



***Society, Trust and Cybersecurity
eHealth, Well Being and Aging***

Project Title:

A Digital Guardian Angel Enhancing Cancer Patient Wellbeing and Health Status Improvement Following Treatment



ONCORELIEF

ONCORELIEF

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Deliverable

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Executive Summary

Dissemination, Communication, and Exploitation activities play a very significant role in a project's lifetime, as they hold the key for maximising the project results, transforming them into impacts towards its end-users. In this report we describe the activities performed in this area during the first 18 months of the project's lifetime.

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1. Introduction

In this report we describe the impact creation activities performed by the ONCORELIEF consortium members during the first 18 months of the project. In general, as the project was in its knowledge generation, and development, phase during the first half of the project, most of the activities performed were dissemination ones towards the scientific community, through research papers submitted and published in journals or presented in conferences, and communication ones, through social media channels. Outward exploitation activities have not started yet, as the project has recently developed its first prototype and the clinical trials will soon start. These milestones will provide the consortium with more concrete data that can be used for dissemination, communication, and exploitation purposes.

2. Dissemination activities

On the dissemination front, the consortium submitted a number of papers and posters in conferences and journals. The following publications were accepted:

- Travado, L. Reis, JC. (2021). ONCORELIEF: a H2020 project supporting the development of an App and AI system for assisting cancer patients' improvement of wellbeing and quality of life. IPOS 2021 Abstracts Booklet, Journal of Psychosocial Oncology Research and Practice: June 2021 - Volume 3 - Issue S1 - p e054 doi: 10.1097/OR9.0000000000000054
- Reis, JC, Travado, L., Kosmidis, T. et al. (2021). A digital guardian angel app based on a patient- centered AI system to enhancing cancer patient's wellbeing and health status improvement following treatment. IPOS 2021 Abstracts Booklet, Journal of Psychosocial Oncology Research and Practice: June 2021 - Volume 3 - Issue S1 - p e054 doi: 10.1097/OR9.0000000000000054
- Kioskli, Kitty & Polemi, Despina. (2020). A Socio-Technical Approach to Cyber Risk Assessment. International Journal of Electrical and Computer Engineering. 14. 305-309.
- Kioskli, Kitty and Polemi, Despina, Measuring Psychosocial and Behavioural Factors Improves Attack Potential Estimates, 2020 15th International Conference for Internet Technology and Secured Transactions (ICITST), 2020, pp. 1-4, doi: 10.23919/ICITST51030.2020.9351343.

3. Communication activities

Considering the lack of concrete results that would drive dissemination actions, during a large part of the first 18 months of the project, the consortium members intensified their efforts in communication activities. To this end, focus was given to publication of leaflets and similar material on the website, publication of blogposts by consortium members, and creation of content for the social media channel of the project. More details about these activities are provided below.

3.1 Website

The project website was created during the first 3 months of the project. It can be found in the following address:

