



European wide Innovation
Procurement in Health and Care

**COMM and
Dissemination**

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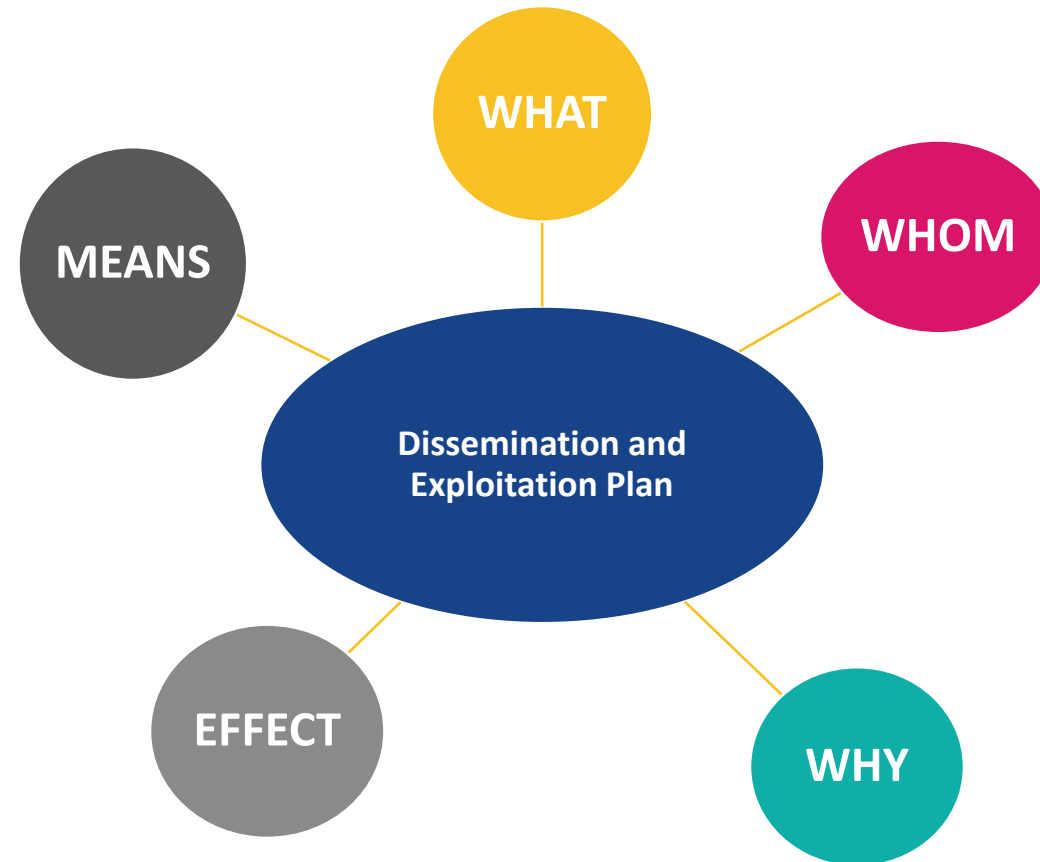
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To design and execute an efficient:

- **communication**
- **dissemination**
- **exploitation strategy**

including the specific communication tools, dissemination plan and exploitation scheme

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The main GOALS are:

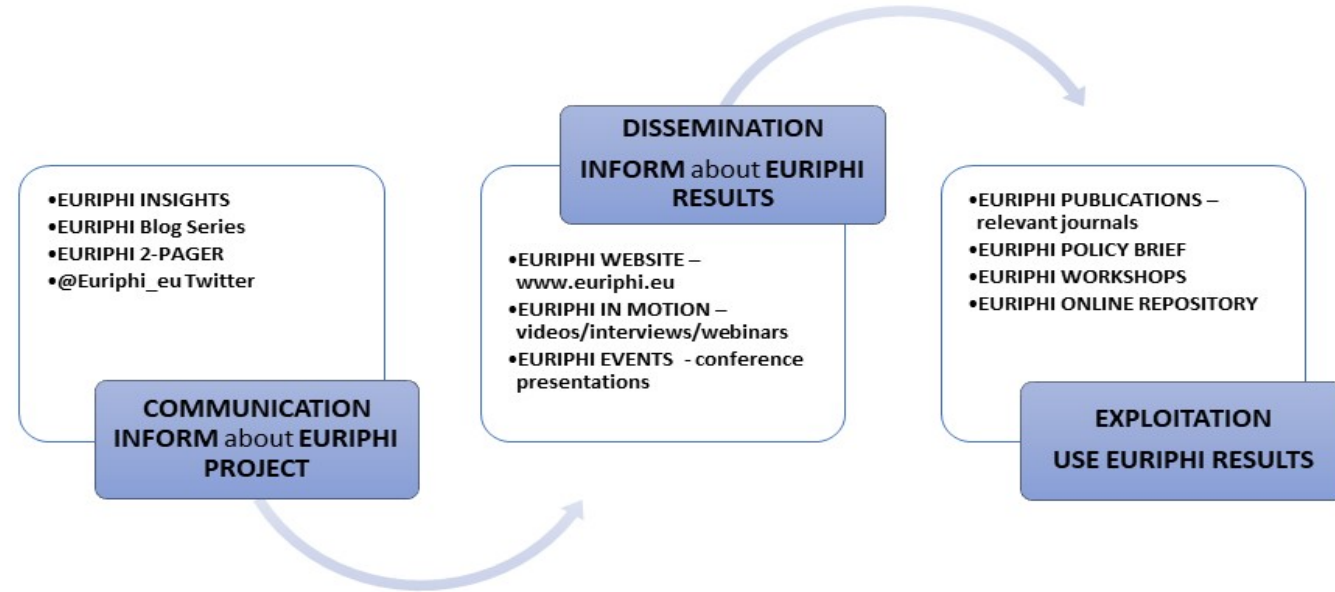
- ✓ **Exploitation: supportive role and coordination role**
- ✓ **To facilitate cooperation between procurement organizations and care providers for cross-border procurement;**
- ✓ **Supportive actions will lead To raise awareness with different regional and CoP stakeholders of the supportive instruments developed and the use of MEAT VBP in tendering process;**
- ✓ **To support the state-of-the-art PPI calls in becoming the policy instrument to support value based health-care and support consortia who will respond to EU PPI/PCP future calls**
- ✓ **Support the introduction of innovative solutions and fostering value-based healthcare**

