals discussed work done on the communications strategy and reviewed branding materials for PIPPI.

Figure 6: PIPPI project team representatives gathered at the in-person meeting at King's College Hospital NHS Trust in London, UK, on 25-26 September

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 is behind in social media posts, the website was continuously updated during this time period. Team members were also 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 during M01-M07 and this decision was kept for M08-M12 as well. The rationale behind this was to wait for further development of project activities and results. Instead, the project focused efforts on alternative communication methods. Publications and media and meetings were all higher than targeted.

Additionally, according to the overall project execution strategy, the goal of Period 1 (M01-M12) was to evaluate internal consortium knowledge and establish the basis for building the CoP during Periods 2-3. This was considered a crucial first step for success because of the extent and diversity of expertise contained in the consortium. These activities have been listed in the Internal Presentations and Interviews tables in this deliverable and in D7.1. This objective for Period 1 has been achieved, which is evidenced in the compilation of a great deal of important learnings as well as the level of internal buy-in among the partners. This work has been elaborated in a separate report where our work to build out capabilities in the PIPPI CoP and identify digital challenges is described. The report can be found on the PiPPi website at https://pippi.meduniwien.ac.at/news/).

The initial list of external stakeholders as compiled by all at the direction of WP2 was lower than targeted, however this list is a living document, and this is only the first iteration. As external actions expand during Period 2, it will be updated.

Deliverables

Two additional deliverables associated with dissemination and communication are due on 1 December 2019: D7.6 Scientific Publication 1 and D7.10 Press Release 2.

D7.6 Scientific Publication 1

The first scientific publication has the title "Procurement of innovation terminology usage in health care: A scoping review protocol." We are publishing this protocol as the first step in a formal scoping review process as this conforms to the current standards for scoping reviews as documented by the Joanna Briggs Institute.

There is a lack of single, agreed-upon definitions of terms relating to procurement of innovation in scientific literature. These differences decrease the ability to compare effectively between documents, policies and projects, and they represent a serious barrier to common understanding. Furthermore, more scientific research is needed to build a body of evidence on the effects of procurement of innovation, particularly in health care. Terminology clarification is a necessary first step in supporting this effort. The review results and ensuing publication will bring clarity to the field and offer arguments in favour of consistency of language and expanded procurement of innovation.

D7.10 Press Release 2

The second official press release for the PIPPI project was published and submitted to the local, national networks of partners in November 2019. The focus of this communication is two-fold: 1) project coordinator Martina Ahlberg's presentation at an EU Workshop on Cross-Border Innovation Procurement in Health, which was hosted by the European Commission on 17 October 2019; and 2) the coming together of the project team at a face-to-face meeting hosted by King's College Hospital NHS Foundation Trust in London in September 2019. This news continues to solidify the project messaging that positions PIPPI as an important project in hospital innovation procurement. It also shows project progress, reflects the European diversity of the team members, and highlights the role of networking and knowledge sharing.

Six-Month Plan

December – February
- 4-5 December: next in-person meeting at Vall d'Hebron University Hospital in Barcelona, Spain
- Define communication strategy and identify means and methods for the stakeholder focus group meetings
- Completion of the project general informational video
- Completion of the Patient Advisory Group leaflet and translation into local languages (including new leaflet design)
- January: conduct pilot stakeholder focus group meetings in coordination with WP2 (one in Barcelona and one in Rotterdam)
- February: stakeholder focus group meetings are held at all locations
- Continue work on the manuscript for the scoping review associated with Scientific Publication 1

March - May
- Communication and dissemination materials produced as needed
- Stakeholder group-specific meetings take place in collaboration with WP2
- As needed continue scientific research such as in relation to Scientific Publication 2

June (M18)
- **Deliverable 7.3 Dissemination Progress Report 3**
  - Dissemination and Communication evaluation data to be collected, added to D7.3 and distributed to project coordinator and work package leads
- **Deliverable 7.11 Press release 3**

Reflections and Next Steps

A basic communication infrastructure with project-specific advanced elements, e.g. stakeholder identification and involvement, scientific protocol on scoping review for terminology, etc., has been built up since the project has started. During months 7 to 12, we built upon the initial actions. A new LinkedIn page was created and regularly updated along with the project website. An external graphic

designer was consulted in order to build a strong identity design and brand for PIPPI. Using this portfolio, we have created a roll-up banner and are currently working on multiple new communication means. Team members documented 74 communication activities, including multiple presentations at national and international workshops, conferences and events. The team has also remained in consistent contact via email, video conferences, document sharing, an in-person meeting and the formation of work-specific Task Forces.

In the next six months we will continue to expand our library of communication means and methods. Work Packages 2 and 7 will coordinate on preparations for stakeholder meetings and the recruitment of the Patient Advisory Group. We will finish the scoping review associated with Scientific Publication 1 and publish the full results. These results will additionally guide our research work in preparation for Scientific Publication 2, due in November 2020. The team will identify international congresses at which to publicize our research and the ongoing results of the PIPPI project.

Two deliverables are due in May 2020: Dissemination and Communication Progress Report 3 (D7.3) and Press Release 3 (D7.11).