



Platform for Innovation of Procurement
and Procurement of Innovation

PiPPi

GA No 826157

D7.3 Dissemination Progress Report 3

Lead contributor	Margaret R. Andrews (MUW)
	margaret.andrews@meduniwien.ac.at
Other contributors	Fred Balvert (Erasmus)
	Tanja Stamm (MUW)
	Martina Ahlberg (Karolinska)
	Romualdo Ramos (MUW)
Reviewers	Tanja Stamm (MUW); Rossana Alessandrello (AQuAS); Mariet Nourijanian (OSR)

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Draft Word and PDF versions	31.07.20 / Karolinska	Submission finalised on portal
Title page modified	16.09.20 / MUW	Updated document sent to coordinator for submission.
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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	15.12.20 / Karolinska	Uploaded to portal

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Authors: Renn Andrews, Fred Balvert, Romualdo Ramos, Martina Ahlberg and Tanja Stamm; also on behalf of the PiPPi project group

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.

This progress report reflects the activities from December 2019 to May 2020 or months 13 to 18 of the project, which first started in December 2018. Although the partners successfully engaged in a stakeholder workshop series during January – February 2020, the subsequent outbreak of the novel coronavirus SARS-CoV-2 (hereafter COVID-19) has caused a cessation of communication activities at the current time due to media and internal/external stakeholder interest mainly in COVID-19. On 31 March 2020, the PiPPi Project invoked Force Majeure (Article 51). All project activities have greatly slowed; full work will be resumed at a future date and the project timeline formally adjusted to account for this. This communication progress report discusses this issue and reflects the reality of the situation.

As reported in D7.1 and D7.2, during M01-M12 we focused communication efforts on the overall communication purposes P1, P3, P4, which encompass actions to convince different stakeholder



groups of the benefits of the project. The activities concentrated on informing about the project and highlighting these benefits. This aim was expanded during M13-M24, as reported here in D7.3. We shifted activities to include and involve stakeholders in a co-creation process for the CoP, the next strategic step of the project and the communication plan. However, only the beginning stages of this have been accomplished due to the disruption from COVID-19.

As reported in D7.2, the project exceeded target values for website posts, publications and media, meetings and events. Progress in social media was somewhat limited during this time period. During Period 2 we planned to expand the social presence and begin producing a newsletter, but these plans were disrupted. As reported here in D7.3, further progress towards achieving target values during M13-M24 was hindered more and less severely depending on the activity. On the positive side, however, the project has exceeded the number of stakeholders identified in the inventory, as well as the number of emails collected for future newsletters. This positions us well to start Period 3 strong, especially considering the revised communication plan and proposed new activities.

November 2020 Revisions

This Progress Report was revised in November 2020 in response to the mid-project review. The primary changes contained are the inclusion of further information on the project in the context of COVID-19, a record of communication activities conducted and 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 partners



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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 M13-M24, December 2019 to November 2020. The original deliverable was due M18, 31 May 2020 and included draft information on M13-M18, December 2019 to May 2020. This document was updated in December 2020 and now includes activities through M24, November 2020. It is important to note, however, that the project enacted a soft stop from M17-M22, April to September 2020.

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 thirteen to eighteen of dissemination and communication for the project. For information on activities during the beginning of the project as well as the dissemination and communication strategy, please see PiPPi Deliverable 7.5, the Dissemination and Communication Plan and Deliverables 7.1 and 7.2, Progress Reports 1 and 2. The primary activities of this period include the development of an informational video, further development and distribution of materials, and collaboration with Work Package 2 on a series of stakeholder workshops. Unfortunately, project activities (including communication) largely ceased as a result of the global COVID-19 pandemic. This progress report also reflects that interruption. An additional deliverable originally due on 31 May 2020 includes the project's third press release, Deliverable 7.11.



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.
 - The timeline of the plan will need to be extended and potentially modified as a result of COVID-19.
- 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. In November 2020 a new Twitter account (<https://twitter.com/H2020Pippi>) was created and a project email (info@h2020-pippi.eu).
- The project team transitioned from using the web platform Projectplace to using MS Teams for internal group communication and collaboration.

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 collaborated to plan and develop material for a series of stakeholder workshops that were conducted during January to February 2020.
- Discussion and planning related to a PiPPi Patient Advisory Group was ongoing before the project paused. New considerations related to COVID-19 will need to be evaluated going into the future.
- See D2.4 and D2.1 from WP2.

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

- Communication and promotion activities were ongoing from December 2019 to February 2020, when major disruption caused by COVID-19 slowed and then halted activities.
- A new Dissemination and Communication Plan was created in November 2020 and activities are resuming. See D7.5 'Final Diss. / Comm. Plan' for further details.

