Deliverable D1.1

MATISSE web site and social media accounts

MATISSE

Empower Hospitals' Reliability via TagItSmart Service platform

Funded by TagItSmart - Smart Tags driven service platform for enabling ecosystems of connected objects
Information and Communication Technologies (ICT) Programme
H2020-ICT-30-2015
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Executive Summary

Despite process automation and rationalization, “never events” still happen within hospital environments. The term “Never Event” was first introduced in 2001 by Ken Kizer, MD, former CEO of the National Quality Forum (NQF), in reference to particularly shocking medical errors that should never occur. Never events are also known as wrong-site, wrong procedure, wrong patient (WSPEs). MATISSE aims to decisively decrease “never events” in the hospital value chain, leveraging on IoT, dynamic smart tags and cloud computing technologies.

The present document reports the first outreach activities of the MATISSE project, presenting the project website as well as the social media channels to communicate significant moments and outcomes throughout the project lifetime. The content of the website will be continuously extended during the next months in order to give a broad overview of the project’s objectives and report significant progress. The social media channels are chosen based on the outreach of each to targeted audiences.

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List of Abbreviations

EC	European Commission
IoE	Internet of Everything
MMIS	Medical Management Information System
NFQ	National Quality Forum
WSPEs	Wrong-Site, Wrong Procedure, Wrong Patient

1. Introduction

Leveraging on IoT, dynamic smart tags and cloud computing technologies, MATISSE builds a safer healthcare ecosystem for both patients and clinicians, by simplifying, automating and verifying internal hospital tracking, reporting and monitoring procedures and medicine.

The MATISSE system will be designed, implemented and exploited by *Therapenis P.C.*, a diversified technology and medical company, focused on improving people's lives through sustainable innovation in eHealth and patient treatment and recovery. Indeed, the MATISSE outcomes are intended to be integrated in the *Therapia@Hospital* Medical Management Information System (MMIS) of *Therapenis P.C*.

The project website is an important factor of project sustainability, communicating the overview and recent updates of the project activities, while acting as an indicator of interest raised among the stakeholders' groups. Therefore, the website has to be clear and should provide all necessary information in order to give visitors a quick, but also a complete overview of the project progress. In this sense, it is very important to keep the website up-to-date with news related to scientific & technical results, project meetings, public documentation (new deliverables, publications, etc.) and other events that are of interest for the intended audience. The first version of the MATISSE website presence is presented in Section 2 of this document.

Furthermore, we aim to make use of social media channels in order to attract an even broader audience with news about the MATISSE project. These are also presented in Section 3 of present deliverable.

2. MATISSE Website Presence

In this section, the activities of the MATISSE website presence are reported. Section 2.1 discusses the objectives of bring MATISSE online, which acted as main drivers of collecting, organizing and providing content about MATISSE. Accordingly, section 2.2 presents the relevant website content, providing visual samples of the first version of MATISSE online content.

2.1. Objectives behind MATISSE online presence

Website presence is often the state-of-the-art dissemination channel of business today, covering any application domain, as it provides visibility, easy access and, in the long run, sustainability. To this end, the website access for MATISSE is intended to cover the following objectives:

- Maximize the dissemination potential of the MATISSE outcomes. So, information about MATISSE was decided to be incorporated in the company website of *Therapenis P.C.* [1], as part of *Therapia@Hospital* MMIS. It has to be noted that *Therapia@Hospital* consititutes the platform integrating, enhancing and extending MATISSE outcomes, with a view of releasing it to market. To this end, visitors to the company site can easily access MATISSE information. Indeed, as Therapenis is specialized in the eHealth domain, it is quite likely that visitors of the company website belong to the MATISSE target groups.
- Provide ease of access to information of interest. The information about MATISSE should be well organized to allow users to find exactly the piece of information they require with no time waste. Also, the website must be responsive in any kind of client device used to access it.
- Upload any project related news on the website. News should raise awareness about meetings and events where MATISSE was present, about significant results and milestones achievement or any other issue deserving being disseminated. Using the company website to upload project news will increase their visibility potential.
- Provide updated information, regarding both notable project achievements and public documentation. The website must be regularly updated to include any publishable material generated during the MATISSE project.
- Properly indicate acknowledgement to the European Commission (EC) and TagItSmart funding.

Driven by these objectives, MATISSE-related content is included in the company website, as presented in the next subsection.

