D2.2 PROJECT WEBSITE

Zentrum für Telematik und Telemedizin GmbH (ZTG GmBH)

Date: 05/01/2022
Doc. Version: 1.1

PUBLIC DOCUMENT

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Title	Joint action on implementation of digitally enabled integrated person-centred care
Acronym	JADECARE
GA Number	951442
Type of instrument	Project Website
Topic	Dissemination and Communication
Date	31.03.2021
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Version history

Revision	Date	Editor	Comments
0.1	01/03/2021	Katrin Tamm, ZTG GmbH	First draft
0.2	17/03/2021	Irati Erreguerena (KG)	Revision and suggestions of the first draft
0.3	17/03/2021	Martina Rimmele (LGL)	Suggestions, remarks in addition to Revision 0.2
0.4	22/03/2021	Stephan Schug (ZTG-subcontracted)	Test edits and additions, revised del. structure
0.5	25/03/2021	Irati Erreguerena (KG)	Review and suggestions for corrections
0.5	25/03/2021	Jon Txarramendieta (KG)	Review and suggestions for corrections
0.6	26/03/2021	Katrin Tamm, ZTG GmbH	Second Draft
0.7	30/03/2021	Irati Erreguerena, Jon Txarramendieta, Ane Fullaondo (KG)	Review and suggestions for corrections of Revision 0.6
0.7	30/03/2021	Martina Rimmele (LGL)	Review and suggestions for corrections for Revision 0.6
0.7	30/03/2021	Márton Kis (SU-HSMTC)	Review and suggestions for corrections for Revision 0.6
0.8	30/03/2021	Katrin Tamm (ZTG)	FINAL DRAFT
1.0	31/03/2021	Irati Erreguerena, Jon Txarramendieta, Ane Fullaondo (KG)	Final revision

| 1.1 | 05/01/2022 | Jon Txarramendieta (KG) | Review and correction of the link to the website (page 8) |

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Glossary of acronyms

Acronym	Description
JADECARE	Joint action on implementation of digitally enabled integrated person-centred care
WPs	Work Packages
HaDEA	European Health and Digital Executive Agency (HaDEA)
CMS	Content management system
D	Deliverable
DSGVO	Datenschutz-Grundverordnung
GDPR	General Data Protection Regulation
JA	Joint Action
KPI	Key Performance Indicators
M	Milestone
NAs	Next Adopters
oGP	Original Good Practice
SEO	Search Engine Optimisation
URL	Uniform Resource Locator
D	Deliverable

Table 1: Glossary of acronyms, terms and abbreviations

1. Introduction

The overall objective of the Joint action on implementation of digitally enabled integrated person-centred care (JADECARE) website is to disseminate high-quality information on the development of the Joint Action (JA), in order to contribute to the implementation of integrated care services in Europe. It will be the main digital information point, acting as a constantly changing open space to:

1) Engage with a range of key stakeholders with interests in the JADECARE project.

2) Communicate project objectives, progress and achievements.

3) Provide a centralized resource of quality and regularly updated news content, relevant events, public documents on issues relevant to the JADECARE project general objectives.

A strategy, defined in D2.3 Dissemination and communication strategy and plan, has been set to regularly update the website with high quality information, determine further developments and on the maintenance of the website.

This document describes the structure and functionalities of the first version of the JADECARE website developed to date at M6 (March 2021) and outlines the planning of future developments and maintenance. It also gives a description of the landing page as the initial interim communication activity prior to the launch of the website, as well as an explanation of its structure and functionality.

2. Contribution of the website to the JADECARE Dissemination and Communication strategy

The website is essential to fulfil the overall objectives of the JADECARE Dissemination and Communication strategy by:

- Helping to materialize the Communication Strategy for both external and internal communication.
- Contributing to the impact of the project branding, press activities and social media.
- Mirroring and extending the visual identity: logo, key visual, etc.
- Serving as a central repository for promotional materials: leaflet, roll up, folders, posters and press releases.
- Acting as central reference point for announcing JADECARE-relevant scientific and health care events, stakeholder forums etc.
- Providing information on the progress of the project, news, publications, etc.

The website aims to address a broad audience consisting of different stakeholders, including:

- Relevant scientific community.
- Policy makers on issues related to healthcare.
- Health Policy makers and experts.
- Health professionals and other operators.
- Municipalities and local health authorities.
- Patients.
- Carers or other social entities working in the field.
- General population.

