Project no. 826278

SERUMS

Research & Innovation Action (RIA)
SECURING MEDICAL DATA IN SMART-PATIENT HEALTHCARE SYSTEMS

D8.6
Final Project Website / Presentation

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Dissemination Level		
PU	Public	√
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Release History

Release No.	Date	Author(s)	Release Description/Changes made
V0.1		Annemarie Paton (USTAN)	Set the structure for the document, collected and added info from all partners
V1.0		Juliana Bowles (USTAN)	Final version, added details, etc

SERUMS Consortium

Partner 1	**University of St Andrews**
Contact Person	Name: Juliana Bowles Email: jkfb@st-andrews.ac.uk
Partner 2	**Zuyderland Medisch Centrum**
Contact Person	Name: Larissa Haen-Jansen Email: la.jansen@zuyderland.nl
Partner 3	**Accenture B.V.**
Contact Person	Name: Bram Elshof, Wanting Huang Email: bram.elshof@accenture.com, wanting.huang@accenture.com
Partner 4	**IBM Israel Science & Technology Ltd.**
Contact Person	Name: Michael Vinov Email: vinov@il.ibm.com
Partner 5	**Sopra-Steria**
Contact Person	Name: Andre Vermeulen Email: andreas.vermeulen@soprasteria.com
Partner 6	**Université Catholique de Louvain**
Contact Person	Name: Axel Legay Email: axel.legay@uclouvian.be
Partner 7	**Software Competence Centre Hagenberg**
Contact Person	Name: Michael Rossbory Email: michael.rossbory@scch.at
Partner 8	**University of Cyprus**
Contact Person	Andreas Pitsillides Email: andreas.pitsillides@ucy.ac.cy
Partner 9	**Fundació Clínic per a la Recerca Biomèdica**
Contact Person	Name: Santiago Iriso Email: siriso@clinic.cat
Partner 10	**University of Dundee (UNIVDUN)**
Contact Person	Vladimir Janjic Email: VJanjic001@dundee.ac.uk

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Executive Summary

This is the Final Website/Presentation for the Serums H2020 project given as deliverable D8.6. This deliverable describes the Serums project website which is publicly accessible at serums-h2020.org

The website has, throughout the project, been a key mechanism for quick and continuous dissemination, and provides information about all aspects of the Serums project, with the goal of positioning the Serums website as a prime information source to different stakeholder groups.

1 Introduction

1.1 Role of the Deliverable

The project website is a fundamental component in dissemination of the serums system to the wider public providing open access to public deliverables and acting as a key resource for those wishing to use the project results, whether they are acting as an academic researcher, scientific, commercial or independent software developer, public sector worker, educator, or private individual. By making research results public in this way, we especially aim to engage with the software developer and data scientist communities, or anyone who may not normally have access to academic papers and reports.

The main purpose of the website is to:

- disseminate research results to the scientific community;
- ensure awareness of the results in the user community;
- raise general public awareness of the Serums project

1.2 Structure of this Document

This report is organised describing first the Website Hosting services. We will then discuss the website layout and structure and finally we report on the statistics of the traffic to the website, including the number of unique visitors.

2 Website Hosting

The University of St Andrews are the lead website maintainers and host the website on the university WordPress site and can be accessed at serums-h2020.org .

The website was originally hosted by Weebly on the following URL link: serums-smartpatient.com . The previous website was implemented using a combination of static HTML and CSS. The Static website lacked features and functions that was required in order to disseminate the project to a wider audience. It was decided to switch to WordPress which is an open-source platform with further advantages. For example, it is optimized for search engines, it is secure, scalable and a responsive web platform in all its sections (i.e.,

usable from all major devices such as smartphones, tablets, and laptops), to maximize the user-friendly approach of the Serums Project.

Each of the partners have been actively involved in the providing information for the project website. The content of the website is updated manually by the research project administrator. This makes it possible to increase security (by avoiding logins on the website itself) and also to simplify the website implementation. Maintenance is performed by logging into the WordPress service and performing changes to the website pages files.

3 Website structure

We introduce the design of the website in terms of its structure. The structure was identified from the original website which maintained a stylish yet simple layout. The original website design can be seen in Figure 1. The updated version of the website is illustrated in Figure 2

The website has been regularly updated with a close interaction with the partners and coordinator, in order to collect all the latest contributions from the partners.

