MY MOBILE AND SMART HEALTHCARE ASSISTANT

D1.5 Report on Project Presentation Activities

Change History

Version	Date	Description	Affected Sections
1.0	15 October 2015	First Version - ToC	
2.0	20 November 2015	Second Version- Issued	
3.0	12 December 2015	Third Version – Additions and Editorial Changes	

List of Contributors

Participating Entity	Contributing Individuals
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Executive summary

This document provides a summary of the activities that have been carried out by the consortium in order to present the project to the public during the last years. Besides the project dissemination material (logo, website, leaflet) that has been created, there main activities that have been performed are:

- Mentions to the project on press and media, including local, national and international means

- Interview with the project coordinator published on Pan European Networks magazine

- Video material on youtube

- Project presentation and demonstrations during relevant conferences and workshops. Particularly relevant was the ITEA Co-Summit in Berlin, on March 2015

1   Introduction

As introduced in D1.2, dissemination is crucial for MoSHCA project in order to promote a common understanding between different stakeholders. The efforts of the project in this sense aim to accelerate the adoption of MoSHCA technologies and will increase their penetration, and hence their expected benefits.

In order to be more effective, **different communication channels need to be used,** and thus, a carefully structured representation and dissemination plan was issued in deliverable at the beginning of the project in order to direct the information to the most relevant and interested people.

In the last phase of the project, D1.5 deliverable summarizes the communication and presentation activities that have been carried out by all MoSHCA partners along the whole project life.
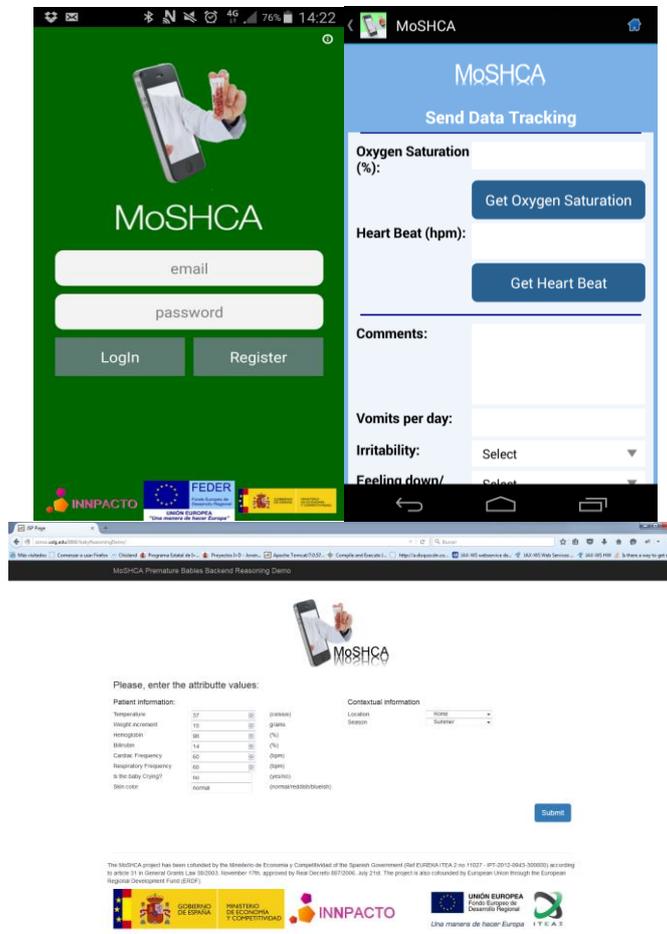
2 Dissemination Materials: logo, website, leaflet

2.1 MoSHCA Logo

The official project's logo has been included in all the applications developed for the different use cases and the web sites used during the project. It has also been included in the dissemination presentations, deliverables and documents:

Figure 1.   MoSHCA Logo

Figure 2.   Detail of logo on different MOSHCA products

2.2 MoSHCA website

The MoSHCA website has been active from the very beginning of the project. It provides general information about the main concept and objectives, the partners in the consortium, the contact details and, what is probably most important, it lists all the dissemination activities that have been carried out during the past years.

The link to this website is:

http://www.moshca-project.eu/

Figure 3.   Details of the MoSHCA website

2.3   MoSHCA leaflet

The MoSHCA project has produced printed leaflet brochures with the purpose of communicating its main objectives and outcomes. The leaflet was available in printed form at the main conferences and events were the project was presented, as well as in electronic form in the ITEA web page of MoSHCA. In addition, for the Co-Summit 2015, a new leaflet was produced following the design guidelines of the event.

