

D7.1 Project website

116020 - ROADMAP

Real world Outcomes across the AD spectrum for better care: Multi- modal data Access Platform

WP7 – Communication and Patient/Healthcare Provider Engagement

Lead contributor	Christophe Bintener (8 – Alzheimer Europe)
	Christophe.bintener@alzheimer-europe.org
Other contributors	Jean Georges (8 – Alzheimer Europe)
	Laura Campo (17 – Eli Lilly)

Due date	28/02/2017
Delivery date	13/04/2017
Deliverable type	DEC
Dissemination level	PU

Description of Action	Version	Date
	V1.0	27/10/2016

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Table of contents

Table of contents	2
Document History	3
Definitions.....	4
1. Introduction.....	5
2. Site structure and page content.....	5
2.1. Home	6
2.2. Project	7
2.3. Downloads	9
2.4. Partners	9
2.5. News	9
2.6. Links	9
2.7. Contact.....	10
2.8. Background.....	10

Document History

Version	Date	Description
V0.1	20/01/2016	Outline
V1.0	15/02/2017	First draft
V2.0	07/04/2017	Consortium review
V3.0	13/04/2017	Final version

Definitions

- Partners of the ROADMAP Consortium are referred to herein according to the following codes:
 - **UOXF.** The Chancellor, Masters and Scholars of the University of Oxford (United Kingdom) – **Coordinator**
 - **NICE.** National Institute for Health and Care Excellence (United Kingdom)
 - **EMC.** Erasmus University Rotterdam (Netherlands)
 - **UM.** Universiteit Maastricht (Netherlands)
 - **SYNAPSE.** Synapse Research Management Partners (Spain)
 - **IDIAP JORDI GOL.** Fundació Institut Universitari per a la Recerca a l'Atenció Primària de Salut Jordi Gol i Gurina (Spain)
 - **UCPH.** Københavns Universitet (Denmark)
 - **AE.** Alzheimer Europe (Luxembourg)
 - **UEDIN.** University of Edinburgh (United Kingdom)
 - **UGOT.** Goeteborgs Universitet (Sweden)
 - **AU.** Aarhus Universitet (Denmark)
 - **LSE.** London School of Economics and Political Science (United Kingdom)
 - **CBG/MEB.** Aagentschap College ter Beoordeling van Geneesmiddelen (Netherlands)
 - **IXICO.** IXICO Technologies Ltd (United Kingdom)
 - **RUG.** Rijksuniversiteit Groningen (Netherlands)
 - **Novartis.** Novartis Pharma AG (Switzerland) – **Project Lead**
 - **Eli Lilly.** Eli Lilly and Company Ltd (United Kingdom)
 - **BIOGEN.** Biogen Idec Limited (United Kingdom)
 - **ROCHE.** F. Hoffmann-La Roche Ltd (Switzerland)
 - **JPNV.** Janssen Pharmaceutica NV (Belgium)
 - **GE.** GE Healthcare Ltd (United Kingdom)
 - **AC Immune.** AC Immune SA (Switzerland)
- **Grant Agreement.** The agreement signed between the beneficiaries and the IMI JU for the undertaking of the ROADMAP project (116020).
- **Project.** The sum of all activities carried out in the framework of the Grant Agreement.
- **Work plan.** Schedule of tasks, deliverables, efforts, dates and responsibilities corresponding to the work to be carried out, as specified in Annex I to the Grant Agreement.
- **Consortium.** The ROADMAP Consortium, comprising the above-mentioned legal entities.
- **Consortium Agreement.** Agreement concluded amongst ROADMAP participants for the implementation of the Grant Agreement. Such an agreement shall not affect the parties' obligations to the Community and/or to one another arising from the Grant Agreement.

1. Introduction

As a key step towards increasing the visibility and outreach of the ROADMAP project to the different audiences, a project website was developed by WP7 co-leads with contributions by WP7 partners and the broader ROADMAP consortium.

The aim of the website is to present the ROADMAP project as a whole and to give updates on all ROADMAP activities and publications on an ongoing basis, as part of the project's communication and dissemination activities (WP7). It is publicly available at <http://roadmap-alzheimer.org/>, supports and reinforces the rest of the dissemination activities and will be progressively enriched with information of the project developments and achievements.

2. Site structure and page content



Figure 1. Sections of the ROADMAP website.

The initial idea of the structure is to keep it as clear as possible in order to be able to provide an easy to understand overview of the project and its progress with the possibility to obtain in-depth information.

All pages contain the IMI JU Acknowledgement, including EFPIA, EU and IMI logos with hyperlinks to their websites, as part of the website footer (Figure 2).

