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Self management of health and disease: citizen engagement and mHealth

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myAirCoach - Analysis, modelling and sensing of both physiological and environmental factors for the customized and predictive self-management of Asthma"

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Executive Summary

MyAirCoach Dissemination Plan describes all activities planned to be undertaken in myAirCoach in support of the dissemination gained throughout the first year of project activities, and in line with the Horizon 2020 open access policy.

Open access is defined as the practice that provides online-access to research outputs to all, with no license restrictions, so that outputs from publicly-funded research are publicly available to researchers, interested stakeholders and to the general public. The EU policy initiative on open access foresees two modes for open access to publications; a **Green Open Access** (immediate or delayed ('embargo period') open access, provided through the self-archiving by the researcher in a publicly available research repository), or Gold Open Access (immediate open access provided by a publisher) to peer-reviewed scientific publications, resulting from the project. Even though both options are still being explored within the consortium, an open access repository has already been established on the project website and the myAirCoach management platform.

So far, all activities undertaken in myAirCoach in support of dissemination, are made publicly available through the myAirCoach Project Website and can be read online, downloaded and printed. Additionally, a machine-readable electronic copy of a scientific publications produced in the project context will be made publicly available as soon as possible, by means of the abovementioned open access repository.

The myAirCoach Dissemination Plan provides guidelines for dissemination of information from activities within the scope of myAirCoach. This document will be considered as a living document while more versions are planned for the future.

Dissemination is a key aspect to ensure enhancement of knowledge among stakeholders and within the wider European community. The dissemination of myAirCoach concepts, approach and progresses covers the whole project span (2015-2017). The objectives for dissemination are to:

- Raise awareness of myAirCoach with updated information on the evolution of the project and its findings,
- Inform about myAirCoach and the potential of m-health solutions to tackle chronic disease,
- Engage with myAirCoach audiences, especially with people living with asthma, to get input from end-users and improve the sustainability of myAirCoach solutions beyond the end of the project,
- Promote myAirCoach findings to encourage m-health use as support tools for disease self-management.

These multiannual objectives provide the framework for the production of three annual dissemination plans specifically reflecting yearly project activities. The present document is the first myAirCoach dissemination plan.

The dissemination plan was produced in February 2015 and updated in March 2016; it guided all activities aimed at promoting the project. Communication activities undertaken for an effective dissemination effort, are a **journalistic description** and **press release** to announce the project, the development of the **project web presence** (website, social media, wiki, blog) and **graphical identity** (logo and templates), the design and printing of **a project brochure**, the development of an **infographic**, the preparation and delivery of annual electronic **newsletters**, and of course the publication of **scientific articles** to conferences, journals, and workshop proceedings, etc. Furthermore, **participation** in relevant conferences, external events and workshops focusing on technologies relative to the project can be conceived as a direct dissemination of myAirCoach activities. All dissemination activities and material produced in 2015 and 2016 are described in detail in this document.

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List of abbreviations and acronyms

(*in alphabetic order*)

AEROCRINE	Aerocrine AB
AIM	International Association of Mutual Benefits Societies
AirPROM	Airway Disease Predicting Outcomes through Patient Specific Computational Modelling
ALLERTEC	Allertec Hellas SA
AMSE	Association of Medical Schools in Europe
ARIA	Allergic Rhinitis and its Impact on Asthma
ARTP	Association for Respiratory Technology & Physiology
AUK	Asthma UK
BEUC	European Consumers' Association
CERTH	Centre for Research and Technology Hellas
CNET	Cnet Svenska AB
CPME	Standing Committee of European Doctors
DDL	Drug Delivery to the Lungs
DG EMPLOYMENT	European Commission Directorate-General for Employment, Social Affairs and Inclusion
DG RESEARCH	European Commission Directorate-General for Research and Innovation
DG SANTE	European Commission Directorate-General for Health and Food Safety
DMP	Data Management Plan
EAACI	European Academy of Allergy and Clinical Immunology
EARIP	The European Asthma Research and Innovation Partnership
ECHA	European Connected Health Alliance
EDF	European Disability Forum
EESC	European Economic and Social Committee
EFA	The European Federation of Allergy and Airways Diseases Patients Associations
EFN	European Federation of Nurses Associations
EFPIA	European Federation of Pharmaceutical Industries & Associations
EGA	European Generic Medicines Association
EHMA	European Health Management Association