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



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communication plan so that these considerations are part of the communication activities from the very beginning.

- This task will be extended and may be modified as a result of COVID-19.

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
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 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 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

A new version of the leaflet was completed, and further project templates developed. Partners are able to translate the leaflet as needed; all general materials are in English. Roll-up banners were printed for each partner and sent to the partner sites.



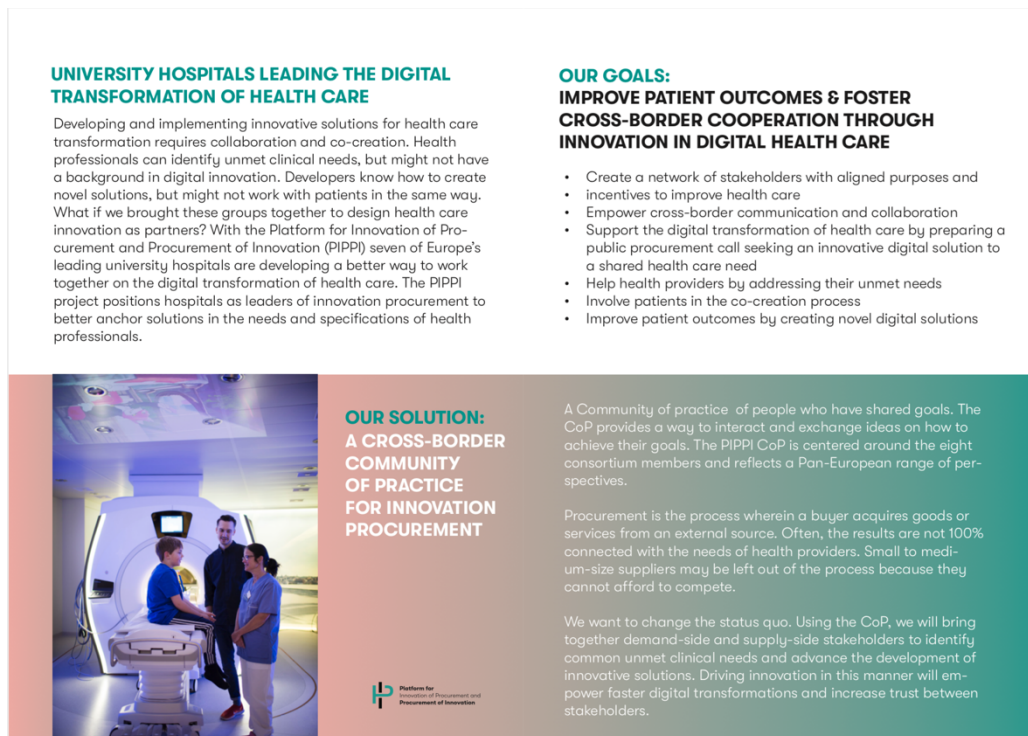


Figure 1: New leaflet design

Introductory Video

A short informational video was also developed.

<https://www.linkedin.com/feed/update/urn:li:activity:6641662168037236736>

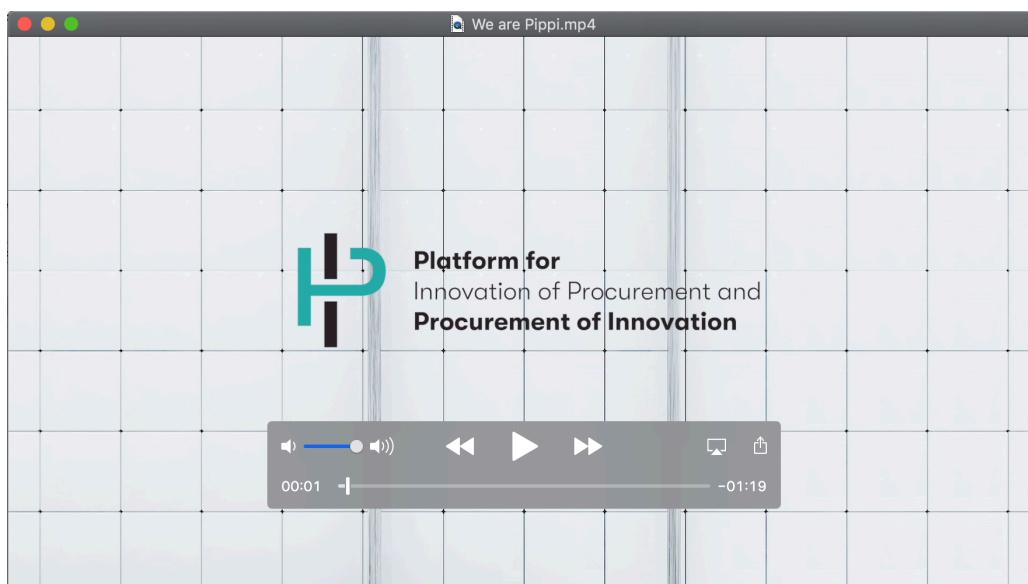


Figure 2: PiPPI introductory video

New banners

New banners were created and voted on for the project website, social media accounts, and newsletter template. This better solidifies the brand.