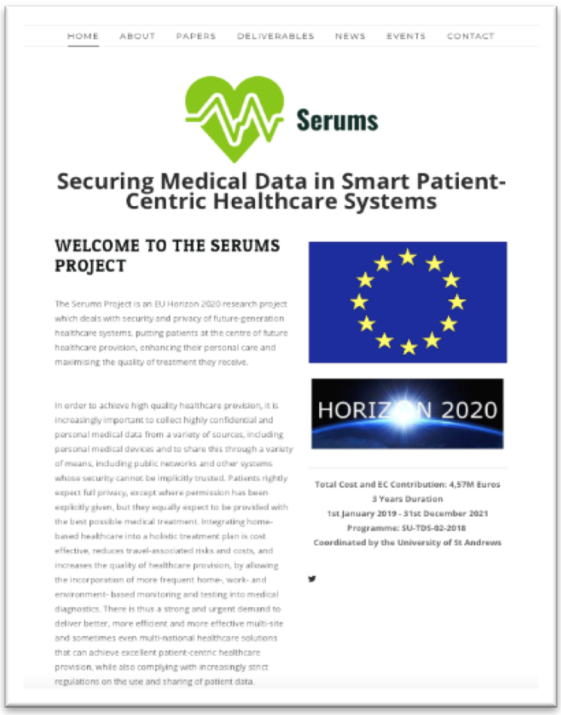

Figure 1 – *Original Website*

Figure 2 – *New Website*

3.1 Home Page

The Serums logo is displayed at the top left-hand side of the home page, adjacent to this is the navigation. The navigation on the home page provides further information about the project, partners involved, news and events, and perhaps of most significance, provides free, open, and publicly searchable access to all publications and public deliverables.

The home page also includes the full project title, the main aims of the project, project duration, funding award and also recent project news which is featured in the interactive slider and to the bottom of the page also included at the bottom of the website are links to the Serums project social media sites.

We have now included translations on the top right-hand side and bottom left-hand side of the home page in addition to the recent newsletter and the final project animation (currently still in production as of 30/6/22 and will be uploaded as soon as it is released in its final form).

3.2 About

The About section gives a brief overview of the projects smart Patient-Centric Healthcare system and lists the project's main objectives as outlined in the project proposal.

An illustration of the serums process and grant information is also included as shown below in Figure 3

Figure 3 – *Further Information about the project*

3.3 Partners

Figure 4 shows an illustration of the Partner page as it is on the website. The Partners page lists the institutions and companies involved in the project with a brief description of each and includes their company logos which link to their institution website.

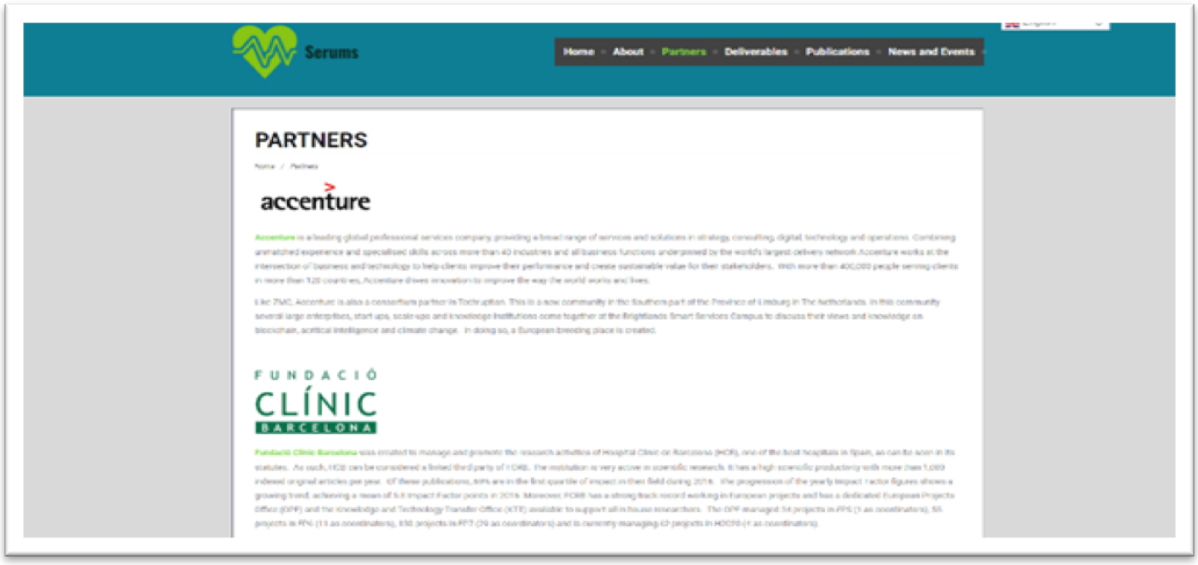

Figure 4 – *Information about the partners*

3.4 Deliverables

A full list of public deliverables is available to download. Figure 5 illustrates the webpage for the project deliverables. The deliverables are grouped by the work package to which they refer and include the title of the deliverable.