3. Website structure and content

The JADECARE website will be an important dissemination and communication tool as it will regularly provide and publish current and up-to-date information about project activities and outcomes achieved. It will be an interactive tool, easy to navigate, dynamic and attractive. Targeted to the different stakeholders identified, it will be responsive, being adaptable and easily navigable from any device. Likewise, effort will be done on web accessibility, applying technology, standards and a design suitable for all.

This section presents the structure, design, content and established additional functionality of the JADECARE Website, launched in March 2021 at the URL https://www.jadecare.eu/.

The technical implementation is based on the well-established technology WordPress, in order to minimize development effort. To comply with the dissemination and communication plan of JADECARE, the following Content Map (Navigation) is prepared:

Top Navigation	Dropdown/Subentry	Section & subsection (planned) content
Homepage	About News Events JA-Structure Resources Search (Social Media)	**Top-Navigation (Logo and listed subentries)** Search button plus extensible search box: Short description of project, distilled as from all main sections, i.e. ("mini-About"). Guide to descriptive sections, i.e. background, mission, objectives, JA-Structure, oGPs/NAs and expected outcomes with timeline, all supported by direct links to content sections. Centrally positioned paragraph to be updated for "hot news" (events, achievements, press) Footer: Imprint, Privacy statement, funding, contact information and link to contact form, social media buttons
About	Project Factsheet Consortium Background and Ambition	"Factsheet": Start Date, end date, duration, co-funding Consortium: List of partners with URLs to partner homepages Background and Ambition: EU health policy context as context of project mission, ambition and aims of digitally enabled integrated care
News	2nd level = Overview	Current/previous, sorted by publication date 2nd level overview: images, full text, teasers, search
Events	2nd level = List of upcoming events	Internal and External Events (of relevance); Structured event Announcements (title, lead image, data, venue, host, agenda, URLs and contact data. NB: Event report is a news item, will be published in News section
JA-Structure	Work Packages Transfer WPs / OGPs Next Adopters	Joint Action overall description (government mandate, oGPs, NAs etc.) - Generic Work packages WP1, WP2, WP3, WP4 - Transfer Work Packages - oGPs WP5 - WP8 - Next Adopters and S-M-A-R-T Implementation

Top Navigation	Dropdown/Subentry	Section & subsection (planned) content
Resources*	Press releases Publications Presentations Video Reports Public Deliverables	Central reference point for • Press activity and releases • Promotional materials (leaflet, roll up, folders, Posters, presentations • Project publications of any type (public deliverables, presentations, scientific publications, video reports or interviews, etc.) (*project internal resources in SharePoint)

Table 2: Content map (navigation) jadecare.eu

3.1. Homepage

The JADECARE homepage serves a few primary purposes:

- Provide a site-wide consistent navigation to enable visitors to benefit from all project related content of the site. The navigation is also transitioned across all pages of the website.

- Display some "quick read" summary chunks of information for a quick orientation of the aims, the method and expected outcomes as well as the constituency of the project.

- Guide and highlight project descriptive sections, i.e. background, mission, objectives, expected outcomes, JA-structure, original Good Practices (oGPs)/Next Adopters (NAs) and consortium members, all supported by direct links to content sections.

- Maintain regularly updated sections on news, events in the format of teaser image, date, teaser text and link to full text, as well as a twitter feed to keep visitors always up-to-date.

- Introduction to Joint Action branding. Like other aspects of the website, the visual elements will be subject to an evolution over time. Right now, the key visual from the logo is a dominant element. In many locations, more customised elements such as pictograms, icons or images will be introduced over time.

The site-wide elements are mostly grouped in the header and the footer section like this:

Site-wide Header: For the time being there is one uniform header section, which is visible on all page elements of the website. It consists of:

- JADECARE logo (with animated image size).

- Main navigation, a top navigation horizontal menu, which will be a direct entrance to website main sections as well as a horizontal list. The subsections are indicated through additional drop-down menus.

- Search button, activating a text entry field to a side-wide full-text search when clicked.

- Social media buttons for sharing the project website and its contents in social media accounts and with its followers:

    o Twitter account of JADECARE: https://twitter.com/EUJadecare

    o LinkedIn account of JADECARE: https://www.linkedin.com/company/jadecare-eu/

Site-wide Footer: The site-wide footer consists of:

- EU logo and disclaimer.

