

## D7.3 Initial set of communication tools

116020 - ROADMAP

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

WP7 – Communication and Patient/Healthcare Provider Engagement

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## Document History

Version	Date	Description
V1.0	29/03/2017	First Draft
V1.1	05/04/2017	Internal review
V1.2	20/04/2017	Consortium Review
V1.3	24/04/2014	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.** Agentschap College ter Beoordeling van Geneesmiddelen (Netherlands)
  - **IXICO.** IXICO Technologies Ltd (United Kingdom)
  - **RUG.** Rijksuniversiteit Groningen (Netherlands)
  - **Novartis.** Novartis Pharma AG (Switzerland)
  - **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.

## Publishable Summary

The following document aims to provide an update of the different communication tools and materials that were developed during the first six months of the ROADMAP project.

The initial report on communication tools and material is based on different sections. The sections include a summary of the general communication strategy and its approach as outlined in Deliverable D7.2. Initial Communication Plan, including project branding and policies.

In line with the objectives stated in the initial communication plan, the developed tools, that are part of the communication framework, aim at the optimisation of the communication within the project consortium. The collaboratively designed framework includes channels and tools which are further described regarding their dissemination impact whenever possible. These tools are needed to advance the implementation of the communication plan and to effectively communicate project aims, progress and results. In addition, the tools guarantee the dissemination of information and knowledge generated by the project to the scientific community, as well as other relevant stakeholders and society at large.

# 1. Communication strategy

## 1.1. Approach

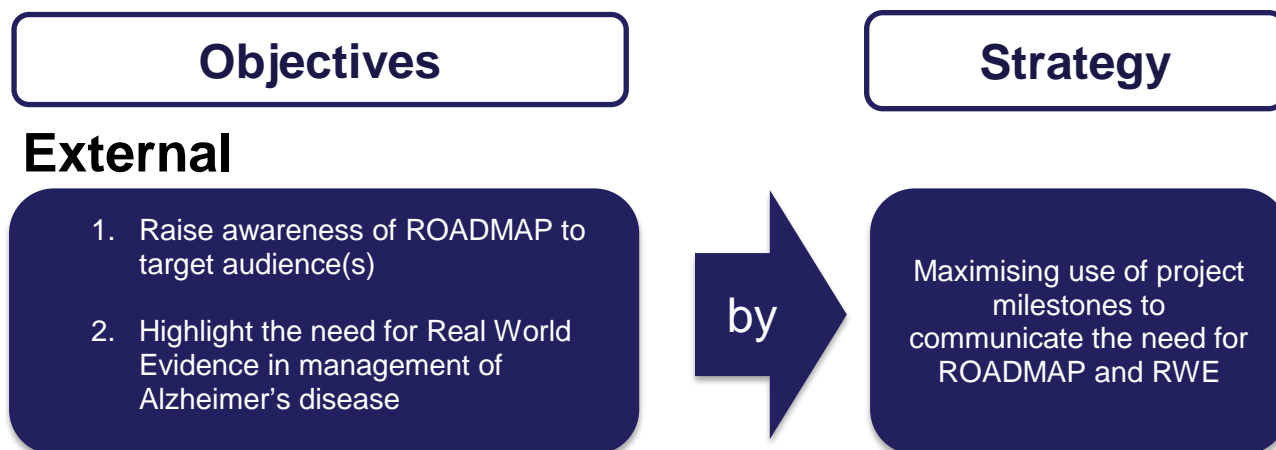
The communication plan comprehensively includes four pillars: objectives, target audiences, dissemination actions and tools. The initial communication and dissemination plan as set out in Deliverable D7.2 includes detailed information on the strategy and further describes how the defined objectives led to the creation of tools in order to reach out to the identified target audiences using the most efficient channels available. The rationale behind the communication strategy is to define an approach that maximises awareness of the project and its achievements to the targeted audiences and increases the understanding of the importance of Real World Evidence (RWE) in Alzheimer's disease (AD).