Figure 3: new website banner

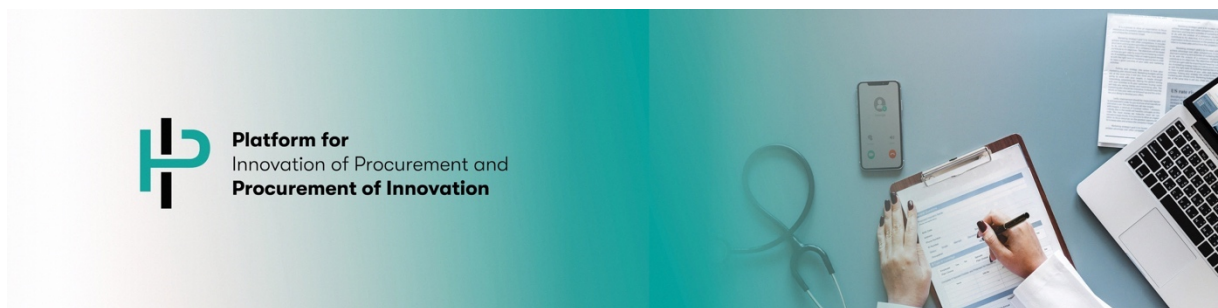


Figure 4: new banner for social media and newsletter

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 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 were implemented in November 2020 and more are planned. In principle, the website is conceptualised as a static repository of detailed information.

LinkedIn Page

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.

Twitter

The project started a Twitter page in November 2020 in order to increase its social media presence during Period 3. <https://twitter.com/H2020Pippi> (@H2020Pippi)

Newsletter

Prior to this point the project made a strategic decision not to send a newsletter. It had been planned to begin one during Period 2, but this was not enacted due to the COVID-19 restrictions and subsequent soft stop. The plan for Period 3 (M25-M42) is to send monthly 'flash reports' with information about the new webinar series and project updates. A longer and more informative newsletter will be sent approximately quarterly, depending on results.

It was decided to use Erasmus' scientific congress management system to coordinate the emails, as well as to use their MailChimp resources to produce the newsletter. A template has been created and the first flash report was sent in December 2020 with a focus on the January webinar.

Newsletter signups will be managed through a form for new stakeholders. We will provide options to only receive news or to join the CoP and also receive news. These forms will be managed in coordination with WP2.

Email

New emails for PiPPi were created in November 2020: info@h2020-pippi.eu and office@h2020-pippi.eu.

Stakeholder Workshop Series

The major and very successful communication activity during months 13 to 18 was the series of stakeholder workshops that the partners held from January to February 2020. The concept and planning for these workshops were led by Work Package 2 and supported by Work Package 7. Two pilot workshops were conducted by Vall d'Hebron and Erasmus University Medical Center in January 2020 in Barcelona and Rotterdam, respectively. Based on input at these pilots, Karolinska University Hospital, San Raffaele Hospital and the Medical University of Vienna conducted their own workshops in February in Stockholm, Milan and Vienna, respectively. King's College Hospital's workshop in March in London was cancelled due to COVID-19. All experiences were positive, and much valuable feedback was collected. Data summarisation and analysis were beginning when COVID-19 disrupted the project in March 2020.

Further workshops had been planned, but unfortunately were required to be cancelled. New virtual workshops are planned for 2021. These workshops primarily related to communication P1, to convince stakeholders of the benefits of the project and involve them in the co-creation of the CoP. All stakeholder groups were represented, so P3 and P4 also apply.

Activities

The following tables list the dissemination and communication activities conducted by the project partners by date, venue/location, type and partner. This progress report was originally due at the end



of M18 (May 2020) and should have included activities from M13-M18. However, in M16 there started to be severe disruptions at the partner organisations due to the COVID-19 pandemic. Force Majeure was enacted at the end of M16 (March 2020) and the project entered a soft stop. A draft of this deliverable was submitted in M18 based on discussions with the Project Officer. The soft stop continued from M17-M22 (April to September 2020), then the project had its midterm review, and this deliverable was updated in accordance and resubmitted in M25 (December 2020). Therefore the below tables cover the entirety of Period 2 (M13-M24), but it is important to consider the six-month soft stop from M17-M22.

