



# TransCare

New care pathways for supporting TRANSitional CARE from hospitals to home using AI and personalized digital assistance

## D5.1 Dissemination reporting

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<b>Main author(s):</b>	Riitta Hellman (KRD)
<b>Contributing authors:</b>	Ionut Anghel (TUC), Federico Barbarossa (INRCA), Camilla Gabrielsen (FAR), Ancuta Nemes (HINS)
<b>Peer-reviewers:</b>	Ionut Anghel (TUC), Federico Barbarossa (INRCA)
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0.2	KRD (R. Hellman)	02-10-2024	Second technical draft
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0.5	KRD (R. Hellman)	12.10.2024	First full draft
0.6	TUC (I. Anghel)	14.10.2024	Peer-review
0.7	INRCA (F. Barbarossa)	14.10.2024	Peer-review
0.99	KRD (R. Hellman)	24.10.2024	Quality check ready version
1.0	TUC (I. Anghel)	24.10.2024	Final version

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## List of acronyms

Acronym	Description
AI	Artificial Intelligence
EU	European Union
FAR	Farsund Municipality
HINS	Institutul Inimii „Niculae Stănciouiu” Cluj-Napoca
INRCA	Istituto Nazionale di Ricovero e Cura per Anziani
IPR	Intellectual Property Rights
KRD	Karde AS
THCS	Transforming Health and Care Systems
TLU	Tellu AS
TUC	Technical University of Cluj-Napoca
WP	Work Package

## Executive summary

This document presents the first version of the dissemination report. It contains an overview of already completed and planned activities – both academic and popular scientific. It will be updated to an intermediate report at M18 and a final report at the end of project.

The overall goals of the TransCare project's dissemination and awareness activities are:

1. to disseminate the objectives of the project vis-à-vis
  - health-care personnel in hospitals
  - potentially interested stakeholders such as local governments and municipalities, hospitals, tech investors within healthcare, home care actors and organisations, etc.
  - end users (patients in convalescence) and relevant patient organisations
  - professional societies of doctors, nurses and nutrition and physical therapists
  - thus, generating broad awareness
2. to obtain valuable feedback on intermediate project results
3. to establish valuable liaisons with relevant research initiatives in the relevant project fields
4. to prepare for early and broad adoption of the TransCare services after the completion of the project

The document in hand provides a general overview on the dissemination methodology, including:

- main results to be disseminated throughout the project
- target groups to focus on
- dissemination channels and instruments

Also, the multi-channel dissemination strategy is detailed, including partner-specific dissemination strategies.

## 1 Introduction

This document is the first deliverable of all together three dissemination reports. The deliverable in hand describes the TransCare project's initial activities to raise awareness and disseminate content. Both technical work connected to the establishing of dissemination platforms and content creation, are in focus. We also differentiate between dissemination in the overall project and the part-specific activities.

The second report is due in month 18, whilst the third and final report will be published in month 36.

### 1.1 Task description

This task (T5.1) deals with the implementation of all the foreseen dissemination activities. These include the project website, written and electronic publications and presentation of the project results in symposiums, meetings, and use of EU dissemination channels. Focused communication materials will be advertised to target audiences and disseminated at national and international levels. Traditional (daily press, wide-audience magazines, etc.), and new information channels (e.g., web 2.0 instruments, videos) will be used to maximize visibility. A dissemination and communication plan will be created tailored for scientific, public sector, industrial and general audience.

### 1.2 Relations to other activities

This task goes hand in hand with the other tasks in Work Package 5:

- Task 5.2 Innovation exploitation and replication guidelines
- Task 5.3 IPR and risk management

In addition, all technical and user-centric work packages produce material for dissemination.

## 2 Dissemination strategy

One of the main objectives of the project is the dissemination of the findings and key stakeholders' engagement (Description of Work objective O5). We plan to setup a multi-channel dissemination strategy with messages tailored for different categories of interested stakeholders such as citizens, municipalities, healthcare professionals, policymakers, payers, and industry partners to ensure that the findings are understood and integrated into clinical practice and healthcare policies. Moreover, we will publish our findings in reputable peer-reviewed journals and relevant conferences to reach a broader academic audience and gather feedback.

### 2.1 Dissemination plan overview

A global dissemination, exploitation and communication effort will be driven by the entire consortium to ensure the visibility and awareness of the project and to support the widest adoption of its results. The focus will be on:

- setting up an effective communication strategy for making healthcare stakeholders aware and understand the TransCare innovative technologies and support early adoption
- receiving feedback by engaging in dialogue with relevant stakeholders in the healthcare management sector.

The aim will be to boost the large-scale visibility and in-depth impact of the project, by articulating project findings and results directly vis-à-vis end users, research community, healthcare industry, businesses, and social communities. The activities will unite publications in scientific journals, participation in international conferences, workshops, community meetings, seminars, local events, etc., press releases and media coverage, newsletters, and webinars. Accounts and dedicated pages will be created in mainstream social media and often updated. The project participants will use their existing networks, and (social media) communication channels for creating larger audiences. TransCare will address international level healthcare awareness, exploiting already established contacts within the consortium; publishing press releases and articles in specialised trade newspapers & magazines; release exploitation-oriented info-packs and factsheets on the different project's innovative solutions.

Our dissemination plan will aim at:

- establishing target audiences and providing dissemination material tailored to address the different audiences
- defining key messages
- selecting the appropriate modes of communication
- contacting all the communication media which can be directly or indirectly reached by the partners
- providing effective demonstration and evaluation of the results
- maximising the exposure of messages
- exploiting the communication channels provided by the EU and national public bodies.

