D7.4 XpanDH website

WP7 – Dissemination and Outreach

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What did this document aim to achieve?	The aim of this document is to report on the development of the XpanDH project website.
Present the main methodological approaches in bullet point format	- Co-creation - Efficiency - Clean design and user-friendliness
What were the main findings or take-away messages? What implications does it have for the XpanDH project?	The website is a living resource that needs to be updated and re-designed when needed, according to the needs of the project.
Which project stakeholder group would benefit the most from the document and why?	**Healthcare Professional**	
	International Adherence Network/Initiative	
	Investors and Funding	
	Patient Organization	
	Patient/Caregiver	
	Pharma (Marketing & Sales / Medical Dept./ R&D)	
	Public Authority or Policymaker	
	Regulatory body	
	Standardization Body/ Open-Source Network Researcher/Academic	
	Statutory Health Insurance Company	
	Technology & Service Provider	
	Other	Yes
List any relevant organizations or social media accounts for wider visibility	All partners.

Revision History

Version	Date	Author	Description
0.1	27/04/2023	Karolina Mackiewicz	Table of Content
0.2	28/04/2023	Radhika Poojara, Anderson Carmo	Launch and promotion of the website
0.3	15/05/2023	Karolina Mackiewicz	Additions based on the live website
0.4	16/05/2023	Anderson Carmo	Review by the Coordinator
0.5	16/05/2023	Karolina Mackiewicz	Incorporating the Coordinator's comments
0.6	29/05/2023	Karolina Mackiewicz	Finalising the deliverable after the partners' review
1.0	23/06/2023	Anderson Carmo	Submission

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List of abbreviations

Acronym	Description
EEHRxF	European Electronic Health Records Exchange
M	Month (of the project implementation)
MVP	Minimum Viable Product
WP	Work Package

Executive summary

Within Work Package 7 (WP7) of the XpanDH project, the European Connected Health Alliance (ECHAlliance) worked together with the Coordinator (ISCTE) to conceptualise and develop the project's corporate identity (including logo, colour choice, look and feel, etc.). Having collected branding guidelines from the consortium partners, the WP leader and the Coordinator have created the visual identity and the initial website to present the tenets of the project to the public whilst promoting first-touch contact with potential stakeholders.

The WP leader intentionally created the XpanDH website as a page that will be developed over time, as the project activities progress. At this point in time (M5, May 2023) the XpanDH website includes essential elements to communicate about the project (About the project, News – blogs – events, Meet the team, Partners, Contact us). We are confident that this structure covers the essential needs of the project, however we take into account that some additional sections might need to be added later during the project development, e.g. based on the WP5 – Growing the Digital Health Ecosystems and WP6 Sustainability and Future Action.

1 Introduction

1.1 Background

The project XpanDH aims at mobilizing and building capacity in individuals and organisations to create, adapt and explore purposeful use of interoperable digital health solutions based on a shared adoption of the European Electronic Health Records Exchange format (EEHRxF) across Europe.

To achieve this main goal, the project is considering the outputs and outcomes of past projects, such as X–eHealth[1], to develop the specifications to be used on the adoption domains, and further feasibility evaluation, implementation and testing among the project partners and stakeholders.

1.2 Scope and objectives

This deliverable describes the key elements in the process of developing the website for the XpanDH project, which became public on 28 April 2023 under the domain: https://xpandh-project.iscte-iul.pt/

2 Website design and development

The general structure of the website was presented by the WP7 leader, ECHAlliance, during the project kick–off meeting, together with the visual identity, logo, domain and the basic functionality of the website. Based on this discussion, ECHAlliance developed the wireframe, as well as the content for the website. It's important to note that at this stage, the website informs about the project, it's vision and objectives as well as the partners, and it will be further developed with the project activities. The ECHAlliance cooperated closely with the Coordinator, ISCTE to build the website, ensure that the proper safety and security measures are taken and proper access rights are given. The website is hosted by ISCTE. The website will be maintained and updated regularly by ECHAlliance. The content for the News and Events will be scouted from the Consortium.

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[1]https://www.x–ehealth.eu/

2.1 XpanDH website structure and content

The current website consists of the following sections:

- About the project
- News, Blogs & Events
- Meet the team
- Partners
- Contact us

The Google Analytics function was added to the website. This will allow the WP leader to monitor the number of visitors of the website, their geographical location, as well as the time spent on the website and its specific sections.

The "Subscribe" option for the newsletter was added. The first newsletter will only be published after M6 but it is important to grow its audience from the very beginning. This creates an instant tool for engaging with stakeholders.

