



BD2Decide

Big Data and models for personalized Head and Neck Cancer Decision support

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Executive summary

This deliverable illustrates the communication plan and strategy that the BD2Decide Project will enact in order to effectively reach all the actors categories targeted by the Project, with timely and relevant information.

The ultimate objective is to prepare the exploitation phase of the Project, where results will be used to pursue clinical, commercial and scientific interests expressed by either:

- the Consortium,
- the European healthcare system and industry
- the European citizens.

To achieve this, the communication activities of BD2Decide will address:

- the clinical and healthcare actors that may directly or indirectly benefit from it.
- industry actors, potentially interested in collaborating with the Consortium and/or individual Partners to invest, commercialize, resell or build new products/services on relevant Project results.
- the scientific community, that can benefit from the European scale research collaboration enacted by the BD2Decide endeavour
- EU citizens, who are the ultimate beneficiaries of the action, and who will be informed on how the results of BD2Decide have a strong and direct impact on their quality of life, particular for HNC and cancer patients

Specific audiences to be addressed are those explicitly mentioned in the GA, DoA, Part B, Subsection 2.2.2, and include healthcare and clinical organizations, commercial organizations, research organizations, policy-makers and funders, patients associations and cancer research NGOs, and the general public.

From an operational point of view:

- a specific workflow is proposed, based on the identification of pertinent communication opportunities, their mapping to appropriate target groups and communication channels, and the formulation and publishing of respective communication messages, drafted in the format which best fits the intended purpose
- a set of individual communication actions is planned for, at both Consortium level and individual Partner level
- relevant procedures are put in place in order to ensure that the communication activities are carried out in conformance with provisions of the GA and the CA, and that the interests of the Consortium Partners and of the EC are dutifully considered
- mechanisms are proposed in order to periodically assess the outcome of the communication activities and their actual value in supporting the future exploitation phase of the BD2Decide Project