



**Personalised Medicine by using an  
Advanced Point-of-Care Tool for  
Stratified Treatment in  
High Risk Cardiovascular Patients  
(Grant Agreement No 101095432)**

**D10.6 Communication and Dissemination Strategies and Plan**

**Date: 2024-02-29**

**Version 1.0**

**Published by the PoCCardio Consortium**

**Dissemination Level: PU - Public**



**Funded by the European Union's Horizon Europe Framework Programme for Research and Innovation  
under Grant Agreement No 101095432**

## Document control page

**Document file:** D10.6 Communication and Dissemination Strategies and Plan v1.0.docx  
**Document version:** 1.0  
**Document owner:** IN-JET

**Work package:** WP10 Impact Creation, Dissemination, Exploitation  
**Deliverable type:** R - Document, report

**Document status:**  Approved by the document owner for internal review  
 Approved for submission to the EC

## Document history:

Version	Author(s)	Date	Summary of changes made
0.1	Louise Birch Riley (IN-JET)	2024-02-01	ToC and initial content
0.2	Louise Birch Riley, Harald Sourij (MUG), Andrea Berghold (MUG), Barbara Luegger (MUG)	2024-02-14 2024-02-16	Addition to 4.4.4 - 4.4.7 Addition to 5.2
0.3	Louise Birch Riley	2024-02-20	Added partner input to 7.2 Finalised document, ready for internal review
0.4	Louise Birch Riley	2024-02-27	Incorporated review changes, input to 7.2 and 4.4.4
1.0	Louise Birch Riley	2024-02-28	Final version submitted to the European Commission

## Internal review history:

Reviewed by	Date	Summary of comments
Frederik Leys (UGent)	2024-02-26	Approved with minor changes - Too early to train the general cardiologist community on the actual PoC tools, as there are not on the market yet for another 3-5 years after the end of the project. Training can be done on the using and interpreting the assay, but performed by central lab tools. - Too early to already take steps towards FDA or MDR approval. Can only be done by an ISO 13485 company. Plus, in the CA none of the partners wants to commit to having to make anything that already meets specific external standards.
Barbara Luegger (MUG)	2024-02-23	Approved with minor changes

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## 1 Executive summary

The aim of communication and dissemination in PoCCardio is to support the achievement of the overall project goals and help maximise project impact.

This deliverable presents the strategic plan for how communication (promoting the project and its results) and dissemination (sharing the results) will help achieve the three main project goals: Improve the health outcome in cardiovascular patients through personalised medicine; Seek approval of companion diagnostics and; Facilitate uptake of the advanced point-of-care solution.

To know the targeted audiences, six stakeholder groups have been identified and categorised according to their relation to PoCCardio and analysed in view of their role and communication needs. They include the Medical & Health Actors, Bio- & Medtech Business Actors, Regulatory Economic Actors, Research Actors, People Actors and Internal Actors with several sub-groups under each category.

Additionally, the project team has performed a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, looking at the internal and external factors which influence the communication and dissemination within the consortium. The analysis shows that PoCCardio has a particularly good starting point for the creation of impact, with a targeted consortium developing a solution to a need that is relevant to health professionals, people with cardiovascular diseases and society in general. While there is a strong focus on the market uptake of the PoC tool, with communication and dissemination supporting this, the consortium will also have to ensure that the concept and results are understood and accepted by all stakeholders, meeting regulatory and user demands, since they will help qualify uptake.

Based on the overall analysis, a strategic approach is devised through a prioritisation of stakeholders, a progressive increase of activities, and a choice of messages and channels. The subgroups have been prioritised according to interest and influence to define the best way to communicate and involve them and to prioritise the project activities. Especially the clinicians, potential future business partners and trial participants have to be monitored closely in terms of communication, as they hold the power to the acceptability and viability of the PoC solution. Also, the analysis helps the project to establish the central messages that it wants to convey, based on who is targeted as well as how the messages shall be channelled. Online channels include project website(s), social media platforms and journal libraries whereas physical channels cover networks, training sessions, workshops, industrial fairs, seminars and conferences. Some are suitable for one-way information; others invite dialogue and full engagement. Project-level activities are supplemented by partner-level activities.

The strategy is to increase communication and dissemination activities as development and validation results appear, moving from creating a wide awareness of the project to facilitating utilisation of its results. Activities are steered by central milestones and are executed using different forms, such as news items, posts, newsletters, press releases, articles, videos, scientific publications and information material. To measure the efforts and impact, PoCCardio uses different methods related to visibility, knowledge sharing and quality assessment. This enables the project to evaluate the strategy and identify any changes needed.

Included are also internal communication procedures to effectively plan, coordinate, execute and report on activities, detailing also partner responsibilities and obligations. The mindset is to think communication and dissemination into all PoCCardio activities, bringing forward the good stories to create synergies with other partners and channel them to a wider audience. Activities related to validation sites are particularly valuable as an opportunity for local and national media coverage.

Finally, as a living document, this deliverable is subject to change and will be revisited regularly throughout the project.

## 2 Introduction

The aim of communication and dissemination in PoCCardio is to support the achievement of the project's overall goals and maximise its impact through a strategic approach as outlined by this document.

Communication entails information about and promotion of the project and its results to multiple audiences, including the media and public "by providing targeted information in a strategic, coherent and effective manner" as stated in the Grant Agreement (Article 17) between PoCCardio and the European Commission. This means conveying messages that are clear to the respective target groups, highlighting the added value that the project brings to European society and using appropriate channels to reach people.

Dissemination concerns making project knowledge and results publicly available and free-of-charge so that others can learn and benefit from them. Activities entail publishing results by submitting scientific publications to journals and conferences as well as articles for magazines, contributing to the advancement of knowledge (EC, 2023).

Communication and dissemination support exploitation which is making concrete use of the results both by individual partners as part of their own organisational strategies as well as stakeholders outside the project. For PoCCardio, the primary exploitation focus is on facilitating a commercial market uptake of the point-of-care tool developed in the project.

### 2.1 Purpose, context and scope

The purpose of this document is to outline the strategic approach that PoCCardio takes towards communication and dissemination of the project and its results, at project and partner level, as a foundation and support for exploitation of the results. The document also outlines assessment of the impact as well as the internal communication procedures to ensure an efficient management and coordination of activities.

The deliverable is part of Work Package 10 Impact Creation, Dissemination, Exploitation and tasks T10.1 Communication and Dissemination Strategies and Plans and T10.2 Dissemination Coordination with the specific objectives to:

- Define and agree on a communication and dissemination strategy and plan with measurable goals;
- Execute the plan, coordinate and assess the activities to ensure that the knowledge and results of the project are properly communicated and reported;
- Ensure that the results are being used to influence relevant policy making and standardisation bodies and participate in joint EU activities;
- Organise trainings and workshops in collaboration with the European Society of Cardiology.

The scope of this document is primarily T10.1 dealing with defining, agreeing on and executing a strategy and plan for communication and dissemination. However, it also includes some aspects related to T10.2 and the coordination of activities as well as T10.7 Implementation of Training and Workshops. The document will be continuously revised to fit project development and exploitation planning. The plan for exploitation is due at M30 as PoCCardio results have become clearer.

Since there is an overlap between communication and dissemination with regards to target groups, messages, channels and plans, the terms are treated together.

### 2.2 Structure and content

The deliverable is structured to move from a general, analytic perspective to a detailed plan of activities. First, the strategic framework for communication and dissemination in PoCCardio is presented in Chapter 3 looking at the objectives, stakeholders and the influencing factors.

Based on this analysis, the strategic approach is specified in Chapter 4 entailing a prioritisation of stakeholders, progressive increase of activities and description of messages and chosen channels. An overall planning view is presented in Chapter 5 supplemented by a trial-specific communication plan.

Chapter 6 details how the impact of communication and dissemination is measured and assessed. And finally, the internal communication and the coordination aspects are covered in Chapter 7, outlining also the role of the individual partners in terms of communication as well as the general obligations.

### 3 Analysis

The overall objective of communication and dissemination is to support the vision and goals of the project, ensuring the greatest impact possible. The following chapter contains an analysis of the project framework on which to build the strategic approach. The analysis maps the vision, goals and stakeholders in PoCCardio with communication and dissemination objectives and needs, looking also at factors influencing communication and communication within the project constellation.

#### 3.1 Project vision and goals

As a project in the Horizon Europe Programme on Health, PoCCardio plays a central part in the EU strategic plan to unlock the full potential of new tools and technologies for a healthy society (EC, 2021), framed by the overall orientation to ensure an open, yet strategic autonomy of Europe and its global leadership in digital technologies and deliver high quality digital services for all (EC, 2021, pp. 7-8). In particular, PoCCardio will create an impact within 1) companion diagnostics, working towards approval and uptake by market and regulation and 2) the use of biomarkers alongside existing pharmaceuticals for a more efficient and cost-effective treatment and thus better health outcome.

Within this framework, PoCCardio focuses on cardiovascular diseases as a major cause of morbidity and mortality globally and in particular the risks related to further heart attacks which remain high in people with previous myocardial infarction. The vision of PoCCardio is to lower the risks and improve the outcome, compared to current guidelines, by identifying patients at extremely high risk after a heart attack and personalise, intensify and monitor their treatment. To do so, the project is developing an advanced point-of-care (PoC) device using disease-specific markers from finger-prick blood for fast detection of heart patients at a very high risk of further cardiovascular events. The intervention is based on novel biomarker-driven risk stratification models and intensified, multifactorial treatment in combination with use of existing, approved pharmaceuticals, and can be implemented in routine patient care.