This project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No 116020 ("ROADMAP"). This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA.

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Figure 2. Footer of the ROADMAP website.

2.1. Home

As a main part of the “Home” section the project is described briefly. In addition to that, this section also contains a social media feed (Twitter) and the three latest news on the project. These elements were integrated into the website to give it a livelier appearance and provide up to date information for visitors. Furthermore, visitors have the possibility to subscribe to the external newsletter which will be disseminated on a quarterly basis to all subscribers.

The “Real world outcomes across the Alzheimer’s disease spectrum for better care: multi-modal data access platform” (ROADMAP) project provides the foundation for an integrated data environment and framework for real world evidence (RWE in Alzheimer’s disease).

This includes the development of consensual key outcome measures and data integration tools for dataset characterisation and outcome classification, as well as guidelines on the handling and interpretation of RWE data. ROADMAP has a budget of EUR 7.77 million and 24 partners led by the University of Oxford and Novartis.



Latest News



NICE takes key role in new European project for faster access to Alzheimer’s disease drugs
05 Jan 2017
Patients’ priorities will be brought to the fore in new Alzheimer’s ...



Drawing the Alzheimer’s ROADMAP
05 Dec 2016
Catherine Reed on how Lilly’s partnership with leading research organizations for the ROADMAP project is a new approach to tackling the long-standing questions about Alzheimer’s treatment and prevention. ...



ROADMAP project paves way for sustainable platform for generation and analysis of real world evidence in AD
16 Nov 2016
On 16 November, the members of the ROADMAP initiative -Real world Outcomes across...

“Successfully delivering therapies to the tens of millions in need will depend on building a sustainable approach that addresses the challenges and opportunities around treatment access at time of approval. In AD this will very much depend on the integration of Real World Evidence (RWE) within health care systems to support evidence for approval as well as Health Technology Assessment and funding allocation.”



Project Leader and WorldWide Market Access Director NS at Novartis
Frédéric de Reydet de Vulpillieres

Subscribe to our newsletter!

Subscribe

Tweets by @IMI2_ROADMAP

IMI2 ROADMAP @IMI2_ROADMAP

Great to read that @IMI2_ROADMAP is part of the latest issue of #Eurohealth @WHO (page 8). Download the issue here: goo.gl/d7TEbu



Figure 3. Homepage of the ROADMAP website.

The quarterly published external Newsletter will be available on the project’s website through a subscription option using MailChimp. MailChimp, is a web-hosted platform for creating and distributing e-newsletters, it provides excellent functionality and analytics, and also ensures compliance with European and international data protection legislation. The free edition of MailChimp will allow to build a mailing list of up to 2,000 subscribers, and send up to 12,000 emails per month free of charge.

2.2. Project

The main “Project” section contains the general overview of the project’s structure and objectives. The content of information will be translated into a less technical language (in collaboration with the work package leaders - WPLs) in order to make it easier to comprehend for the general public.



Figure 4. Project subsections of the ROADMAP website.

2.2.1. Structure

The content on the websites structure section follows the outline of the Description of Action, giving an overview of the eight work packages and their leaders. Each WP includes the photos of the two WP co-leads to make the website more appealing. For each work package, the viewer can expand the section to access more detailed information.

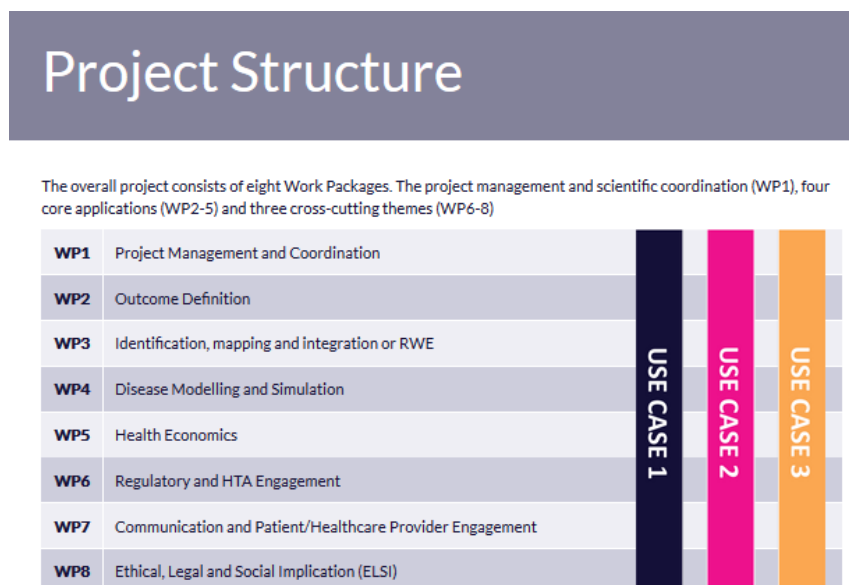


Figure 5. Project structure overview of the ROADMAP website.