- Links to Imprint, Data privacy information and contact form.

- Copyright notice.

- Website contact email address (info@jadecare.eu).

- Social media buttons for linking to the project in social media platforms through one click.

    o Twitter account of JADECARE: https://twitter.com/EUJadecare

    o LinkedIn account of JADECARE: https://www.linkedin.com/company/jadecare-eu/

Figure 1: Home-section of the JADECARE website

3.2. About

This section intends to give an overview of the JADECARE Joint Action to the audiences through a page describing the project, and showing users in-depth information about the JA through the following subsections:

- **Project Factsheet:** Technical information of the project such as full name, project number, funding body, duration and coordinators name.
- **Consortium:** List of the partners, ordered by Member States. To better highlighted the important roles of the partner organisations in their respective organisational context, all partner names have been uniformly translated to English. Roles of partners as oGP and NA are also indicated. All partner websites are available by clicking on the partners' names, i.e. visitors are directly redirected to their official website (opening in a new browser tab) by one click.

  Work will be done to improve this section by adding logos and short descriptions of the partners. Moreover, all partner organisations will be invited to "link back" to the JADECARE website (i.e. to establish a project brief supported by the project URL in their own websites) from their sites. These reciprocal links will at the same time improve the ranking of the JADECARE website in search engines such as Google and thus make the project more easily findable via search engines and better positioned.
- **Background and Ambition:** Overview of the whereabouts of JADECARE and its mission in the framework of digitally enabled integrated person-centred care.
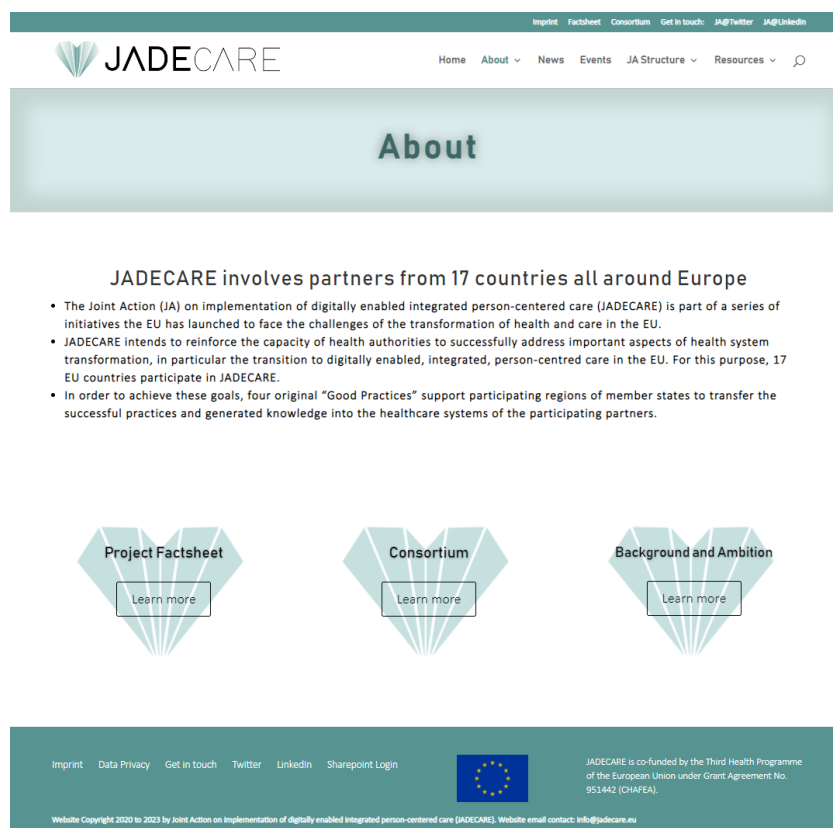
Figure 2: About-section of the JADECARE website

3.3. News

In order to keep the audience up to date regarding the project, this page will regularly contain the latest information about the project. Thus, this section is there to spread relevant events, reports etc. concerning JADECARE. For this purpose, all news will be published in the following formats:

- Single news page with "featured image" and full story.

- News aggregator page (this will appear when clicking on the top navigation "News" element).

- Condensed news aggregator element: compact list of recent news embedded to the Homepage.