The goal of PoCCardio is to improve the health outcome, by classifying patients and enabling advanced individualised risk prediction, using a panel of ten qualified biological markers and six genetic variants, measured simultaneously using the PoC device. Blood-based biomarkers are ideal to evaluate the health status, being relatively simple and cheap to access, and they can play an important role in stratifying risk and guiding risk factor management. By using multiple disease-specific biomarkers, PoCCardio takes into account the heterogeneity related to recurrent cardiovascular events to significantly improve the prediction of these events and tailor treatment accordingly.

A key challenge will be to translate the PoCCardio approach into clinical practice, integrating the management process into national and international guidelines. The goal of PoCCardio is to map the requirements for market and regulatory approval and user acceptance of a companion diagnostic tool for cardiovascular diseases and to take the first steps through validation of the research tool and biomarker approach. An initial laboratory validation process will evaluate the performance of the tool and biomarkers, followed by a multinational clinical trial that will include up to 35 clinical study centres in Austria, Germany, Belgium and Poland and around 1800 patients with recent myocardial infarction. Based on their specific pattern of biomarkers, the patients will be assigned either to a standard or intensified pharmacological treatment, using only approved pharmaceuticals. The validation process will also include testing the tool in an Iranian setting to detect any differences regarding risk factors, treatment response and outcome.

All of the above will support the ultimate goal of facilitating uptake of the PoC solution for cardiovascular diseases, utilising the key results from the novel treatment strategies, and indicating the potential of widening the scope to also include other diseases. This aspect is central to communication and dissemination in PoCCardio.

### 3.2 Project impact

Impact in various areas is foreseen, both scientific, technological, clinical, economic and social and the following list summarises the main outcomes expected in relation to the overall goals of the project:

#### Goal: Improve the health outcome in cardiovascular patients through personalised medicine

In terms of impact foreseen, citizens will benefit from targeted and faster research resulting in improved cardiovascular disease prevention and therapy monitoring for better patient outcomes. Moreover, this will significantly lower the overall healthcare expenses of the therapy.

#### Goal: Seek approval of companion diagnostics

Towards the diagnostics industry and the regulatory authorities, PoCCardio will put a spotlight on the value of a new companion diagnostic test and that of existing prescription medication for intensified treatment guided by this companion test, stimulating uptake in guidelines and steps towards market approval for companion diagnostics in general.

#### Goal: Facilitate uptake of advanced point-of-care solution

PoCCardio will deliver a mass manufacturable, robust and low-cost PoC solution, bringing the companion diagnostic test to the specialists' and physicians' office, thereby creating the necessary boundary conditions for a broad uptake of the test by the medical community. PoCCardio will in this way prove Europe's capability for innovation in new diagnostic tools and will support its ability to take-up, scale-up and integrate innovation in healthcare.

In the wider perspective, PoCCardio will contribute by boosting the European point-of-care ecosystem in terms of new intellectual property, industrial interoperability and alignment and by driving significant progress towards personalised care.

### 3.3 Communication and dissemination objectives

To sum up, communication and dissemination should support the project goals and the grand narrative of European innovation, fulfilling also the obligation to show the added value that the project brings to society and enable others to benefit from it. Particular focus is on supporting the market uptake of the PoC tool.

The following tables illustrate what communication and dissemination should do to support the achievement of the overall project goals and outcomes. To whom and which channels are further described in Sections 3.3 and 4.4, respectively.

Table 1: Goal - Improve the health outcome in cardiovascular patients through personalised medicine

Project objective	Communication & dissemination objective
Develop a new risk stratification & treatment model based on integrating ten disease-specific biomarkers and six genetic variants, translated into a companion diagnostic PoC solution using microfluidic technology	<ul style="list-style-type: none"> <li>Make the scientific vision, scope, knowledge and results openly available and accessible</li> <li>Communicate the treatment aims and results for understanding and engagement of patients and relatives</li> </ul>
<p>Improve clinical management and treatment response in high-risk patients and thus disease prevention</p> <p>Lower overall healthcare expenses of the therapy</p>	<ul style="list-style-type: none"> <li>Describe treatment strategies and validation activities and present evidence of improvement and reduced therapy expenses</li> <li>Make the results and recommendations accessible</li> </ul>
Incorporate data from an Iranian setting as well as gender and age-related analysis to allow the detection of potential differences regarding risk factor and category, treatment response and outcome	<ul style="list-style-type: none"> <li>Inform about the aims and analysis</li> <li>Enable access to the outcomes and any recommendations</li> </ul>

Table 2: Goal - Seek approval of companion diagnostics

Project objective	Communication & dissemination objective
Highlight the value of a new companion diagnostic test enabling intensified treatment with existing prescription medication	<ul style="list-style-type: none"> <li>Provide information about and present the complete companion diagnostic solution (tool, treatment strategy and medication)</li> </ul>
Stimulate uptake in guidelines and map necessary steps towards market and regulatory approval for companion diagnostics	<ul style="list-style-type: none"> <li>Ensure that the relevant information is visible, accessible and meets the needs and requirements</li> </ul>

Table 3: Goal - Facilitate uptake of advanced point-of-care solution

Project objective	Communication & dissemination objective
Ensure broad uptake of the risk stratification & treatment model by the medical community and in a later stage also of the novel PoC device	<ul style="list-style-type: none"> <li>Create training and demonstration material</li> <li>Present the results from demonstration and training sessions as well as validation activities with users</li> </ul>
Support the take-up, scale-up and integration of innovative companion diagnostics in general and the PoCCardio PoC solution in particular	<ul style="list-style-type: none"> <li>Make the value propositions and business opportunities available</li> <li>Produce marketing material</li> </ul>

### 3.4 Stakeholder classification and communication needs

Success of PoCCardio depends on the impact it has on the outside world, reaching and influencing the right people at the right time. Therefore, it is important to identify and classify the stakeholders who can affect or can be affected by the PoCCardio outcomes and who have an interest in PoCCardio results.

As outlined in Section 3.3, activities should be related to both the concrete project goals of promoting the PoCCardio biomarker approach and market the PoCCardio point-of-care device; and to the overall obligation to show the added value of the project. This means that PoCCardio addresses several types of stakeholders who should be identified, classified, and prioritised to determine the strategic approach. Table 4 shows the stakeholders identified for PoCCardio.

Table 4: Stakeholders in PoCCardio

Medical & Health Actors	Bio- & Medtech Business Actors	Regulatory Economic Actors	Research Actors	People Actors	Internal Actors
Cardiologists	Bio- & Medtech industry	International authorities	Scientific research communities	Trial participants	Project partners & consortium bodies
Healthcare providers	Diagnostics companies	National authorities	Biobanking research infrastructure	Cardiovascular patients	Advisory boards
Medical practitioners	Business partners	Diagnostics groups	Related EU projects & initiatives	General public	Partner networks & organisation



European Society of Cardiology	Pharmaceutical industry	European Innovation Council	Research students	General press national & international	EC Project Officer
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The Medical & Health Actors constitute the stakeholders involved in clinical practice and provision of care and medical treatment, particularly towards patients with cardiovascular diseases. Their interest primarily lies in the scientific and clinical results related to the biomarkers, new risk stratification & treatment models and companion diagnostics and the incorporation of the PoC solution into clinical practice.

The Bio- & Medtech Business Actors are industry stakeholders, researching, developing and marketing technologies and pharmaceuticals for management and treatment of diseases. The group includes potential business partners for the uptake of the PoCCardio solution, such as institutional and strategic investors, supply chain partners, etc. The attention is specifically on the market and business opportunities presented by the PoC solution.

The Regulatory & Economic Actors provide the regulatory and economic framework for the PoCCardio solution, with international and national policy makers and authorities determining the operational space, the diagnostics groups controlling the costs, and the innovation council enabling investments and further scaling-up. They provide guidance as to the realisation of companion diagnostics within cardiovascular disease prevention, continually adjusting to changes in clinical practice.

Research Actors cover researchers, experts, related projects, and students in areas relevant to PoCCardio (health, science, engineering and technology transfer) who research, innovate and can bring the PoCCardio results forward.

People Actors are stakeholders affected by the PoCCardio solution, either personally as patients, or at a more general, societal level. They have a natural interest in personalised medicine, reducing the risks in having a cardiovascular disease through provision of efficient and effective healthcare with the patient in the middle. The group also includes Trial participants who constitute the stakeholders involved in the clinical trial, such as the clinical trial sites, patients, authorities, biobank, study and safety groups (see Section 5.1).

Finally, the Internal Actors contain the internal stakeholders of the project, who are important as knowledge sources to state of play and progress, as guides to steer project direction and as facilitators of results and impact of the project at a European as well as national and partner organisational level.

The following table maps each of the external stakeholder subgroups with their communication need, indicating what information should be communicated.