There are significant gaps in activities, especially as compared to what had been planned for this period, and this can particularly be seen in the quantitative evaluation. These gaps are expected in light of the unprecedented global pandemic situation, the nature of the partner organisations (primarily hospitals and medical universities), and the agreed upon soft stop, however it will be necessary for the project to significantly accelerate communication activities in Period 3. It is expected that a six-month project extension will be granted on the basis of the pandemic disruptions, taking the duration to 42 months. Plans are already in place to directly address the identified gaps and mitigate risks to project success in Period 3 (now M25-M42, December 2020 to May 2022); these have been elaborated in D7.5 'Final Diss. / Comm. Plan'.



External Presentations, Interviews, Conversations, Events							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
2020-01-10	Open stakeholder interaction (2)	Presentation and workshop pilot sessions (2x)	EMC	By Presentation session in combination with workshops we were introducing, initiating engagement and input to PiPPi CoP	P1	All	16 attendees introduced, initiated engagement and input to PiPPi CoP
2020-01-15	PIPPi presentation workshop (2)	Presentation and workshop pilot sessions (2x)	HUVH	first interaction with stakeholders to present the project and to have their first input on PiPPi CoP process.	P1	All	40 attendees introduced, initiated engagement and input to PiPPi CoP
2020-02-12	Event and video: Discussion with Elena Bottinelli CEO of OSR about PiPPi at the event "PUBLIC PROCUREMENT 4.0"	Event	OSR	to communicate project	P4	Industry, regulators	
2020-02-17	Open stakeholder interaction.	Presentation and workshop sessions	Karolinska	By Presentation session in combination with workshops we were introducing, initiating engagement and input to PiPPi CoP	P1	All	71 attendees introduced, initiated engagement and input to PiPPi CoP



External Presentations, Interviews, Conversations, Events							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
2020-02-18	Focus Group (under wp2) Presentation of PiPPi stakeholders	Focus group	OSR		P1	Research Industry HCPs	4 attendees introduced, initiated engagement and input to PiPPi CoP
2020-02-24	Workshop with SH, combined presentation and workshop	Presentation and workshop	MUW	1) To introduce the project and raise awareness. 2) To initiate engagement in the CoP. 3) To gather input from SH on the CoP unmet need identification and selection process.	P1	All	introduced, initiated engagement and input to PiPPi CoP
2020-02-25	Open stakeholder interaction.	Presentation and workshop	OSR	By Presentation session in combination with workshops we were introducing, initiating engagement and input to PiPPi CoP	P1	All	introduced, initiated engagement and input to PiPPi CoP
2020-07-01	WP6 interviews	Interviews	HUVH	To start preparing the ground for business and operating model. First input specifically on the business model and the operating from stakeholders to prepare the next workshop.	P1	All	9 interviews Gathered input specifically on the business model and the operating from stakeholders

External Presentations, Interviews, Conversations, Events							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
2020-09-01	Meetings	Meetings	OSR	Discussions with developers such as Microsoft, Vortal, Reply, Thoughtworks and Media clinics who have products in the market	P4	Industry	Collected input on currently available tools
2020-09-01	Workshop for working on the business and the operating model (2)	virtual workshop (2x)	HUVH	To discuss with more stakeholders the pain and gains of the business model	P1	All	21 attendees Gathered input specifically on the business model and the operating from stakeholders
2020-10-23	eHealth Master of "la Salle - Ramon Llull University"	Presentation	HUVH	To inform about the project	P3	Academia	Broadened knowledge of project
2020-11-11	Interview with Brian O'Connor (Director of ECHA)	Interview	AQuAS	Interview with experts preparing D3.1. The objective of the meeting was to see the insights in CoP preparation	P1	Enablers	Collected insights in CoP preparation
2020-11-10	Interview with Simon Clement (ICLEI)	Interview	AQuAS	Interview with experts preparing D3.1. The objective of the meeting was to see the insights in CoP preparation	P1	Enablers	Collected insights in CoP preparation

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External Presentations, Interviews, Conversations, Events							
Date	Venue	Type	Partner	Aim of Action	Purpose	Target SH group	Impact Assessment
2020-11-13	Interview with expert - Jorge Fernández (EIT Health Innovation director)	Interview	AQuAS	Interview with experts preparing D3.1. The objective of the meeting was to see the insights in CoP preparation	P1	Research Community - Enablers	Collected insights in CoP preparation

Table 3: External Presentations, Interviews, Conversations, Events

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
2019-12-01	PiPPi website	Website news	MUW	To inform about project activities and news	P1	All	Broadened web presence
2019-12-01	PiPPi website	Website news	MUW	To inform about the project, to provide an update on our work to build out capabilities in the PiPPi CoP and identify digital challenges	P1	All	Broadened web presence
2019-12-10	PiPPi LinkedIn	Social media post	Erasmus	To update on activities, personalise project	P1	All	Broadened social media

