ICT PSP – Health, Ageing and Inclusion Programme

Home Sweet Home

Health monitoring and sOcial integration environMEnt for Supporting WidE ExTension of independent life at HOME

(Grant Agreement No 250449)

Document D2.9
Final plan for the dissemination and use of HOME SWEET HOME results
Version 1.0

Work Package:	WP2
Version & Date:	v1.0 / 6th May 2014
Deliverable type:	Report
Distribution Status:	Public
Author:	Dimitri de Rooze
Reviewed by:	John Oates
Approved by:	Marco d'Angelantonio
Filename:	D2.9 v1.0 Final plan for the dissemination and use of Home Sweet Home results

---

Abstract

This document describes how the results of the Home Sweet Home project will be disseminated and will be kept available even as the project is being closed down.

Key Word List

Stakeholder Analysis, Prince II, Dissemination, Website, HSH results

---

Executive Summary

In order to disseminate the results of the Home Sweet Home project, the consortium agreed to take the following actions:

- To hold a final press conference in Antwerp to conclude the project and to present the results to the media and relevant stakeholders.

- To send out a press releases to all relevant stakeholders and press with highlights of the conclusions, lessons learned, etc. of the HSH project, and a link to the website, where more detailed information can be found.

- To keep the website alive and kicking till at least the end of 2015. At that time we will be evaluate if there is a need to keep the website up and running over a longer period.

- Some of the partners that speak on a regular base on workshops, congresses, etc. will further disseminate the project and its outcome.

Change History

Version History:
0.1   3rd April 2014   Initial Version
0.2   6th May 2014
1.0   6th May 2014

Version Changes
0.1   Initial draft
0.2   Updated following feedback
1.0   Version for issue

Outstanding Issues
None

Table of Contents

1. Introduction

1.1 Purpose of this document

This document sets out the plans for disseminating and using HSH results at the end of the project and beyond.

1.2 Glossary

HSH   Home Sweet Home

2.   Background

Based upon Prince 2 and after some workshops we identified the following stakeholders that needed prioritisation at the end of the project and beyond, together with some of our most important communication objectives:

- **Providers of elderly care:** Public and private suppliers of social and health care services to elderly people.

  ❖ **Objectives:**
    o To raise awareness about the possibilities, opportunities and lessons learned about HSH.
    o To raise awareness about the business case in order to put pressure on the market, politicians, decision makers and financial organisations to invest and possibly subsidise projects and products such as Home Sweet Home.

- **Financial community:** Financial investors, banks, etc. are very interested in looking at alternatives to cope with taking care of the baby boom generation; they are therefore following projects such as Home Sweet Home.

  ❖ **Objectives:**
    o To raise awareness of the financial possibilities the business case of Home Sweet Home hopefully raises.

- **Suppliers:** Technology suppliers are moving in the direction of providing ICT for home care, telemonitoring, etc., and are therefore very interested in following projects such as Home Sweet Home

  ❖ **Objectives:**
    o To raise awareness of the possible impacts of introducing technology for older people (and the barriers to it).
    o To inform suppliers about the business case Home Sweet Home generated in order to create pressure on the supplier market to learn about the lessons learned and to create a possible market that can help people stay longer at home, make healthcare more efficient, and moreover to make technology cheaper and integrated.

- **Health Authorities and Social Service Departments:** Social and health care professionals, as well as healthcare insurers.

  ❖ **Objectives:**
    o To raise awareness of the possible impacts of introducing projects and technology such as in Home Sweet Home.
    o To influence the influencer in order to invest and subsidise the use of technology.

- **Press, newspapers and Magazines:** Due to the fact that Home Sweet Home is a very appealing project, specialised press, newspapers and magazines are keen to gather the latest information.

❖ **Objectives:**
  o Create / generate awareness by introducing Home Sweet Home to a broad public via national press and to the more specialised press, based on the following events.
    - End of the project - evaluation and presentation of results.

Figure 1: Stakeholder prioritisation at the end of the project

The following chapters will explain how we will address the prioritised stakeholders with the results, lessons learned, barriers, business case, etc. of our Home Sweet Home project.

3. HSH results

The results of HSH are set out in a number of deliverables :

- D3.8 Clinical and Quality of life impact assessment.
- D3.10 Social Impact assessment.
- D3.11 Economic Impact assessment.
- D3.12 User Satisfaction assessment.
- D3.13 Barriers to deployment.
- D4.7 Implementation Guidelines.
- D7.5 Trial Evaluation Report.
- D4.8 Qualitative Analysis

These documents are public deliverables, and will be kept available on the Home Sweet Home website at least until the end of 2015.