The following communication media will be used:

- press releases

- brand identity from the early stages of the project by defining a project “logo”, common graphical layout for presentation and materials templates
- traditional communication material such as project leaflets, posters, informative flyers and – in the final project stages – brochures with marketing-oriented information
- demonstrations and video releasing, showcasing the project outcomes
- social media

## 2.2 Target audiences

The target audience for TransCare dissemination activities are:

- General public – providing general awareness messages popularizing the results and how may influence their daily life
- People suffering of chronic conditions at risk of rehospitalization and their care givers – targeted message to adopters of the TransCare platform focused on quality of care and outcomes brought by means of pro-active communication, demo and pilot showcases, etc.
- Healthcare stakeholders – messages advertising benefits brought for healthcare professionals
- Scientific and technical community – technology, healthcare, sociology, medical, etc.
- Potential investors – messages advertising the potential economic impact of TransCare, business models, revenue streams, etc.

Policymakers will be involved in the dissemination phase of the results to bring awareness of the TransCare technology and value-based proposition formulated by the project.

All partners are committed throughout the project to mobilise the appropriate stakeholders to multiply the effects of dissemination and exploitation activities:

## 2.3 Open access

For publications, we will follow open science practices in line with the Horizon Europe principles that are also guiding the Transforming Health and Care Systems (THCS) programme. TransCare will offer open access to its scientific publications either submitting them to the Open Research Europe or ensuring open access, selecting either self-archiving / ‘green’ open access or open access publishing / ‘gold’ open access, to facilitate dissemination and reuse of the project’s results.

Public reports will be shared via public facilities and confidential reports will be shared among the consortia.

### 3 Dissemination channels and instruments

#### 3.1 Academic papers

Universities and research institutions in the consortium will create awareness for academic and scientific groups by publishing outcomes and results in open access media (journals and magazines) and by participating to scientific events such as international conferences, scientific workshops and seminars. These actions will build trust about the TransCare project vision and outcomes in the long run. For journals we will target mainly the gold open access ones to allow access to the publication to a greater number of stakeholders. The top five journal publishers (Elsevier, IEEE, ACM, Springer and MDPI) offer the possibility to publish gold open access articles, thus they will be our main target. At the same time all journal publishers have specific journals and special issues that target the TransCare domains of eHealth, ICT enabled care, artificial intelligence (AI), remote monitoring etc. The first steps have been already taken by the consortium; we have submitted a vision paper in an open access Springer journal that is currently under evaluation. At the same time TUC has published one article in the open access journal Future Internet containing a review of modern edge computing and AI techniques in healthcare<sup>1</sup>. All research institutions from the project consortium are planning to contribute to future journal articles for popularizing the project findings.

For conferences we will target well established international ones, organised by IEEE and ACM. Apart from these we plan to participate to the THCS organised events, workshops and seminars to present the project results and establish cooperation channels with other projects or stakeholders. TUC has already submitted an article (presenting an approach of applying machine learning algorithms that can be used for data analytics) that was accepted to the IEEE 20<sup>th</sup> International Conference on Intelligent Computer Communication and Processing (ICCP 2024) that will be held in Cluj-Napoca in Romania in October<sup>2</sup>. We will pursue other conferences in the future in the consortium for showing the project outcomes to a wide scientific audience.

#### 3.2 Websites

##### 3.2.1 The project web

The TransCare project's website reached its *final design* in September 2024 (Figure 1). Before this, several initial versions of a web prototype were published. The structure of the web is as follows:

- Home
- End-users
- TransCare technologies
- Outreach
  - Academic
  - Popular scientific dissemination
  - Other dissemination activities
  - Deliverables
  - Promotional videos
  - Conferences

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<sup>1</sup> <https://www.mdpi.com/1999-5903/16/9/329>

<sup>2</sup> <https://iccp.ro/>

- Project facts
  - Work Packages
  - Consortium
  - Figures
  - National pages (in RO, IT and NO - <https://www.thcs-transcare.eu/national-pages>)
  - Funding agencies
  - Contact information
- National pages
  - Romanian
  - Norwegian
  - Italian
- Facebook
- LinkedIn

The web is implemented in Wix<sup>3</sup>. The design is responsive, meaning that it renders elegantly on all technical platforms, such as desktop computer (Figure 1) or tablet PCs, smartphones, etc. (Figure 2).

The URL is <https://www.thcs-transcare.eu/>.