2.2. MATISSE online content

As already explain, MATISSE information will be included in *Therapenis P.C.* website. The content has been organized in such a way, that it is included in our Research, Innovation and Development portfolio on our frontpage, while it is further analysed in a separate webpage [2]. The latter provides MATISSE information following the classification:

- Front page
- Motivation for the MATISSE solution as part of *Therapia@Hospital*
- Value proposition
- Covered use cases
- Technological background
- Main stakeholders' groups

- Project card and funding acknowledgments

The next subsections provide detailed information on how MATISSE is disseminated under this classification.

2.2.1 Front page

MATISSE is disseminated as part of the Therapia@Hospital MMIS. In the landing view of the company website, the visitor is presented with the current Research, Innovation and Development actions of *Therapenis P.C.*, followed by basic information about Therapia@Hospital MMIS, providing proper reference to MATISSE, Figure 1. The visitor can access more detailed information by clicking on the red "Read more" button, which redirects to the *Therapia@Hospital* page.

Figure 1: Therapia@Hospital in Therapenis' main page

2.2.2 Motivation for the MATISSE solution as part of *Therapia@Hospital*

In the *Therapia@Hospital* page, the visitor is first provided with the motivation and the need for the *Therapia@Hospital* and, thus, MATISSE platform. The relevant information is provided in Figure 2.

Figure 2: Motivation for Therapia@Hospital/MATISSE on the website

2.2.3 Value proposition

Scrolling down, the visitor is presented with the *Therapia@Hospital*/MATISSE value proposition, including a Smart Hospital Treatment Service and a Smart Trolley.

The Smart Hospital Treatment Service allows for:

a) real-time drugs/pills lifetime/aptness verification

b) medication administration (via patients' identification and association with drugs and medical exams)

c) real-time quality assessment

The Smart Trolley allows to:

a) interact with MATISSE entities (e.g. smartphones) and the TiS platform

b) control the trolley drug cases' indicators, showing the correct drugs for each patient

The relevant website views are depicted in Figure 3.

Figure 3: Therapia@Hospital/MATISSE value proposition on the website

2.2.4 Covered use cases

The next website section presents the use cases covered in *Therapia@Hospital*/MATISSE, including:

- Drugs' stocktaking
- In-hospital medication
- Smart medical exams
- Pre-surgery control
- Patients' monitoring

The relevant website view is shown in Figure 4.