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>
2020-01-20	Scientific publication 1 "Procurement of innovation terminology usage in health care: A scoping review protocol"	Scientific publication	MUW	1) Protocol for a scoping review on terminology clarification (register research activity) 2) Increase visibility in scientific community 3) provide information to project on current state of scientific publications and grey literature	P3	Academia	Research activity successfully registered according to current review best practices. Research plan valuable for the project and the field as a scoping assessment and to clarify terminology.
January-March 2020	Online surveys (5)	Online surveys (5)	HUVH, Erasmus, Karolinska, MUW, OSR	To collect information in association with the stakeholder workshop series coordinated by WP2	P1	All	Collected needed information from stakeholders as related to unmet needs identification and CoP processes
February 2020	Online survey	Online survey	OSR	To validate the introduced user requirements and collect feedback and eventually iterate the requirements.	P1	All	13 responses
2020-03-06	PiPpi LinkedIn	Social media post	MUW	To inform about the project & share the video	P1	All	Provided a more approachable description of the project aims for SH

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>
March 2020	Online Survey with internal and external SH's	Online Survey	AQuAS	First interaction with stakeholders and other PiPPi partners to establish and validate a list of outcomes (March) and to rate the relevance and availability of it (October).	P1	All	5 responses Collected needed information for the project and several deliverables
2020-04-28	Online Survey with internal and external SH's	Online Survey	OSR	1) for discussion and getting feedback on the elicited platform requirements. 2) To provide general information on PiPPi and also to improve the communication and collaboration between stakeholders.	P1	All	Collected needed information
2020-05-15	Facebook post	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	All	to re-establish social media presence
2020-08-27	Facebook post	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	All	to re-establish social media presence
October 2020	Online Survey with internal and external SH's	Online Survey	AQuAS	First interaction with stakeholders and other PiPPi partners to establish and validate a list of outcomes (March) and to rate the relevance and availability of it (October).	P1	All	22 responses Collected needed information for the project and several deliverables

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>
October 2020	Online Surveys with internal and external SH's	Online Surveys	King's	1) To provide feedback on their individual experiences of organizational ecosystems/ CoP/ Working group practice that can contribute to the implementation and development of the future PiPPi COP; 2) To specify the availability and relevance of identified outcomes/ outputs with the aim to define and score a set of outcomes/ outputs that will enable the consortium to measure the impact of PiPPi activities	P1	Enablers, patients	10 responses Collected needed information for the project and several deliverables
2020-10-09	PiPPi LinkedIn	Social media posts	MUW	To inform about the project, re-establish social media presence	P1	All	Started to re-establish social media presence
2020-11-23	PiPPi website updates	Website news	MUW	To inform about the project, add more information and news to the website	P2	All	Started to re-establish web presence

Table 4: 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- M24*	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	3	11		23	8
Social Media									
Social media posts	No. of posts to project social media channels	15	6	24	4	60		99	10
Social media followers	No. of followers to project social media accounts	50	36	100	35	250		400	71
Social media shares/ comments/ likes	No. of shares/ comments/ reactions / clicks of project social media posts	50	0 ^b	100	40	300		350	40
Social media impressions	No. of post impressions	1000	0 ^b	1500	1368	3000		5500	1368
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	0	1 / 500		3 / 1500	1 / 761
Press releases	No. of briefs delivered to media	2	7	1	0	1		4	7



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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- M24*	Target M25- M42	Actual M25- M42	Target	Actual
Publications & Media									
Media/external site references	No. of media and/or external site references to PiPPi, including partner websites	5	19	5	2	10		15	21
Networking, Meetings & Interviews									
Meetings	No. of meetings with internal and external stakeholders, especially key actors or experts	8	17	8	1 ^e	8		24	18
Interviews	No. of interviews conducted with internal and external stakeholders & no. of interviewees	20 / 25	7 ^d / 10+	10 / 13	12 / 12	5 / 8		35 / 46	19 / 22
Events									
Workshops	No. of workshops organised & no. of attendees	8 / 80	6	16 / 160	10	24 / 240		48 / 480	16
Presentation of project at events	No. of events attended representing the project & no. of attendees, if applicable	2	15	2	2	2		6	17
Webinars	No. of webinars organised & no. of attendees	N/A	N/A	N/A	N/A	13 / 400		13 / 400	