Figure 3: News-section of the JADECARE website

3.4. Events

JADECARE will announce and document events according to these (rough) criteria: Starting point is the master list of events in the project-wide event calendar maintained as shared resource in internal project "SharePoint" repository. Events to be published through the website are "important" from the viewpoint of JADECARE if:

- they represent proceedings overall important for the domain of digitally integrated person-centred care.

- a presentation of the JADECARE Joint Action is desirable and/or accepted for the event.

- Similar to news, events will be published in these formats:

- Single event page with "featured image" and full event information (title, date, time, a brief description of the event itself and the URL to event and registration websites).

- Event calendar / event aggregator page (this will appear when clicking on the top navigation "Events" element).

- Condensed event calendar: compact list of upcoming events embedded to the homepage.

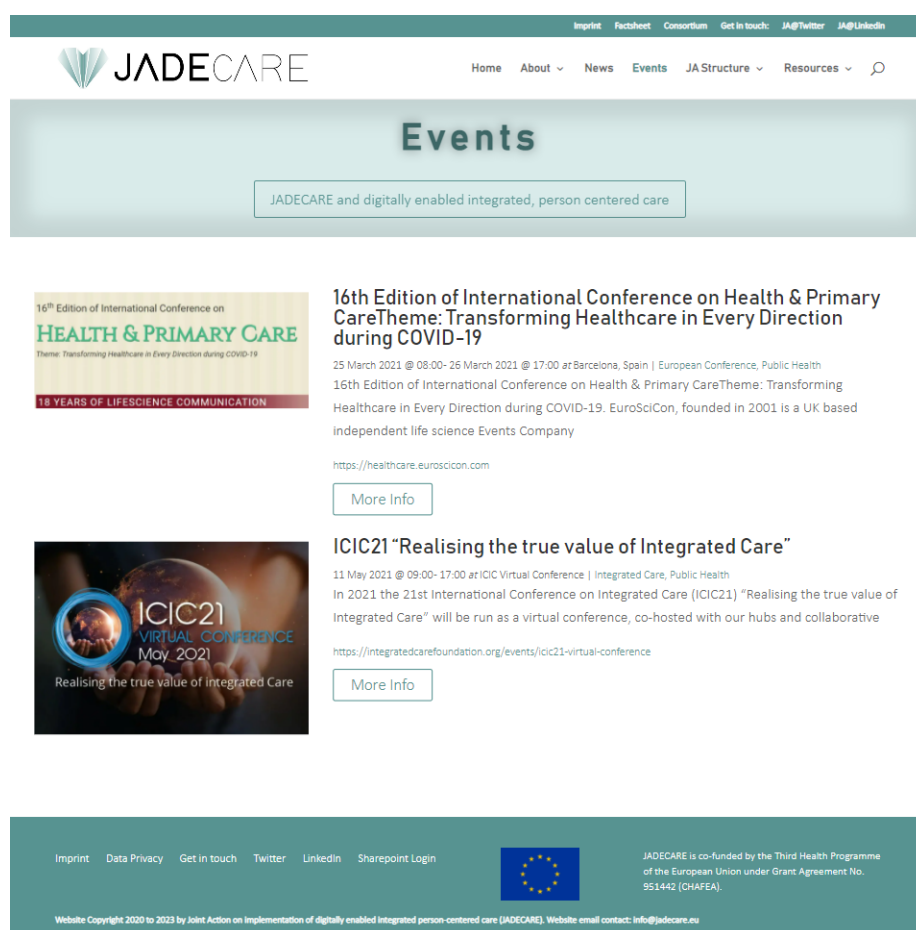Figure 4: Events-section of the JADECARE website

3.5. JADECARE Structure

The project structure will be introduced in this part, where information about the Work Packages (WP), the original Good Practices that will be transferred and Next Adopters interested in these oGPs will be set forth. The aim is to ensure that website visitors understand the project workflow. The following subsections will be included:

▪ **JADECARE Structure (intro section)**

On this page, all related subsections are summarised in order to give the audience an overview of what they can inform themselves about in this section. The corresponding subsections are also linked in a visually appealing way through banners and icons, so that users can access the corresponding subsections not only by the drop-down menu.