EHTEL	European Health Telematics Association
ELF	European Lung Foundation
EMA	European Medicines Agency
EMSA	European Medical Students Association
ENSA	European Nursing Students Association
ENVI	European Parliament Environment, Public Health and Safety Committee members
EPF	European Patients Forum
EPHA	European Public Health Alliance
EPSCO	Council of the European Union Employment, Social Policy, Health and Consumer Affairs Council configuration
ERS	European respiratory Society
EUPATI	European Patients Academy on Therapeutic Innovation
EURORDIS	Rare Diseases EuropeEuropean Rare Diseases Organisation
GSMA	Groupe Speciale Mobile Association
HOPE	European Hospital and Healthcare Federation
ICL	Imperial College London of Science Technology and Medicine
IHP	IHP GMBH – Innovations for High Performance Microelectronics/Leibniz-Institut fuer Innovative Mikroelektronik
IMI	Innovative Medicines Initiative
IPCRG	International Primary Care Respiratory Group
ISAM	International Society for Aerosols in Medicine
LUMC	Academisch Ziekenhuis Leiden – Leids Universitair Medisch Centrum
MV	ZorgGemak BV
NoTremor	Virtual, Physiological and Computational Neuromuscular Models for the Predictive Treatment of Parkinson's Disease
PGEU	Pharmaceutical Group of the European Union
U-BIOPRED	Unbiased BIOmarkers in PREDiction of respiratory disease outcomes
UEMS	European Union of Medical Specialists
UNIMAN	University of Manchester
UPAT	University of Patras

1 Introduction

1.1 Purpose and scope of the deliverable

Dissemination and communication activities are of paramount importance to myAirCoach partners, as a way to maximise the outreach of the project results among target audiences and interested stakeholders.

During the entire project life span, we aspire to establish a solid dissemination of myAirCoach findings and outputs that will trigger expectations across the involved user communities (patients, healthcare professionals, etc.) and ensure sustainability beyond the end of the project.

This document unfolds the dissemination plan for the myAirCoach communication activities taking place in the first and second years of the project but also in the future. The ambition of this plan is to ensure that the project activities and outcomes are widely publicised among the appropriate target communities, at appropriate times, via appropriate methods. In this direction, the plan provides a comprehensive and consolidated overview of all the dissemination activities that the project partners executed to raise awareness and to increase myAirCoach visibility during the first and second year of the project.

In particular, myAirCoach dissemination activities will focus on creating awareness about the project and strive towards high visibility among the project partners' networks. The dissemination plan also describes internal communications within the myAirCoach consortium, in order to coordinate and ensure adequate internal and external dissemination of project deliverables.

The document provides guidelines on how to plan and report any dissemination activity within the scope of myAirCoach as well as to identify potential contributors to the development, evaluation, uptake and exploitation of myAirCoach outcomes, encouraging their participation on a regular basis. Finally, the document presents all the implemented communication activities as well as all the relevant material which was produced in accordance with the Dissemination Plans.

1.2 Approach and relation to tasks and other deliverables

EFA beneficiary created a first draft of the dissemination and communication plan according to the myAirCoach Description of Work (section 3) and to contributions from all consortium partners during the scheduled project meetings (kick-off and plenary meetings, teleconferences) In this context, a consolidated version properly integrating all comments received was then developed. All partners were actively involved in the implementation of activities under the Task 7.1 "Dissemination activities, material and publication policy" of Work Package 7 – "Dissemination and Exploitation".

All the Dissemination material listed in this document and produced is part of the present D7.1 "Dissemination Plan and myAirCoach dissemination material"

This dissemination plan will be updated yearly and will be aligned with the annual dissemination objectives of the project.

1.3 Structure of the document

This document provides an overview of the management and coordination of the activities under the Task 7.1 and is composed by two main sections.

In the first section, the main content of the Dissemination Plans, the dissemination objectives and the strategy are described, including target audiences, key messages and appropriate dissemination channels and tools. The Dissemination Plans also provide a list of dissemination material and activities to be conducted in 2015 and 2016, together with a complete list of external events and conferences that are of interest to the project. Additionally, relevant evaluation procedures are reflected at the end of the Dissemination Plan.

The second section presents all the dissemination material produced by the myAirCoach consortium under the coordination of the project partner EFA.

2 Dissemination Plan

2.1 Internal Procedures

The European Federation of Allergy and Airways Diseases Patients Associations (EFA) is the leader of Work Package 7 – Dissemination and Exploitation – and responsible for the implementation of the activities under the Task 7.1 - Dissemination activities, material and publication policy. EFA is supervising the overall work progress for all the WP7 tasks, in order to ensure that all the WP7 deliverables are conveyed in time. EFA is also leading the production of the appropriate dissemination material by taking into account the myAirCoach target audience (see section 4.2).

EFA will be in constant communication with all Work Package leaders in order to be updated on all dissemination and communication activities and outcomes under the myAirCoach project. The communication flow will be guaranteed through:

- Meetings and scheduled Teleconferences: The myAirCoach plenary meetings but also ad hoc teleconferences among the consortium, can guarantee the progress of interest for dissemination to selected target audiences.
- Intranet: the use of the myAirCoach mailing list (created and hosted by CERTH) but also the internal area of the project web site (implemented and updated by CERTH) can be used for the easily exchange of information among the partners while also constituting a repository platform for working documents and other material restricted to project partners.
- MyAirCoach Data Management Plan (DMP) and the open data repository for dissemination and exploitation purposes.
- Communication with WP leaders: all partners who are involved in the WP7 “Dissemination and Exploitation”, but also myAirCoach WP leaders are able to communicate with EFA when significant outcomes arise from their dissemination and communication activities.
- Communication and Involvement of the Advisory Patient Forum: When required, the Advisory Patient Forum, which has been established under the T6.1 (Month 6), can be also involved to the revision of the produced dissemination material for ensuring the adoption of the patients important opinion.