Table 5: Stakeholder groups and their communication need

	Subgroup	Role	Interest in PoCCardio	Communication need
Medical & Health Actors	Cardiologists	Study and treat cardiovascular conditions and diseases	<p>Improve the prediction of further events and tailor treatment accordingly</p> <p>Improve general management of cardiovascular patients</p>	<p>Get invitations to demonstrations and training on datasets and models</p> <p>Get access to scientific publications and new knowledge, considering also ethnic and gender differences</p> <p>Understand the implications in terms of guidelines, standards and regulation</p>
	Healthcare providers	Provide medical and healthcare to patients	<p>Incorporate the PoC solution into clinical practice</p> <p>Adapt current guidelines and treatment</p>	Access information about the PoC solution, usage, procedures and user results from the validation trials and training sessions

	Medical practitioners	Examine, diagnose and treat diseases	Improve treatment through companion diagnostics with use of new stratification models & treatment models alongside known pharmaceuticals	Get access to the project vision, new knowledge and general results on companion diagnostics
	European Society Cardiology	Reduce the burden of cardiovascular diseases  Disseminates evidence-based scientific knowledge to cardiovascular professionals	Improve the health outcome for people with cardiovascular diseases	Get access to scientific publications and new knowledge, considering also ethnic and gender differences  Understand the PoCCardio solution  Get recommendations on implementation
Bio- & Medtech Business Actors	Bio- & Medtech industry	Produce products related to healthcare	Build business related to biomarkers, genomics and microfluidic technology	Get information on the results and business opportunities
	Diagnostics companies	Providing diagnostic and monitoring solutions	Build business related to companion diagnostics	Get information on the results and business opportunities
	Business partners	Identify new business opportunities	PoCCardio spin-off, joint venture or licensing	Get information on the costs, business and market aspects  Enable hands-on demonstration
	Pharmaceutical industry	Develop, manufacture, and sell drugs for defined diseases	See the effect of new pharmacological treatment	Get information on the new treatment strategies and the results
Research Actors	Scientific research communities	Build and advance knowledge and exploitation	Identify areas for further research and innovation including eventual follow-on projects	Produce publications and enable open access
	Biobanking research infrastructure	Develop personalised medicine	Improve research on cardiovascular diseases  Store data	Organise meetings
	Related EU projects & initiatives	Build awareness of project results	Establish synergies  Build business through license transfer	Receive information about the vision, approach and results  Invite to meetings
	Students National & International	Study to learn and benefit from research	Discover important research areas	Produce publications and enable open access

Regulatory Economic Actors	International authorities	Determine and coordinate efforts on health, technology and regulation	Prevent disease and expand access to healthcare Deliver high quality digital services for all	Access validation results in terms of acceptance and approval of a companion diagnostics solution Get information on recommendations
	National authorities	Establish the national regulatory boundaries for healthcare provision	Achieve better health outcomes, measured in terms of cost-efficiency and quality of life	Access validation results in terms of acceptance, patient experiences and cost-benefits of a companion diagnostics solution Get information on recommendations
	Diagnostics groups	Groups diseases for funding purposes	Change in clinical practice and therapy with introduction of PoC solution Lower overall healthcare therapy expenses	Be informed of the PoCCardio outcomes in relation to expenses, health outcomes and patient experience Receive suggestions for approval of the PoC solution
	European Innovation Council	Identify, develop and scale up breakthrough technologies	Fulfilling unmet market need for real-time, point-of-care diagnosis of high-risk cardiovascular patients	Be presented with added value of a Point-of-Care solution
People Actors	Trial participants	Participate in the trial Survey, manage, receive trial data	Understand own situation and how to handle it Add value to study performance and research	Receive information about the trial, care and expectations Get information related to study and data management
	Cardiovascular patients	Experience the shift from person to patient	Get the best possible treatment and quality of life	Receive information on the development of the PoCCardio solution as a potential life-saver
	General public	Represent the values and norms of society	Improve the treatment of people with cardiovascular diseases	Become aware of the project's aim and relevance Be informed about the benefits from targeted and effective treatment
	General press national & international	Provide news about new knowledge and results	Improve the treatment of people with cardiovascular diseases	Get information about the context, aims, results Know who to contact in terms of interviews and happenings

Internal Actors	Project partners & board	<p>Promote PoCCardio and its results</p> <p>Share knowledge, making output publicly available</p> <p>Coordinate the activities &amp; ensure that major decisions support the vision and objectives</p>	<p>Develop and market the PoC solution</p> <p>Advance knowledge</p> <p>Reach goals in terms of innovation and impact</p>	<p>Know the communication and dissemination goals and commit to the plans</p> <p>Have tools and material to assist activities &amp; coordination</p> <p>Get information about activities from other partners</p>
	Advisory boards	<p>Offer expertise in terms of ethical and project matters</p>	<p>Review the project outcomes and make recommendations</p>	<p>Get introduction to PoCCardio vision and progress</p> <p>Get access to relevant deliverables</p>
	Partner networks & organisation	<p>Build and develop relations</p> <p>Determine the objectives and strategy areas of the company/organisation</p>	<p>Reap the benefits of participation and create a lasting impact</p>	<p>Get updates on project status, results, opportunities and impact</p> <p>Receive invitations to workshops, meetings, events</p>
	EC Project Officer	<p>Function as the main contact point between the Consortium and the Commission</p>	<p>Supervise the project ensuring it fulfils the contract</p>	<p>Get reports on the impact of efforts with regards to the overall goals of the project</p>

### 3.5 Influence of internal and external factors

To better plan the strategic approach and mitigate risks, it is useful to consider the factors which influence communication and dissemination within the project. Figure 1 presents an analysis of the Strengths, Weaknesses, Opportunities and Threats (SWOT) related to communication and dissemination in PoCCardio, analysing the internal situation (Strengths and Weaknesses), and external situation (Opportunities and Threats).

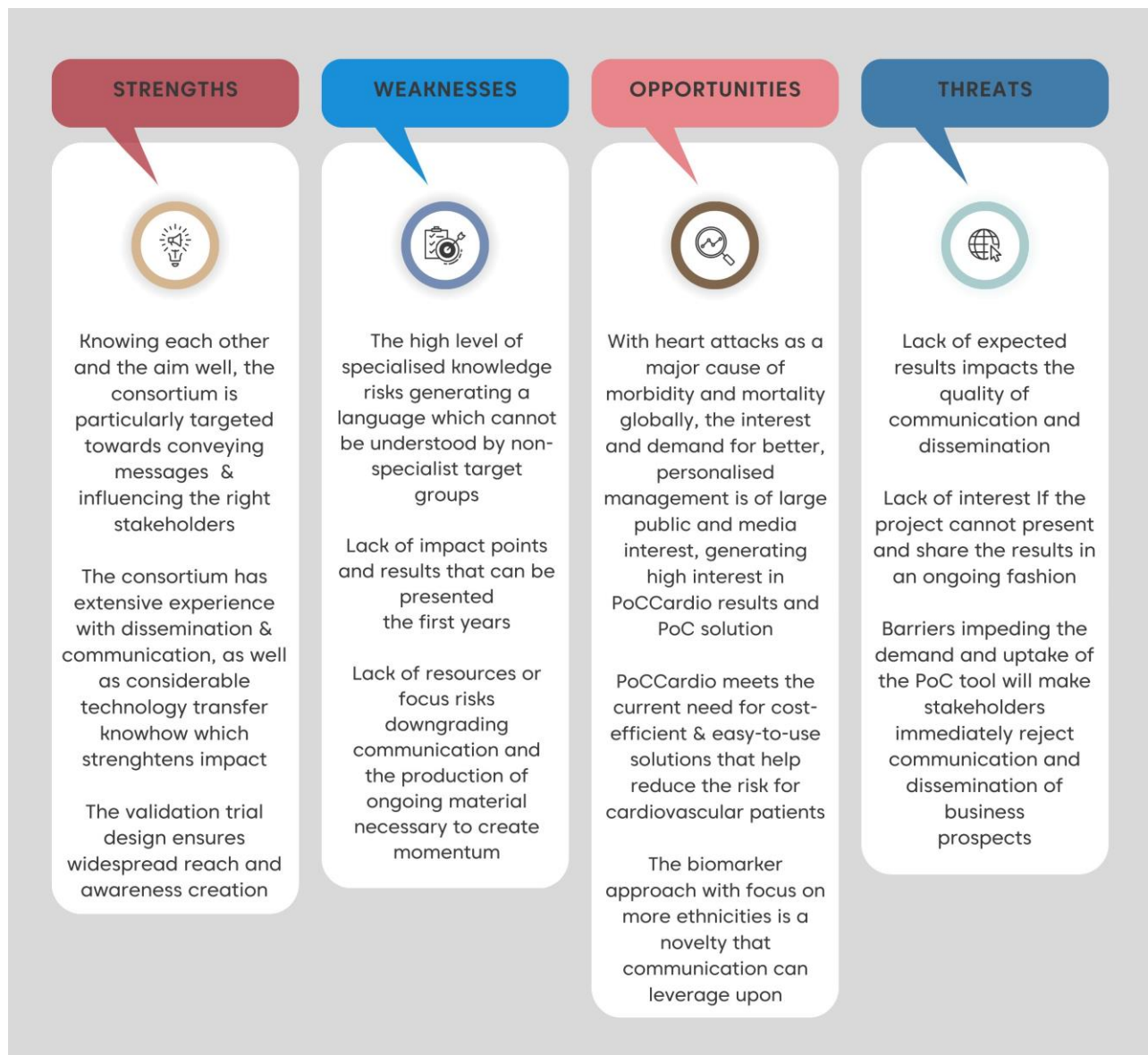


Figure 1: SWOT related to communication and dissemination

The analysis shows that PoCCardio has a particularly good starting point for the creation of impact, with a targeted consortium developing a solution to a need that is relevant to health professionals, people with cardiovascular diseases and society in general.

While there is a strong focus on the market uptake of the PoC tool, with communication and dissemination supporting this, the consortium will also have to ensure that the concept and results are understood and accepted by all stakeholders, meeting regulatory and user demands, since they will help qualify uptake.

## 4 Strategy

The previous section aligned the objectives and tasks of communication & dissemination with the project goals and the stakeholders, identifying also factors that influence the effort within the project. Based on this analysis, a strategic approach is devised through 1) a prioritisation of stakeholders, 2) a progressive increase of activities, 3) a choice of main messages, and 4) a selection of channels.