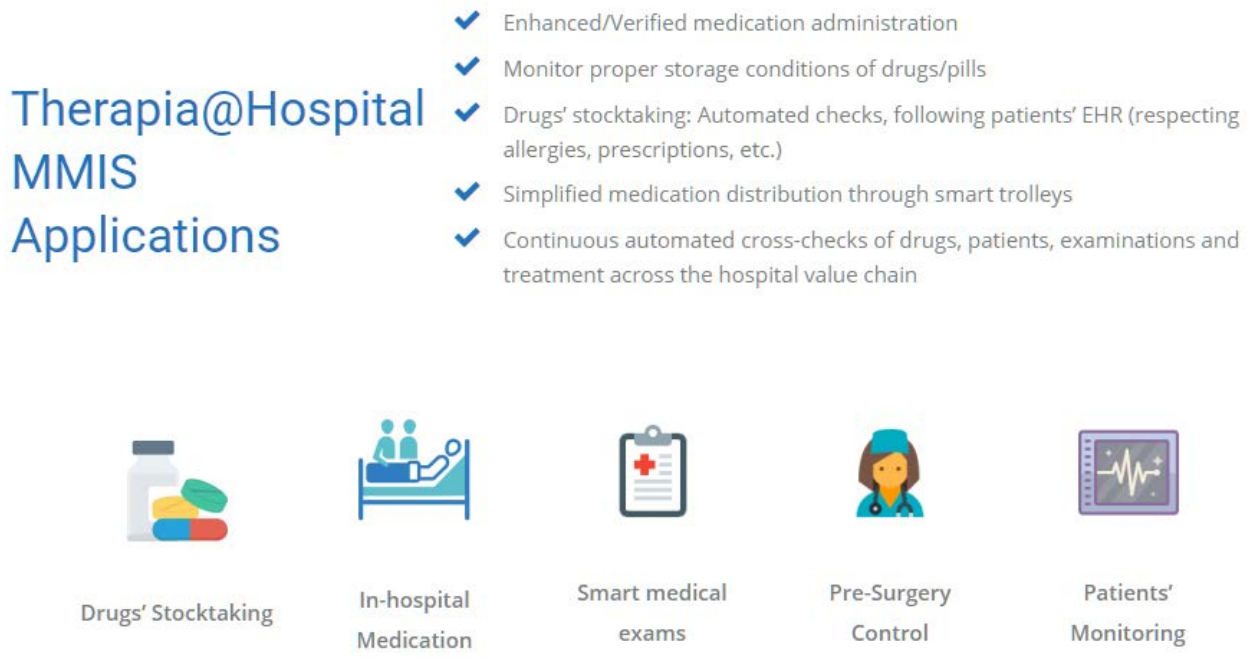

Figure 4: Use cases covered in Therapia@Hospital/MATISSE, as presented in the website

2.2.5 Technological background

The next theme covered in the website refers to the technological background of Therapia@Hospital/MATISSE, highlighting the link to the TagItSmart project [3]. Moreover, the use of and expertise in the Internet of Everything (IoE), Big Data analytics and cloud computing technologies is highlighted in the context of the smart hospital ecosystem. The technological background information of the website is presented in Figure 5.

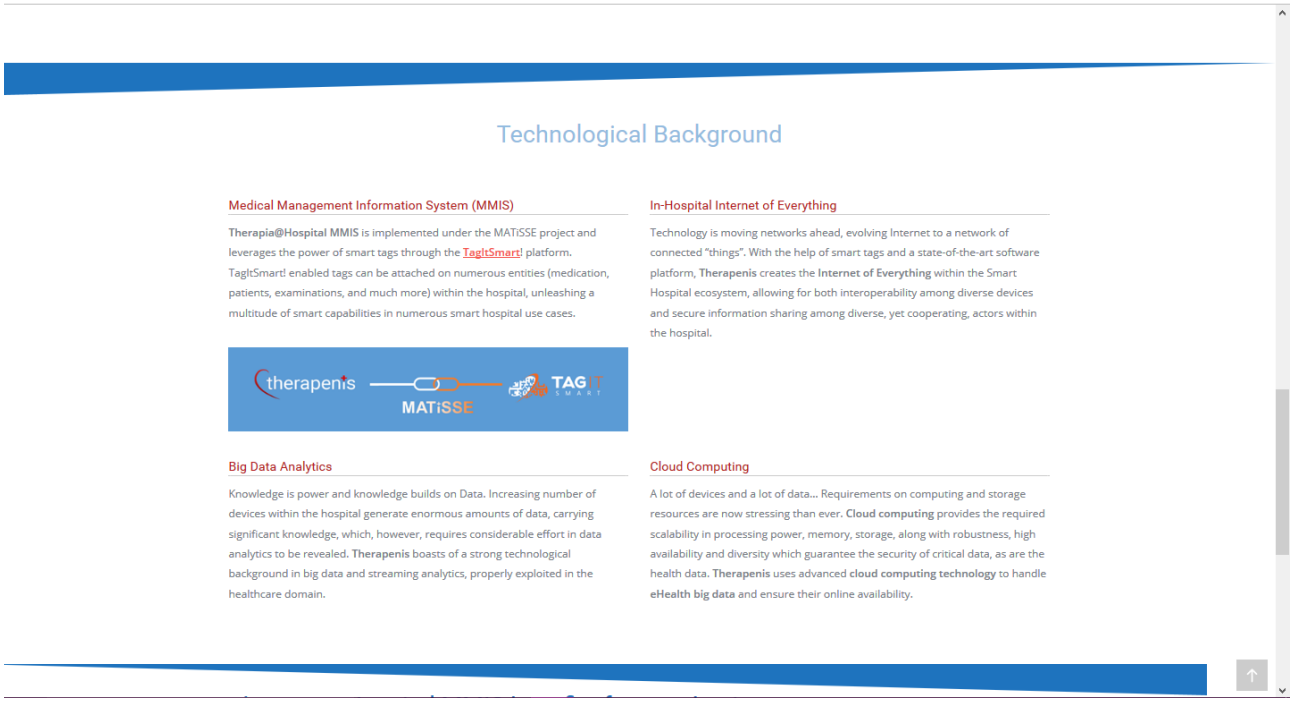

Figure 5: Therapia@Hospital/MATISSE technological background, as shown in the website

2.2.6 Main stakeholders' groups

The website briefly presents the benefits of *Therapia@Hospital*/MATISSE for the three main stakeholders' groups identified at this early stage of the project by Therapenis, aiming at drawing quick attention to targeted visitors at first glance. The relevant view is provided in Figure 6.