WP6: Regulatory and HTA Engagement Show more



Jacqueline Bouvy - National
Institute for Health and
Care Excellence (NICE)




Robin Thompson - Biogen
Idec Limited (BIOGEN)


WP6 will provide the mechanism and platform for engagement of ROADMAP's different work packages with experts from the regulatory, HTA and payer environment through the Expert Advisory Group (EXAG).

Figure 6. WP6 short introduction.

WP6: Regulatory and HTA Engagement Show less



Jacqueline Bouvy - National
Institute for Health and
Care Excellence (NICE)



Robin Thompson - Biogen
Idec Limited (BIOGEN)

WP6 will provide the mechanism and platform for engagement of ROADMAP's different work packages with experts from the regulatory, HTA and payer environment through the Expert Advisory Group (EXAG). The EXAG will enable ROADMAP to develop outputs that are not merely of high scientific quality but might have meaningful applicability in the regulatory, HTA, and payer contexts.

Overall objective: Develop guiding principles and recommendations for the development and incorporation of RWE into clinical and market access development plans for AD (WP6)

Objectives

- Provide the mechanism for providing technical and process recommendations on the potential use of RWE for AD from the regulatory, HTA, and payer perspectives.
- Provide a platform for liaising with regulatory, HTA, and payer experts on the type and quality of RWE that might be appropriate in the context of new interventions for AD.
- Identify a possible RWE-specific regulatory/HTA pathway for AD with input from all healthcare system stakeholders.
- Identify current challenges in marketing authorisation, pricing and reimbursement of interventions in AD and identify how ROADMAP activities might address these.

Figure 7. WP6 description.

2.3. Downloads

The Downloads section currently includes two subsections, others will be added when needed. All scientific publications that arise from the project and can be made publicly available will be uploaded to the “Scientific publications” section and all external newsletters will be included as PDF for download.

2.4. Partners

The partners section comprises an overview of all project partners’ logos with a hyperlink to their website. The partners are subdivided into Academic, EFPIA, Regulatory Agencies, Patient Organisation and SME.

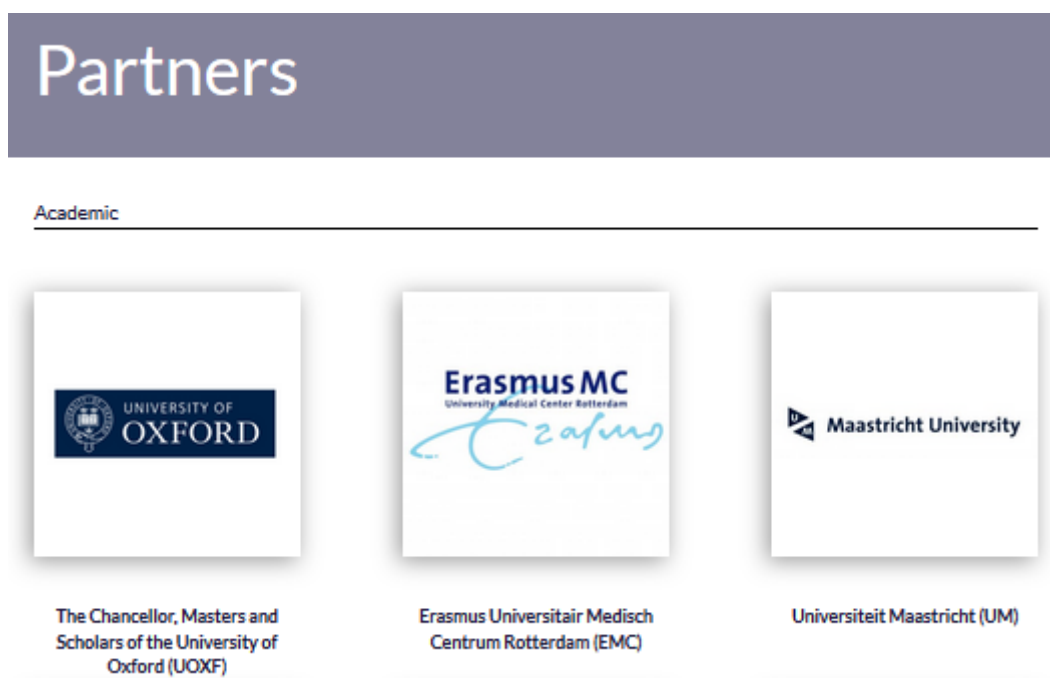


Figure 8. Partners overview.