The following visuals present the website as on 15 May 2023:
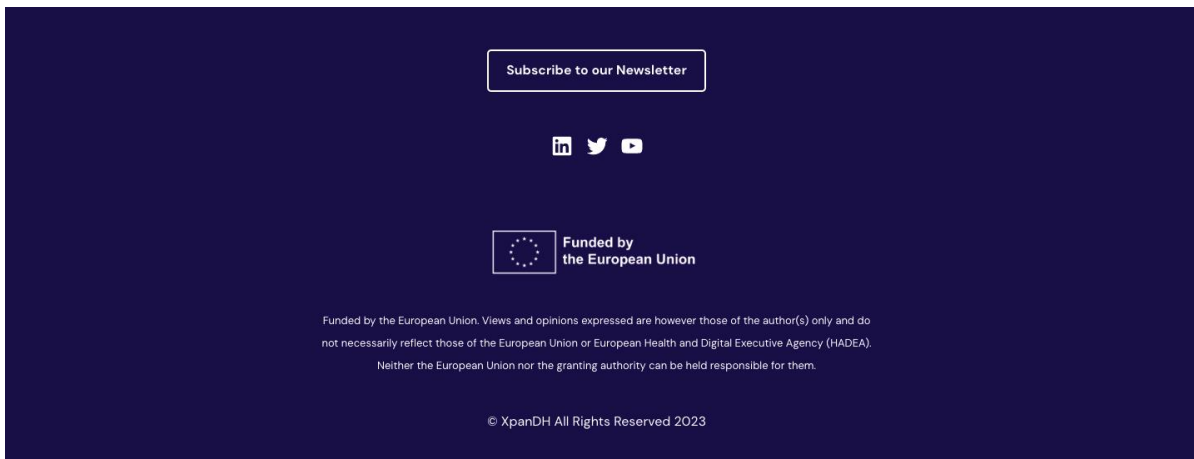

Figure 1: Home – landing page

Subscribe to our Newsletter

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not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA).
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Figure 2: Acknowledgement of the EU co-financing on the Home page
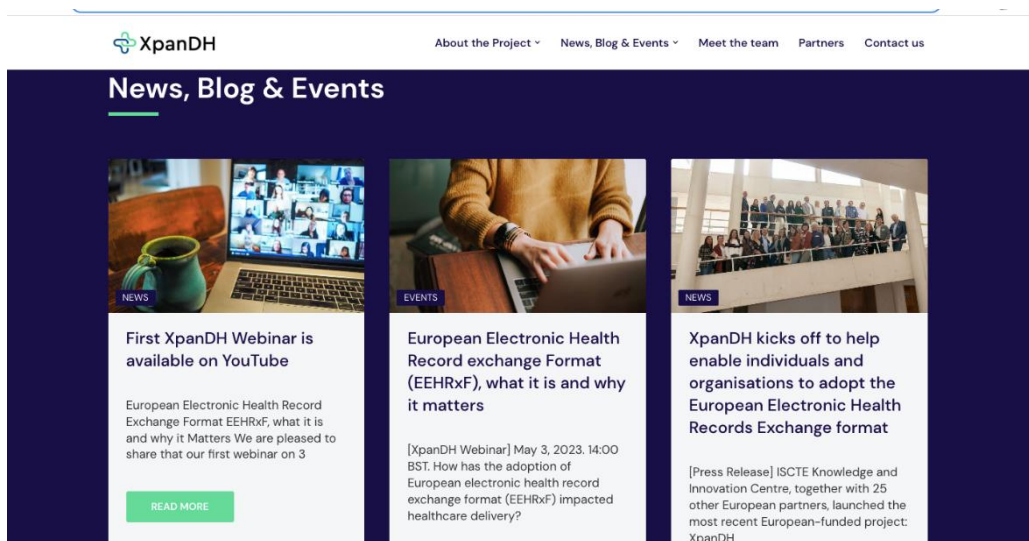

Figure 3: Partners page

Figure 4: News, Blogs & Events page with the first news published

2.2 Next steps and future developments

As mentioned before, the website is considered a living product that will be developed together with the project activities. The additional sections might be added in the future, based on the needs of the project and partners.

After the launch of the website, it has been communicated widely through project social media, as well as partners' social media and other channels. The information will also be included in the relevant partners' newsletters. All partners will be invited to subscribe to the newsletter and promote it to their networks and audiences.

2.3 Risk and mitigation plan

XpanDH project is complex; there are many targeted stakeholders involved, and the ambitions about impact going beyond the scope of the project. As the project works towards decision makers, healthcare-related organisations, payers, tech providers and academia, and patient organisations, whose time and attention span are often limited, communications must be straightforward. As made visible by the images above, the website and communication materials aim to uphold a clean, minimalistic style to relay clear and coherent messages.

The conceptualisation of this website anticipates that online users (potential stakeholders) will decide to stay on or leave the site based on the initial look and feel and tone they experiment. The Home page is a strong example of this idea. With the clear structure and the "What we do", "Outcomes" and "Glossary" subsections, the new website visitors can understand the project easily. However, the WP7 leader as well as the whole consortium, understand that reaching the very diverse stakeholders from all around Europe requires much more effort. Thus, the information provided on the website will be amplified through communications on

social media[2], newsletters, YouTube videos, publications and presence at the key events.

The communication provided on the website must be of high quality, easily accessible and relevant to the stakeholders and the current developments in the field of healthcare and health workforce, as well as their training. This requires a constant monitoring of the field as well as engagement of all partners to contribute to the publications, news and events.

3 Conclusions

Thanks to the smooth collaboration between the W7 leader, the coordinator and the consortium in the first months of the project, the website published at the end of M4 is more than a simple minimum viable product (MVP) – it is a channel that can be used to disseminate the messages of XpanDH right away. With the future improvements, we believe that it will be a platform that will gather all stakeholders relevant to and interested in European Electronic Health Record, the exchange format, interoperability and associated themes.

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[2] All the XpanDH social media can be accessed through the following link: https://linktr.ee/xpandhproject?utm_source=linktree_profile_share&ltsid=63b20f08-a2a0-4c70-847e-218839c80e50