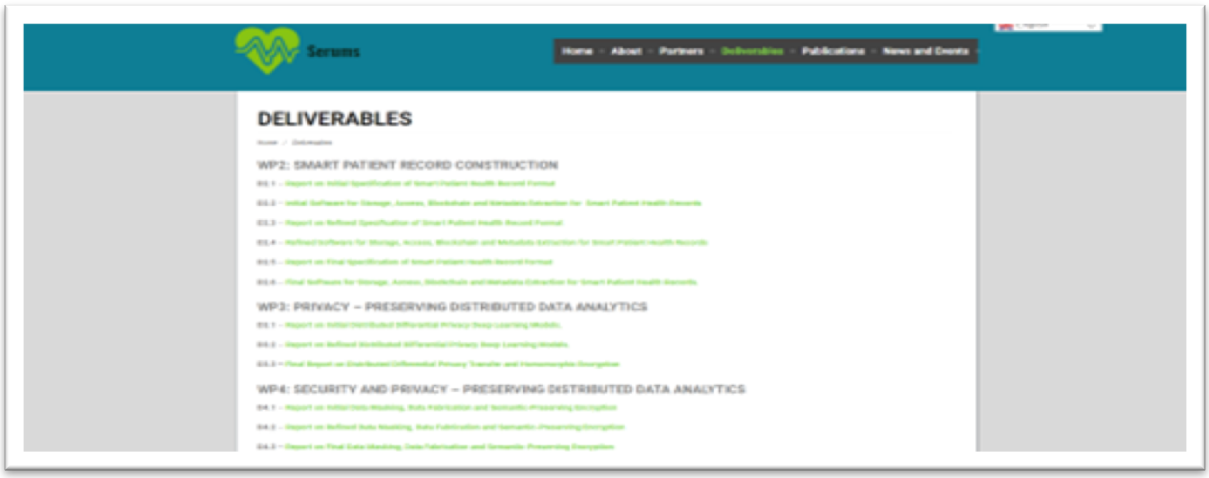

Figure 5 – *List of all public deliverables*

3.5 Publications

Dissemination activities primarily involve the production of scientific and technical research papers and presentation of results at key events and conferences.

Figure 6 shows a snapshot of the project's publications. These include conference, journal, and workshop publications by the project partners. Some papers are still under review or in print and hence may not yet be listed in the website at present. These will be added as soon as they are official.

The detail of each publication includes the authors of the publication, the venue, year, title and DOI.

Currently, this list is maintained manually, with participants emailing the research project administrator at USTAN with details of their publications to be uploaded to the website. Project participants are reminded once a month to send relevant and up to date details.