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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- M24*	Target M25- M42	Actual M25- M42	Target	Actual
Email communication									
Newsletter signups	No. of emails collected for project communications	75	0	150	186	250		475	186
Project newsletters	No. of newsletters sent via email	2	0	2	0	4		8	0
Project flash reports	No. of flash reports sent via email	N/A	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	6	3		13	12
Surveys	No. of surveys distributed & no. of responses	2 / 40	0	2 / 60	11 / 50	2 / 100		6 / 200	11 / 67
Video views	No. of views of the project video & of recorded webinars	N/A	N/A	50	31	100		150	31
Community of Practice									
Stakeholders	No. of stakeholders identified per group who could be interested to participate in the CoP	400	227	80	503	80		560	730
CoP membership	No. of individual entities participating & no. of accounts created after launch	N/A	N/A	75	186	200		275	186
CoP visitors	No. of unique / recurring visitors to the CoP after launch	N/A	N/A	N/A	N/A	200 / 50		200 / 50	

Table 5: success indicators by periods

*The actual time period for this progress report according to the DoA was M13-M18; however, activities through M24 are included because the report was resubmitted after being updated in M25. Therefore, counts for the entire period M13-M24 are included, but it is important to note that there was a six-month soft stop in project activities from M17-M22.

^aDue 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.

^bDue to LinkedIn restrictions it is not possible to provide specific values prior to Dec. 2019

^cAbstracts

^dThree series of interviews plus 4 individual

^eSeries of meetings

Type of Stakeholder	Number
Patients / Patients associations	58
Research community	101
Industry	355
Enablers	43
Policy makers	33
Healthcare providers	117
Payers	23
Total	730

Table 6: stakeholder inventory by type



Platform for Innovation of Procurement
and Procurement of Innovation

Project Communication

The project team transitioned from using Projectplace to using MS Teams for internal communication. Biweekly meetings continued during M13-M15 and resumed in M22. Occasional meetings related to need were conducted during the soft stop. Regular internal communication greatly slowed or stopped during the soft stop and began to resume in M22. Following the midterm review in M22, the team began to restart activities internally and externally during M23-M24. Much of the communication and actions were focused on responding to the review.

The fourth in-person meeting was held at Vall d'Hebron | Barcelona Hospital Campus (HUVH) in Barcelona, Spain, on 4-5 December 2019. The following stakeholder workshop series was discussed, as well as work on the Community of Practice, the development of the web platform, communication plans, and other matters. The team also heard about the development of the Smart-ICU, talked with clinicians and toured the facility.



Figure 5: PIPPI project team visits HUVH's Smart-ICU, Barcelona, Spain, on 4-5 December 2019

Another meeting was planned for 23-24 April 2020 in Vienna, Austria, but this was cancelled due to COVID-19 travel restrictions. No virtual replacement was substituted due to the 31 March enactment of Force Majeure and resulting soft stop of the project.

Scientific Publications

Deliverable 7.6, submitted 30 November 2019

The first research aim is to clarify and further the understanding of terminology used in relation to procurement of innovation and innovation of procurement through the review, description and comparison of existing scientific and grey literature. A full protocol for the scoping review was submitted for the deliverable. The review is ongoing, but progress has been modified/slowed due to the COVID-19 situation.

Deliverable 7.7, due 31 May 2021 (original due date 30 November 2020)

While the idea that culture can promote or inhibit innovation is not new, innovation in the health care setting has only relatively recently been explored, and very little information exists for the specific context of university hospitals or for procurement of innovation. More European research is needed as well, since the majority of previous studies have been conducted outside of Europe. Past research has largely focused on policy and organisational factors, and/or the role of leadership, leaving a gap in evidence at the individual and team levels. A relevant question remains: What internal cultural factors are correlated with either successful or unsuccessful innovation, procurement, and adoption of innovative technologies?

The global COVID-19 pandemic has furthermore greatly influenced healthcare in the last months, and this includes medical procurement and innovation. Much of this is related to short-term adjustments, such as a focus on procuring personal protective equipment and medical devices like ventilators (20), or efforts by the EU to streamline the formal innovation procurement process. However, there may be lasting changes in this area as well, such as greater focus on digital solutions. The COVID-19 global pandemic is an unprecedented situation that continues to evolve and does not appear likely to disappear within a short timeframe. Therefore, it would be both novel and beneficial to explore the changing nature of innovation procurement in healthcare during this evolution, as well as to gather expert opinions on future considerations and trends.

We will perform a qualitative research study to explore cultural factors that contribute to successful and/or unsuccessful innovation in relation to digital health procurement. We will additionally explore the impact of the COVID-19 pandemic in this field. The university hospital setting has unique pressures and opportunities in comparison to other types of health care provider settings; factors impacting innovative capacity are likely to be unique as well and results would provide novel information in the field. Qualitative research in the form of key informant interviews is ideal in this case because it enables the collection of richly detailed information.