Figure 5: Structure-section of the JADECARE website

▪ **Work Packages**

In this subsection description of the WP's 1-4 will be published. Each WP will be exhibited in a structured sheet by giving information about WP description, objectives, tasks and milestones. Following WP's are described:

WP1: Coordination and Management

WP2: Dissemination

WP3: Evaluation

WP4: Integration in national policies and sustainability

- **Transfer Work Packages (oGP)**

Information on WP 5-8 is exposed in this subsection and each oGP description is displayed by text and illustrations. Since these packages embody the oGPs, the 4 oGPs are clearly mapped here:

WP5: Basque health strategy on ageing and chronicity: Integrated care (Basque Country, Spain),

WP6: Catalan Center for Open Innovation on ICT-supported integrated care services for chronic patients (Catalonia, Spain),

WP7: The OptiMedis model – integrated population-based care (Germany),

WP8: Digital roadmap to an integrated health care sector (Southern Denmark Region).

Subject to a coordinated editorial process with the WP Leaders of the transfer work packages, the display of the oGPs will be fined-tuned over time. Each of the section is envisaged to provide oGP general description, core features and oGP participating organisations. Additionally, organisations acting as Next Adopters that are interesting in implementing any core feature of the oGP will be listed in this part.

- **Next Adopters**

This subsection provides information about the Next Adopters. The information is text-based where each NA context will be displayed as well as the oGPs they are interested in and the specific core features the NAs aim to adopt. Information will be visually supported by appropriate images. The purpose is to make the NAs known among stakeholders and give them a space to upload key features of their Action Plans for implementing the oGP core features.

3.6. Resources

The JADECARE website "Resources" section is a "one-stop shop" reference point for sharing various media produced by the project. This section will become eventually a repository holding all relevant digital artefacts of the products. The resources are press activity and releases; promotional materials (e.g. digital files holding the leaflets, flyers, roll-ups, posters), project explanatory presentations (e.g. oGPs, transfer principles and methods) and project publications (public deliverables, scientific publications, video reports or interviews etc.).

The display of the media will be optimised for quick access and display. As a rule of thumb, presentations, publications and deliverables will be available in PDF format (which is displayed without extra tools by modern browsers) and videos will be available through streaming (usually embedded via iFrame to Youtube).

The resource section has been prepared to provide these content types in the first release. Given that the JA is in its starting phase, most of the sections have yet to receive appropriate material:

- Press releases
- Publications
- Presentations

- Video Reports (embedded)

- Public Deliverables.

Figure 6: Resources-section of the JADECARE website

3.7. JADECARE internal repository

The Consortium is already using Microsoft SharePoint – hosted by Kronikgune (project coordinator) - as project repository for sharing information and documents generated at internal level.

JADECARE_EU SharePoint is the main document repository for the JADECARE Joint Action. All consortium members have the access to this private repository.

The SharePoint is the JADECARE document repository, containing:

- Contract lists and agreements,

- Reports, deliverables submitted to the EC,

- Internal documents,

- Meetings (agenda, presentations, minutes),

- Templates for the administrative and financial reporting,

- Templates for documents (deliverables, presentations),

- Contact lists,

- Handbook, guidance documents and tools,

- Dissemination documents and event calendar.

The link to access the SharePoint is: https://KRONIKGUNE.sharepoint.com/sites/JADECARE_EU