### 4.1 Prioritisation of external stakeholders

As outlined in Section 3.4, PoCCardio targets multiple audiences, representing different interests and needs. To determine how best to plan communication and involve the external target groups, it is valuable to analyse them in terms of their power and interest in the project. The result will also indicate a prioritisation of communication and dissemination efforts seen from a project perspective.

Stakeholders can be mapped within four positions in terms of power and interest and what kind of action is needed (Eden & Ackermann 1998, Mindtools.com):

- Players with high power and interest. They should be managed closely and be fully engaged, making sure they are satisfied with the level and quality of communication;
- Context setters with high power and less interest. They should be kept satisfied but not bored with the message;
- Subjects with low power and high interest. They should be kept adequately informed, as they might contribute with important aspects and advice;
- Crowd with low power and less interest. They should be monitored and receive relevant updates but no excessive information.

Figure 2 shows the results of the mapping.

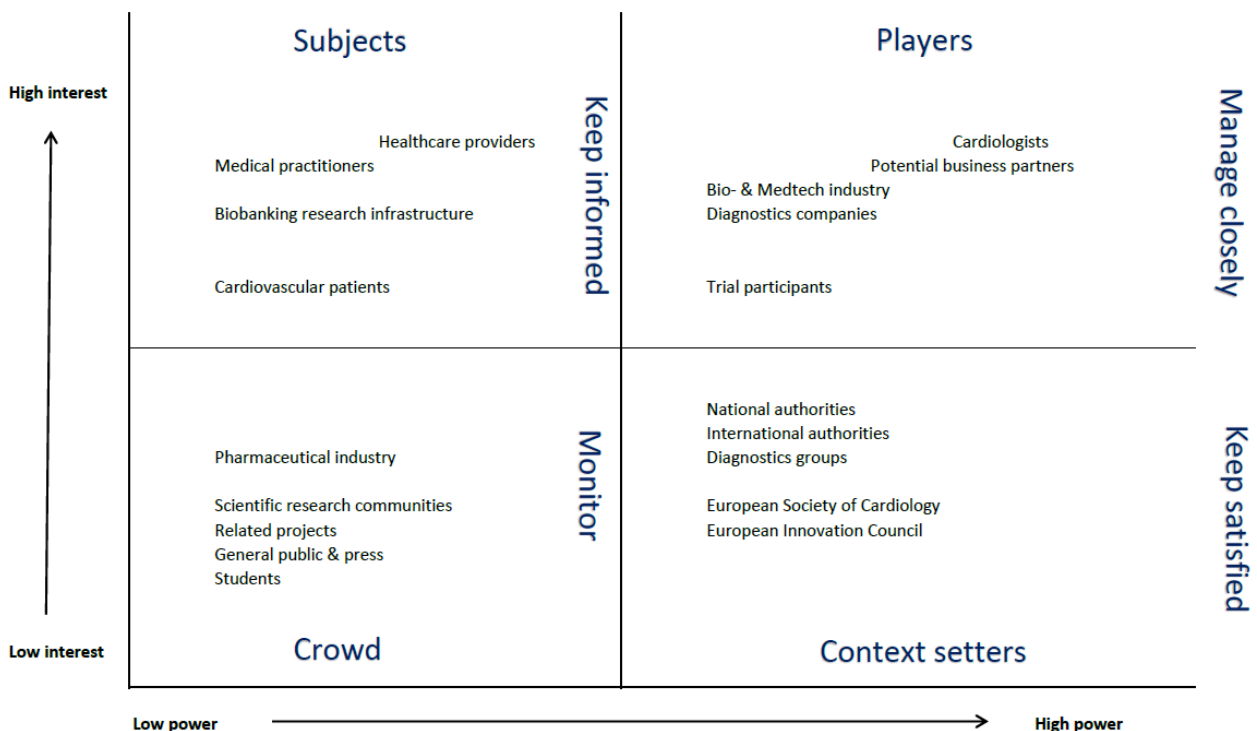


Figure 2: External stakeholder mapping in terms of interest/power

Having a high interest in and influence on PoCCardio are the clinicians and potential business partners from the medical and tech industry. They are key target groups for communication in PoCCardio and should be fully engaged, as they have an important say on the use, acceptance, output and uptake of the PoCCardio PoC solution, functioning as professional “ambassadors”. Trial participants should also be managed closely



as they are a determining factor for realisation and viability of the solution and its implementation in clinical practice.

The more dormant decision makers are the regulatory, economic and societal actors who should be kept satisfied as they set the regulatory, operational and innovation context, with the power to enable or obstruct the approval of PoCCardio. They should know about the added value that PoCCardio brings, the barriers, and the PoCCardio recommendations to push for approval of companion diagnostics.

Other stakeholders with a high interest cover healthcare providers, medical practitioners and patients who are either involved in the provision of treatment and care, or in receiving it and thus being affected by implementation of the PoCCardio solution or companion diagnostics in general. They should stay in the loop as informers on the details related to clinical practice, treatment and patient experience that could be of benefit to the project. In this grouping are also the biobanks, who have a high interest in expanding datasets for personalised medicine.

Finally, relevant information should be targeted the research and project communities for example through scientific publications and conferences. Linked projects and initiatives should stay in the loop as collaborators, receiving information when relevant. Similarly, the general public and press should know about the central societal aspects and implications of PoCCardio in the provision of efficient, effective healthcare for all. Communication should thus be minimal and to the point.

## 4.2 Progressive increase of activities

The strategy is to progressively increase dissemination and communication activities as the results emerge, moving from initially assuring wide awareness of the PoCCardio project to creating favourable conditions for wider replication of the results towards the end of the project. Key focus is on the support of efforts to identify and prioritise candidates for licensing, thus closely linking communication and dissemination to the project's IP, exploitation, and licensing strategy.

Figure 3 shows the progressive approach with the first stages containing awareness-raising activities towards all stakeholders and a general promotion of the project. As results appear from PoC development and validation, activities are increased to support the uptake and exploitation of PoCCardio results at the latter stages.



Figure 3: Focus of project stages

## 4.3 Focus areas and messages

Based on project goals, foreseen impact and knowledge of the targeted audiences, communication and dissemination activities are planned from the following overall focus areas and messages:

1. Health technology focus, raising awareness of the availability of PoC tools for cardiometabolic patients at high risk, with activities targeted towards especially medical, tech and research stakeholders.
  - a. The key message is that it is possible to improve the health outcome in cardiovascular patients through personalised medicine such as the PoCCardio point-of-care solution. Foreseen benefits include (depending on a positive outcome of the trial):

- i. New, improved stratification models and treatment strategies based on multiple biological and genetic markers as well as analysis of cultural and gender differences. The effect is positive not only for high-risk patients but also for the general management of cardiovascular diseases and risk-factor monitoring
  - ii. Immediate analysis of blood samples from patients, using microfluidic technology enables the user to determine the risk profile in a timely, low-cost and comfortable manner
  - iii. Better patient outcomes and experiences are achieved through faster and targeted care at the same time as lowering the overall healthcare expenses of the therapy.
2. Solution-oriented focus, aimed at engaging the diagnostics target groups and relevant regulatory authorities with the aim to map the requirements for approval of companion diagnostics and uptake in guidelines.
  - a. The key message is that PoCCardio can add/adds value with its advanced companion diagnostics testing and intensified treatment, customising the prescription of medicine so it becomes more effective.
3. Business-oriented approach, aimed at engaging possible institutional and strategic investors, supply chain partners, etc. to facilitate uptake of the PoCCardio solution.
  - a. The key message is that the PoCCardio solution offers a great innovation opportunity as a mass manufacturable, robust and low-cost PoC solution for use in all clinical settings
4. Story-oriented communication, directed towards general society, the public and context setters creating awareness of new methods in healthcare that benefit people with cardiovascular diseases
  - a. The key message is that PoCCardio can help/helps reduce the risk and burden of cardiovascular diseases through the use of innovative technology and personalised care.

#### 4.4 Channels

To effectively reach and engage the target groups, several channels are used at both project and partner level. Since an estimated 90% of people aged 16-74 in the EU use the internet and 65 % participate in social networks according to Eurostat (Eurostat, 2023), the use of online channels and tools is inevitable. On top of this, one of the most popular uses of online activities in 2023 was related to health, with 58% searching for health information online, which raises the opportunity for PoCCardio to appear in search results.

At project level, PoCCardio uses its website and selected social media platforms to inform and promote the project and its results to the identified target groups. Communication runs parallel at partner level, where partners activate their organisation's channels for promotion purposes. Additionally, partners involved in the clinical validation trial prepare specific communication actions towards the participants. Sharing of content takes place between all levels for maximum visibility.

The online activities are complemented by more engaging and targeted activities which include face-to-face meetings, workshops, trainings and demonstrations, paper presentations at conferences as well as specialised journal publications, press and newsletter campaigns and contributions to clustering activities. The dissemination activities and their results are communicated via the project website and social media channels for further visibility and reach.

A promotion package will be developed to inform about the project in a way that is relevant to each of the target groups, supporting partners' activities and establishing consistency towards project recognition. The package consists of logo, presentation template and press release (Annex A) and a customisable flyer and poster, planned for April/May 2024 to promote the project and its expected results. Once final results become available, the material will be updated assuming a more marketing-oriented perspective. In general, the project will use visual communication tools such as images, videos, slides and infographics to attract attention, facilitate understanding and remembrance.

The following sections outline the communication channels and forms chosen. Since the website and social media platforms have been described in D10.7 Project Website, the following sections highlight the strategic use.



#### 4.4.1 Project website

The project website (<https://www.poccardio-project.eu/>) is the main online entry point for all stakeholders, who can access information and news about the project. The site will be continuously updated and enriched to make it relevant and attractive to (re)visit.

