



Structuring European Biomedical Informatics to Support Individualised Healthcare

IST-507585

<http://www.infobiomed.org>

# **Action Plan for Dissemination Activities**

**WP2 – Dissemination and Communication**

**Deliverable D5**

**v1.8**


**Final**

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## 1. DOCUMENT HISTORY

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Francisco Javier Vicente, Isabel Hermosilla, Inmaculada Spiteri	20/10/04	v1.3	Fourth Draft
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Ferran Sanz	21/12/04	v1.8	Deliverable review

## 2. DEFINITIONS

- Partners of the INFOBIOMED Consortium are referred to herein according to the following codes:

**FIMIM** – Fundació IMIM (Spain) – Co-ordinator

**IMIM** – Municipal Institute of Health Care (Spain) – Contractor

**ISCIII** – Institute of Health Carlos III (Spain) – Contractor

**KI** – Karolinska Institute (Sweden) – Contractor

**UEDIN** – University of Edinburgh (UK) – Contractor

**CUSTODIX** – CUSTODIX nv (Belgium) – Contractor

**UPM** – Polytechnical University of Madrid (Spain) – Contractor


**UAVR** – University of Aveiro - IEETA (Portugal) – Contractor

**FORTH** – Foundation for Research and Technology (Greece) – Contractor

**FUNEN** – Danish Centre for Health Telematics (Denmark) – Contractor

**INFORMA** – Informa S.r.l. (Italy) – Contractor

**HHUD** – Heinrich-Heine-Universität Düsseldorf (Germany) – Contractor

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**MI-EMC** – Department of Medical Informatics, Erasmus University Medical Centre Rotterdam (The Netherlands) – Contractor

**HNPCC** – The Danish HNPCC-register, Hvidovre Hospital (Denmark) – Contractor

**ACTA** – Academisch Centrum Tandheelkunde Amsterdam (The Netherlands)– Contractor

**AZ** – AstraZeneca Research and Development Mölndal (Sweden) – Contractor

- **Network:** The INFOBIOMED network as defined by contract IST-2002-507585.
- **Work plan:** Schedule of tasks, deliverables, efforts, dates and responsibilities corresponding to the work to be carried out for the INFOBIOMED network, as specified in Annex I to contract IST-2002-507585.
- **Consortium:** The INFOBIOMED Consortium, conformed by the above-mentioned organisations.
- **BMI:** Biomedical Informatics
- **BI:** Bioinformatics
- **MI:** Medical Informatics

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### 3. INTRODUCTION

The EC-funded BIOINFOMED Study (<http://bioinfomed.isciii.es>) carried out a prospective analysis of the relationships and synergy between Bioinformatics (BI) and Medical Informatics (MI). The study concluded that there is a great potential for synergy between both disciplines with a view on continuity and individualisation of healthcare, so that the benefits of the human genome elucidation can reach the population, but that a collaborative effort between the two disciplines is needed to bridge the current gap between them. Biomedical Informatics (BMI) is the emerging discipline that aims to bring these two worlds together so that the discovery and creation of novel diagnostic and therapeutic methods is fostered. With all this in mind, the INFOBIOMED Network of Excellence (NoE) tackles the challenge of “Structuring European Biomedical Informatics to Support Individualised Healthcare”.

Biomedical Informatics is a relatively recent discipline and constitutes a union between Bioinformatics and Medical Informatics. The EU has funded 17 research groups with 4,8 million euros to consolidate this discipline in Europe and this encompasses a solid and coherent dissemination plan to be designed and implemented, in order to spread INFOBIOMED’s key objectives, activities and achievements.

Dissemination represents a key part within any research activity. A sound communication and dissemination strategy needs to be planned well in advance in order to maximise its benefits. The first important task to be undertaken is identifying key messages and simplifying the arguments to facilitate the translation from high-level scientific writing into layman's terms. Addressing the general public will help us raise awareness about this emerging discipline and its potential benefits for the European citizens.

To unify all aspects relative to this area and to disseminate them in a uniform and coherent manner, to both scientific community and other stakeholders, a specific work package has been included in INFOBIOMED workplan (WP2) addressing “Dissemination and Communication Activities”. This deliverable presents and analyses in detail the elements of the Action Plan proposed to best disseminate this project. It does not only include a list of relevant journals and

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events where INFOBIOMED could be presented to the scientific community but also the main selected channels that have been chosen to reach other stakeholders interested in the project.

#### 4. ELEMENTS OF THE ACTION PLAN

The action plan proposed in this document considers the necessary elements for developing a dissemination strategy: establishing objectives, agreeing in common principles, developing communication messages as well as designing an INFOBIOMED homogeneous identity, identifying audiences, selecting channels, planning activities, estimating timelines and evaluating success. Detailed communication objectives, principles underlying the strategy and a few key messages are aligned with the objectives of the programme. This action plan covers a description of our key audience and the user groups as well as the way we are going to communicate with them through the most appropriate channels. All this information is collected in the action plan.

##### 4.1. Setting objectives

A coherent communication strategy begins with a clear statement of the objectives in communicating. Traditionally, research projects are long and complex, but, as far as possible, the communication objectives should be simple and measurable. INFOBIOMED communication strategy should always bear in mind and serve the general objectives of the research project itself, which are included below as a reminder: to enable **systematic progress in clinical and genetic data interoperability and integration**; to advance the **exchange and interfacing of methods, tools and technologies** used in both MI and BI; to enable **pilot applications in particular fields** that demonstrate the benefits of a synergetic approach in BMI; to **create a European BMI community** that extends beyond the proposed core network to serve as an open forum for dialogue between the actors involved; to **widely spread the knowledge** acquired and developed in the framework of the network to the scientific community, healthcare professionals, citizens, industry, authorities and other stakeholders; to **enable a robust framework for education in BMI, as well as training and mobility of**

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involved researchers that allows for the creation of a solid European BMI research capacity and to create **a long-lasting, self-sustainable structure** in the European BMI field.