For reasons of practicability, there should be no other private repository besides JADECARE EU SharePoint. Therefore, the website will be used for external communication purposes only.
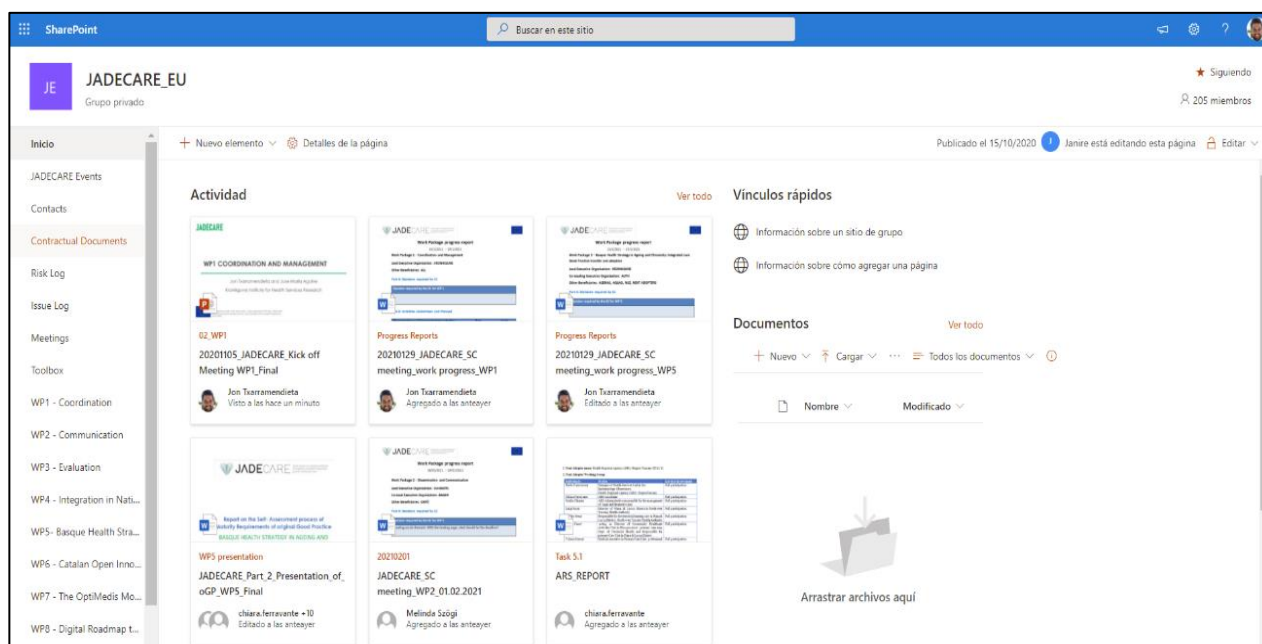

Figure 7: Main page of JADECARE SharePoint

4. Content creation governance

The website is a tool dedicated to the communication purposes of the project for its full lifespan (plus a sustainability phase). To fulfil this task properly, the content of https://jadecare.eu will be continuously update reflecting the milestones and achievements of JADECARE and main activities carried out.

For example, up-to-date content could be in the form reporting of news and events, further integration of social media platforms, progress, results and tools provided by project coordination and partners, etc.

For this purpose, an Editorial Committee is to be established consisting of WP leads and Consortium Partners whose mission and operations are detailed in D2.3 Dissemination and communication strategy and plan. The main role of this project governance body is to identify and collect high quality information that may be of interest to web visitors and to approve the publication of such information on the website. The Editorial Committee will also be an instrumental team that will decide which information to be published on the website for the interest of the project. The WP2 team in charge of the website operations will take care of the actual online publication of the pre-approved information items (news, events, resources etc.) on the website.

5. Website specifications

A WordPress instance – currently at version 5.7 and expanded by means of utilizing additional plugins is exploited as a content management system (CMS). The CMS is running on a professional, fail-save hosting platform in a highly secure, state-of-the-art computing centre.

5.1. Usability and accessibility

The project website will be an easy to navigate entry point to a public, project-related repository of information. To fulfil this task smoothly, features and requirements will be implemented for accommodating the publishing and communication needs of JADECARE. The following characteristics of the JADECARE website are considered:

- Balanced, invitational homepage, attracting visitors' interest for concepts and deliverables,
- User-friendly design and interaction guidelines will be applied to facilitate the user navigation through the website,
- Careful branding and visualisations to demonstrate the added value of the project,
- Repository for resources and public deliverables; preparation for fast accessibility,
- Standard provision of elementary website objects (pages, resources (PDF), news, events, links etc.),
- Social media buttons and an option to display of recent project related posts,
- Structured and simple navigation. The website is "responsive" (suitable for mobile as well as desktop devices).

5.2. Search Engine Optimisation techniques

Once all pages are being created on the JADECARE webpage, it will create sitemap and robots files that are used by Google and other search engines to find a webpage on the Internet. Search Engines' Optimisation (SEO) will be performed once all subpages of the JADECARE webpage are available and will be created to ensure proper search engines' interaction with robots and sitemap files. Additionally, keywords related with the project domains and most popular searches on browsers will be included in the title, meta description, URLs, headers, content etc. following SEO techniques. Work will be done to follow different strategies in terms of SEO and apply value contents in other channels such as press releases, blog publications, emailing, etc.

Finally, the website interface will also be enriched by means of project partner visualizations, context related images and stock photos. In addition, all the consortium partners will be asked to link their websites to the main JADECARE site.

