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EASIER

**European Knowledge Alliance for innovative education of Surgical and
Interventional skills**



D8.5. Report of the promotional materials

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Executive summary

The purpose of the dissemination is to raise awareness of the EASIER project and its outcomes. The dissemination of the results from the EASIER project had two main thrusts with more detail and information needed at each level:

- The first was the dissemination of information about the project and the achievements towards a larger public, ensuring the awareness of results and the use of EC funding in this key research area
- The second was towards the scientific community towards the disseminations of the best practices developed in the project, making available the tools and methodologies allowing other researchers access to these for other domains

To reach the awareness level intended, dissemination was supported by communication materials, such as a website, newsletters, brochures, and posters. Important were also, good, long-term relations to the Eastern European area and local media.

Target audiences

Target audiences for the external communication: All the results, both research, state of the art and market analysis were disseminated first among the partners of the consortium and then to the scientific community through specialized media, as selected scientific journals, magazines, conferences, courses and seminars, fairs, web sites, etc. This contributed to making known the competences of the consortium and the results of the project through the medical society, including clinicians and patients, through the medical companies and technologists.

The target audiences for internal communication were partners, executives, and the members of the consortium.

The main target group in EASIER were medical residents undertaking surgical and/or interventional specialization. They benefited from a pan-European model for TEL-based training and a validated LMS with sound pedagogical roots. The LMS gave them ubiquitous access to learning data, providing them with a tool for flexible learning and validated multimedia didactic contents for those case studies elaborated during the project, translated to their native language (in the case of partner countries) and to English. Online learning also helped improve their work-life balance.

A secondary target group included mentors/teachers, who have available tools for setting learning outcomes, creating and managing training activities and tracking trainees' progress. Thanks to the collaborative nature of online training, they are able to contact colleagues from across Europe and exchange opinions and knowledge on educational structures. Moreover, ubiquitous access to contents will help with their training responsibilities, usually an added load to the surgeons' clinical practice.

In the wider medical context, HEI and training centres devoted to surgical and interventional training will also benefit by having a complete TEL solution that can be incorporated to their training programmes. The open API approach for connecting external assets means they will be

able to integrate their own resources to EASIER. This innovative approach will help consolidate their position as reference education centres and raise their visibility in the medical community. Moreover, it will help them to reach a broader student base, as well as to share among them knowledge and build joint training programmes.

Another interest group is represented by enterprises and companies that can use EASIER project's results. Companies devoted to developing training systems can benefit from linking their products to EASIER through its API. This would provide increased visibility to their systems and proof of their pedagogical value in a wider context of learning, obtaining access to user performance data in the EASIER environment. Medical equipment companies (e.g. STORZ, INTUITIVE, SURGICAL, etc.) could potentially be interested in a curricular structure that is built aside their technology.

An important target group is policy maker entities. Medical societies' leaders, deans of medical universities and members of national Parliaments can benefit from the project's outcomes. They can be interested in having curricula that assures a better didactic quality. Likewise, European surgical/interventional associations striving for common educational practices will benefit from a pedagogically informed TEL-based solution to help standardize and modernize training processes across all Europe.

The dissemination/communication of results were obtained using different instruments appropriate to the different target audiences:

- Publications in field-specific scientific journals and, if applicable, in broad-subject journals (for information to the scientists, researchers, business)
- Attendance at appropriate conferences to establish contacts and exchange information with scientists in related fields
- Establishment of an EASIER website
- Organization of a results conference for specialists outside the Consortium towards the end of the project
- Participation in workshops and scientific events in the subjects of the project organized by other consortia

When suitable, printed materials (brochures, press releases, newsletter, articles, presentations, research papers and reports) were published in business and scientific publications and the public ones will also be made available on the website under downloadable version, ensuring efficient broadcasting of the project results.

This deliverable includes the printed materials throughout the project lifetime, materials in conformity with the context of the project:

- Leaflet with generic information on the project
- Any other materials considered to be necessary by the consortium.

The target public are the identified stakeholders and public at large.

Promotional materials

During the 29th Conference of the international Society for Medical Innovation and Technology, held in Torino, Italy, between 9th and 10th of November 2017, 600 bags printed with the project information were distributed among the participants.

The theme of the congress was 'Technology and care for patients'.

The meeting was held at the Dental School of the University of Torino, located in the modern center of Lingotto, a jewel of industrial architecture of the early twentieth century and seat of the car manufacturer FIAT, converted to a design Architect Renzo Piano in multipurpose center.

Main topics of the meeting were minimally invasive surgery, "flexible" surgery, robotics, interventional radiology, computer-assisted medicine, nanotechnology & nanomedicine, smart technologies, future OR & logistics, vision for the future, next generation technologies.



Figure 1: Conference bag printed with EASIER reference in SMIT 2017

The bags contained also a printed leaflet with a basic information about the EASIER project:



Figure 2: Printed leaflet with EASIER information, in SMIT 2017 (first page).



Introduction

Medical education of surgical and interventional techniques is a long and challenging process that takes place during graduate and postgraduate years. Traditional training based on tutor-apprenticeship models are now considered, as a general approach, to be subjective, time/resource-consuming and non-patient safe, and new structured programmes are being proposed to provide training and objective assessment in patient-free settings.

Technology enhanced learning (TEL) has been used in recent years to support these new paradigms: from virtual reality simulators/box trainers for technical skills to e-learning/augmented videos for nontechnical skills. However, there is no common EU pedagogical framework to guide their use, nor a TEL platform encompassing technical and nontechnical skills, and technologies are used depending on centres' economical possibilities and funders' choices rather than pedagogical value.

What is special about EASIER-project

EASIER is a unique alliance involving higher education institutions and companies with leading partners in their respective fields that will, for the first time, bring together different training technologies to provide a multi-skills learning experience for surgical and interventional education. This Knowledge Alliance proposes an innovative solution for teaching and learning technical and nontechnical skills based on TEL. The solution will integrate TEL assets (virtual reality, augmented video, augmented box trainers, etc.), providing residents and mentors with a learning management system to programme training activities, have access to ubiquitous learning and monitor progress on their learning experience. The solution will be grounded on a previously validated learning framework, based on the pedagogical model developed in LLP project MISTELA. Through integration of different technologies, learners will have access to a comprehensive record of achievements and outcomes on both technical and nontechnical skills linked to any course taken.

Targets

Through its goals, EASIER will reach the whole EU surgical community to set the basis for a strategy on a common TEL-based programme offering structured learning and assessment. This will help standardize training across the continent, favouring mobility of professionals as well as the exchange and co-creation of knowledge in the field.

Contact:

Telephone: + 34 96 347 73 73

Website: www.easier-project.eu

Email: office@easier-project.eu

Figure 3: Printed leaflet with EASIER information, in SMIT 2017 (second page).