The general INFOBIOMED objectives mentioned above place us in the appropriate stage to ask the following key questions, that will be answered along this document:

- Why are we communicating?
- What are we hoping to achieve?
- How do we want the audience to react as a result of our communication activities?
- How will we know if it has made any difference?

Besides, there are some general communication objectives that should be achieved:

- Disseminate research as widely as possible.
- Be clear on the principles underpinning the strategy, producing honest, succinct, credible and cost-effective communications.
- Develop simple messages and model how these might work in different contexts: press releases, reports, newspaper articles, website page, etc.
- Be clear about the target audiences and user groups and prioritise them according to importance and influence relative to your objectives.
- Think about both the actual and preferred channels that our target audiences might use and challenge ourselves about whether we are planning to use the right ones for reaching the maximum impact.
- Include a full list of all the relevant communication activities, developed into a working project plan.
- Keep it manageable and do not underestimate the time involved in communication.
- Estimate the involved time and money, prioritising the audiences and channels and focusing on high impact/low cost activity.
- Build awareness of the project among a wide but defined group of audiences and user groups.
- Secure the commitment of a defined group of stakeholders to the project aims.
- Influence specific policies or policymakers around key aspects.

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- Encourage participation among researchers or partner bodies.

It should be noted that communication objectives and activities will probably change over time, as the project evolves and intermediate results are made progressively available. In the early stages, for example, the priority is set on presenting the project in order to build awareness rather than seeking for influence. At a later stage, when the pilot applications start to offer results, it will be time to make proposals to policymakers, or to promote the adoption of certain solutions, standards, etc. to relevant organisations/companies. For this reason, the objectives should be flexible enough to accommodate each situation, as is reflected along this deliverable.

#### 4.2. Target audiences

It is crucial to know who we are communicating with. We have already a clear idea of our key audiences and user groups and it is a good methodology to rank them according to the importance and influence relative to our communications objectives. So the first and main task should be to identify and prioritise these audiences.

Traditionally, there have been communication gaps in the transmission of scientific information between different research groups, and an even bigger gap when information is to be transmitted from the scientific community to other stakeholders (citizens, policymakers, regulatory authorities, etc.), who are the main target of all research efforts. To minimize these communication gaps, the Consortium has opted for building its communication messages in two levels, adapted to the two main target audience groups identified: **scientific community** and **other stakeholders**. Coherence and consistency between the two is maintained, but the language and the level of detail given is adapted depending on the target. As a result, there are two activity leaders in charge of communication and dissemination, one for the scientific community (UEDIN) and another for other stakeholders (INFORMA), who act in a coordinated manner and under the leadership of the work package leader (ISCIII).

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#### 4.2.1. Dissemination to the scientific community.

Scientists are one of the two main targets chosen, since their knowledge and understanding of the challenges faced by BMI are crucial for this discipline to consolidate. We are not only focusing on specialists in bioinformatics and medical informatics, which obviously are key sub-groups, but we are also addressing our dissemination to scientists in any other disciplines that could somewhat be benefited by the adoption of an integrative approach to BMI.

To make INFOBIOMED known to the scientific community, one of the most traditional and effective actions are presentations at congresses and article publications in scientific journals. The partners identify the main congresses in the area of BMI, BI or MI and papers are sent to these congresses, where the network is presented in the form of oral communications or posters. These actions aim at disseminating work done in the different activities within the work packages, with a particular mention to the pilots where a lot of the integrative work comes together. From all the scientific publications, only those publications related with the objectives and activities of the network have an added value with respect to the dissemination purposes of this network. Papers will be mainly submitted for publication to peer-reviewed international journals of the areas of MI and BI, as well as of related areas such as those connected with the areas of potential application. In all cases, the scientific communications and papers will have to go through a Communication Committee. Among these activities we should also include the communication activities with related scientific societies and working groups (listed in chapter 6).

#### 4.2.2. Dissemination to other stakeholders

Health professionals, citizens and authorities, that is, the final users of scientific activities developed in any health-related discipline, have to be particularly informed of the activities that receive public funding. Indeed, INFOBIOMED plans to devote significant effort to transmit the network challenges (ex. what impact may BMI evolution have in healthcare) and the obtained results (ex. guidelines developed for future policies in the field of healthcare) to citizens and authorities, respectively.

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This target group is in itself quite heterogeneous, as it covers citizens, regulatory authorities, policymakers, health professionals, etc. It is obvious that some kind of segmentation will be needed to adapt the dissemination actions to the diverse interests of this sub-groups. In a first stage, however, since the main objective is to present the network and raise awareness, the communication messages can be rather homogeneous within this target group.

Some examples of these could be “science week” events organized at the regional or national level to promote science knowledge and popularisation among citizens or individual meetings with interested parties. The INFOBIOMED network will promote and host individual meetings with other parties (research groups, private companies, policymakers, etc.) interested in exploring the possibilities of BMI in a particular field. This kind of meetings have proven to be a useful to help authorities understand the mechanisms and implications of BMI evolution.

Summarising, this section includes all social communication to other stakeholders (health professionals, policy makers, authorities and in general European citizens) related to the work carried out by the network. The publication of articles in non-scientific magazines, including all kinds of social communication media (newspapers, science TV programs, radio interviews, science supplements in magazines, etc) will also be promoted by the network, as it is the most suitable way of reaching this audience.