The layout is mainstream with a predictable structure for easy navigation. The use of a modern, scientific look with images and symbols related to health, technology and people helps the reader determine the type of project that PoCCardio is. The topic is further specified by the logo's use of heart and device and the colours, signalling "life" (red), "evocative" (black) and "calmness" (light blue) which plays on the seriousness, struggle and hope related to having a life-threatening disease.

Special attention is paid to the health, tech and business actors as main investors in and users of the PoCCardio tool by highlighting the tool and use of biomarkers, supported by focus on the validation aspects. Due to the scientific nature of the project, the language contains many specialist terms. To accommodate for a less specialised audience such as the people actors, the technical terms are kept to a minimum, explained in a glossary, or accommodated by illustrations and infographics for easier understanding.



Home About ▾ Clinical validation Knowledge centre ▾ News Contact Us

## Advanced Point-of-Care Tool for Stratified Treatment in High Risk Cardiovascular Patients

Identifying cardiovascular patients at high risk and providing a personal treatment strategy through rapid and low-cost measurements

Figure 4: Section of the PoCCardio home page

#### 4.4.2 Social media and networking platforms

PoCCardio uses social media to increase visibility and awareness, leveraging on the viral effect and interaction benefits offered by the platforms. To begin with, PoCCardio has launched LinkedIn and X (formerly Twitter) accounts at project level to establish a strategic and powerful standing in scientific networks and as a foundation for liaising with business stakeholders. Activities are complemented by utilisation of partner's own social media channels.

The project will monitor and evaluate the effect of the platforms on an ongoing basis and see whether they are sufficient in reaching a wider public or whether it could be beneficial to include presence on channels targeting a general public audience such as Facebook which remains the most popular social media platform in terms of users, having more than 3 billion active users in 2024, according to Statista (Statista, 2024).

##### LinkedIn

LinkedIn is the networking platform for the professional, business community and thus relevant for targeting especially the health, business and tech actors as well as the research and regulatory actors. With more than a billion members worldwide, the platform is a highly relevant channel to gain visibility, network, build business relations. The aim is to link with partners and their organisations; follow and connect with relevant networks

and groups; share content and invite stakeholders to events and newsletter subscription. To further build connections, campaigns will be considered, such as a rolling schedule of partner presentations.

The PoCCardio LinkedIn page can be found at: <https://www.linkedin.com/company/poccardio-project>

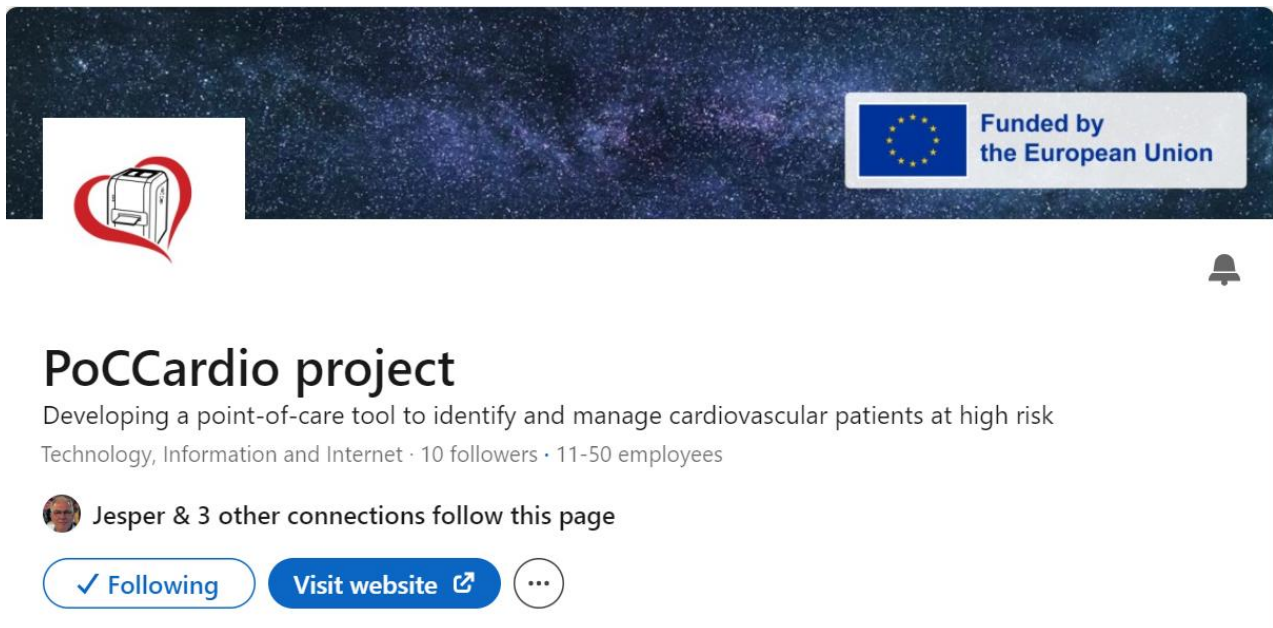


Figure 5: The PoCCardio LinkedIn profile

#### X (formerly Twitter)

X is a micro-blogging tool for the exchange of short, on-the-go messages and announcements (280 characters with a free account) and offers a way to follow and be followed by people with similar interests. The platform has over 600 million monthly active users (as per January 2024) and is often used by politicians and authorities for statements on real-time situations.

Twitter is a suitable platform for targeting people with an interest in and opinion about technology, regulatory and political aspects. Key target groups are the technology, regulatory and research actors who PoCCardio connects with to share news and information and invite to events.

The PoCCardio profile on X can be found at: <https://twitter.com/PoCCardio>



Figure 6: PoCCardio profile on X

#### 4.4.3 Other online channels

PoCCardio will use other internet-based channels and forms for reach and engagement such as mails, newsletters, articles for online newsrooms and magazines as well as press releases and videos. To gain press coverage, the project will issue press releases ad-hoc in relevant languages and launch regular newsletters, promoting key aspects and activities. Additionally, partners will seek opportunities for press coverage through interviews and TV appearances. Newsletters are primarily targeted the health, tech and regulatory actors who can subscribe via the project website.

A profile on YouTube or another video sharing platform will be launched as videos are produced. YouTube has both user-generated and corporate content and is a highly popular platform with nearly 2,5 billion monthly active users (Statista, 2024). Videos are planned that target both the professional actors (health, tech and regulatory) as well as a wider public and they will be embedded on the project website and shared via social media.

Finally, a website will be created during the first project year for providing information to trial participants, and patients in particular.

#### 4.4.4 Scientific publications and conferences

Significant knowledge impact of the project will be achieved by the publication of the PoCCardio results in high-ranking peer-reviewed journals, with project partners being editorial board members in a number of relevant leading scientific journals. Considerable impact is also foreseen in presentations at high-class national and international conferences and invited seminars at research institutions. Table 6 lists the targeted medical and technical journals and conferences. Selection of the former will depend on successful execution of the trial.

Table 6: Scientific (medical and technical) journals and conferences targeted in PoCCardio

Scientific journals	Scientific conferences
New England Journal of Medicine (NEJM)	Annual Meeting of the European Society of Cardiology
The Lancet	Annual Meeting of the American Heart Association
Circulation	Annual Meeting of the American College of Cardiology
European Heart Journal	Annual Meeting of the Austrian Society of Cardiology
Journal of American College of Cardiology	Annual Meeting of the European Atherosclerosis Society
Journal of Biomedical Informatics	Additional international and national cardio-metabolic symposia
Computers in Biology and Medicine	International Conference of Artificial Intelligence in Medicine (AIME)
BMC Medical Informatics and Decision Making	Medical Informatics Europe (MIE)
ACS Central Science	European Conference of Computational Biology (ECCB)
Clinical Chemistry	Biannual meeting of Biosensors & Bioelectronics
Biosensors & Bioelectronics	ACS Spring / Fall Analytical Chemistry Meeting
Analytical Chemistry	Gordon Research Conferences
ACS Sensors	Lab-on-a-Chip World Congress
Royal Society of Chemistry's Lab on a Chip Journal	

#### 4.4.5 Events

PoCCardio will participate in a number of meetings, workshops, seminars and industrial fairs to promote the project, present the PoCCardio device and share results. National and international meetings will be numerous based on the high scientific calibre of the consortium. To demonstrate PoCCardio results and advances within biomarker and point-of-care technologies, the project will organise two workshop sessions at relevant events with leading scientists as keynote speakers.

#### 4.4.6 Clustering and collaboration activities

The project consortium will use various clustering and collaboration channels for engaging the scientific communities and create synergies with related projects, networks and initiatives.

The consortium is well embedded in several professional societies including European Atherosclerosis Society (EAS) and the European Society of Cardiology (ESC) and this active network together with the reputation of the involved scientists will further facilitate the dissemination of project outcomes and results through the scientific channels.

Potential healthcare providers, the pharmaceutical industry and clinicians will be engaged with information about PoCCardio. At annual conferences of ESC, members of the consortium will give in person workshops and presentations introducing case studies of their personal experience how to improve secondary prevention using PoCCardio BM/GM to inform about the capabilities from peer to peer.

PoCCardio will closely cooperate with the BIOBANK GRAZ, located within and governed by the Medical University of Graz. BIOBANK Graz is also the coordination office of BBMRI.at, the Biobanking and BioMolecular resources Research Infrastructure Austria. It is the Austrian Node of BBMRI-ERIC, the European Biobanking Research Infrastructure, which is jointly operated by over 20 countries and one international organisation (WHO/IARC).