Figure 4.   MoSHCA leaflet

3   Media and Social Networks

3.1   *Mentions to the project on press, media*

MOSHCA project has appeared on media and press several times. Below some of the references:

3.1.1   MoSCHA – Control de malalts crònics via Smartphone. Cadena SER Girona. 18/02/2013

http://raulmuxach.wordpress.com/2013/02/18/moscha-control-de-malalts-cronics-via-smartphone/

MoSHCA: My Mobile and Smart Healthcare Assistant

Figure 5.   Cadena ser Girona, February 2013

3.1.2 MoSCHA – Informaticus krijgt patent voor gezondheidsapps. 5/04/2013

http://www.computable.nl/artikel/nieuws/development/4703473/1277180/informaticus-krijgt-patent-voor-gezondheidsapps.html

Figure 6.   Informaticus Krijgt patent voor gezondheidsapps, April 2013

3.2   Interview published on Pan European Networks magazine

The project's coordinator, Henk Schwietert, was interviewed for the May 2015 issue of the Pan European Networks magazine. The issue is called "A focus on prevention. The European Commission is committed to promoting and protecting the health of its citizens". The publication of the interview, called "Smarter Healthcare", deals with how the project can help address some of the healthcare issues facing European society today.

http://www.paneuropeannetworkspublications.com/GOV14/files/assets/common/downlo

ads/Pan%20European%20Networks%20-%20Government.pdf

Figure 7.   Interview with the project's coordinator

3.3 Video material on Youtube

Some of the use cases have produced video material that has been published in Youtube for communication objectives.
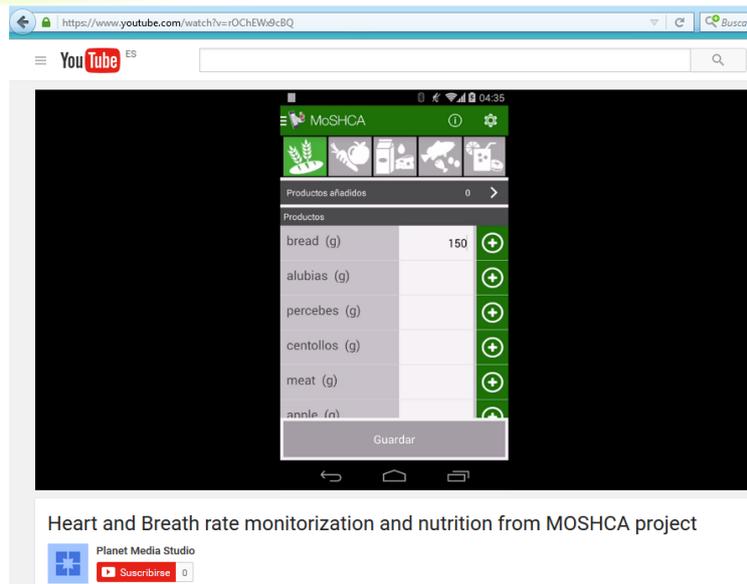
https://www.youtube.com/watch?v=rOChEWx9cBQ

Figure 8. Screenshot of video material on youtube, published on November 2014

4 Conferences and Workshops

The list of conferences and workshops where the MoSHCA project has been presented as whole can be found below. The project has been presented in events oriented to different targets: commercial events, scientific conferences and medical conferences.

- Mobile World Congress - MWC 2013: *MoSHCA – My Mobile and Smart Health Care Assistant*, poster. Barcelona, February 2013. Performed by Planet media

- TIC Salut 2013: MoSHCA: *My Mobile and Smart Health Care Assistant*, poster and capsule presentation. Girona, May 2013. Performed by UdG and IdIBGI

- IEEE Healthcom 2013: *MoSHCA – My Mobile and Smart Health Care Assistant,* conference paper. Lisbon, October 2013. Performed by RUN, IT and Evalan.

- Hommersom, A., Lucas, P. J., Velikova, M., Dal, G., Bastos, J., Rodriguez, J. & Schwietert, H. (2013, October). Moshca-my mobile and smart health care assistant. In *e-Health Networking, Applications & Services (Healthcom), 2013 IEEE 15th International Conference on* (pp. 188-192). IEEE.

- eHealth and Social Wellness Spanish Technological Platform (eVIA) annual assembly: *MoSHCA: My Mobile and Smart Health Care Assistant*, oral presentation. Madrid, November 2013. Performed by Planet Media.

- Mobile World Congress – MWC 2014: *Presentation of MOSHCA project*, partial part of a booth. Barcelona, February 2014. Performed by Planet Media.

- ITEA Co-Summit 2015: *MoSHCA – My Mobile and Smart Health Care Assistant,* booth presenting the project and demonstrators. Berlin, March 2015. Performed by CLB, UdG and Evalan.

- ITEA Co-Summit 2015: *MoSHCA – My Mobile and Smart Health Care Assistant,* session presenting

the project, its evolution and its outcomes. Berlin, March 2015. Performed by CLB, UdG and Evalan.

- II Mediterranean Symposium on Health Promotion: *MoSHCA: My Mobile and Smart Health Care Assistant*, poster and presentation. Girona, June 2015. Performed by UdG.

4.1   ITEA Co-Summit 2015, 10-11 March, Berlin Germany

MoSHCA project was presented during the Itea Co-Summit: "Smart Industry, Impact of Software Innovation" in Berlin, Germany, on 10 and 11 March 2015. An exhibition booth was set and the project was presented during one of the "speakers corner" session.

Some pictures and graphic material of the event are shown below:

Figure 9.   Presentation and material for the ITEA Co-Summit in Berlin, March 2015

Figure 10.   Berlin Co-Summit, 10-11 March 2015