### 4.3. Choosing channels

After having derived a list of target audiences, it is important to think about the most appropriate channels to reach them. When thinking about appropriate channels, it is necessary to consider the specific characteristics of the target audience. Some audiences, such as the media, are both a channel to other audiences and an audience in their own right. But we must remember that just because an audience is important to us, we should not assume that they will initially show the same interest towards our dissemination activities and therefore it is essential to demonstrate our relevance in a first stage (the raising awareness objective). We will have to reframe what we say and how we say it depending on the target audience and the channel chosen.

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#### 4.4. Planning activities

The communication strategy needs to include a full list of the relevant communication activities that are considered to integrate the INFOBIOMED dissemination action plan.

##### 4.4.1. Development of a corporate identity


One of the first steps taken by the INFOBIOMED Consortium to promote and raise awareness of its existence was the design of a professional logo to represent the network; an image by which the project can be easily identified. This well designed logo has provided the network from the beginning with a ‘corporate’ image, thus allowing for more visibility and homogeneity in all the network activities, especially when interacting with external parties.



Figure 1: INFOBIOMED logo

The aim of the design is twofold:


- 1 It emphasizes the union the two disciplines -“BIO” (biology) and “MED” (medicine)- in the area of informatics.
- 2 The three circles symbolise the three main disciplines involved: Medical Informatics, Bioinformatics and Information Technologies, and how their synergy and progress enhance the discipline of biomedical informatics, shown in the enlargement of the circles as they go up.

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#### 4.4.2. Presentations at relevant congresses

As mentioned above within the section about target audiences, presentations at congresses is one of the main actions selected by the Consortium to disseminate INFOBIOMED. Indeed, this activity has been tackled since the very beginning of the project and, as a result of it, INFOBIOMED has already been presented in several relevant congresses:

EVENT NAME	PLACE	DATE	TARGET AUDIENCE	TYPE OF PARTICIPATION	LEADING PARTNER
Jornada Xarxes CIDEM - Annual conference of the innovation network (Xarxa IT) of the Catalan Government.	Barcelona (Spain)	15 April 2004	Local authorities	Oral Communication	FIMIM
EGEE workshop - Enabling Grids for E-science in Europe	Cork (Ireland)	18-22 April 2004	Scientific Community	Oral Communication	CUSTODIX
V Symposium on multimodal analysis in epilepsy	Aveiro (Portugal)	7 May 2004	Scientific Community	Sponsorship	UAVR
BIBE 2004 - Fourth Symposium on Bioinformatics and Bioengineering	Taichung (Taiwan)	19-21 May 2004	Scientific Community	Oral Communication	IMIM
ERCIM Meetings: The European Research Consortium for Informatics and Mathematics	Crete (Greece)	24-28 May 2004	Scientific Community	Oral Communication	FORTH
International congress for medical/health informatics - MedInfo 2004	San Francisco (USA)	7-11 September 2004	Scientific Community	Oral Communication	IMIM
IARWISO: First International Advanced Research Workshop on In Silico Oncology: Advances and Challenges	Sparta (Greece)	9-11 September 2004	Scientific Community	Oral Communication	FORTH
Round table on gender issues in 6FP projects	Barcelona (Spain)	16 September 2004	Policy makers	Oral Communication	FIMIM
GMDS 2004: Joint conference of the German, Austrian and Swiss Medical Informatics associations -	Innsbruck (Austria)	26-30 September 2004	Scientific Community	Oral Communication	HHUD
ISBMDA: 1st International Symposium on Biological and Medical Data Analysis	Barcelona (Spain)	18-19 November 2004	Scientific Community	Paper published in the Lecture Notes of Springer Verlag	ISCI3 UPM
World Congress of Internal Medicine	Granada (Spain)	27th September - 1st October 2004	Scientific Community	Oral Communication	ACTA

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EUROREC 2004 - Implementation guidelines, quality labeling and certification for electronic health records. Satellite Conference on Ontology: Interoperability of patient records and biomedical informatics	Brussels (Belgium)	25th November 2004	Scientific Community Policymakers	Participation in round table	ERASMUS UPM
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Figure 2: List of events where INFOBIOMED has been presented

It should be noted that disseminating at congresses usually implies a long process that starts several months before the congress actually takes place.

A list of the most relevant congresses has been built with the partners contribution (see chapter 6 of this deliverable). This resource list is regularly updated and helps us selecting, prioritising and setting a balanced calendar to optimise the effort devoted to this task.


The aim of the Consortium is to reach a good coverage in terms of:

- Geographical coverage. European-wide, local (national), and world-wide events.
- Discipline coverage. Congresses focused on BMI, MI, BI and other related disciplines.
- Scientific and non-scientific events. Even if presentations at congresses is a traditional action to reach the scientific community, there is an increasing number of events that target other audiences (brokerage events, women and science conferences, etc.) where INFOBIOMED plans to be present.

#### 4.4.3. Publication of scientific articles

Scientific articles constitute an excellent dissemination action to reach a wider scientific audience and to make them aware of the network objectives, activities and results in a detailed and extensive manner.


From all the scientific publications that can potentially be produced by partners during the project, only those publications related with the objectives and activities of the network have an added value with respect to the dissemination purposes of this network. Papers will be mainly submitted for publication to peer-reviewed international journals in the areas of MI and BI, as well as of related areas such as those connected with the areas of potential application. A

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preliminary list of selected scientific journals has been built (seen chapter 6 of this deliverable). In all cases, the scientific communications and papers will go through a Communication Committee.

