

STARLIT

System Technologies for Adaptive Real-time MR Image-guided Therapies

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D6.2– Dissemination Plan

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(max 5 lines)

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	PP	Restricted to other programme participants	
	RE	Restricted to a group specified by the consortium	
	CO	Confidential, only for members of the consortium	

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Glossary

4D	Four dimensional, three spatial and the evolution over time	IGRT	Image Guided Radiation Therapy
ABS	American Brachytherapy Society	ISO	International Standards Organization
ASTM	American Society for Testing and Materials (International)	ISO	International Standards Organization
AAPM	America Association of Physics in Medicine	ISMRM	International Society of Magnetic Resonance in Medicine
ASTRO	American Society for Radiation Oncology	Linac	Linear Accelerator, radiation therapy using an 'external beam'
BT	Brachytherapy	MITA	Medical Imaging & Technology Alliance
COCIR	European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry	MRI	Magnetic Resonance Imaging
EORTC	European Organisation for Research and Treatment of Cancer	MRgRT	Magnetic Resonance guided Radiation Therapy
ESR	European Society of Radiology	MRinRT	Magnetic Resonance in Radiation Therapy
ESTRO	European Society for Radiotherapy and Oncology	MRLinac	Elekta's implementation of MR guided RT
GEC ESTRO	ESTRO Brachytherapy Committee	OAR	Organ at Risk, healthy tissue exposed to unintended ionizing radiation
GTRFCC	Global Task Force on Radiotherapy for Cancer Control	PHIRO	Physics and Imaging in Radiation Oncology
IEC	International Electrical Committee	RSNA	Radiology Society of North America
IEEE	Institute of Electrical and Electronics Engineers	RT	Radiation Therapy

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1. Executive Summary

This document describes a realistic dissemination plan to set out an agreed approach to dissemination throughout the project. The dissemination plan is intended to optimize dissemination of project knowledge and results to scientific community, companies, device manufacturers, and other relevant organizations.

Partners are expected to work towards dissemination by publications in high-quality refereed international journals and at targeted conferences and will also be active in individual promotion. They will engage in normal dissemination activities within their areas of expertise.

Moreover, partners are expected to work together for achieving dissemination goals by various other means, including but not limited to: workshops, summer schools, courses of various types, invited talks, exhibitions, policy conferences, printed documents, press releases, social media activities and websites.

Specific activities have been described in this document with relevant targets (when possible) and performance plan during the duration of the project.

Dissemination has been divided into two main areas, scientific (academic) and marketing (industry).

2. Introduction

MR guided applications are extremely complex and innovative techniques and therefore their dissemination is important in order to allow interested users to reach confidence that the available technologies can be used in a safe and effective manner.

All partners are expected to work towards dissemination by publications in international, refereed journals and at targeted conferences, and will also be active in individual promotion. They shall engage in normal dissemination activities within their areas of expertise. In addition, partners shall work together for identifying and carrying out dissemination activities within specific areas, such as conferences and workshops, exhibitions, policy conferences and standardization.

Academic institutes are expected to work more on the “scientific dissemination” side, covering publications on journals, submission of abstracts to main conferences, clinical training activities.

Industry partners will be more focused in “marketing dissemination” such as promotion at exhibitions, targeted presentations at users’ meetings, organization of local regional symposiums, development of marketing material (presentations, brochures, product data, etc), sponsoring of events related to MRinRT activities and press releases.

The recently announced CE mark for the first version of the MR-linac system, see www.elekta.com press release, has granted more freedom in marketing activities and therefore allows a more complete a capillary plan to be in place.

Those two aspects (scientific and marketing dissemination) are described in the following chapters.

3. Dissemination Plan

As described in the introduction the plan is divided into scientific (academic) and marketing (industry) dissemination.

3.1 Scientific Dissemination

Scientific dissemination is mainly under the responsibility of academic partners. Its main aim is to educate the scientific community about the potential of clinical applications.

3.1.1 Publications

Academic partners are expected to submit a certain number of manuscripts (at least two manuscripts per year) to the following medical science journals:

- Physics in Medicine and Biology
- Medical Physics and Journal of Applied Clinical Medical Physics
- Magnetic Resonance in Medicine
- Brachytherapy
- Radiotherapy & Oncology (and associated journal like PHIRO)
- International Journal of Radiation Oncology Biology and Physics

In addition, industry partners are expected to consider submission to the following engineering/technical journals:

- IEEE Transactions on Medical Imaging, on Pattern Analysis and Machine Intelligence and on Computerized Medical Imaging and Graphics for image processing,
- IEEE Transactions on Visualisation and Computer Graphics, Computer and Graphics,
- IEEE Transactions on Image Processing, IEEE Transactions on Biomedical Engineering,
- IEEE Transactions on Information Technology in Biomedicine
- Elsevier's Medical Image Analysis

3.1.2 Presentations at conferences

Academic partners are expected to submit abstracts (at least 20 per year) to the following scientific conferences:

- American Association of Physicists in Medicine (AAPM)
- American Society For Radiation Oncology (ASTRO)
- Radiological Society of North America (RSNA)
- European Society for Radiotherapy and Oncology (ESTRO)
- International Society for Magnetic Resonance in Medicine (ISMRM)
- MR in RT society (MRinRT)
- Local radiation oncology or medical physics societies.