<https://oncorelief.eu>

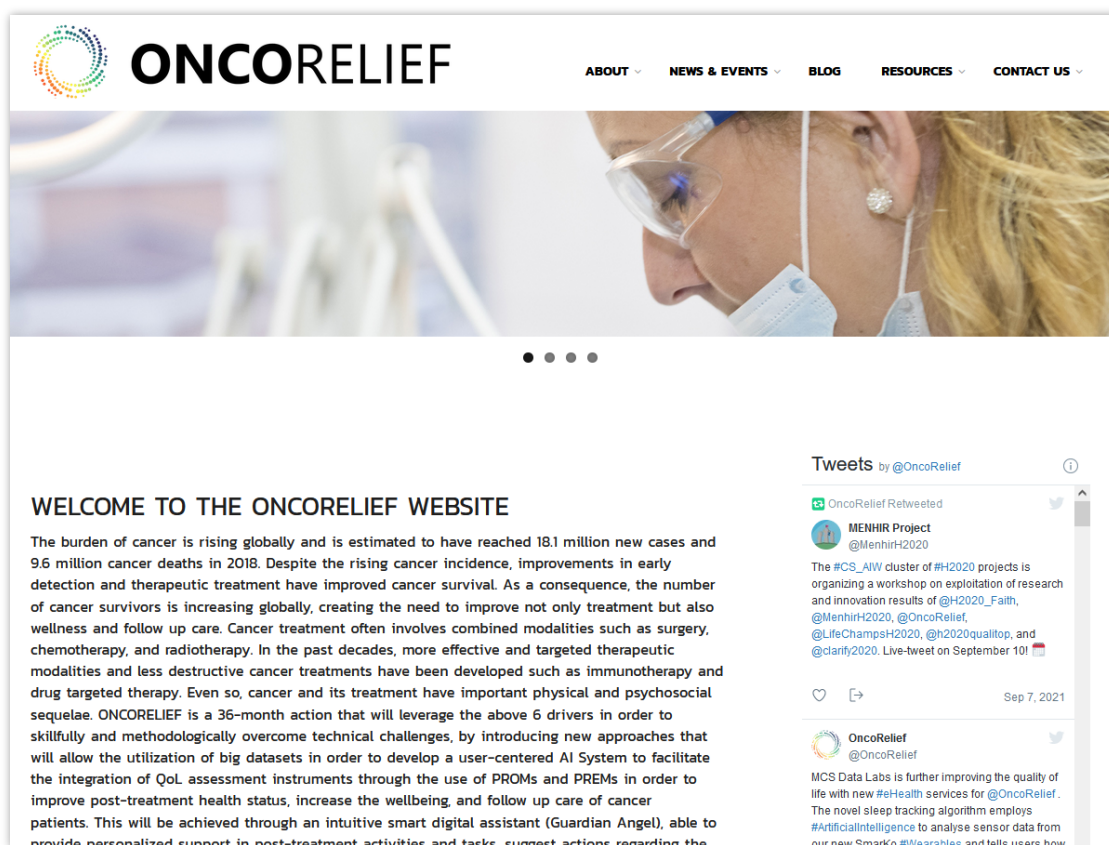


Figure 1. Landing page of the project website (oncorelief.eu)

As the project website is the first landing point of anyone interested in the project, we have designed the website contents in such a way so that the visitor can easily understand what the project is about in a few minutes. The website contains the following sub-pages:

- **HOME PAGE**
- **ABOUT**
 - CONTEXT
 - OBJECTIVES
 - CONCEPT AND APPROACH
 - MEET THE PARTNERS
- **NEWS & EVENTS**
 - NEWS

- EVENTS
- NEWSLETTER
- **BLOG**
- **RESOURCES**
 - PUBLIC DELIVERABLES
 - PRESENTATIONS
 - MEDIA CORNER
- **CONTACT US**
 - CONTACT
 - PRIVACY AND COOKIE POLICY

3.2 Blogposts

Within the project website, we have set up a page that contains the blogposts. Blogposts are created by consortium members on a round robin fashion. Three blogposts have been uploaded up to now, and one more will be uploaded after its quality review.

3.3 Social media

The consortium opted to concentrate its social media presence in Twitter, as it is the social media channel of preference for potential end-users of the ONCORELIEF solutions, and also for scientists and research projects. Based on a round robin schedule, all partners have contributed with tweets. Based on Twitter analytics, tweets generated by ONCORELIEF, or tweets that include ONCORELIEF, have had more than 13k impressions. The twitter handle used by the project is @OncoRelief

Your Tweets earned 812 impressions over this 31 day period



Your Tweets earned 1.2K impressions over this 31 day period

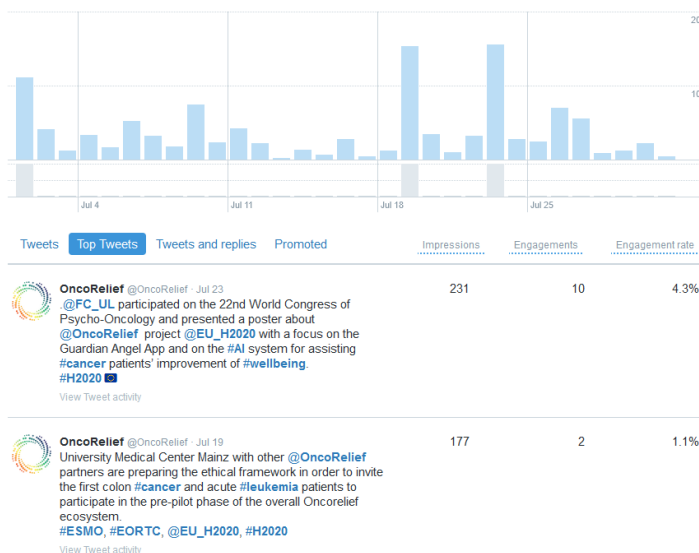


Figure 2. The analytics page of the ONCORELIEF twitter account

4. Exploitation activities

The project has initiated to draft its exploitation strategy defining the main end-users of the ONCORELIEF system. Primary target groups are Health Care Professionals working on cancer care. Policymakers working on guidelines for cancer treatment and post-treatment support is the second layer the consortium is targeting its exploitation strategy. Health Care system and social care system owners are another target group of interest, as any decision making related to cancer treatment and support will pass through these bodies. The consortium is in the process of creating the messages and strategy to be followed for each one of these actors.

Another exploitation pathway the project explores pertains to the exploitation and marketisation of specific project results, or groups of results. To this end, MCS is already active in holding meetings with potential buyers. More details on these activities will be provided in D7.6 "ONCORELIEF Exploitation Activities and Business Plan (first version)" due on M24.