Objectives	Target audiences		Actions	Tools
Raise awareness of ROADMAP to target audience(s)	Other EU AD projects	<ul style="list-style-type: none"> <li>Patients, families, carers, patient organisations, carer organisations, (journalists with interest in AD)</li> </ul>	Maximising use of project milestones to communicate the need for ROADMAP and RWE	<ul style="list-style-type: none"> <li>Logo</li> <li>Social media</li> <li>Website</li> <li>External newsletters</li> <li>Press releases</li> <li>Supplement in Dementia in Europe Magazine (especially targeting; Regulators, payers, policy-makers, HTA)</li> <li>Annual conference of Alzheimer Europe</li> </ul>
Highlight the need for RWE in management of AD		<ul style="list-style-type: none"> <li>Regulators, payers, policy-makers, HTA</li> <li>General public</li> <li>Academia, scientific community, industry, HCP's</li> </ul>		

## 2. Dissemination

### 2.1. Objectives

The agreed upon dissemination objectives consist of two main targets (see Figure 1).



*Figure 1. Overview of communication objectives and strategy*

### 2.2. Activities

As part of the broader dissemination strategy, certain activities are conducted during the whole project. These activities include disseminating information generated by the ROADMAP project on a constant basis.

In March, the project website was launched and will be continually updated. The first external newsletter will be disseminated in April. During the first six months, other activities included interviews in Alzheimer Europe's Dementia in Europe Magazine with both project leader and project coordinator as well as the development of a following for the project's twitter handle @IMI2\_ROADMAP and ResearchGate profile. A detailed reporting of dissemination activities is tracked and integrated in a general dissemination tracking table, described in D1.2 Project Handbook.

The following table contains information on the developed tools, the content that will be communicated, to which target group it will be disseminated, the time schedule for dissemination activities, the responsibility and in what format the information will be provided.

Tools	Content	Target group	When	Responsible	Which format
<b>ResearchGate project</b>	High-level summary, scientific publications and presentations	Scientific community	Ongoing	Alzheimer Europe	Online account - PDF
<b>Twitter account</b>	<ul style="list-style-type: none"> <li>• Updates of ongoing work/achievements</li> <li>• Project news</li> <li>• External events</li> <li>• Internal meetings (past/present/upcoming)</li> <li>• Links to news related to ROADMAP</li> </ul>	HTA / Payer / Regulators / Alzheimer Associations / General public	Daily	Alzheimer Europe	Tweets - online
<b>Project website</b>	<ul style="list-style-type: none"> <li>• Project summary</li> <li>• Summary of ongoing work/achievements per WP</li> <li>• Project news</li> <li>• Delivered milestones/deliverables</li> <li>• External events</li> <li>• Internal meetings (past/present/upcoming)</li> </ul>	Potential partners: <ul style="list-style-type: none"> <li>• EFPIA</li> <li>• scientific community</li> <li>• regulatory and other authorities</li> </ul> Patients, carers and the general public (secondary)	Ongoing	Alzheimer Europe	Plain text, links to partners and affiliated projects, PDF
<b>External Newsletter</b>	Summary of ongoing work with focus on the progression of the project, events and the need for RWE in AD	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• EFPIA</li> <li>• Alzheimer Associations</li> <li>• Patients and carers</li> <li>• General public</li> </ul>	Quarterly	WP7 leads (Alzheimer Europe & Eli Lilly)	PDF, 4 pages max. Email bulletin
<b>Press releases</b>	Relevant ROADMAP achievements	<ul style="list-style-type: none"> <li>• Media</li> <li>• Scientific community</li> <li>• EFPIA</li> <li>• Alzheimer Associations</li> <li>• Patients and carers</li> <li>• General public</li> </ul>	Depending on achievement	Alzheimer Europe	PDF, 1 page max.
<b>Conferences</b>	Scientific progress	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• EFPIA</li> <li>• Alzheimer Associations</li> <li>• Patients and carers</li> <li>• General public</li> </ul>	Depending on achievement	WP7 leads (Alzheimer Europe & Eli Lilly) & Scientific steering committee	Presentations and publications