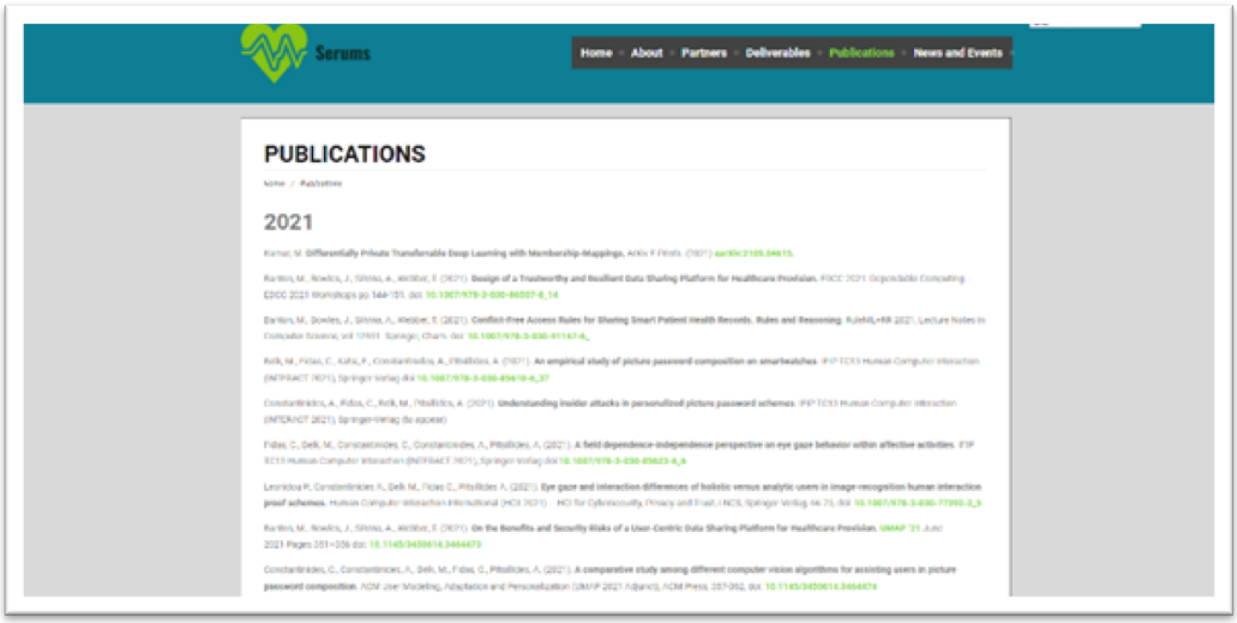

Figure 6 – *Snapshot of publications*

3.6 News and Events

All current news items relating to the project's dissemination activities are included on the news and events page. All relevant news items are passed to the website developer and any events that are organised by the project, including project workshops, meetings, conferences and project newsletter are all added.

In addition to this dedicated page, news items are also displayed on the homepage of the website in the interactive slider panel and to the bottom of the homepage which can be seen in Figure 2

3.7 Social Media

The project has also made use of social media for various purposes throughout. The links to Social Media Accounts such as Facebook (61 followers – up from 52 in the previous reporting period) Twitter (165 followers, up from 93 in the previous reporting period) and LinkedIn are included at the bottom of each page that are used to communicate project news and results to interested parties, whether they are scientists, academics, developers, data scientists, end users or the general public. We created the LinkedIn site, but fundamentally used Twitter for sharing all our news which explains the numbers given.

- Twitter: https://twitter.com/serums_h2020
- Facebook: https://www.facebook.com/serumsh2020/
- LinkedIn: https://www.linkedin.com/company/serums-h2020

3.8 Animation

A final Project Animation is also to be included on the website and was created to give the general public a non-technical explanation of the project and final results. Translations were also provided by partners in order to disseminate the project further afield. The animation

4 Website Analytics

Google Analytics has been set up to record the number of visitors to the website, this can help us understand if the website is successful in its dissemination of the project to make any improvements and if we need to explore better options in order to spread the dissemination of the project to the wider community. In the 30 days that the analytics were recording from the beginning of May 2022, 122 new users were logged. We have noticed a similar trend in previous years around or after the time a proof of concept (PoC) study was carried out. These views are usually from the general public. We expect another spike when the animation is released onto the website and advertised on Twitter. Other academics and researchers are more likely going to visit the website at other points in time when looking for further publications, etc.

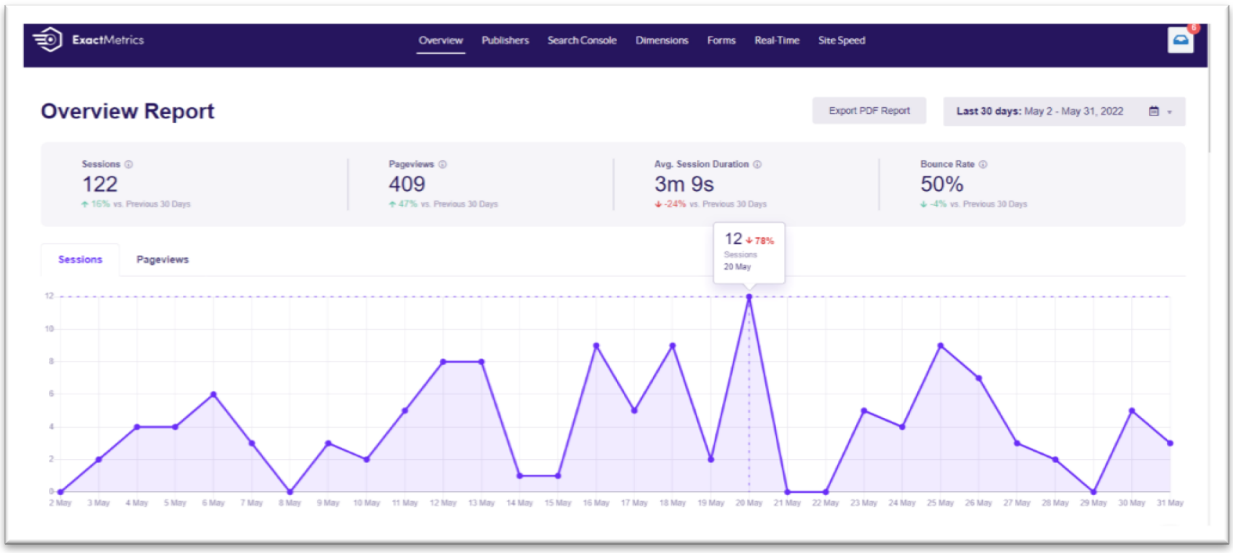

Figure 7 - *Website Analytics*