5.3. General Data Protection Regulation

JADECARE consortium considers the privacy and security data crucial, even more as the project will be handling directly user's data from several European countries. In this respect both the Data privacy information and the Imprint, both having been prepared on the grounds of the GDPR[1] will be visible on every page of the website (the data privacy document makes explicit reference to the GDPR, and its German equivalent, the "Datenschutz-Grundverordnung" (DSGVO)).

The website places on the users' devices a pop up with the Cookies consent that can be easily viewed and deleted by them. Cookies gives an amount of user's data, which is considered personal data in certain circumstances and, therefore, subject to the GDPR. For this reason, to comply with the regulations governing cookies under the GDPR and the ePrivacy Directive, JADECARE website will:

- Ask users' consent before using any cookies except strictly necessary cookies, e.g., for authentication.
- Provide accurate and specific information about the data each cookie tracks and its purpose in plain language before consent is received.
- Document and store consent received from users.
- Allow users to access your service even if they refuse to allow the use of certain cookies.

Make it as easy for users to withdraw their consent as it was for them to give their consent in the first place.

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[1] https://gdpr.eu/what-is-gdpr/

6. Website Evaluation: Impact indicators (KPIs)

For the website team it is important to monitor user's behavior to see which are the most visited/read content types or website sections for them and know when to offer special actions and develop new contents. So different impact indicators will be taken into account for making the measures. A dedicated website analytics framework will provide usage statistics and the WP2 website team will make the necessary analysis based on figure 8.

Also internal project measurements are defined in D2.3 Dissemination and communication strategy and plan. The following website specific KPIs will be considered to assess the impact and interest generated by JADECARE website and measured in every project year.

Dissemination tool	KPI ▼	Measure ▼
Website	Number of visitors (per project year)	500
	Pages visited	1000
	Average time spent on the website (min)	2

Dissemination tool	Progress Y1 ▼	Progress Y2 ▼	Progress Y3 ▼
Website			

Figure 8: Website specific KPIs

7. Landing page

The following section presents the landing page as an initial communication tool launched until the website was ready to go online. JADECARE landing page has been online from 9th of February 2021 to 30th of March 2021 at the URL jadecare.eu. The landing page served as a provisional solution to produce awareness of the JA while the website was being developed. It is defined as a standalone web page that a person "lands" on and finds specific and generic information of a product.

The main objective of launching JADECARE landing page was to start promoting the JA on internet browsers, create a main digital point of information for the project partners, different stakeholder groups and start getting audience interested in the topics related to JADECARE, such as integrated care, scaling up of digital health practices, health systems transformation and so on. The current page has been available until the website launching was completed.

7.1. Landing page structure and content

The following information related to the project has been displayed in the landing page:

- **About:** The aim of this part was to give an introduction and overview of the project to the audiences. The background and ambitions of this project were shortly explained and also informal facts about the project itself integrated.

Figure 9: About-section of the landing page

- **Aims, Goals and expected outcomes:** Promising objectives and aims of the Joint Action of JADECARE were shown to the audience. In this part, the anticipated results were explained to also have an idea of the global impact.
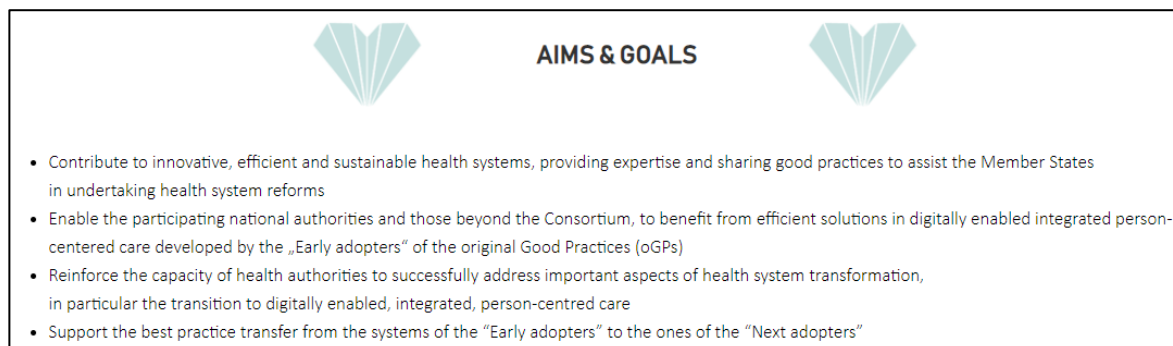

Figure 10: Aims&Goals-section of the landing page

Figure 11: Expected Outcomes-section of the landing page

- **Intervention & Methodology:** The corresponding original Good Practices to be transferred to other regions were presented and the phases that will be carried out in the implementation were briefly described and visualized.