Figure 6: Main stakeholders' groups at Therapia@Hospital/MATISSE website

2.2.7 Project card and funding acknowledgments

In the last view, the visitor is presented with information about the MATISSE project in the context of TagItSmart, as well as with proper acknowledgment of the funding received through TagItSmart by the EC, as shown in Figure 7.

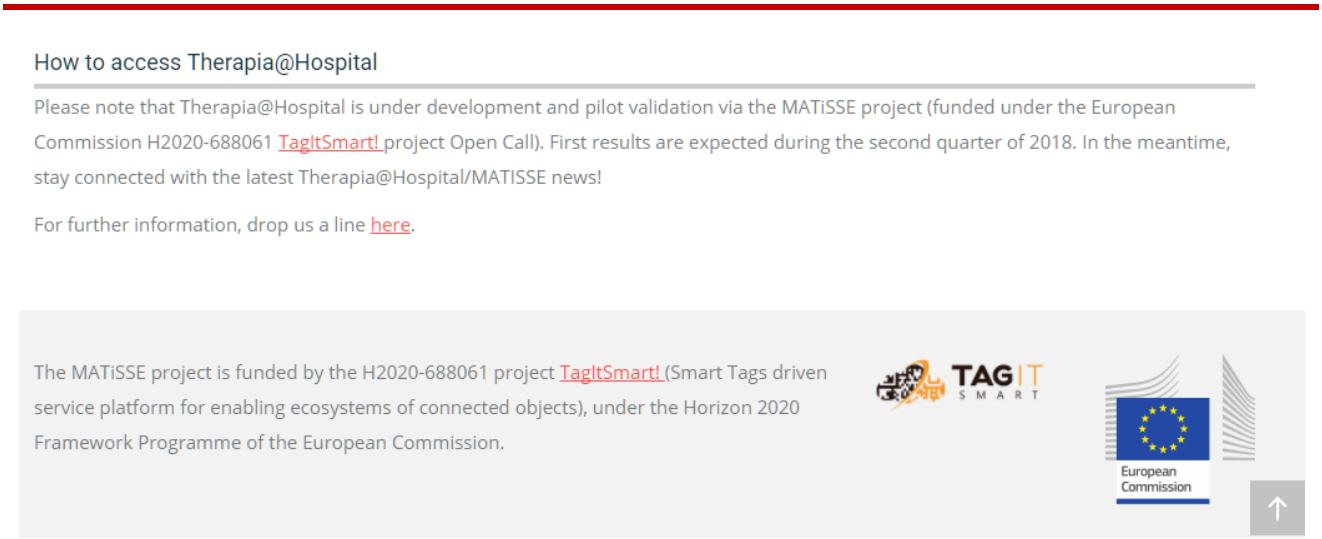

Figure 7: MATISSE project card and acknowledgments

3. Social Networks

In this section, the social media channels used for the MATISSE dissemination are presented. In order to maximize the dissemination potential of the project, the company social media channels were decided to be used for MATISSE, as well. Updates on the social media are intended for providing short and quick notifications of MATISSE news to interested audience. Thus, social media mainly aimed for professional networking have been selected, in order to reach more easily the targeted groups. In this perspective, Twitter [4] and LinkedIn [5] have been selected for the project dissemination. So, MATTISE will utilize Therapenis' Twitter and LinkedIn accounts.

The short messages Twitter is famous for can be used to relay information about the project efficiently and with great speed to a wide group of users. The usage of Hashtags allows for specifically addressing the intended target audience, Figure 8.

Link: https://twitter.com/IoT_Therapenis

Figure 8: Therapenis tweeting on MATISSE

Moreover, Linkedin is an additional very effective dissemination channel; the information can easily be disseminated to targeted audiences. Figure 9 presents MATISSE dissemination via Therapenis' LinkedIn page.