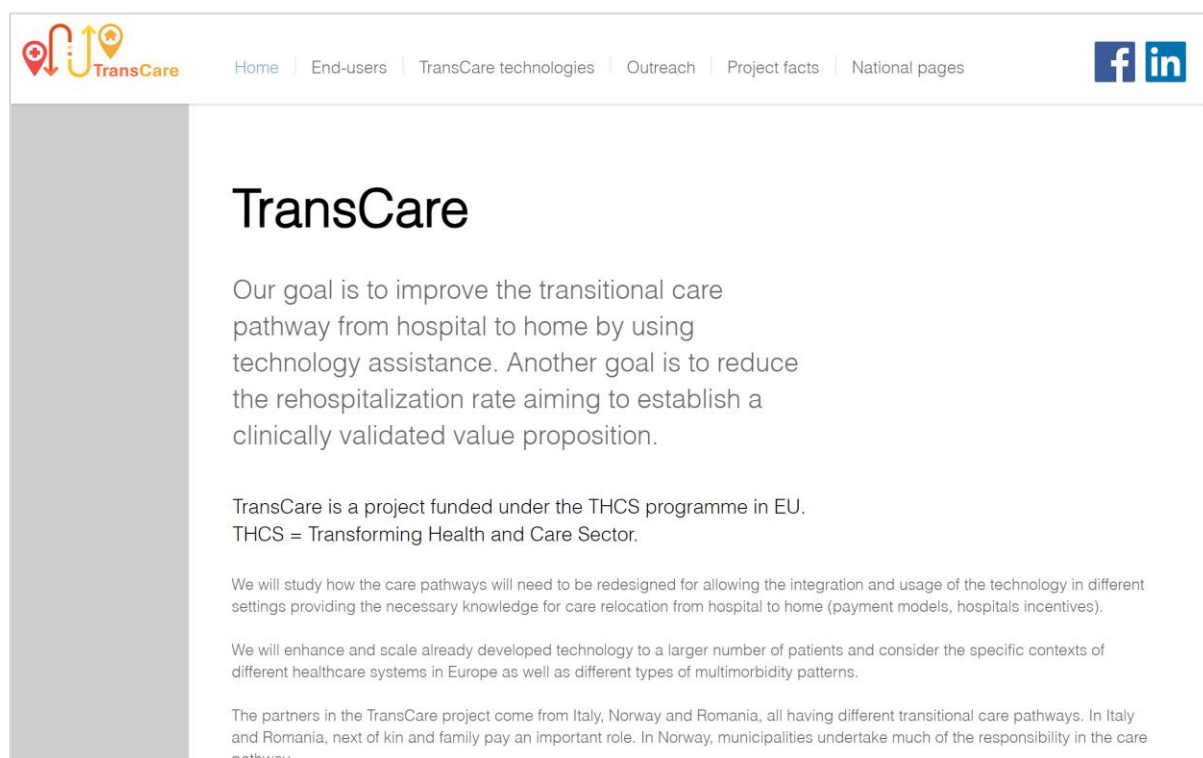


Figure 1: Part of the home page of the TransCare website.

<sup>3</sup> <https://www.wix.com/>



*Figure 2: The TransCare web shown responsively on a smartphone.*

### 3.2.2 Project partners' websites

Depending on the profile of the partners' web policy, news about the project have been published on sites mentioned below.

FAR: <https://www.farsund.kommune.no/> (not published yet)

HINS: Project presentation on

[https://www.institutulinimii.ro/fileadmin/user\\_upload/Documents/Transcare\\_pt\\_site.pdf](https://www.institutulinimii.ro/fileadmin/user_upload/Documents/Transcare_pt_site.pdf)

INRCA: Project presentation on <https://www.inrca.it/INRCA/MODM2/>

KRD: Project presentation on <https://www.karde.no/transcare>

TUC: Project announcement on <https://www.utcluj.ro/media/documents/2024/TransCare.pdf>;  
project inclusion on Distributed systems Research Laboratory (DSRL): <https://dsrl.eu/>

## 3.3 Social media

### 3.3.1 The TransCare project's Facebook account

The TransCare project's Facebook account has been populated with several posts already. The action plan for the near future is to present national webpages that will be added to the project's website, and to post short presentations of the project partners' team members. In Figure 3, one post is shown.

The URL of our Facebook account is <https://www.facebook.com/61561085644663>.

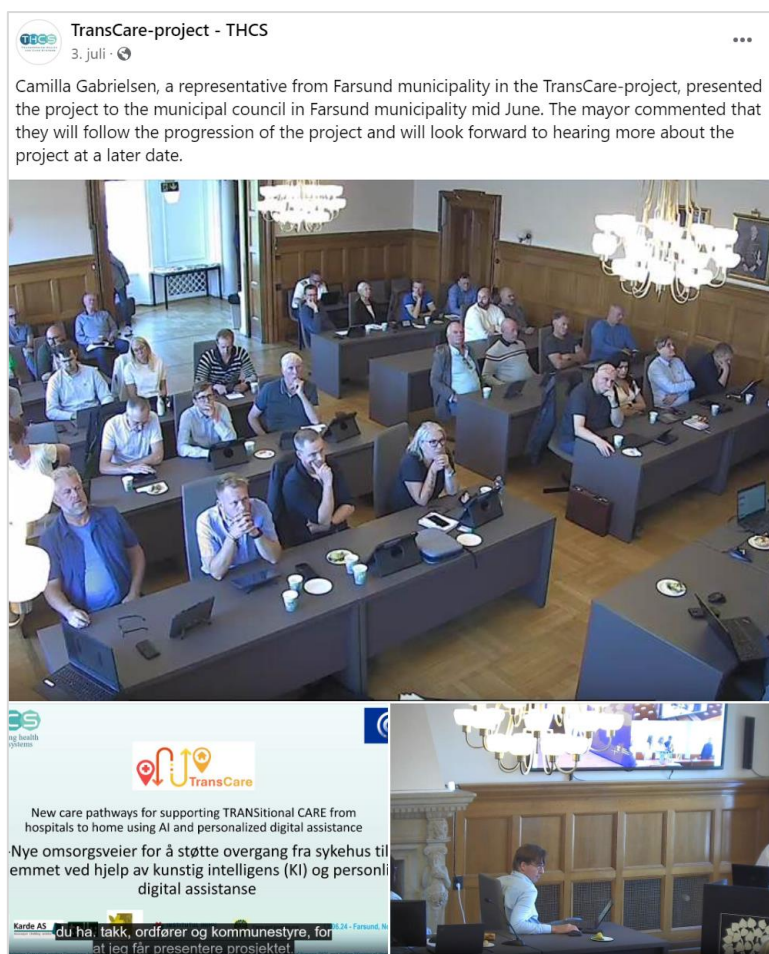


Figure 3. An example Facebook post from the project's account.