  The four original Good Practices that will be transferred in JADECARE were posted:

  - Basque health strategy on ageing and chronicity: Integrated care (Basque Country, Spain)

  - Catalan Center for Open Innovation on ICT-supported integrated care services for chronic patients (Catalonia, Spain)

  - The OptiMedis model – integrated population-based care (Germany)

  - Digital roadmap to an integrated health care sector (Southern Denmark Region)

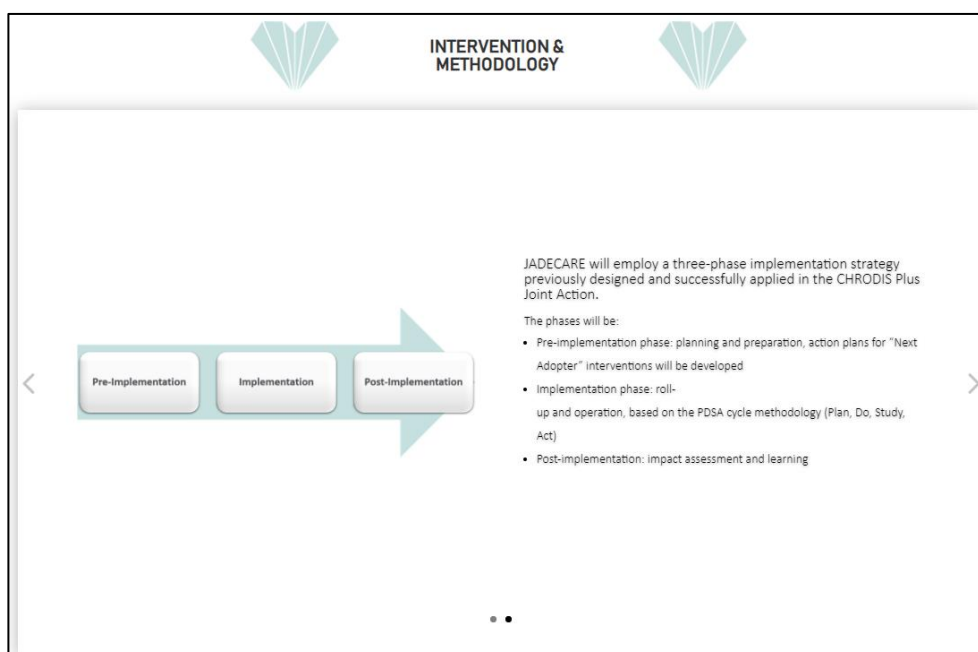Figure 12: Intervention-section of the landing page

Figure 13: Methodology-section of the landing page

- **Partners:** The lists of the partners that are involved in the Joint Action by country and by uniform English names were listed.

Figure 14: Partners-section of the landing page

- **Imprint & Data privacy information:** The Data privacy information and the Imprint were also visible on the landing page and prepared according to the GDPR guidelines (the data privacy document makes explicitly reference to the GDPR and its German equivalent, the DSGVO)

8. Conclusions

Raising awareness of the project on the web is an important part of the communication and dissemination activities, which is why the presence of a balanced, invitational website plays an important role, especially at the beginning of the project period. This web presence will provide 24/7 instant information about the JADECARE Joint Action, activities and project goals to the audience. Likewise, latest news and progress in the project is going to be continuously displayed, the website is going to be maintained and regularly updated according to the achievements and phases of JADECARE throughout the project duration. Due to the continuous development of the project, the structure and content will also be changed as needed, and this will have a supporting effect on the dissemination and communication activities in JADECARE.

NB: This deliverable is a working document, highlighting the communication strategy for the website and its implementation at JA M6. The strategy will be evaluated on a yearly basis according to specific success criteria (see yearly dissemination reports). As needed, the strategy will be adapted, to better suit the project's needs and the latest opportunities offered in the future.