Moreover, an authorship policy for scientific publications has been approved by the Consortium. The policy distinguishes between two categories of papers: papers describing general aspects of the NoE and papers describing particular methodologies and results generated in the framework of the NoE.


- Policy for papers describing general aspects of the NoE:
  - The manuscript will be circulated among all the partners before its submission (specifying the envisaged journal). A period for comments and contributions will be given.
  - When allowed by the policy of the journal, at least an author per institution will be acknowledged.
  - The paper will include an acknowledgment section with the following text: *“The present work has been funded [in part] by the European Commission [(FP6, IST thematic area)] through the INFOBIOMED NoE (IST-507585)”*.
- Policy for papers describing particular methodologies and results generated in the framework of the NoE:
  - Paper authors will be proposed by the writer on the basis of the standard criteria of authorship (significant role in the genesis of the ideas, conduction of the work and writing of the paper).
  - The paper will include an acknowledgment section with the following text: *“The present work has been funded [in part] by the European Commission [(FP6, IST thematic area)] through the INFOBIOMED NoE (IST-507585)”*.
  - This will make the work (effort) accountable as dissemination activity.

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- In the moment of the submission, an electronic copy of the paper will be sent to the NoE coordinator and to the dissemination responsible. They will also be informed of the subsequent acceptance and publication.

INFOBIOMED has already published or started the process for publishing several scientific articles. The articles published up to now are listed hereunder:

- Sanz F, Diaz C, Martin-Sanchez F, Maojo V. Structuring European biomedical informatics to support individualized healthcare: current issues and future trends. Medinfo. 2004;2004:803-7. Ferran Sanz, Carlos Díaz, Fernando Martin-Sanchez, Victor Maojo. Structuring European Biomedical Informatics to Support Individualized Healthcare: current issues and future trends. MedInfo 2004.
- European Support to Biomedical Informatics Development: in Pursue of Genomic Medicine. Sanz F, Diaz C, Martin-Sánchez F, Bonis J. In 4th IEEE International Symposium on BioInformatics and BioEngineering (BIBE 2004), 19-21 March 2004, Taichung, Taiwan pages 215-221. ISBN: 0-7695-2173-8
- Eich HP, Ohmann C, Martin-Sanchez F, Diaz C, Sanz F and the INFOBIOMED network. Structuring European Biomedical Informatics to Support Individualised Healthcare - The INFOBIOMED approach. In: E. Ammenwerth, W.Gaus, R. Haux, C. Lovis, K.P. Pfeiffer, B. Tilg, H.E. Wichmann (eds.) GMDS Innsbruck 2004 : Kooperative Versorgung. Vernetzte Forschung. Ubiquitäre Information. Der Mensch im Mittelpunkt der Gesundheitssysteme des 21. Jahrhunderts. Chancen durch Medizinische Informatik, Biometrie und Epidemiologie. publishers Niebüll : videel , 2004, pp. 295 - 298, ISBN 3-89906-750-9.
- Maojo V, Martin-Sanchez F, Barreiro JM, Diaz C, Sanz F. Biomedical Informatics: from past experiences to the Infobiomed Network of Excellence. ISBMDA 2004, LNCS 3337, pp. 418-426, 2004. Springer-Verlag Berlin Heidelberg 2004.

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Media attention can raise the public profile of our discipline and increase public discussion of research, making it easier to gather data, research participants and case studies for further research, etc. Meeting the challenge of explaining clearly and succinctly to a general audience why BMI research is important can help to focus our thinking and sharpen our research agenda.


Communicating research findings to people outside the academic community, whether in government, or in business or the general public is also essential. Social sciences and the research councils that fund them have to justify the public money that goes into research in terms of its outcomes and impact. This is called knowledge transfer, enhancing the public's understanding of social science and communicating that research to people who can make use of it. One of the most effective ways of reaching target audiences, influencing policy and practice and changing public opinion is to make use of the media in a planned way.

To achieve the abovementioned, the Consortium has developed an INFOBIOMED press release specifically targeted to the media and other stakeholders, that has been made available to all partners, and through them, distributed to the media. Press conferences have also been organised by some of the network partners. The INFOBIOMED press releases are published in the INFOBIOMED website.

As the network evolves and results are obtained, new press releases will be issued accordingly and proactively distributed to the media.

#### 4.4.5. Influencing public affairs

Our approach to public affairs is likely to focus on a much higher degree of interaction with the specific target audience of policymakers to whom INFOBIOMED will be clear about the compelling messages. We will be succinct, not too academic in the style of communication and always emphasising what we can do for policymakers as well as asking what they can do for us, explaining how our input will take their agenda forward and support their priorities.

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#### 4.4.6. Publications and written communications

There is a whole range of promotional materials to choose from: leaflets, posters, banners, booklets, brochures, folders, newsletters, research summaries and briefings, publications, annual reports, websites, CD ROMs, videos, press releases, direct mail, advertising, presentation materials, etc.

Paper and electronic formats are the most common choices but before producing any specific piece of dissemination material, its purpose must be clearly defined. Moreover, choosing the right format for our publicity material will increase its chances of reaching and influencing the target audience. As we work to allow adequate time for each stage of the process, we have already carried out several initiatives to launch INFOBIOMED that are summarized in the annex section.

An accurate estimate about the quantity of publicity material will reduce the cost of print and avoid storage problems. Moreover, the size and weight is an important factor when thinking about packaging and distribution, particularly if we are expecting other organisations to distribute material for us. All publicity materials need careful editing, proof reading and checking, should include contact details and some may also need ISBN or ISSN numbers.