### 3.3.2 Project partners' Facebook accounts

Depending on the profile of the partners' "Facebook policy", news about the project have been published on sites mentioned below. More may follow during the project. Such changes will be reported in the second and third version of current deliverable.

FAR: <https://www.facebook.com/Farsundkommune> (not published yet)

INRCA: <https://www.facebook.com/Inrca/>

KRD: <https://www.facebook.com/kardeasno>

TLU: <https://nb-no.facebook.com/people/Tellu/100063529421756/>

TUC: <https://www.facebook.com/utcluj.ro>

HINS: <https://www.facebook.com/p/Institutul-Inimii-The-Heart-Institute-Cluj-100057280097096>

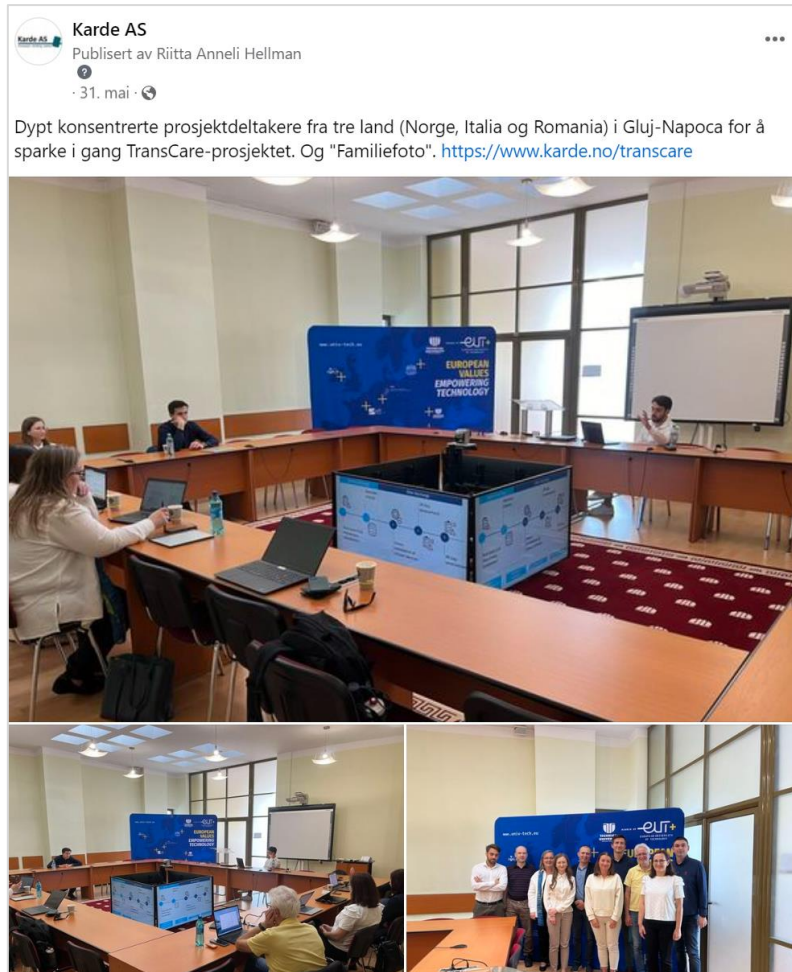


Figure 4. Example from KRD's Facebook account with TransCare content.

### 3.3.3 The TransCare project's LinkedIn account

The URL of our LinkedIn account is <https://www.linkedin.com/groups/9852212/> and an example of a LinkedIn post is depicted in Figure 5.

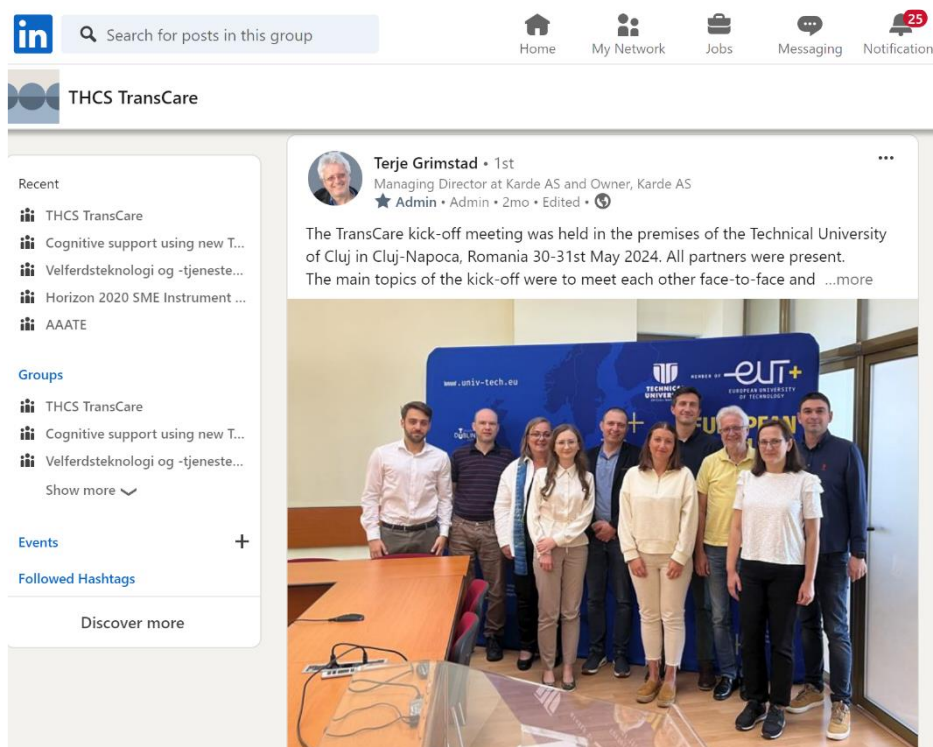


Figure 5. Example post of the TransCare project's LinkedIn account.