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TOOLKIT

- 1. COMMUNICATIONS TOOLS – to ensure proper exposure of the project activities and its results.**
- 2. DISSEMINATION TOOLS – to raise and build awareness of the scope and objectives of EURIPHI project, including its partners, project progress and accomplishments;**
- 3. EXPLOITATION TOOLS – to ensure that project’s actions are absorbed by relevant stakeholders, with the aim of building-out a Procurement Network – Community of Practice (CoP) and Health Regions Network.**

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COMMUNICATIONS TOOLS

EURIPHI COMM Streams	COMM Objective	COMM Tool
INTERNAL CONSORTIUM PARTNERS EUROPEAN COMMISSION	CONSORTIUM COORDINATION/MANAGEMENT UPDATE	MEETINGS: PROJECT, STC, GA, ADV BOARD, SEE ALL MENTIONED MEETINGS SHAREPOINT EMAIL
EXTERNAL RELEVANT STAKEHOLDERS WORKING ON PUBLIC PROCUREMENT AND HEALTH CARE SERVICES CONSORTIUM PARTNERS EUROPEAN COMMISSION	BUILDING AWARENESS AND IDENTITY OF EURIPHI, CONTENT AND VISIBILITY KEY EU PROJECT EU FUNDING TOPICS AND RELEVANCE CSA – COORDINATION AND SUPPOT/NETWORK INFORM ON PROJECT’S ACTIVITIES, DELIVERABLES AND DISSEMINATE ITS RESULTS SUPPORT REACHING THE EXPLOITATION OBJECTIVES	LOGO AND BRANDING WEBSITE SOCIAL MEDIA – TWITTER INSIGHTS NEWSLETTER BLOG SERIES

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DISSEMINATION TOOLS

Target audience	Goals	Dissemination channel/Supportive tools/deliverables linked to it
European Commission	Ensure PPI/PCP calls writing addressing the actual needs of health systems Supportive Tools in cross-border beyond legal	Deliverable report
Health and social care providers	Facilitate coordination for cross-border procurement Adapted frameworks	Blog Series Conferences and Events
Public procurers in health systems	PPI/PCP policy instrument in support of value-based health care	Reflection paper on innovation procurement procedures EURIPHI website Blog Series OMC
Health Authorities	Share knowledge	EURIPHI Website Blog Series Specific meetings
Associations and organizations	Share knowledge	EURIPHI Website Blog Series Conferences and Events

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EXPLOITATION TOOLS

Phase I – Stakeholders outreach plan (M1-M12)

Objective	<ul style="list-style-type: none">• Raise awareness: inform about the scope and objectives of EURIPHI project• Identify target groups• Initiate Commitment through Community of Practice and Health Regions Network
Main tools	<ul style="list-style-type: none">• Website• General project 2-pager• Social media

Phase II – Targeted approach (M8-M15)

Objective	<ul style="list-style-type: none">• Raise awareness: inform about the MEAT Value Based Procurement and PPI/PCP• Disseminate project first achievements and results• Expand community building based on the existing network• Evaluate first dissemination and communication efforts and take actions to maximize its impact
Main tools	<ul style="list-style-type: none">• Website, through specific sections• 2-Pagers tailored to specific target groups• Social media• Insights• Blog Series• Participation to events

Work Package 7 Outline Objectives

EXPLOITATION TOOLS

Phase III – Public outreach and community building (M12-M18)

Objective

- Raise awareness:
- Disseminate and exploit final results
- Consolidate collaboration with actors which want to incorporate the services into their systems and processes

Main tools

- Website
- Promo materials
- Social media
- Press release
- Blog series
- Insights Newsletter
- Community of Practice and Health Regions Network meetings
- Awareness building meetings in targeted countries
- Organisation of events
- Organisation of international roundtable
- Organization of final project event
- Building the foundation of EURIPHI Secretariat

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Thank you!