Printed materials are commonly used formats and is still often the most popular with many target audiences despite the rapid development of electronic communications, particularly e-mail bulletins, newsletters and Portable Document Formats (PDFs). Although electronic formats are relatively low cost and have many advantages, such as ease of production and distribution, they have some disadvantages too. It is easy to send out widespread e-mails, but if their content is irrelevant or is sent to the wrong people, it is just more junk mail. Many users may have older PCs or slow dial-up connections to the internet, so sending large files of information or high-quality pictures in electronic format should be avoided. It is better to send a short e-mail with a link to our website so users can download the information if and when they need it.

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#### 4.4.7. Event organisation and sponsorship

Besides the aforementioned participation in already existing conferences and congresses, the Consortium plans to organise or to significantly contribute to the organisation of one or two big events during the project duration. Those events will have international dimension and will be focused in promoting BMI as an integrative discipline. The Consortium is currently gathering contributions from the network partners and will come up with a proposal and calendar in the first quarter of 2005.

The Consortium is aware of the enormous amount of work involved in setting up any event, ranging from small workshops to large-scale conferences. Therefore event organisation must be planned well in advance (6 months to 1 year). Venue booking (and other logistics), programme setting, key speakers invitation, budgeting, attendants registration, etc. are only some of the activities that will have to be undertaken. Participative sessions, such as workshops or question and answer panels, will be included as far as possible when designing the events programme. Such events will be marketed widely, distributing leaflets and using websites, email lists and professional groups to spread information about the event, including speakers' biographies, copies of slides, a list of delegates attending the event, an evaluation form and contact information. The learning materials will be put on the website or produce a post-conference publication to send to delegates.

#### 4.4.8. Websites and electronic communications

When used appropriately, websites and electronic communications are a very cost-effective way of reaching a global audience. This is why having the INFOBIOMED website up and running was one of the first priorities in terms of dissemination. It saves time and effort to interested parties if they can get the information they need directly from the website. Similarly, it is more likely that the impact on the targeted audience is bigger if they can find out information for themselves instead of having to contact the network representatives to get it. It should be mentioned that INFOBIOMED website is updated weekly, in order to add new information, news, etc.

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INFOBIOMED website incorporates and provides access to a European Biomedical Informatics Gateway, which can be easily accessed by any interested party. This repository, linked to the INFOBIOMED website, contains extensive information as well as the latest news on Biomedical Informatics in Europe and is weekly updated with new events. Moreover, a new tool is being designed in order to perform specific and more advanced searches within this Gateway to further facilitate the navigation through the database of events.

## 5. COMMUNICATION MATERIALS

Different actions can be taken for the dissemination of the project as, for instance, presentations at scientific congresses (papers, oral communications, posters...), individual presentations (ex pharmaceutical company interested in a software), demonstration sessions, mailings (more of a marketing strategy), surveys, interviews and press conferences.

It should be emphasised that a single, consistent and professional-looking graphical lay-out is used whenever applicable (website, brochure, newsletter), in order to reinforce the INFOBIOMED corporate image.

### 5.1. Website

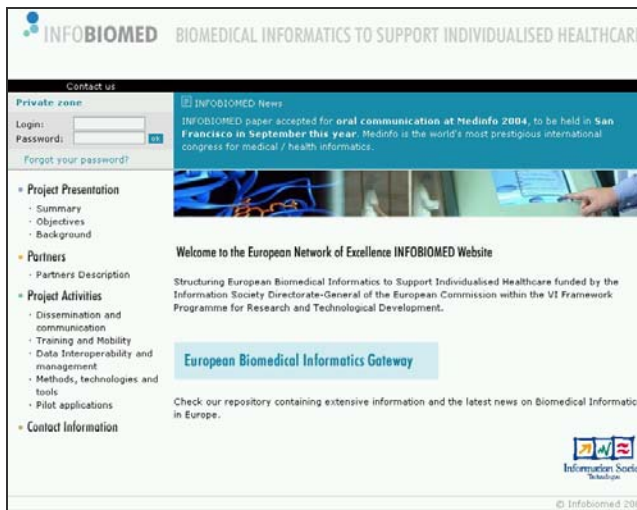




Figure 3: INFOBIOMED website home page (www.infobiomed.org)

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In order to support general dissemination activities, the INFOBIOMED website has been created as the main tool for presenting the project to the outside community, whether scientific or other stakeholders. The site was launched in March 2004. The following two domains have been registered for the use of the INFOBIOMED Consortium: [www.infobiomed.org](http://www.infobiomed.org) and [www.infobiomed.net](http://www.infobiomed.net). It has to be noted that the INFOBIOMED website will also serve as a European Biomedical Informatics Gateway for the BMI community by providing a central repository of reference materials and a notice board for announcing BMI events worldwide.

The website is just one of the elements that integrate the complete dissemination plan of the network. The other elements (brochure, newsletters, press releases, papers sent to congresses and scientific publications...) will be complementary to the website, and available for downloading from it when possible. Through previous analysis of the target audiences needs, we have created a site with a professional look-and-feel and user-friendly navigation. The website aims to meet the communication needs of a wide range of users (media, policymakers, researchers, etc.).

The INFOBIOMED website intends to be the central location where comprehensive information about INFOBIOMED and Biomedical Informatics can be found. Apart from constituting an effective way of advertising our research and main achievements, the website is used to promote events and publications or even to push key messages on the home page. It has two distinct areas each aimed at a different audience: the network partners ('Private Zone' section) and the external audience. The internal area of the site allows for regular and smooth communication between partners as well as constituting an efficient working tool. The public area, which is updated weekly, keeps the interested parties accessing the website informed on the project and its development.