4. Plans for dissemination and use

4.1 Use by other projects

HSH is just one of the projects subsidised by the European Commission with the following specific purposes:

- To build and extend the evidence base on the impact of eHealth, eInclusion and Ambient Assisted Living on elderly care and on the independence of older people.
- To share lessons learnt through the successes and failures in deploying ICT based care services.
- To use pioneers to drag behind early followers.

In the Figure 2 below you can see a chronological sequence of EU funded projects to fulfil the above purposes, where HSH is just one piece of the puzzle.
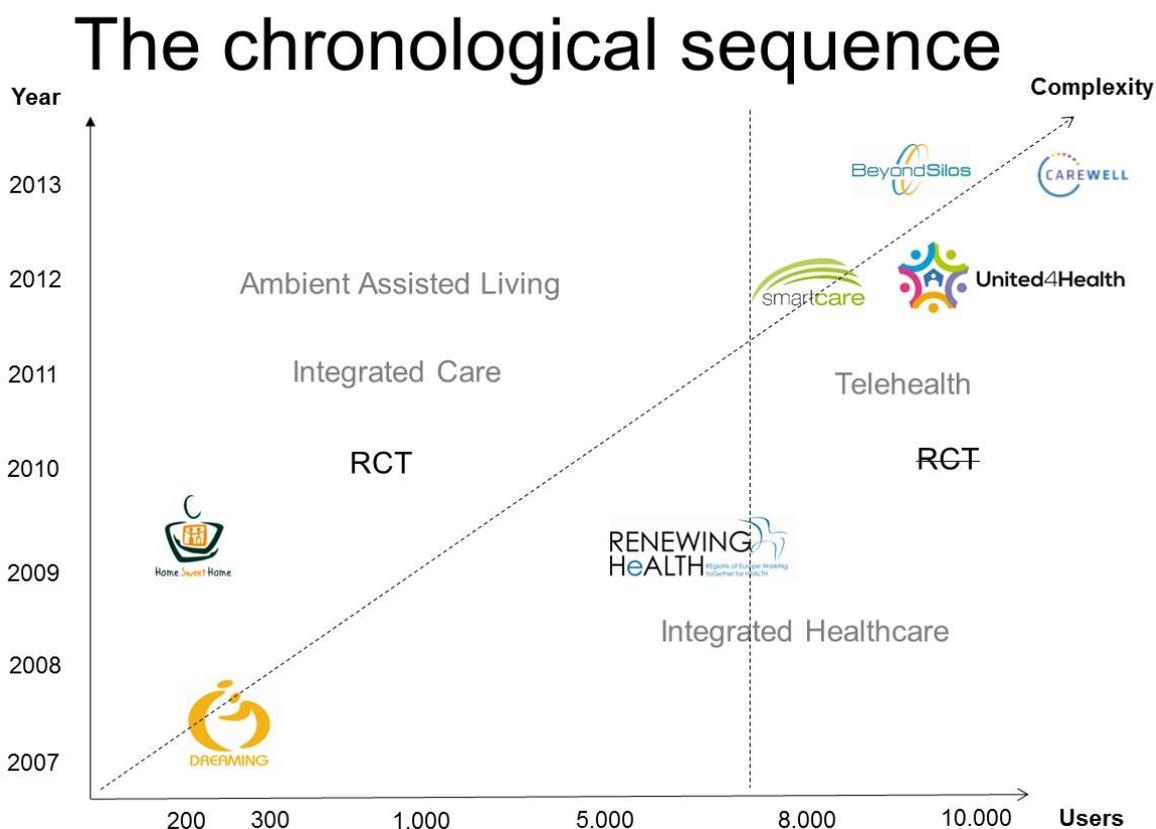

Figure 2: A chronological sequence of EU funded projects

The information gathered by the HSH consortium will therefore be made available for other EU funded projects in this field of work, to build a bigger evidence base in order to make the right decisions based upon the different projects and strategies.

Chronicity management	Support to independence
• Renewing Health • United4Health • CareWell	• DREAMING • HOME SWEET HOME • SmartCare • BeyondSilos
± 30.000 chronic (mostly older) patients	± 20.000 older people

Figure 3: Evidence base of projects where HIM was one of the partners

4.2   General dissemination

We have agreed within the Consortium to keep the website up and running at least until the end of 2015; we will then evaluate if there is a need to keep it running for a longer period of time. The website will stay hosted by Digipolis and Zorgbedrijf will keep it running and feed it with relevant information.

The project started five years ago with a press conference in Antwerp. Zorgbedrijf Antwerpen will organise a similar press conference after the review in order to present the results and information to the press and relevant stakeholders.

At the same time, all the other partners will use this momentum to send out a press release to inform them about the project, its outcome, and where to find our relevant information and deliverables.

Besides this press conference, some of our partners will speak about the project and disseminate the results at congresses and other events, even beyond the end of the project.