Link: https://www.linkedin.com/company/18005096/

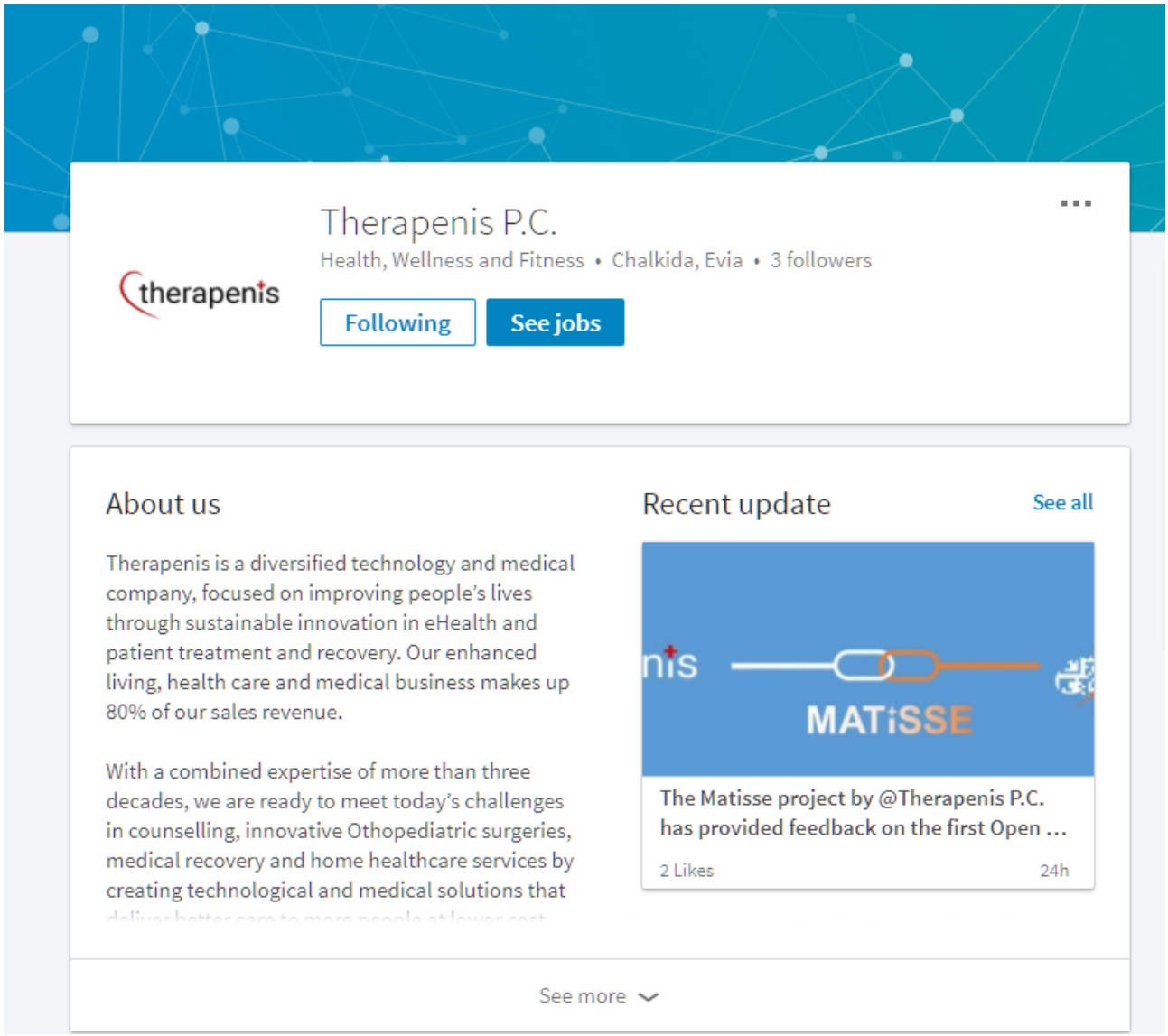

Figure 9: MATISSE dissemination in Therapenis' LinkedIn page

4. Conclusions

In this deliverable, the dissemination channels of the MATISSE project via website and social media have been presented. Specifically, MATISSE will be disseminated through the respective channels of *Therapenis P.C.*, providing greater opportunities for the MATISSE outreach than separate project channels.

The website will be used to provide easy access to publishable information related to the MATISSE design, functionalities and progress, while placing due emphasis on proper content organization to be easily accessible by interested parties and on maximizing the dissemination potential. Moreover, updates on social media will notify about notable achievements. As a next step and part of the MATISSE dissemination strategy, both the website and social media will be widely communicated, in order to attract a considerable number of followers, and will be regularly updated to keep the audience up-to-date with project progress.

References

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