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## 5.2. Key communication messages


To unify the messages disseminated by network partners about INFOBIOMED and the work developed within the network several key messages have been proposed and agreed by the Consortium. The aim of this internal document is to unify the basic information that is disclosed about the project across partners, to avoid as much as possible inconsistencies, specially when the network is disseminated in the local media and in languages other than English.

## 5.3. Press releases

Up to now, two press releases presenting the network objectives and structure have been issued in April 2004. They describe the network and the Consortium and give an overview of the work planned in the network, with different levels of detail depending on the intended audience.

The two press releases developed by the Consortium to present the project are accessible through the website in HTML and PDF format, and it is planned that further press releases will be published to disseminate the work carried out in the project and/or in any of the specific areas, including the pilots. The two versions of the press release are aimed respectively at the scientific community and at other stakeholders. Both documents emphasize the key concepts that INFOBIOMED intends to transmit to both audiences. The main difference between both press releases is that the one addressed to the scientific community uses more scientific language and enters into relatively more detail when explaining the workplan, while the one addressed to other stakeholders uses simpler terms. For instance, the press release aimed at the scientific community includes a brief description of the scientific work packages.

As the project evolves, and specially when the main scientific milestones are met, specific press releases will be issued to disseminate the network results. Both target audiences, scientific community and other stakeholders, will be taken into account when it comes to modulate the press release messages, language, detail level, etc.

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#### 5.4. Newsletter


A news bulletin that will convey a description of the different partners as well as brief notes of interesting news recently appeared and that are relevant to the Biomedical Informatics community. The Newsletter is about to be launched in January 2005 and will be edited by ISCIII quarterly per year. Some recent, interesting and relevant news will be selected from different scientific resources (journals, websites, etc) and included within this bulletin. In addition, two profiles describing network partners will be also introduced in each Newsletter, so that by the end of the project all partners will have been presented once within this communication resource.

#### 5.5. Information brochure

A brochure is being produced by the Consortium, presenting the INFOBIOMED network. It is intended to support the presentations at events and the individual meetings carried out and it will also serve as a communication tool for potential mailings to target audiences. The brochure will be project oriented, as it will describe the project, its objectives, the participating organisations, the expected results and the activities planned. Project oriented brochures are the most common in EU-funded projects and they are normally used for raising awareness on the project's existence and intended to generate subsequent information requirements. Since the focus is on the project, it will be useful for improving the communication with other R&D initiatives and with potential partners interested in participating in or supporting the network activities. This brochure consists on a folder which contains some A4 sheets of paper that can be customized, depending on the message and the type of audience to whom it is directed. All partners have recently agreed the final design and contents of the folder so that it will be available by January 2005 (the brochure proposal is included as annex to this deliverable).

#### 5.6. Demos

Demos of the developed tools, resulting mainly from the work package 6 - Pilot Applications research work, will be prepared when needed to show the interested scientific communities the benefits of the implementation of such tools.

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## 6. SPECIFIC RESOURCES

Within this module we have included a list of relevant events and journals where INFOBIOMED or articles about INFOBIOMED work could be presented in order to achieve wide dissemination among the scientific community. This list will be regularly updated throughout the project and the final list of events and journals will be selected according to their focus, impact and trying to get a suitable geographical balance.

A tentative list of journals and events follows, including the events where INFOBIOMED has actually been presented as well as other events where the network could be presented in the future.

### 6.1. Journals


List of scientific journals considered interesting by the INFOBIOMED Consortium:

#### **BIOINFORMATICS**

- Bioinformatics  
<http://www.oup.co.uk/bioinformatics/>
- Journal of Computational Biology  
<http://www.liebertpub.com/CMB/default1.asp>
- Briefings in Bioinformatics  
<http://www.henrystewart.co.uk/journals/bib/>
- Applied Bioinformatics  
<http://www.openmindjournals.com/bioinformatics.html>

#### **BIOMEDICAL INFORMATICS**


- Computer Methods and Programs in Biomedicine  
<http://www.elsevier.nl/locate/cmpb/>
- Medical and Biological Engineering & Computing  
<http://www.iee.org/Publish/Journals/ProfJourn/MBEC/>
- Computers in Biology and Medicine  
<http://www.elsevier.nl/locate/inca/351>

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- Journal of Biomedical Informatics (JBI)  
<http://www.academicpress.com/jbi>

### **MEDICAL INFORMATICS**

- MD Computing  
<http://link.springer-ny.com/link/service/journals/00351/index.htm>
- Computerized Medical Imaging and Graphics  
<http://www.elsevier.nl/locate/inca/30369>
- Journal of American Health Information Management Association  
<http://www.ahima.org/publications/journal/journal.html>
- The Journal of Informatics in Primary Care  
<http://www.schin.ncl.ac.uk/oldsite/PHCSG/Journal/index.htm>
- Journal of the American Medical Informatics Association (JAMIA)  
<http://www.amia.org/default.html>
- British Journal of Healthcare Computing  
<http://adref.com/adref/aids/0992/issues.htm>
- Medical Informatics - London  
<http://www.bmpub.com/jnls/mif.htm>
- Journal of Clinical Monitoring and Computing  
<http://www.kluweronline.com/issn/1387-1307>
- International Journal of Medical Informatics  
<http://www.elsevier.com/inca/publications/store/5/0/6/0/4/0/>
- Healthcare Informatics  
<http://www.healthcare-informatics.com/>
- Health Informatics Europe  
<http://www.hi-europe.co.uk/home.htm>