### 3.3.4 Project partners' LinkedIn accounts

INRCA: <https://www.linkedin.com/company/inrca-istituto-nazionale-ricovero-e-cura-anziani/>

KRD: For Karde AS: <https://www.linkedin.com/company/karde-as/> and for Mylifeproducts AS: <https://www.linkedin.com/company/mylifeproducts-as/>(for presentation of Memas)

TLU: <https://www.linkedin.com/company/tellu-as>

TUC: <https://www.linkedin.com/school/universitatea-tehnica-din-cluj-napoca>

## 4 Graphical profile and templates

### 4.1 Project logo

The TransCare project's branding logo was designed in the very beginning of the project. It symbolises the patient's care path from hospital to home (Figure 6). It is in use in all project materials.

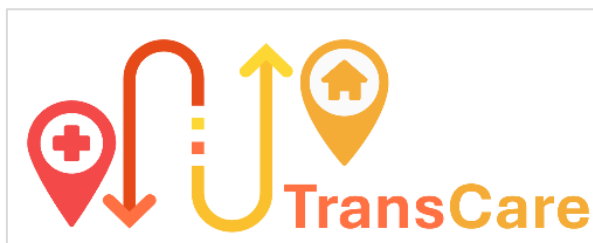


Figure 6. TransCare logo.

### 4.2 Presentation template

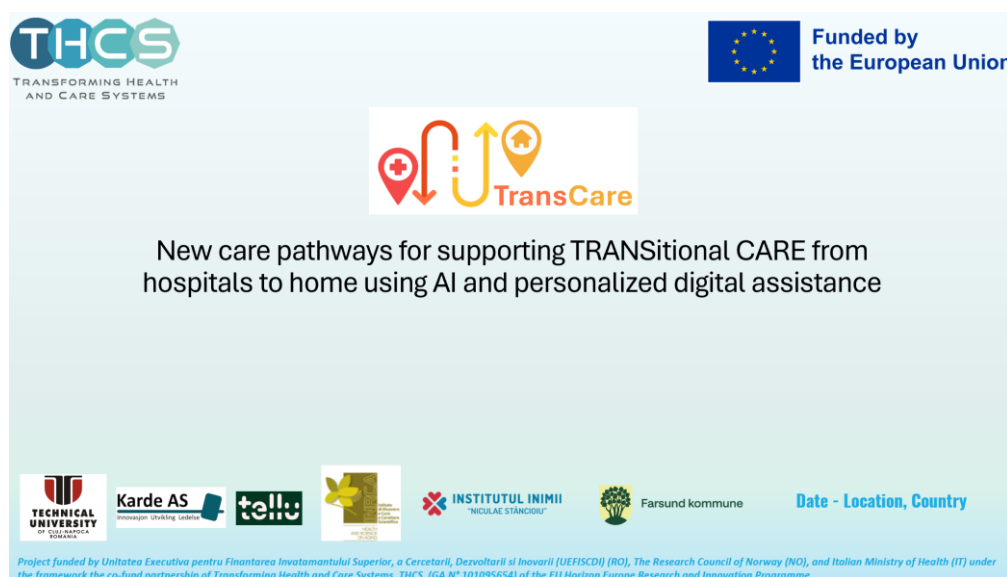


Figure 7. Presentation template of the TransCare project.

### 4.3 Deliverable template

The deliverable in hand follows the TransCare project's template for both reports and deliverables. The template defines clear rules for all types of text elements as well as illustrations, tables, captions, cross referencing etc. This is especially important for public materials from the project.



**TransCare**  
New care pathways for supporting **TRANSitional CARE** from hospitals to home using AI and personalized digital assistance

**DX.X Deliverable title**

Related Work Package:	WP1
Related Task(s):	Task 1.1.1
Related Milestone:	M1
Version:	1.0
Status:	draft / final
Dissemination Level:	Public
Deliverable Type:	Report/DEM/OTHER
Due date of deliverable:	MM
Actual submission date:	Month day, year
Deliverable lead partner:	XXX
Main author(s):	Name (Partner)
Contributing authors:	Name (Partner)
Peer reviewers:	Name (Partner), Name (Partner)
Keywords:	5 keywords

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**Version history**

Version	Authors	Date	Description
0.1		dd-MM-YYYY	First full draft
0.99			Quality check ready version
1.0			Final version

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## List of acronyms

Acronym	Description
THCS	Transforming Health and Care Systems

Figure 8. Deliverable template.

## 4.4 Flyers, brochures, leaflets, posters, rollups

Project materials such as leaflets, brochures, flyers containing easy-to-read information in English / national languages will be produced when needed for multiple use, e.g., hand-out at events. The first versions of the project leaflet can be prepared with general information. An improved version should be designed when the TransCare platform and its services are functional, and the tests and trials will start. All partners are encouraged to prepare specific leaflets about the project when such are needed in the country in question, for specific audiences. A draft digital rollup has been created by TUC for disseminating the project at the upcoming events.



Figure 9. TransCare rollup example.

## 4.5 Demonstrations and videos

We plan to prepare demos and videos related to the technical results, trials evaluation actions or any other information that can help disseminating the project outcomes. Videos are also relevant for our Facebook and the project website. Towards the end of the project, promotional videos will be produced for innovation exploitation and replication steps. As platforms we can use YouTube<sup>4</sup> or maybe the Vimeo-platform<sup>5</sup> to avoid disturbing advertisements.