## 3. Dissemination tools

### 3.1. Project logo

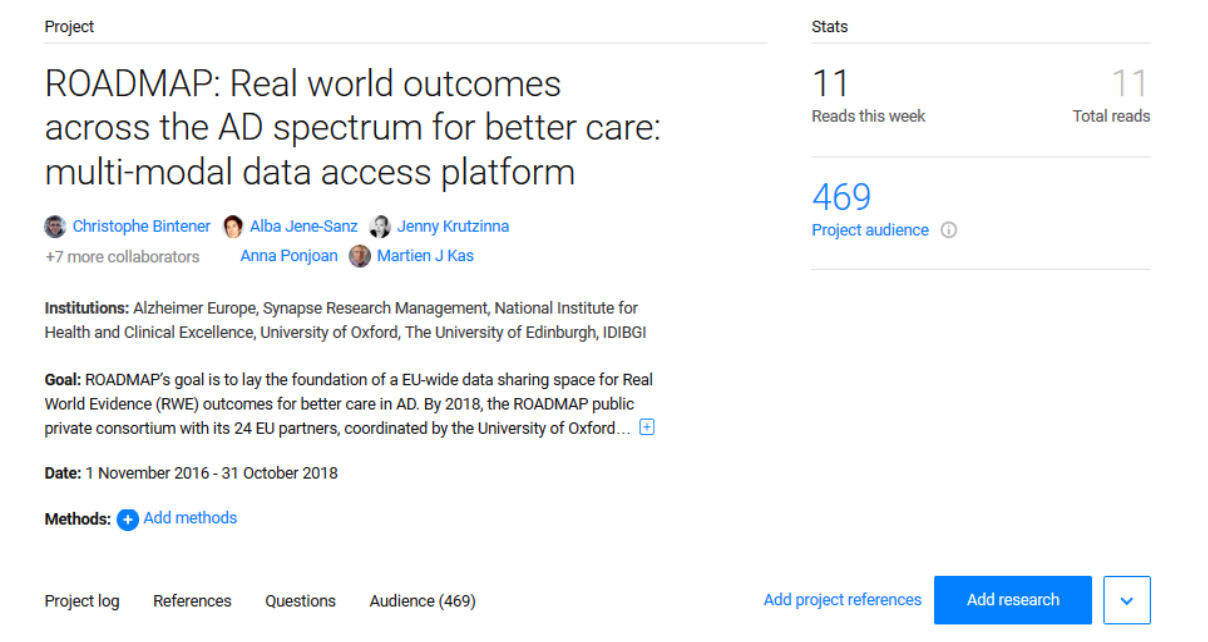


**Figure 2. ROADMAP logo.**

All dissemination activities include, if possible, the ROADMAP logo to ensure a unified project branding. The diverse formats of the logo are available for all partners via the ROADMAP [SharePoint](#).






### 3.2. ResearchGate

As an innovative approach to engage the scientific community, the social network for researchers ResearchGate.net was included into the set of tools to maximise the outreach towards the scientific community. For this purpose, a project page for ROADMAP was set up. Furthermore, collaborating partners are included and can be followed in order to obtain a deeper insight into the scientific profile of the individual ROADMAP researchers. This ensured a higher visibility of the project itself, but also raised the impact factor regarding the outreach of future scientific publications in the framework of the project itself.



**Project**

ROADMAP: Real world outcomes across the AD spectrum for better care: multi-modal data access platform


 Christophe Bintener  Alba Jene-Sanz  Jenny Krutzinna  
 +7 more collaborators  Anna Ponjoan  Martien J Kas

**Institutions:** Alzheimer Europe, Synapse Research Management, National Institute for Health and Clinical Excellence, University of Oxford, The University of Edinburgh, IDIBGI

**Goal:** ROADMAP's goal is to lay the foundation of a EU-wide data sharing space for Real World Evidence (RWE) outcomes for better care in AD. By 2018, the ROADMAP public private consortium with its 24 EU partners, coordinated by the University of Oxford... [+](#)

**Date:** 1 November 2016 - 31 October 2018

**Methods:** [+](#) Add methods

**Stats**

11 Reads this week      11 Total reads

469 Project audience ⓘ

Project log    References    Questions    Audience (469)

Add project references    Add research    [v](#)

**Figure 3. ROADMAP project on ResearchGate.**

The project currently has a total of 58 reads, since it was launched on 27 March 2017. The current project audience is at 543. The project audience consists of project followers, collaborators and followers of collaborators. It measures visibility by showing how many researchers receive updates when something happens in the project. After the first publication or conference presentation is uploaded to the project, it will also be possible to assess how often the research items were read and downloaded.