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## 6.2. Congresses

List of potential scientific congresses where INFOBIOMED could be presented:

### **BIOINFORMATICS**

CONGRESS NAME	DATE AND PLACE	DESCRIPTION	WEBPAGE	ACTIVITY PLANNED	STATUS
<b>BIOINFORMATICS</b>					
RECOMB – Intl. Conference on Research in Computational Molecular Biology	14-18 May, 2005 Cambridge, Massachusetts, USA	Scientific forum for theoretical advances in computational biology and their applications in molecular biology and medicine.	<a href="http://www.broad.mit.edu/recomb2005/">http://www.broad.mit.edu/recomb2005/</a>	Tbd	Planned
ISMB – Intl. Conference on Intelligent Systems for Molecular Biology	25-29 June, 2005 Detroit, Michigan, USA	Development and application of advanced computational methods for biological problems at the levels of sequences, cells, organs, and organisms.	<a href="http://www.iscb.org/ismb2005/">www.iscb.org/ismb2005/</a>	Tbd	Planned
PSB - The Pacific Symposium on Biocomputing	Tbd 2006	Research in the theory and application of computational methods in problems of biological significance.	<a href="http://psb.stanford.edu/index.html">psb.stanford.edu/index.html</a>	Tbd	Planned
APBC – Asia-Pacific Bioinformatics Conference	Tbd 2006	Annual forum for exploring research, development and novel applications of BI.	<a href="http://www.deakin.edu.au/~phoebe/APBC2005/">www.deakin.edu.au/~phoebe/APBC2005/</a>	Tbd	Planned
<b>BIOMEDICAL INFORMATICS</b>					
APIII	Tbd Pittsburgh, PA, USA	Applications of BMI in pathology and oncology practice, education and research.		Tbd	Planned
AMIA Annual Symposium	22-26 October, 2005 Washington D.C., USA	The world's most comprehensive annual conference on medical informatics, featuring five days of scientific and applied papers, panels, workshops, tutorials, and systems demonstrations	<a href="http://www.amia.org">www.amia.org</a>	Tbd	Planned
ECMTB2005 - European Conference on Mathematical and Theoretical Biology	18-22 July, 2005 Dresden, Germany	It has the goal of fostering the collaboration between mathematicians and bioscientists and to serve as a forum for the exchange of research results and new research directions to the widest possible community in theoretical biology and medicine in Europe.	<a href="http://www.ecmtb05.org">www.ecmtb05.org</a>	Tbd	Planned
<b>MEDICAL INFORMATICS</b>					
International congress for medical/health	7-11 September 2004,	The premier triannual international meeting for the medical informatics community	<a href="http://www.medinfo2004.org">www.medinfo2004.org</a>	Oral Communication	Done

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informatics - MEDINFO 2004	San Francisco, USA			Paper	
Medical Informatics Europe - MIE2005	28 August - 1 September, 2005 Geneva Switzerland	The main scientific event in medical informatics held every two years in Europe.	www.mie2005.net/	Tbd	Planned
Medical informatics congress - MIC2005	17 & 18 November Veldhoven The Netherlands		www.mic2005.nl	Tbd	Planned

Other Congresses and Journals might be also considered in the future if considered adequate and relevant for disseminating the work carried out in the Network.

### 6.3. Scientific Societies


Scientific Societies with whom INFOBIOMED will consider to establish links.

#### **BIOINFORMATICS**


- International:
  - International Society for Computational Biology (ISBC)
  - The Asia Pacific Bioinformatics Network (APBioNET)
  - SOCBIN: Society for Bioinformatics in the Nordic Countries
  - CYTED Iberoamerican Bioinformatics Network
- National:
  - Bioinformatics Society Taiwan
  - Bioinformatics Society of India
  - Japanese Society for Bioinformatics
  - Korea Bioinformatics Society

#### **MEDICAL INFORMATICS**

- International:
  - APAMI Asia Pacific Association for Medical Informatics


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- European Federation for Medical Informatics (EFMI)
- European Medical Informatics Society (EMIS)
- HELINA Health Informatics in Africa
- HIE Health Informatics Europe
- IMIA-LAC IMIA - Federation for Latin America and the Caribbean
- International Medical Informatics Association (IMIA)
- National:
  - American Medical Informatics Association (AMIA)
  - Argentina Health Informatics Association
  - Argentina Medical Informatics Foundation
  - Brazilian Society of Health Informatics
  - Belgium Medical Informatics Association
  - British Medical Informatics Society BMIS
  - Cuban Medical Informatics Association
  - Czech Society for Biomedical Engineering and Medical Informatics
  - French Medical Informatics Association
  - German Medical Informatics Association
  - Health Informatics New Zealand
  - Healthcare Informatics Society of Australia
  - Healthcare Informatics Society of Ireland
  - KOSMI (Korean Society of Medical Informatics)
  - Pan-hellenic Society for Medical Informatics
  - Phillipine Medical Informatics Society
  - Polish Society of Medical Informatics
  - Slovenian Medical Informatics Society
  - Slovenian Medical Informatics Society
  - Spanish Health Informatics Society
  - Swiss Society for Medical Informatics
  - The Primary Health Care Specialist Group of the British Computer Society
  - Thai Medical Informatics Society

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#### 6.4. Working groups in Biomedical Informatics

- NLM / ACMI (<http://www.nlm.nih.gov/>) National Library of Medicine / American College of Medical Informatics.
- IMIA Working group: Informatics in Genomic Medicine (IGM).
- ERCIM: <http://www.ercim.org/>, the European Research Consortium for Informatics and Mathematics aims to foster collaborative work within the European research community and to increase co-operation with European industry.