3.1.3 Clinical training

Academic sites are expected to organize training for the utilization of MR in radiation therapy for radiation oncologists and medical physicists.

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Those courses should consist of theoretical lectures and practical exercises. Physics course should cover detail about acquisition methods, sequence optimization for contrast, resolution, geometric accuracy, SNR, QA for image quality, geometric fidelity of the scanner, patient specific QA, and phantoms. Radiation oncologists course shall include delineation sessions but also a brief overview technical and physics aspects. MR safety shall be covered in both courses.

3.2 Marketing Dissemination

Marketing dissemination is mainly under the responsibility of industry partners. Its main aim is to promote the technical solutions and indirectly the company to the overall community, including potential investors.

Some of the activities are currently limited by regulatory constraints. With the obtained CE mark and the incoming 510(k) and Health Canada approvals, a continuous growth is expected during the duration of the STARLIT project and even after.

3.2.1 Promotion at conferences

Academic partners shall participate with a booth and personnel able to perform demonstrations at the following conferences:

- American Association of Physicists in Medicine (AAPM)
- American Society For Radiation Oncology (ASTRO)
- Radiological Society of North America (RSNA)
- European Society for Radiotherapy and Oncology (ESTRO)
- International Society for Magnetic Resonance in Medicine (ISMRM, Philips only)
- MR in RT society (MRinRT)
- Local radiation oncology or medical physics societies.

An area dedicated to the machine shall be present with possibility to demonstrate the overall clinical workflow.

3.2.1.1 Users meetings

During the above mentioned conferences, specific talks at users meetings shall be organized in order to describe the MRgRT technology and its applications.

3.2.2 Organization of symposia

A relatively small portion of radiation oncologists and medical physicists are able to travel to main conferences. It is therefore important to implement local symposia to present the technology and further disseminate its principles and clinical applications. Organization of those events is mainly responsibility of the industry partners, but academic partners will make speakers available to do the relevant presentations.

It is expected that the number of symposia will grow up once regulatory approval is obtained in certain countries (US, Canada, Japan, China, etc)

3.2.3 Development of marketing material

As the CE mark of the MR-linac has been obtained, Elekta is now able to produce a set of marketing tools to further deploy and disseminate the technology, this will include:

- Training of a group of local ambassadors located in the different geographic areas
- Production of presentations, brochures, product data and marketing material
- Maintenance of the web site with all the relevant information

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- Collection of all publications produced by the academic sites

Marketing material for the MR guided brachytherapy is still limited as the system doesn't have CE mark for the moment,

3.2.4 Sponsoring of MR guided RT events

The industrial partners should consider sponsoring of the main events related to MRinRT to further boost the ability to disseminate the technology.

3.2.5 Press releases and relevant activities

Industry partners shall produce press releases to highlight:

- New orders of systems
- Installation of new systems
- Highlight of scientific abstracts

An update on the technology shall be also given during investor's relationship meetings and calls

3.2.6 Support of MR Linac Consortium

Industry partners shall support, when applicable, the operations of the MR Linac consortium and facilitate its expansion. Support is achieved by providing funding for the relevant meetings, contouring workshops and facilitate the communication between the parties with relevant tools.

3.2.7 STARLIT Website

A website related to the STARLIT project will be created and maintained.

The website is operational and has been created and is maintained by Quantib.

<http://starlit.radiomics.nl/>

The website shall include the following information:

- Description of the project
- Composition of the STARLIT consortium
- List of scientific publications
- Major updates about the project

Based on the milestones achieved and project progress, the website will be periodically update, at least once a year. All partners are responsible to communicate to the WP6 core team about proposal for updates and relevant information.

4. Conclusions

In this deliverable the dissemination plan has been presented. Implementation of the relevant actions will facilitate the deployment of the technologies developed in the STARLIT project.

The execution of this plan requires contribution from all the involved parties and will continue after the project is completed.

5. References

Elekta Unity, world's first high-field MR-linac, receives CE mark
<https://www.elekta.com/meta/press-all.html?id=000DC1B6E1EEAF5F>

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