### 3.3. Twitter

The use of Twitter as a social media tool is appropriate to inform on a regular basis about the project's progress. The dissemination of activities in form of "tweets" is conducted using both the @IMI\_JU and @IMI2\_ROADMAP handles or by tagging them in photos that are added to tweets. A list with project partners and their Twitter handles was also generated to enable visitors to check on updates of contributors in an easy and accessible way. Main audiences reached with this tool are regulatory and other authorities as well as the general public.



**ROADMAP**  
Real world Outcomes across the AD spectrum for better care

**IMI2 ROADMAP**  
@IMI2\_ROADMAP  
#Alzheimer #Dementia  
#RealWorldEvidence #ROADMAP  
roadmap-alzheimer.org  
Joined January 2017

TWEETS 15 FOLLOWING 76 FOLLOWERS 66 LIKES 17 LISTS 1 MOMENTS 0

Tweets Tweets & replies Media

**IMI2 ROADMAP** @IMI2\_ROADMAP · 4h  
Great to read that @IMI2\_ROADMAP is part of the latest issue of #Eurohealth @WHO (page 8). Download the issue here: [goo.gl/d7TEbu](http://goo.gl/d7TEbu)

EUROHEALTH

PSSRU@LSE, SYNAPSE R&D Managers, IDIAP Jordi Gol and 6 others

Your Tweet activity  
Your Tweets earned 10,447 impressions over the last week

Who to follow · Refresh · View all  
Jessica Xin Hu @jessicaxhu

**Figure 4. ROADMAP project on Twitter.**

### 3.4. Project website

The project's website is used to reach out to the main target audiences (aligned with the goal to reach out to potential participants for ROADS phase 2), these are potential EFPIA companies, academia and the research community, regulatory and other authorities. Furthermore, the website provides information for the general public as a secondary audience. It is used to disseminate the external newsletter on a quarterly basis as well. The design of the website was developed in line with the logo colours to create a corporate identity.