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<sup>4</sup> <https://www.youtube.com/>

<sup>5</sup> <https://vimeo.com/>

## 5 Partners' dissemination plans

### 5.1 TUC

**Awareness raising and/or professionally meritorious (academic) outreach:** TUC is a university carrying out research and development activities, thus the research and technical outcomes of TransCare and other projects are firstly exploited by publishing scientific articles in TUC main target audiences for such activities are scientific conferences, workshops or similar events, high impact factor open access journals related to project domain, or different organizations or groups where TUC is part of. In terms of teaching, specific presentations describing TransCare outcomes will be made for students during academic teaching activities and to university members, during different university level organized events or specific awareness campaigns. TUC is a member of EUT+ (European University of Technology<sup>6</sup>) which groups different universities from Europe and allows sharing research results, exchanging knowledge, finding new synergies, cooperation in new research projects or improving the didactic processes. The outcomes of TransCare will be exploited in EUT+ related events, joint research and collaboration allowing to further develop and re-use the work done in the project. The first EUT+ event takes place between 14-18 October 2024 in Cluj-Napoca, Romania.

#### Plans in the long run:

- Publication of TransCare related articles to international peer-reviewed journals about the outcome of the research and development activities and the envisioned/developed technologies.
- Publication of papers in peer-reviewed international conferences reporting innovative technologies and solutions developed in the project.
- Participations to conferences, workshops, and events for presenting the project objectives and outcomes.
- Participating to the THCS events for disseminating the project results and finding potential synergies with other projects and identifying/involving stakeholders.
- Sharing project news and updates in TUC social media and network.
- Disseminating the project internally in different meetings, events, courses, or presentations.

### 5.2 KRD

#### **Awareness raising and/or professionally meritorious (academic) outreach:**

Karde AS is a company delivering services to people with MCI through the Memas system. Memas will be used as a communication service between patients, relatives and health personnel in TransCare.

Karde has also produced several e-learning resources about daily living for people with intellectual disabilities which are available from Karde's web<sup>7</sup>.

#### Plans in the long run:

- Articles in health-related magazines and web sites in Norway. Magazines for nurses, social educators, occupational therapists etc. In addition to information in their Facebook and LinkedIn accounts. First articles to be published during spring 2025.
- Lectures at relevant seminars and conferences in Norway. 2025 and onwards.

<sup>6</sup> <https://www.univ-tech.eu/>

<sup>7</sup> <https://www.karde.no/produkter/e-laering>

- Flyers at Tellu stand on the major Norwegian e-health conference eHIN<sup>8</sup> every autumn.
- Information in Karde's web, Facebook and LinkedIn accounts.
- Information in Mylifeproducts AS' web, Facebook and LinkedIn accounts. Mylifeproducts AS is the marketing company for Memas and fully owned by Karde.
- Co-author scientific articles from the TransCare-project.

### 5.3 TLU

**Awareness raising and/or professionally meritorious (academic) outreach:** Tellu delivers services on its TelluCare platform within both the municipality welfare and the hospital specialist domains. These services span from remote supervision services with digital cameras and sensors to remote patient monitoring involving medical sensors and patient questionnaires. Tellu has a significant share of the Norwegian municipal safety alarm market, with alarm devices and call centres. So far, the basic safety alarm is where the main revenue has been, with other devices and more advanced services having a much smaller prevalence. Remote patient monitoring has been slowly gaining momentum, and Tellu wants to use their market position and existing platform to introduce new care services to help and support safety and independent living of the elderly and other frail patients. In Norway, municipalities are responsible for the care of patients once they leave hospital, with short-term institutions and home nursing for those unable to fully manage on their own in the transition period. Municipal care departments are therefore Tellu's main target for awareness raising. Many Norwegian municipalities are already using some TelluCare services, and Tellu is in frequent contact with both existing and potential customers. The TransCare pilots will be good references cases if they prove successful, when presenting TelluCare to municipalities.

#### Plans in the long run:

- Sharing project news in social media channels (Facebook, Twitter, LinkedIn etc.) and Tellu website.
- Participations to conferences, workshops, exhibitions and industrial events such as Vitalis, eHin, MVTe etc. presenting the project and project results.
- Present and demonstrate TelluCare with TransCare results to existing and potential municipal customers.
- Provide presentations and do demonstrations for various other stakeholders and partners (within the health sector).
- Taking part in publications of peer reviewed papers disseminating project results.

### 5.4 INRCA

**Awareness raising and/or professionally meritorious (academic) outreach:** IRCCS INRCA is a scientifically oriented inpatient and nursing care institute that, in the project, leads the experimentation and actively participates in the other work packages. The research activities that INRCA carries out have the geriatric population as their main target; it conducts design, experimentation and analysis of research results derived from the use of innovative technologies to support aging. The results obtained from the project, in all its phases, will be shared through certified international workshops and conferences in the biomedical field. INRCA is leading the Italian aging network, which brings together several geriatric research and care institutions, with which to

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<sup>8</sup> <https://ehin.no/en/>

disseminate research outcomes, identify new resources, and then collaborate on new study projects by fostering further development and reuse of the activities carried out during the project.

#### Plans on the long run:

- Publication of TransCare-related articles in international journals and conferences on the results of research and development activities and the methodologies (deliverables) adopted.
- Participation in conferences, workshops and events to present the project goals and results.
- Sharing news, updates, meetings, publications and events through INRCA's main media channels, as well as disseminating key project-related information internally within the institute.
- Participation in THCS events to disseminate project results and find potential synergies with other projects.

