AVATAR

Accelerating Innovation through data sharing data with no privacy concerns

Project: CONCEPT/0722/0019

D3 Dissemination and Communication Plan (DCP)

Date: 30/05/2023

Contents

1. Introduction

AVATAR is a project led and coordinated by EUNDO LIMITED (EUN) and with partner the German Oncologoy Center (GOC). The nine (9) month project commences on 01/05/2023 and will be completed on 31/01/2024. The purpose of the project is to demonstrate the principle of generating synthetic healthcare data that mimic the statistical properties and attributes of real data. Although they mimic the real data, the synthetic data are not traceable to real data. Since they are not traceable to actual patients, privacy is preserved. The synthetic data can be used for training of healthcare professionals and also for training machine learning algorithms. So there is significant value to this data without compromising patient privacy.

The main objectives of work package (WP2) are to disseminate the knowledge, results, methodology and new techniques to scientists and engineers in the field of digital health. WP2 also informs the public and other stakeholders and innovators as a whole to generate interest in the project activities and results. Another important objective of WP2 is to secure subsequent private funding to: a) ensure the continuation of this project (to reach a higher TRL) and b) support the sustainable and continued collaboration between the partners.

1.1 Purpose of the Document

The purpose of this document is to plan the communication and dissemination activities for the duration of the project. This is done at the beginning of the project and takes into consideration any upcoming opportunities for dissemination. The plan was discussed during the kick-off meeting at GOC on 04/05/2023.

2. Dissemination and Communication Plan

2.1 Methodology

During the kick-off meeting it was discussed that for some of the conferences that would be appropriate there is not enough time to complete the research and submit an abstract. So, for the time being there are no plans to attend any international/European conferences. The consortium will be monitoring for any new opportunities during the project and make the necessary adjustments. During the kick-off meeting it was discussed that it would be very valuable to engage policy makers and key stakeholders in the area of data privacy especially in healthcare. Those would be: 1. The national eHealth Authority 2. Cyprus National Bioethics Committee. The engagement is to occur towards the end of the project (December 2023) so that we can show results.

2.2 Plan

The communication and dissemination plan broken up in activities and justification for those activities, is shown below in Table 1.

Activities	Justification
Press release to announce the beginning of the project. **Expected Date:** 31/05/2023.	The press release will generate excitement for the project from its commencement. This can be the beginning of networking opportunities between the consortium and interested parties (from all the stakeholders).
Project website and social media **Expected Date:** 30/06/2023	A dedicated website and social media pages containing project information, results, objectives, deliverables and outputs will keep everyone involved on the project and upcoming activities. The website and social media will act as a reference point for the consortium.
Submit for services of the Central Knowledge transfer office (KTO) of research innovation foundation (RIF) **Expected Date:** 31/08/2023	This is a free service for innovative projects such as AVATAR offered by RIF. The KTO can help us define a commercialization plan.
Engage policy makers and key stakeholders in the area of privacy for healthcare. This can be combined with the final dissemination event. **Expected Date:** 15/12/2023	By this time we will have the first results and will be able to discuss with the key stakeholders on what the barriers, concerns are for proceeding to the market. This will be very valuable feedback in understanding our value proposition.
Plans for a peer review publication for the validation of the synthetic data. **Expected Date:** 31/1/2024	This will be one of the major scientific achievement of the project. Real data has been used for a peer review publication for GOC. EUN will use that data, generate synthetic data and then compare the conclusions drawn from them to the real data. The peer review publication planning and draft ideas will be completed by the project end.
Plan for IPR management and exploitation beyond the completion of the project. **Expected Date:** 31/01/2024	Putting it all together in a plan for exploitation (that would include additional funding proposals, other projects and even commercialization activities).

Table 1. Second year networking plan.

3. Conclusions

After a solicitation for and discussions during the consortium kick-off meeting at GOC, the consortium chose to participate in a joint publication, set up a webpage and social media campaign and engage important stakeholders that will help in future exploitation activities. All the events are within the scope of the grant agreement.

4. Acknowledgement