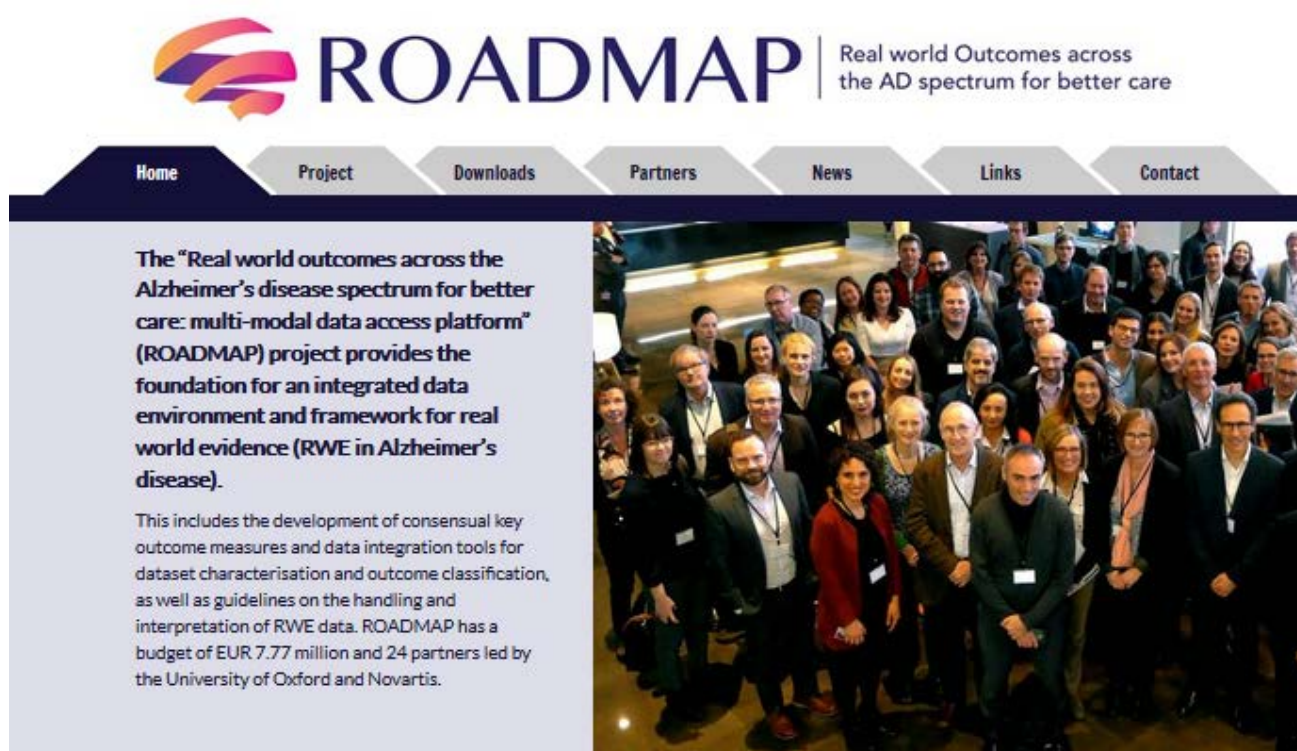


Figure 5. ROADMAP website.

The website structure was agreed upon by all WP7 partners and underwent internal review by the ExCom. Its structure aims to be a clear overview and provide interesting sections and/or topics that are easy to identify which are directly related to the project. Further it aims at raising awareness of sister projects and IMI as a whole by linking to interesting sites in the "Links" section. A more elaborate description of the website can be found in D7.1 project website.

**Home:** is the main access to the website and includes the following information:

- Logo of the project and short introduction about the project
- Direct access to the social media network (Twitter)
- Three latest news articles
- Project testimonials from both the project leader and coordinator
- Subscription to the newsletter
- Link to the legal and private policy as well as the acknowledgement logos

The other sections give clear access to all the ROADMAP related news and information, including the possibility to contact the project. Requests will be either responded directly or forwarded towards the concerned partner, depending on the nature of the request.

### 3.5. External newsletters

The external newsletter will be sent on a quarterly basis to the subscribers, its sections and design were agreed upon the WP7 partners.

- Welcome introduction
- News and Events
- Scientific involvement
- Pick of the season (pointing out a social media account or blog that contributes to disseminating the project)
- After the first publications arise from the ROADMAP project (2018) interviews on external stakeholders' point of view on the importance of RWE

The design was developed in line with the website and logo in order to provide a consistent corporate design. The first section of the first newsletter included a welcome introduction from the Project Leader. Subsequent newsletters will each include a welcome introduction from changing work package leaders (WPLs), each in accordance to the achievements disseminated in the specific newsletter. It will feature different components that change depending on the material that can and should be disseminated and others depending on the state of the project (f. ex. interviews on external stakeholders' point of view on the importance of RWE).

The quarterly external Newsletter will also be available on the project 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.

### 3.6. Press releases

The press releases are part of the dissemination strategy and are prepared in accordance with the dissemination calendar (which includes achievements that are part of the feedback from WPLs). Each press release revolves around a specific achievement of the project.

The first press release about the project was disseminated on 16<sup>th</sup> November 2016.

### 3.7. Participation in conferences

In collaboration with the Scientific steering committee, conferences and congresses are being identified that coincide with scientific publications arising from the project in order to empower outreach to the scientific community. The following conferences were identified as key opportunities to present the ROADMAP project, its aims and its achievements.

Title	Date	Location
<a href="#">14th HTAi Annual Meeting</a>	17- 21 June	Rome (Italy)
<a href="#">Alzheimer's Association International Conference (AAIC)</a>	16- 20 July	London (UK)
<a href="#">27<sup>th</sup> Alzheimer Europe Conference</a>	2- 4 October	Berlin (Germany)
<a href="#">10<sup>th</sup> Clinical Trials in AD</a>	2- 4 November	Boston (US)
<a href="#">ISPOR 20<sup>th</sup> Annual European Congress - International Society of Pharmacoeconomics and Outcomes Research</a>	4- 8 November	Glasgow (Scotland, UK)
<a href="#">Lausanne IV CEOi</a>	tba December	Lausanne (Switzerland)
<a href="#">8<sup>th</sup> International Conference on Pharmacoeconomics of Alzheimer's Disease (IPECAD)</a>	15- 16 February 2018	Paris (France)