### 5.5 HINS

**Awareness raising and/or professionally meritorious (academic) outreach:** The Heart Institute is a tertiary care centre where complex cardiovascular diseases are diagnosed and treated in patients of all age groups using various interventional and surgical approaches. At the same time, it is also a medical research centre for cardiovascular pathology.

#### Plans in the long run:

- Publishing the results in the form of articles in international journals
- Participating in health care conferences where the results and the aim of the project will be presented
- Providing information about the project and its results at various events organised at the Heart Institute
- Sharing project news on the hospital's website

### 5.6 FAR

**Awareness raising and/or professionally meritorious (academic) outreach:** Farsund municipality aims to ensure that elderly patients receive comprehensive and accessible healthcare, promoting their well-being and independence.

#### Plans in the long run:

- Participate at conferences where the results and the aim of the project will be presented
- Providing information about the project and its results at various events organised in the region
- Sharing project news on the municipality website

## 6 Dissemination repository

All dissemination from the TransCare project will be carefully and continuously logged in a repository on the Sharepoint service. All project partners are responsible of logging their activities without delays. In Table 1, the log until 24.10.2024 is shown. The column with indicative coverage is left empty for some entries but will be filled in in the second dissemination reporting (M18) when coverage has had the opportunity to accumulate.

Table 1. Dissemination repository on reporting submission date.

Project participant / responsible	Activity	Date	Reference	Indicative coverage
TUC	THCS Kick-off meeting organised by the THCS board	18.4.2024	N/A	>50
KRD	Project page created on Karde's enterprise web	2.5.2024	<a href="https://www.karde.no/transcare">https://www.karde.no/transcare</a>	
KRD	Project post on Karde's Facebook	2.5.2024	<a href="https://www.facebook.com/kardeasno/posts/pfbid02UxvkJLYEGhfpZStpPni2vJHjzm4aB3VRr42Fz6h3pY2tjVWEcR8o1up1EZn9JF6fl">https://www.facebook.com/kardeasno/posts/pfbid02UxvkJLYEGhfpZStpPni2vJHjzm4aB3VRr42Fz6h3pY2tjVWEcR8o1up1EZn9JF6fl</a>	
KRD	Kick-off-post on Karde's FB	31.5.2024	<a href="https://www.facebook.com/kardeasno/posts/pfbid0xd7eMK6ngdb7GQdcwkYev5FePHyeX7FWq69apUc6peRCiqdCVNp8rBLu34iMPzY8l">https://www.facebook.com/kardeasno/posts/pfbid0xd7eMK6ngdb7GQdcwkYev5FePHyeX7FWq69apUc6peRCiqdCVNp8rBLu34iMPzY8l</a>	
TUC	FB post, press release about project kick-off on TUC social media	13.6.2024	<a href="https://www.facebook.com/ac.utcluj.ro/posts/pfbid0UoyCu4S4roGmyqUu9kLZ1Wvewy8oiKJDqpbqSZaW5EVpLUP9SgdfByyfX4pfb48l">https://www.facebook.com/ac.utcluj.ro/posts/pfbid0UoyCu4S4roGmyqUu9kLZ1Wvewy8oiKJDqpbqSZaW5EVpLUP9SgdfByyfX4pfb48l</a>	19 likes
KRD	Project's Facebook-profile opened	18.6.2024	<a href="https://www.facebook.com/61561085644663">https://www.facebook.com/61561085644663</a>	
KRD	Short info of project on FB	18.6.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid0EvSRNpz85kpAJXTtkQWBtTK2rEXFdJRwxwhr7MnTiBH4CWYTRkPCxzy3UcysBdQl&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid0EvSRNpz85kpAJXTtkQWBtTK2rEXFdJRwxwhr7MnTiBH4CWYTRkPCxzy3UcysBdQl&amp;id=61561085644663</a>	
KRD	Kick-off post on FB	18.6.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid0yLwdxwAUFRHiDRiKAUCJqDdhqaHDe8Pv2Y4d8mue6b5P98aPnM4UThfb41LuKLOBI&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid0yLwdxwAUFRHiDRiKAUCJqDdhqaHDe8Pv2Y4d8mue6b5P98aPnM4UThfb41LuKLOBI&amp;id=61561085644663</a>	
KRD	Project's LinkedIn group opened	18.6.2024	<a href="https://www.linkedin.com/groups/9852212/">https://www.linkedin.com/groups/9852212/</a>	
KRD	Long info of project on FB	18.6.2024	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7208805032689905664?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/feed/update/urn:li:activity:7208805032689905664?utm_source=share&amp;utm_medium=member_desktop</a>	
KRD	Kick-off post on FB	18.6.2024	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7208815121098285056?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/feed/update/urn:li:activity:7208815121098285056?utm_source=share&amp;utm_medium=member_desktop</a>	
KRD	Initial version of project web technically opened	21.6.2024	<a href="https://thcs-transcare.eu/">https://thcs-transcare.eu/</a>	
FAR	FB post of municipality council meeting in Farsund	3.7.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid0dkcvaswVMWEChXi1nXWxdRA6e81QHC12TQpHU12MLTTAmm9CiUzwqwYFFC6R3rbal&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid0dkcvaswVMWEChXi1nXWxdRA6e81QHC12TQpHU12MLTTAmm9CiUzwqwYFFC6R3rbal&amp;id=61561085644663</a>	