2.5. News

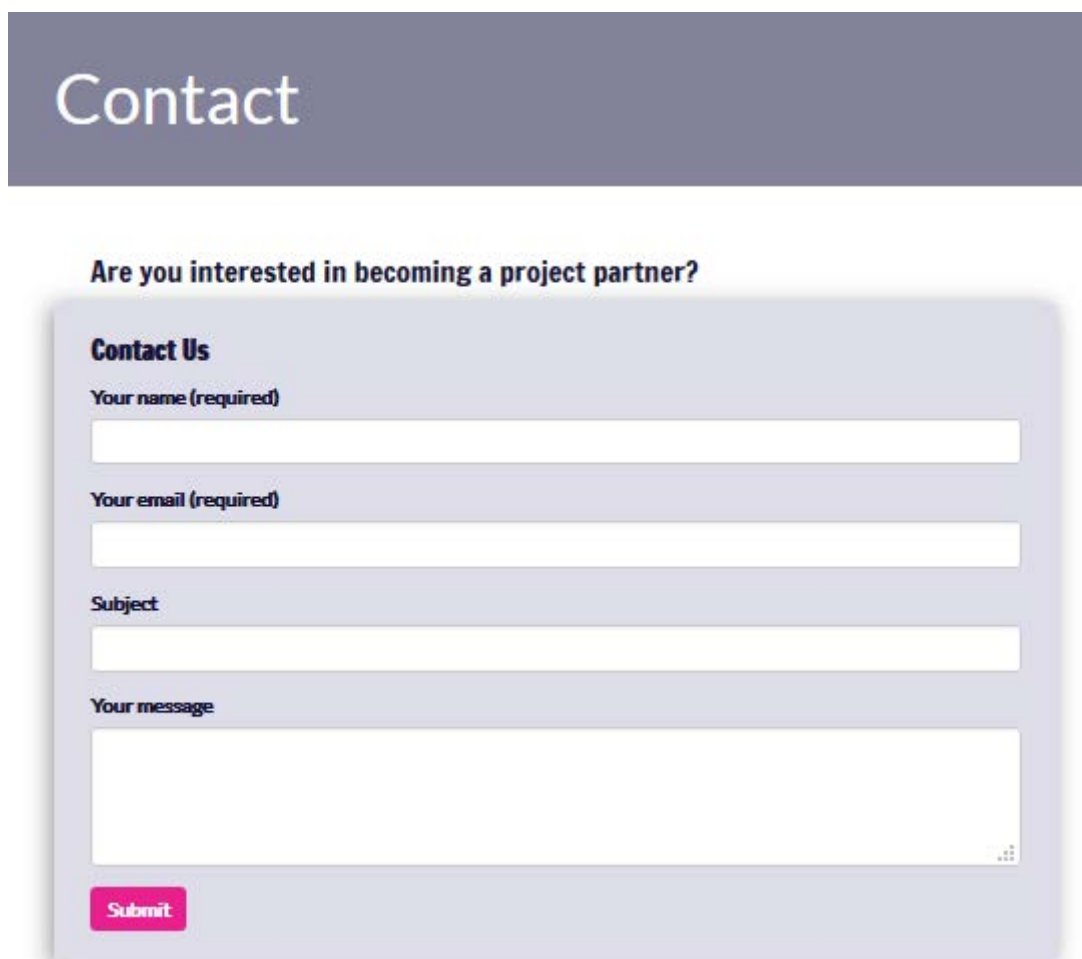
Apart from the three most recent news about the project, displayed on the homepage, news that arise from the communication activities will be available in this section.

2.6. Links

The final main section contains logos with hyperlinks to affiliated partners (e.g. the Dementias Platform UK and affiliated EU-AD projects (AMYPAD, MOPEAD...)). This section will be updated as needed.

2.7. Contact

The contact page provides visitors and potentially interested partners the opportunity to contact the project. These e-mails will be read by WP7 and/or WP1 contacts and then dispatched internally to the most appropriate partner for a response.



Contact

Are you interested in becoming a project partner?

Contact Us

Your name (required)

Your email (required)

Subject

Your message

Submit

Figure 9. Contact form of the ROADMAP website.

2.8. Background

In future, a background section will be added to the website with basic information about Alzheimer's Disease & dementia, further information on the project and its purpose, the need for Real World Evidence (RWE) in Alzheimer's Disease and how ROADMAP will address ethical, legal and social issues.