The first aim of this qualitative study is to explore cultural factors that may contribute to successful and/or unsuccessful innovation in relation to digital health procurement at ten university hospitals around Europe and the United Kingdom. These findings will be summarised into points for consideration when conducting procurement of innovation, an important tool that organisations can use to drive digital research and development and a policy goal for the EU. The second aim is to explore the impact of the global COVID-19 pandemic on this field: how has procurement changed as a result of the pandemic and what is the future outlook? These findings will be qualitatively analysed in



combination with quantitative analysis of historical procurement trends.

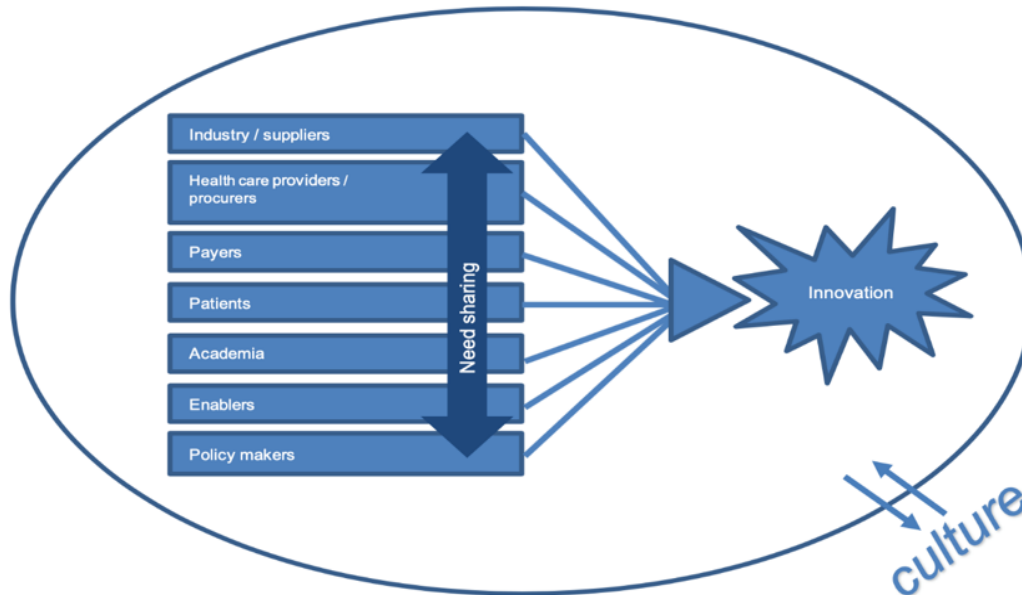


Figure 6: Innovation flow in the context of culture(s).

The first key informants were identified in November 2020 and interviews will be conducted starting in January 2021. Preliminary results in the form of a manuscript should therefore be available to submit for D7.7.

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 continues to be behind in social media posts, 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 during Period 1 and instead to wait for further development of project activities and results in Period 2. Unfortunately this plan was then disrupted. Instead, the project focused early efforts on alternative communication methods.

According to the overall project strategy, the goal of Period 2 (M13-M24) was to expand external communication and interactions and build participation in the CoP. The project was well-positioned to meet this goal, having started Q1 2020 (M14-M15) with a series of stakeholder workshops and the collection of 186 individuals to be included in the CoP. Unfortunately the unprecedented global pandemic entirely derailed these activities and project partners were forced to reallocate resources to emergency response and management. Interactions planned during M16 were forced to be cancelled and it was clear that the project was already significantly impacted by the pandemic.

Force Majeure was enacted at the end of M16 and the project entered a soft stop from M17-M22. During this time period partners were more and less active depending on local situations and resource considerations. A clear, significant adverse impact can be observed in the project communications in direct relation to these circumstances.

Deliverables

One additional deliverable associated with dissemination and communication was due on 31 May 2020.

D7.11 Press Release 3

Due to COVID-19, no press release was distributed. A draft was uploaded to the portal.

D7.11 was updated in November 2020. Its focus is announcing the new PiPPi webinar series, with a first event in January 2021; it was released in December 2020 and uploaded to the portal. The purpose of this communication is to spark renewed interest in the project and to start providing extra value to followers and stakeholders through the coordination of interesting events. The focus of the first webinar is COVID-19 and procurement, featuring a panel of internal and external experts in the field.