TUC	Submission of article in international conference [Accepted, to be published]	15.7.2024	2024 IEEE 20th International Conference on Intelligent Computer Communication and Processing	N/A
TUC+ALL	Submission of vision paper to journal (under review)	13.8.2024	<a href="https://www.nature.com/srep/">https://www.nature.com/srep/</a>	N/A
KRD	New web published with final design and complete first info	19.8.2024	<a href="https://www.thcs-transcare.eu/">https://www.thcs-transcare.eu/</a>	
KRD	FB post of project's new website	19.8.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid0zEk3f3ioJY16ScqJP1VJTJJURiq6TX2tNDRfunPz7As1WuHUSPvgJ51PKYyqgCmUl&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid0zEk3f3ioJY16ScqJP1VJTJJURiq6TX2tNDRfunPz7As1WuHUSPvgJ51PKYyqgCmUl&amp;id=61561085644663</a>	
KRD	Web-updates of national pages	29.8.2024	<a href="https://www.thcs-transcare.eu/national-pages">https://www.thcs-transcare.eu/national-pages</a>	
KRD	Facebook post of the Romanian project presentation	30.8.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid02Z2eGj32STG7NtkbeyWrs6254qrijUTqzTpjz45PBtqBao1tz7Nk3ubBaB2JdozXI&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid02Z2eGj32STG7NtkbeyWrs6254qrijUTqzTpjz45PBtqBao1tz7Nk3ubBaB2JdozXI&amp;id=61561085644663</a>	
INRCA	Transcare project full description on INRCA national website	3.9.2024	<a href="https://www.inrca.it/INRCA/MODM2/">https://www.inrca.it/INRCA/MODM2/</a>	N/A
INRCA	Transcare Website update of INRCA National Page presentation	5.9.2024	<a href="https://www.thcs-transcare.eu/italian">https://www.thcs-transcare.eu/italian</a>	N/A
TUC	Review article in journal	10.9.2024	<a href="https://www.mdpi.com/1999-5903/16/9/329">https://www.mdpi.com/1999-5903/16/9/329</a>	2034 views
KRD	Web-update of national pages	13.9.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid02oJnsoLLMEKL2BvsScvZLuGwZUxqmJLVsYQmzY1YzZgfzcrNQ68ZSHnpwaUDT4yzzl&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid02oJnsoLLMEKL2BvsScvZLuGwZUxqmJLVsYQmzY1YzZgfzcrNQ68ZSHnpwaUDT4yzzl&amp;id=61561085644663</a>	
HINS	TransCare project presentation on the Heart Institute's website	23.9.2024	<a href="https://www.institutulinimii.ro/fileadmin/user_upload/Documents/Transcare_pt_site.pdf">https://www.institutulinimii.ro/fileadmin/user_upload/Documents/Transcare_pt_site.pdf</a>	
HINS	Participation to national congress	26-28.9.2024	The 19 <sup>th</sup> National Congress of the Romanian Society of Cardiovascular Surgery <a href="https://srccv.medevents.ro/">https://srccv.medevents.ro/</a>	
TUC	Participation to scientific event	14-18.10.2024	European University of Technology <a href="https://www.univ-tech.eu/representatives-of-the-european-university-of-technology-eut-meet-again-in-cluj">https://www.univ-tech.eu/representatives-of-the-european-university-of-technology-eut-meet-again-in-cluj</a>	150+
TUC	Participation to international conference	17-19.10.2024	2024 IEEE 20th International Conference on Intelligent Computer Communication and Processing, <a href="https://iccp.ro/">https://iccp.ro/</a>	70
HINS	Participation to international conference	17-20.10.2024	17 <sup>th</sup> Annual Meeting of The Euro-Asian Bridge Society of Cardiovascular& Thoracic Surgeons <a href="https://ralcom.eventsair.com/eabm-2024/">https://ralcom.eventsair.com/eabm-2024/</a>	

KRD	FB-post of TUCS workplan	16.10.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid0wXWive1rJHThYxeq747qvEjL6D922b9NtocN1rd25vxc8547Fi6ApEGMrRfrJX2l&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid0wXWive1rJHThYxeq747qvEjL6D922b9NtocN1rd25vxc8547Fi6ApEGMrRfrJX2l&amp;id=61561085644663</a>	
KRD	EB-post of Tellu's workplan	21.10.2024	<a href="https://www.facebook.com/permalink.php?story_fbid=pfbid02b2DYm1XhoH4ZXSyT1a8y1FLd4aBxDioW3iMJzBCKFkL31AbtgNCas8AhHGwNuM1bl&amp;id=61561085644663">https://www.facebook.com/permalink.php?story_fbid=pfbid02b2DYm1XhoH4ZXSyT1a8y1FLd4aBxDioW3iMJzBCKFkL31AbtgNCas8AhHGwNuM1bl&amp;id=61561085644663</a>	

## 7 Conclusions

In this document, an overall multichannel dissemination plan has been defined for the entire lifetime of the TransCare project. With this plan, we are targeting general awareness raising on the project vision and outcomes, creating understanding of the technological and patient-centred issues of convalescence, and inspiring to similar actions elsewhere in relevant healthcare milieus.

In accordance with these ambitions, appropriate dissemination activities have been identified and planned. The dissemination plan, instruments and activities will be reviewed and renewed throughout the project duration to support the emerging and evolving needs of the project. In this enterprise, we will involve all partners in the dissemination activities, identify the most promising potential target groups and develop up-to-date dissemination instruments according to the identification for each target group (flyer, communication papers and booklets, questionnaires, brochures, videos and animations, etc.)

At the middle and end of the project, two additional reports covering the disseminating field of the project will be compiled, to provide a complete picture of all activities undertaken and how the results can be exploited in European and international market – this in liaison with the two other tasks in work package WP5. A proper multichannel dissemination strategy is hereby defined with the aim of using the right combination of media channels and the most suitable mix of promotional material at the right time in the project.