Additionally, the project will interact and collaborate with other EU projects and initiatives to exchange knowledge, find synergies and maximise the impact. Identified projects and initiatives so far include:

- Projects combining efforts to develop NewCo i.e., [Chili](#) and [Elevate](#)
- Other projects funded from the call HORIZON-HLTH-2022-TOOL-11-01

#### 4.4.7 Training workshops

PoCCardio will organise workshops in cooperation with the European Society of Cardiology to train cardiologists and health professionals in performing an analysis using biomarker data. The interactive workshops will enable learning from datasets as well as training on the risk stratification & treatment model.

A plan for the training workshops will be made once knowledge about type and amount of data is available.



## 5 Overall plan and execution

Figure 7 presents an overview of activities planned in relation to the strategic approach in Section 4.2 and the timing of key public project reports and milestones.

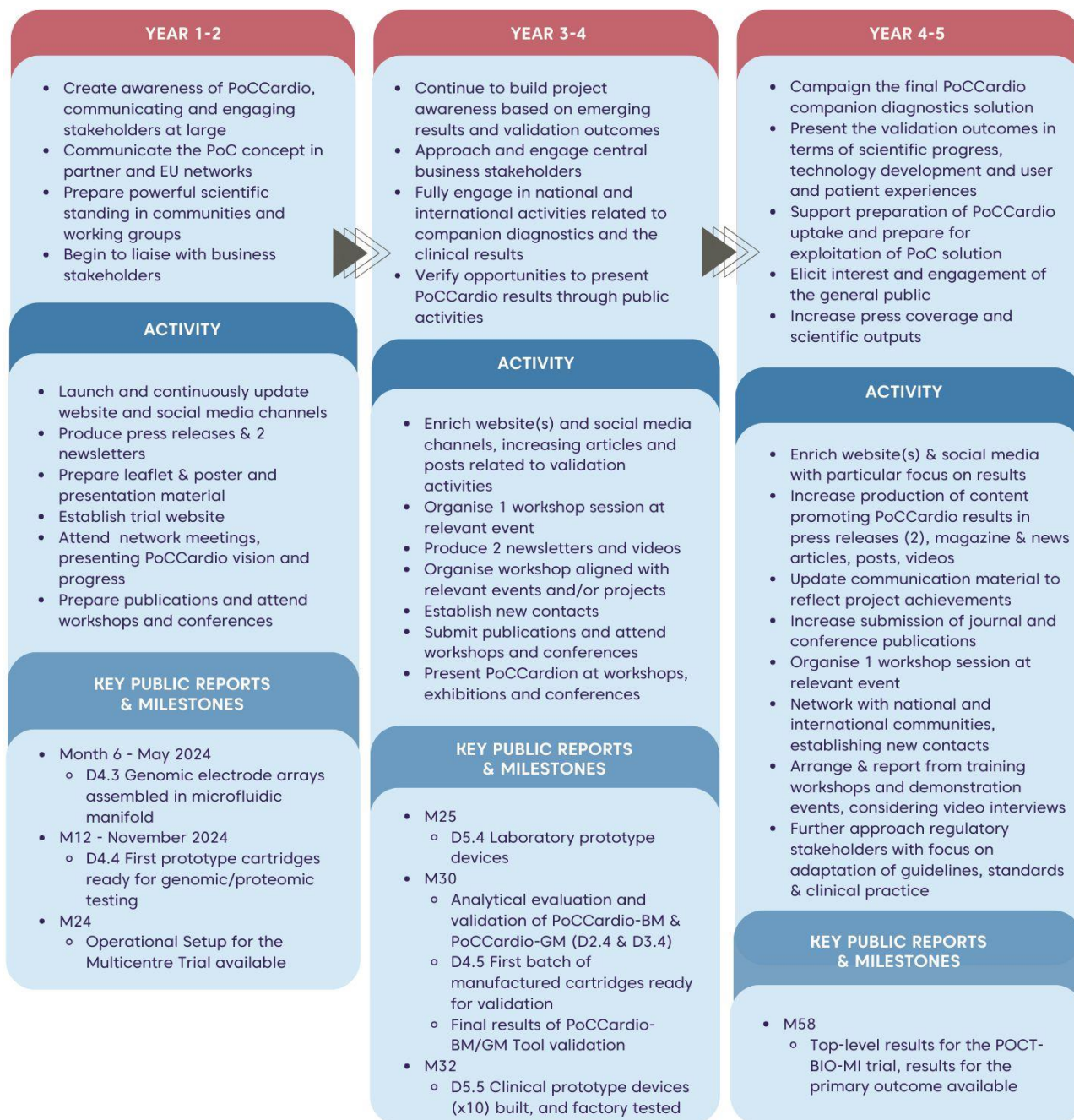


Figure 7: Overall plan of activities

## 5.1 Trial-specific communication plan

As mentioned in the mapping of stakeholders, the clinical trial participants need to be managed closely in terms of communication. Table 7 details how PoCCardio will communicate with the stakeholders within this group.

Table 7: Communication plan for clinical trial

Target group	Purpose	Form & channel	Timing
Clinical study centres	Create awareness	Mail, letters, meetings, press releases, articles posts, social media, personal contact, newsletter etc.	Before month 20 of the project
Patients	Information about Acute Coronary Syndrome, Treatment options, State of the Art treatments and the PoCCardio approach	Participant centred website	Before month 20 of the project
Regulatory authorities and ethics committees	Pre-submission communications, Clinical Trials Information Systems (CTIS) submission, response letters	Web-conferences, submission portals, mails, etc.	Throughout WP 7 and 8

During the clinical trial, cooperation with stakeholders on the operation, output and performance of the trial is planned as per Table 8.

Table 8: Trial cooperation plan

Cooperation partner	Purpose	Form & channel	Timing
Biobank	Storage of biospecimens of the clinical trial	Personal contact, meetings, mails, letters	From month 20 to month 60
Clinical Trial Sites	Execution of the clinical trial, recruitment of participants, and user feedback on device usability where relevant	Mails, letters, meetings, press releases, articles posts, social media, personal contact, newsletters etc.	From month 20 to month 60
Core Clinical Study Group	Provide guidance on study performance	Mails, letters, 10 meetings in person	Between month 20 and month 60
Data Safety Monitoring Board	Active surveillance of safe data collection in the trial	Mails, letter, 4 meetings in person	Between month 20 and month 60

## 6 Measurement

PoCCardio uses various methods to monitor and assess communication and dissemination efforts and see if changes are needed to achieve the strategic objectives.

### 6.1 Key performance indicators for impact creation

Key Performance Indicators (KPIs) have been established to indicate impact in terms of visibility (communication focus) and knowledge (dissemination focus). Table 9 presents the KPIs.

Table 9: Key performance indicators for impact creation

Visibility KPI	Success criteria	Knowledge KPI	Success criteria
Sessions on project website	>60,000	Medical conference presentations	25
Downloads from website/journal libraries	>500	Biotech ICT conference presentations	16
Press releases issued	4	Medical journal publications	48
Newsletters issued	6	Biotech ICT journal publications	48
Social media posts	300	Workshops/events organised	2
Social media impressions	100,000	Readers reached with publications	1,500
Network contacts	4	Citations of publications	5,000

Additionally, the level of interest and reach are monitored by other statistical tools available such as newsletter viewership and subscription.

### 6.2 Impact assessment

PoCCardio assesses the communication and dissemination effort and effect through the following activities:

- Press coverage
  - Partners report back on local press coverage to indicate the effect of communication and dissemination and the perception of messages. The result will indicate what the point of interest is and this can be used to generate more similar stories or expose a need to adjust the strategy.
- Feedback
  - Feedback is registered from activities such as workshops, social media and meetings to evaluate the quality of the efforts, reveal new or confirm stakeholder needs, measure the impact and indicate whether the strategy works or has to be revised.
- Inquiries and invitations
  - Inquiries, invitations and business opportunities resulting from activities are registered as indicators of the level of interest in the project and its results.
- Achievement of communication objectives
  - The project will check that the objectives listed in Section 3.3 are fulfilled. Fulfilment can take on different forms with the website being a central channel.

In general, the project will record and closely monitor results generated from communication and dissemination activities and assess the efforts continuously, at project as well as partner level.

## 7 Communication management

To effectively plan, coordinate, execute and report on efforts in the project, PoCCardio has established some internal procedures as well as defined responsibilities and general obligations to guide the strategic approach.

### 7.1 Reporting and coordination of activities

Coordination and reporting of activities are critical for proper capture of central results and their impact, and the project has established a common repository to record the activities and related impact. The purpose is to ensure that the goals are met, all activities are tracked and all relevant information is made available and disseminated through the channels.

The plan for communication within the project is presented in Table 10 supporting the achievement of the strategic goals through efficient internal communication and collaboration.

Table 10: Plan for communication within the project

Target group	What	How	When	Who
Project partners & consortium bodies	Know and commit to the common goals for communication and dissemination  Plan, execute, share and coordinate activities proactively  Follow the internal procedures  Report on activities, KPI and impact	Online and physical meetings, reporting to task manager, shared folder, mails, website	Continuously	All partners
Advisory boards	Provide information on progress and challenges	Physical or online meetings, mails, website	Annually (Ethics Board), and three meetings (Scientific Advisory Board)	Ethical & Project Manager
Partner networks & organisation	Engage to ensure lasting impact of PoCCardio	Internal meetings presentations, information material, news	Throughout the project	All partners
EC Project Officer	Communicate the project progress and its results	Press releases, mails, website, newsletters, meetings deliverables	At launch of project  Central milestones and results  Management reports & project reviews	Project Coordinator & Manager

### 7.2 Partner roles and responsibilities

All project partners engage in communication and dissemination as part of their PoCCardio work, promoting and sharing the results of the project at organisational level and collaborating with others to identify, organise and conduct relevant activities at consortium level.