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## ANNEXES


### A. Dissemination Activities

#### INFOBIOMED DISSEMINATION ACTIVITIES


Title	Location	Date	Status	Type of participation	Partner leading	Partners involved
<b><u>A. Communication materials</u></b>						
Infobiomed logo		feb-04	done		FIMIM	
Infobiomed website		mar-04	done		FIMIM	
Infobiomed website maintenance/update		On going			FIMIM	
Press release scientists		apr-04	final		ISCIII	FIMIM
Press release other stakeholders		apr-04	final		ISCIII	FIMIM
Press release scientists		mar-04	draft		ISCIII	FIMIM
Press release other stakeholders		mar-04	draft		ISCIII	FIMIM

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Title	Location	Date	Status	Type of participation	Partner leading	Partners involved
Infobiomed brochure		jun-04	draft		INFORMA	
<b><u>B. Dissemination events</u></b>						
<b><u>B.1. Scientific events</u></b>						
EGEE workshop ("Enabling Grids for E-science in Europe")	Cork (Ireland)	18-22 april 2004	done	Oral Communication	CUSTODIX	
BIBE 2004	Taichung (Taiwan)	19-21 may 2004	Paper accepted	Oral Communication	IMIM	
ERCIM Meetings	Crete (Greece)	24-28 May 2004		Oral Communication	FORTH	
Med Info 2004	San Francisco (USA)	7-11 september 2004	Paper accepted	Oral Communication	IMIM	
IARWISO	Sparta (Greece)	9-11 September		Oral Communication	FORTH	
GMDS 2004	Innsbruck (Austria)	26-30 September 2004	Paper accepted	Oral Communication	HHUD	
1 <sup>st</sup> IARWISO	Sparta (Greece)	9-11 September 2004	Paper accepted	Oral Communication	FORTH	
ISBMDA	Barcelona (Spain)	18-19 November 2004		Oral Communication	ISCIII	

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Title	Location	Date	Status	Type of participation	Partner leading	Partners involved
<b><u>B.2. Other events</u></b>						
First concertation meeting of eHealth 6th FP Projects	Brussels (Belgium)	18 mar'04	done	Oral Communication	IMIM	
Jornada Xarxes CIDEM (Center for innovation and business development of the Catalan Government)	Barcelona (Spain)	15 april 2004	done	Oral Communication	FIMIM	
Round table on gender issues in 6FP projects	Barcelona (Spain)	16 september 2004	done	Oral Communication	FIMIM	
<b><u>C. Media / Press</u></b>						
Article about BMI importance in hospital settings at Diario Médico	Spain	June 04	done	Opinion article	FIMIM (JB)	
Press conference at FIMIM	Barcelona (Spain)	November 2003	done		FIMIM	
Bulletin, Instituto de Salud Carlos III	Madrid (Spain)	Nº 63 - 15/03/04	done		ISCIII	
Bulletin INBIOMED May-June		may-04	done		ISCIII	


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Title	Location	Date	Status	Type of participation	Partner leading	Partners involved
Article about INFOBIOMED at the ACTA InfoBulletin	Netherlands	June 2004	done		ACTA	
Article about INFOBIOMED at TRACER	Netherlands	June 2004	done		ACTA	
INFOBIOMED press release at ERASMUS	Netherlands	June 2004	done		MI-EMC	
International Conference on Intelligent Systems for Molecular Biology (ISMB)	Glasgow (UK)	July - august 2004	done		UEDIN	
SOST Gazette	Spain / Belgium	September 2004	sent to SOST		FIMIM/IMI M	
IST conference booklet	European	September 2004	sent to EC		FIMIM	
<b>D. Other</b>						
Press release announcement at IMIM/FIMIM website	Barcelona (Spain)	December 03	done	Announcement	IMIM/FIMI M	
Telemedicine & eHealth Directory		Mach-04	done		ISCIII	FIMIM
V Symposium on multimodal analysis in epilepsy	Aveiro (Portugal)	May-04	done	Sponsorship	UAVR	
Press release announcement at HHUD website	Duesseldorf (Germany)	May-04	done	Announcement	HHUD	


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## B. Dissemination Plan

INFOBIOMED DISSEMINATION PLAN				
TOOLS	OBJECTIVE	ACTION	TARGET	TIMING
LOGO	Raise awareness	Network identity	Scientific community & other stakeholders	From 2004 (ongoing)
WEB	Raise awareness	Support dissemination activities	Scientific community & other stakeholders	From 2004 (ongoing)
PRESS RELEASE	Raise awareness	Overview of planned work	Scientific community & other stakeholders	From 2004 (ongoing)
BROCHURE	Raise awareness	Support presentations	Scientific community & other stakeholders	Beginning 2005
NEWSLETTER	Raise awareness	News + groups profiles	Scientific community & other stakeholders	Quarterly since beginning 2005
PUBLICATIONS	Raise awareness Incitement to test implementations	Indication of performed research	Scientific community	Periodical since 2004
DEMOS	Raise awareness Incitement to test implementations Investor contact	Show benefits of new implementations	Scientific community & investors	Periodical since 2004
COMMUNICATIONS	Raise awareness Investor contact	Oral presentations and posters	Scientific community	Periodical since 2004
DELIVERABLES	Network management	Compilation of all dissemination efforts	EU Commission	Periodical since 2004

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### C. Press Releases

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## D. Brochure Design