Six-Month Plan

Work Plan	
Month	Activities
2020 – December (M25)	<ul style="list-style-type: none"> - D7.11 Press Release 3 - 4 social media posts - 1-2 website news items - 1 Flash Report - Revisions to D7.1, D7.2, D7.3, D7.5, D7.11 submitted
2021 – January (M26)	<ul style="list-style-type: none"> - 1 webinar - 4 social media posts - 1-2 website news items - 1 newsletter
2021 – February (M27)	<ul style="list-style-type: none"> - 1 webinar - 4 social media posts - 1-2 website news items - 1 Flash Report
2021 – March (M28)	<ul style="list-style-type: none"> - 1 webinar - 4 social media posts - 1-2 website news items - 1 Flash Report
2021 – April (M29)	<ul style="list-style-type: none"> - 1 webinar



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	<ul style="list-style-type: none">- 4 social media posts- 1-2 website news items- 1 Flash Report
2021 – May (M30)	<ul style="list-style-type: none">- D7.4 Dissemination Progress Report 4- D7.12 Press Release 4- D7.7 Scientific Publication 2- 1 webinar- 4 social media posts- 1-2 website news items- 1 Flash Report

Table 7: six-month work plan



Elaboration of actions and aims

Action	Plan	Aims	Purpose	Target Audience	Relation to PiPPi
Webinar series	Approx. 1x/mo. Assorted topics of interest to stakeholders May be combined with workshops or other interactive events (with WP2 or other WPs). Such as: speaker(s) or panels, case reports, innovation showcases, WP showcases, workshops, etc. EMC can offer the live streaming platform and expertise Recorded and posted online to a new Vimeo or YouTube channel Results to be included in the flash reports/ newsletters	<ol style="list-style-type: none"> 1. To increase project visibility 2. To add value for stakeholders by showcasing important information 3. To contribute to active engagement in the CoP 4. To provide a specific chain of events that communication can organise around and build upon 	P1, P2	Depends on the specific webinar; each webinar to have either broadly include all stakeholders (presentation of general information) or target a specific group with a topic of interest	T7.2, T7.3 PiPPi Objectives 1, 2, 3, 4, 5
Flash Report	Approx. 1x/mo. 2 lines per WP2-6 Emailed to SH Post to website, LinkedIn	To build a meaningful continuous presence	P1, P2	All CoP members Project contacts / newsletter signups Partner contacts	T7.2, T7.3 PiPPi Objectives 1, 5
Newsletter	Approx. 4x/yr. Expanded content Emailed to SH Posted to website, LinkedIn	To actively include stakeholders	P2, P3, P4	All CoP members Project contacts / newsletter signups Partner contacts	T7.2, T7.3 PiPPi Objectives 1, 5

Action	Plan	Aims	Purpose	Target Audience	Relation to PiPPi
Website updates	1-2x/mo. Rotating team responsibility	To build a meaningful continuous presence	P1, P2	To include a range of articles designed to target specific groups or to widely convey information Dissemination of scientific results in lay language will be through the website	T7.1, T7.2, T7.3 PiPPi Objective 5
Social Media campaign	4x/mo. Content posted to LinkedIn and twitter Collection of potential items from partners at weekly meetings	1. To build a meaningful continuous presence 2. To add value for SH by increasing reciprocal visibility and network potential	P1, P2, P4	LinkedIn – professional contacts of the project and partners, including industry, health care providers, academia, regulators, payers, patient organisations Twitter – all stakeholders, focus on broad appeal and use of lay language, engaging material	T7.2, T7.3, T7.4 PiPPi Objectives 1, 2, 3, 5
Press Release	2x/yr. Distributed to media contacts, partners and connected organisations Posted to website and LinkedIn	To increase project visibility beyond the identified and engaged SH	P2	All stakeholders, focus on broad appeal and use of lay language, engaging material	T7.3, T7.4 PiPPi Objective 5
Scientific Publication	1x/yr. Full proposal made openly available online OR manuscript completed	1. To further the scientific evidence on related topics 2. To provide evidence to the project to inform actions	P3	Academia, health care providers	T7.3 PiPPi Objective 5

Action	Plan	Aims	Purpose	Target Audience	Relation to PiPPi
Stakeholder seminar event	1x Capstone event to discuss results and strategy	<ol style="list-style-type: none"> 1. To communicate project results 2. To actively engage SH in the CoP 3. To determine strategies for post-project sustainability 	P2, P4	All stakeholder groups should participate in the seminar, as in the workshops to build the CoP	T7.2, T7.3, T7.4 PiPPi Objectives 3, 5

Table 8: Communication Actions & Objectives

Reflections and Next Steps

While the beginning of this reporting period was especially productive and valuable in terms of project activities, communication, and building of the stakeholder network, the second half of the period saw little formal project communication.

Furthermore, the midterm review was conducted in M22. Following this and also regarding restarting the project under new and still uncertain conditions, M23-M24 were primarily used to finish incomplete work from prior months, re-establish internal communications, and decide on new plans to recover and move forward. We therefore see the first coordinated communication activities starting in M25, following the revision of the Dissemination and Communication Plan (D7.5).

Although it is true that the quantitative assessment of communication activities shows a need for improvement in certain areas, this evaluation must be taken in consideration of the above information. The project team is confident that the new plan for actions fits well to the DoA and can address many gaps.