Partners are encouraged to think communication and dissemination into all PoCCardio activities, bringing forward the good stories and channel them to a wider audience.

In Table 11, each organisation has defined its specific role in terms of communication and dissemination and how it contributes to the promotion, sharing and preparing for the utilisation of project results.

Table 11: Specific role and responsibility of each project partner

Partner	Role in terms of communication & dissemination
Medical University of Graz	<p>Acting as intermediary between EU Commission and the Consortium:</p> <ul style="list-style-type: none"> <li>• Communicate project progress (deliverables, documents, reports and other information)</li> <li>• Serve as contact point for requests from both sides</li> <li>• Forward press releases to the Commission for dissemination</li> </ul> <p>Acting as intermediary between partners:</p> <ul style="list-style-type: none"> <li>• Ensuring cooperation among consortium partners</li> <li>• Providing an agenda and the minutes of meetings, chair the General Assembly meetings</li> <li>• Communicating project progress and financial concerns</li> </ul> <p>Acting as intermediary between the Consortium and other entities:</p> <ul style="list-style-type: none"> <li>• Communication to the Advisory Board, Ethics Board, Core Study Group, DSMB</li> <li>• Communicator to health authorities for the clinical trial</li> <li>• Contact point for research groups</li> </ul> <p>Additionally, the Medical University of Graz manages the storage of official documents that are in the sole possession of the Coordinator and provides them upon request.</p> <p>Media and press releases: MUG will seek to communicate the project to Austrian media and within MUG (MUniverse, Newsletter)</p> <p>Research results and articles: Research results will be published in appropriate journals.</p>
Ghent University (UGent)	<p>UGent leads the work package on impact creation and will contribute to:</p> <ul style="list-style-type: none"> <li>• Scientific dissemination: Peer-reviewed journal publications, conference papers, industrial fairs</li> <li>• Dissemination to the general public: Provide information, stories etc. for distribution via consortium press releases, posts on the PoCCardio social media accounts etc.</li> <li>• Share and repost PoCCardio posts on social media</li> </ul> <p>Additionally, UGent will conduct:</p> <ul style="list-style-type: none"> <li>• Targeted communication to specific investors in the framework of attracting funding for the spin-off (under NDA and with permission of co-owners of the results, whenever required)</li> <li>• Targeted communication to industrial third parties interested in licensing PoCCardio results or (under NDA and with permission of co-owners of the results whenever required)</li> </ul>

Universitat Rovira I Virgili (URV)	<p>URV will disseminate the projects results, and more specifically results related to its tasks.</p> <ul style="list-style-type: none"> <li>• Communication with media and press: URV will provide the project with a channel to communicate with the Spanish media and general audience. Therefore, all project press releases will be translated into Spanish and Catalan and published at <a href="#">URV's Digital News</a> channel. URV's press office will send it out to Spanish media.</li> <li>• Interfibio's research group will use its <a href="#">webpage</a> and social media (<a href="#">Facebook</a> and <a href="#">X</a>) to disseminate the projects development and results.</li> <li>• Researchers involved in the project will attend conferences and seminars to disseminate the projects results.</li> <li>• Articles with research results will be prepared to send out to specialised journals.</li> </ul>
Fraunhofer IMM	<p>IMM will contribute by:</p> <ul style="list-style-type: none"> <li>• Attending fairs, conferences and seminars to disseminate the projects results.</li> <li>• Contributing to scientific articles displaying the project results in peer-reviewed magazines as well as journals for a broader audience.</li> <li>• Communicating and forwarding social media posts on LinkedIn via the Fraunhofer network.</li> <li>• Applying for patent applications as soon as suitable project results have been created.</li> </ul>
In-JeT	<p>In-JeT coordinates the communication and dissemination activities planned, producing also promotion and communication material for impact creation at project level. Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Managing the project website and social media channels, creating &amp; sharing content, and enriching sites;</li> <li>• Providing promotion material that supports partners;</li> <li>• Producing press releases, newsletters and news articles;</li> <li>• Supporting partners in channelling content and good stories;</li> <li>• Organising and coordinating events and campaigns;</li> <li>• Contributing to clustering activities that help increase project visibility e.g. planning of joint awareness campaigns.</li> </ul> <p>Additionally, as an SME delivering internet-based, people-targeted services within health as well as medical devices, In-JeT communicates the project specifically with view on the potential of companion diagnostics and the PoC tool, user experience &amp; acceptance, ethical, social &amp; behavioural aspects and business &amp; regulatory perspectives.</p>
Tehran University of Medical Sciences (TUMS)	<p>TUMS will disseminate project aim and outcomes, especially those related to the specific tasks of TUMS by executing following responsibilities:</p> <ul style="list-style-type: none"> <li>• Dissemination to scientific community through publications in peer reviewed journals and conference papers.</li> <li>• Researchers involved will communicate aim and result of this project to various audience by attending conferences and seminars</li> <li>• Dissemination to general public by providing information through TUMS and EMRI website and social media (LinkedIn)</li> </ul>
Labman Automation	<p>Labman as the integration partner and an SME, may occasionally</p> <ul style="list-style-type: none"> <li>• Promote PoCCardio advances and achievements with healthcare and healthcare related printed and digital publications</li> <li>• Exhibit hardware and software resulting from PoCCardio at relevant commercial events</li> <li>• Promote PoCCardio advances and achievements via its website and other digital channels.</li> </ul>

### 7.3 Obligations

As mentioned in the introduction, PoCCardio is obliged to communicate (promote) the project, disseminate (share) and exploit (make use of) its results, and is thus targeting a variety of stakeholders. The conditions are listed in the Grant Agreement (Article 17 and Annex 5) and feature also in the project's management plan (D1.1).

The following list provides the key principles and procedures that the project follows in the communication and dissemination of PoCCardio:

- Acknowledgment of EU funding, disclaimer & legal notes
    - Acknowledgment of EU funding by display of European flag and funding statement is obligatory in any communication and dissemination activity related to the project (e.g. flyers and publications). The emblem must be displayed at least as prominently and visibly as the other logos and the funding statement can be translated into local languages when appropriate.
- 

**Funded by  
the European Union**
- Communication or dissemination activities must also provide factually accurate information and include the disclaimer: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor HaDEA can be held responsible for them."
  - Legal notice is added to project material when deemed relevant for example in press releases. Example: "This [document, presentation, press release] is intended for information about the PoCCardio project only. The Members of the PoCCardio Consortium make no warranty of any kind regarding this document, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The Members shall not be held liable for errors contained herein or direct, indirect, special, incidental, or consequential damages in connection with the furnishing, performance, or use of this material. All rights reserved. Copyright: the PoCCardio Project."
- Open Access to scientific publications
    - All PoCCardio publications will be in keeping with the open science and open access policies in relation to depositing, adding metadata, and providing access. Open access will be made available through Europe PMC or other institutional repositories, at the latest at the time of publication.
  - Availability of public deliverables on the project website straight after submission
    - This ensures a fast transfer of results to the target groups
    - Dissemination and communication of results from deliverables classified as restricted need to be approved by the Consortium / the involved partners beforehand

Additional principles concerning internal communication procedures have been established as part of the Consortium Agreement (Section 8.4) and the project's management plan. They concern prior notice of planned publications in the dissemination of results and written approval from partners when including their unpublished results or Background (existing data, know-how, information, rights) and when using their names and logos.

## 8 Conclusion

The strategic plan for communication and dissemination outlines how the consortium will make PoCCardio visible to its target groups and share its results with the aim to ensure the greatest possible impact of the project during the project lifetime and beyond.

As a living document, the plan is subject to change and will be revisited and updated regularly throughout the project.

DRAFT

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## 11 Annex A: Project logo, presentation template and press releases

Project logo



Presentation template

# PoCCardio

Personalised Medicine by using an  
Advanced Point-of-Care Tool for  
Stratified Treatment in  
High Risk Cardiovascular Patients



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# Thank you



[www.poccardio-project.eu](http://www.poccardio-project.eu)



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Project press release 13. February 2024



Personalised Medicine by using an Advanced Point-of-Care Tool for Stratified Treatment in High Risk Cardiovascular Patients

Press release 13-02-2024

## Identifying cardiovascular patients at high risk through finger-prick blood

*The EU project PoCCardio is developing an innovative point-of-care tool using disease-specific markers from finger-prick blood for fast detection of heart patients at a very high risk of further cardiovascular events. Clinical validation involves more than 1800 patients from Austria, Germany, Belgium and Poland.*

"Heart attacks are a major cause of morbidity and mortality globally. And despite the availability of tools for risk stratification and a variety of drugs and treatment approaches, the incidence of recurrent cardiovascular events remains high in people with previous myocardial infarction. The aim of PoCCardio is to identify these high-risk patients to personalise and intensify their treatment and thus lower the risk", explains Project Coordinator, Prof. Hans Peter Dimai from the Medical University of Graz.

To classify patients and enable advanced individualised risk prediction, PoCCardio uses a panel of ten qualified biological markers and six genetic variants, measured simultaneously using a point-of-care device. Blood-based biomarkers are ideal to evaluate the health status, being relatively simple and cheap to access, and they can play an important role in stratifying risk and guiding risk factor management. By using multiple disease-specific biomarkers, PoCCardio takes into account the heterogeneity related to recurrent cardiovascular events to significantly improve the prediction of these events and tailor treatment accordingly.

A major challenge to biomarker-based identification is the implementation in routine patient care. After a heart attack, most patients are managed in primary healthcare institutions, often requiring the submission of blood samples to external laboratories. These infrastructural limitations prevent the possibility of immediate adaptation of risk-factor control during a single patient visit and thus potentially delaying cardiovascular risk management and lowering patient adherence. To solve this, the PoCCardio point-of-care tool is designed as a self-contained and portable device for immediate analysis of blood samples from patients, using microfluidic technology. This enables the health personnel to rapidly determine the risk profile and provide the affected patients with personalised care in a timely, low-cost and comfortable manner.

### Clinical validation in a multinational trial

After an initial laboratory validation process evaluating the performance of the tool, a clinical validation of the tool and biomarkers will take place in a multinational trial. The trial will include up to 35 clinical study centres in Austria, Germany, Belgium and Poland and around 1800 patients with recent myocardial infarction. Of these, 1500 will participate in a randomised, controlled trial and 300 will be part of an observational study. Based on their specific pattern of biomarkers, the patients will be assigned to either standard or intensified pharmacological treatment, using only approved pharmaceuticals. The validation process will also include testing the tool in an Iranian setting to detect any differences regarding risk factors, treatment response and outcome.

"The results will show whether an intervention based on biomarker-driven risk stratification and intensified, multifactorial treatment can indeed improve the outcome for people at an extremely high risk after a heart attack, compared to the current guidelines. In fact, a companion diagnostic such as the PoCCardio tool may not only result in novel treatment strategies for highly vulnerable patients and better outcomes but also help improve the general management of cardiovascular patients through facilitated risk-factor monitoring and management", concludes Hans Peter Dimai.

### About the project

PoCCardio is a 60-month Research & Innovation Action, funded by the European Union through the Horizon Europe Framework Programme for Research and Innovation under Health, call: Tools, Technologies and Digital Solutions for Health and Care, including personalised medicine, and topic: Optimising effectiveness in patients of existing prescription drugs for major diseases (except cancer) with the use of biomarkers. Grant Agreement ID: 101095432. Duration: December 2023 through November 2028. Budget: EUR 14,4 million.

The PoCCardio consortium constitutes seven organisations, uniting strong technical, clinical, social science and innovation expertise. For further information, contact Project Coordinator, Prof. Hans Peter Dimai from the Medical University of Graz: [hans.dimai@medunigraz.at](mailto:hans.dimai@medunigraz.at). Learn more at <https://www.poccardio-project.eu>.

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*PoCCardio is funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.*



Press releases Universitat Rovira i Virgili 23. February 2024

Catalan version:

## Un nou dispositiu identificarà pacients amb alt risc cardiovascular a partir d'una mostra de sang

[diaridigital.urv.cat/dispositiu-risc-cardiovascular/](https://diaridigital.urv.cat/dispositiu-risc-cardiovascular/)

23 de febrer de 2024



Spanish version:

## Un nuevo dispositivo identificará a pacientes con alto riesgo cardiovascular a partir de una muestra de sangre

[diaridigital.urv.cat/es/dispositivo-riesgo-cardiovascular/](https://diaridigital.urv.cat/es/dispositivo-riesgo-cardiovascular/)

23 de febrero de 2024





Press release MUG 11. July 2023



## INDIVIDUELLE RISIKOBEURTEILUNG VON HERZ-KREISLAUF-ERKRANKUNGEN

11.07.2023

*Erkrankungen des Herz-Kreislauf-Systems zählen weltweit nach wie vor zu den häufigsten Todesursachen. Oft würde ein Bluttest ausreichen, um eine individuelle Risikobeurteilung durchzuführen, was aber sehr oft mit kostenintensiven Laboruntersuchungen verbunden ist, die nicht unmittelbar in einer Ordination durchgeführt werden können. Im nun bewilligten EU-Projekt PoCCardio hat man sich unter der Projektleitung der Med Uni Graz gemeinsam mit renommierten internationalen Partner\*innen zum Ziel gesetzt ein Gerät weiterzuentwickeln, welches in seinen technologischen Grundzügen bereits besteht und in Ordinationen einfach eingesetzt werden kann. So soll es künftig möglich sein, bisher aufwändige Laborauswertungen direkt am „point of care“ – z.B. in einer Allgemeinmedizin-Praxis od. – durchführen zu können.*

### Individuelle Risikobeurteilung mittels einfachem Bluttest

Neben bekannten Risikofaktoren, wie etwa Bluthochdruck, Diabetes mellitus oder erhöhte Blutfette, können aus dem Blut bestimmbare Biomarker (kleine Moleküle, Eiweiße, genetische Faktoren) zusätzlich wertvolle Information zur individuellen Risikoerfassung für eine Herz-Kreislauf-Erkrankung liefern. Während einige dieser Marker auch in niedringschweligen Gesundheitseinrichtungen, wie etwa hausärztlichen Ordinationen, erfasst und gemessen werden können, erfordern andere wiederum Zugang zu hochspezialisierten und kostenintensiven Laboreinrichtungen, wie sie in der Regel nur in großen tertiären Gesundheitseinrichtungen (z.B. Universitäts-Kliniken), zur Verfügung stehen. Für Patient\*innen bedeutet Letzteres zumeist beschwerliche, zeitaufwändige und kostenrelevante Anfahrtswege.

### PoCCardio: ein gesamtes Labor auf einem Mikrochip

„Ziel des Projektes PoCCardio ist die Weiterentwicklung eines „point-of-care“ Tischgerätes, welches in seinen technologischen Grundzügen im Rahmen eines ebenfalls von der Europäischen Union geförderten Vorgängerprojektes (PoCOsteo) derselben Arbeitsgruppe entwickelt wurde“, beschreibt Projektleiter Hans Peter Dimai, Klinische Abteilung für Endokrinologie und Diabetologie, Med Uni Graz. Im aktuellen Projekt soll nun unter Anwendung revolutionärer „lab-on-a-chip“ sowie mikrofluidischer Technologien ein noch leistungsfähigeres Tischgerät entwickelt werden, welches aus nur einem Tropfen Fingerbeeren-Vollblut alle für kardiovaskuläre Erkrankungen maßgeblichen Blut-Marker in einem Gang misst.

So sollen Patient\*innen noch zuverlässiger als bisher speziellen Risikokategorien zugeordnet werden können, um eine möglichst individuelle, präzise und maßgeschneiderte Behandlung zu ermöglichen. „Die Validierung dieses Tischgerätes erfolgt nach Abschluss des technologischen Entwicklungsteils im Rahmen einer multizentrischen klinischen Studie, in welcher ein personalisierter, kardiovaskulärer Therapieansatz, basierend auf Biomarkerprofilen untersucht werden soll“, ergänzt Harald Sourij, Trials Unit für interdisziplinäre metabolische Medizin, Med Uni Graz. Besonderes Augenmerk wird hierbei auf die Diagnostik und Behandlung von kardiovaskulären Hochrisiko-Patient\*innen gelegt, welche bereits einen Herzinfarkt erlitten haben, und die eine auf sie abgestimmte Kombination von Medikamenten erhalten sollen.

### Maßgeschneiderte Therapie direkt in der Arztpraxis

Daten, welche aus dieser klinischen Studie gewonnen werden, sollen für KI-unterstützte weitere Auswertungen zur Verfügung stehen. „Übergeordnetes Ziel dieses Projektes ist es somit, in Zukunft die Betreuung von Patient\*innen mit kardiovaskulären Erkrankungen nicht nur maßgeschneidert, sondern vor allem auch abseits großer tertiärer Gesundheitseinrichtungen, also möglichst wohnortnahe im hausärztlichen Bereich, zu ermöglichen“, blickt Hans Peter Dimai in die Zukunft.

**PoCCardio auf einen Blick**

*Personalised Medicine by using an Advanced Point-of-Care Tool for Stratified Treatment in High Risk Cardiovascular Patients*

<b>Projektvolumen:</b>	EUR 14,4 Mio.
<b>Anteil Med Uni Graz:</b>	EUR 9 Mio.
<b>Projektdauer:</b>	5 Jahre
<b>Gesamtprojektleitung:</b>	Hans Peter Dimai, Med Uni Graz
<b>Projektleitung klinische Studie:</b>	Harald Sourij, Med Uni Graz
<b>Projektpartner*innen:</b>	Universiteit Gent (Belgien), Universitat Rovira i Virgili (Spanien), Fraunhofer Gesellschaft zur Förderung der angewandten Forschung E.V. (Deutschland), Labman Automation Ltd (Großbritannien), Endocrinology and Metabolism Research Institute (Iran), In-Jet ApS (Dänemark)
<b>Fördergeberin:</b>	Europäische Union, HORIZON EUROPE

**Kontakt**

ao.Univ.-Prof. Dr.

**Hans Peter Dimai**

Klinische Abteilung für  
Endokrinologie und Diabetologie  
Medizinische Universität Graz  
T: +43 316 385 81790  
E: [hans.dimai@medunigraz.at](mailto:hans.dimai@medunigraz.at)

**Kontakt**

Univ.-Prof. Dr.

**Harald Sourij**

Klinische Abteilung für  
Endokrinologie und Diabetologie  
Trials Unit für interdisziplinäre  
metabolische Medizin  
T: +43 316 385 81310  
E: [ha.sourij@medunigraz.at](mailto:ha.sourij@medunigraz.at)



Medical University of Graz  
Neue Stiftingtalstraße 6  
8010 Graz  
Austria

T: +43 316 385 0  
E: [rektorin\(at\)medunigraz.at](mailto:rektorin(at)medunigraz.at)

📍 **Orientation**

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