2.2 Dissemination objectives

The main objectives of the dissemination activities initiated in 2016 can be summarised as below:

1. **To raise awareness about the innovations and potential solutions provided by the project, and promote interest in the final outputs:** All channels and activities will provide potential opportunities to inform and promote the myAirCoach findings, the most important ones are listed in the timeline.

2. **To engage with representatives from the stakeholder groups and our target audience.** Through our social media channels, participation in events, and the activity of the Patient Advisory Forum, we will have opportunities to get feedback and input from end beneficiaries of the myAirCoach project results.

3. **To inform and educate target audiences in relation to the myAirCoach intermediate findings:** A range of targeted dissemination materials and tailored content will be distributed through the channels outlined in this plan, increasing outreach and visibility. This will stimulate ongoing interest in the work of the myAirCoach project and broaden the audience for the final results.

It is obvious that, all myAirCoach dissemination activities and publications will acknowledge the European Commission's Horizon 2020 Programme funding (especially scientific publications will mention the following: "The research leading to these results has received funding from the European Commission's Horizon 2020 under grant agreement from project myAirCoach – No. 643607."), while we will ensure the Horizon 2020 Open Data Strategy for scientific information for improving, maximising access to and re-using of myAirCoach data generated for the benefit of society and the economy.

Morevoer, a first Data Management Plan (DMP) was generated in December 2015; DMP will be updated every year and will be maintained also beyond the project lifetime addressing in full the lifecycle of the data to be generated in WP4 and WP6. An open data repository will be also available within the myAirCoach system, conforming to potential ethical issues, in which the DMP describes in details the derived models (WP3), anonymized data/metadata, asthma action plans and educational content that will be included in this repository. This will ensure the Horizon 2020 Open Data Strategy for scientific information for improving, maximising access to and re-using of myAirCoach data generated for the benefit of society and the economy. As a first step in this direction, the project outcomes in terms of documents (deliverables, scientific papers, etc) and datasets will be made available on the project's website.

2.3 Dissemination strategy

Following the dissemination objectives described in the previous section, the dissemination activities will target specific audiences and use specific key messages.

2.3.1 Identification of target groups

MyAirCoach dissemination and communication efforts carried out over the entire project duration will target a number of audiences differing in priority depending on the phase of the project. During 2016 the following primary audiences were the main focus of our dissemination activity, listed below. Secondary audiences were also targeted with tailored selected and relevant activity throughout the year. The audiences are as follows:

PRIMARY AUDIENCES

a) myAirCoach consortium partners and their networks

b) Healthcare professionals:

- **Healthcare professional societies** i.e. European Respiratory Society (ERS), International Primary Care Respiratory Group (IPCRG), European Academy of Allergy and Clinical Immunology (EAACI), Allergic Rhinitis and its Impact on Asthma (ARIA), European Union of Medical Specialists (UEMS), Standing Committee of European Doctors (CPME), European Federation of Nurses Associations (EFN), Pharmaceutical Group of the European Union (PGEU).

- **Healthcare management structures** i.e. European Hospital and Healthcare Federation (HOPE), European Health Management Association (EHMA).

c) Asthma patients:

- **MyAirCoach assessment campaigns participants (WP1, T1.2)**, their friends and relatives

- **MyAirCoach test campaigns participants (WP2)**, their friends and relatives.

- **MyAirCoach Advisory Patient Forum** and their networks.

- **European patients' networks**: European Patients Forum (EPF), Rare Diseases Europe (EURORDIS), European Lung Foundation (ELF), Asthma UK supporters.

d) Scientists and researchers:

- **EU ongoing projects' consortiums** i.e. AirPROM, EARIP, U-BIOPRED, NoTremor, EUPATI.

- **Medical academia** i.e. European Medical Students Association (EMSA), European Nursing Students Association (ENSA), Association of Medical Schools in Europe (AMSE).

e) Industry representatives:

- **Pharmaceutical companies** i.e. European Federation of Pharmaceutical Industries & Associations (EFPIA), European Generic Medicines Association (EGA).
- **Medical technology companies** i.e. EUCOMED, MedTECH.
- **M-Health organisations** i.e. European Connected Health Alliance (ECHA), European Health Telematics Association (EHTEL).
- **Mobile Network operators** i.e. Groupe Speciale Mobile Association (GSMA).

SECONDARY AUDIENCES

f) Policy-makers:

- **European Union institutions and bodies**: European Commission Directorate-General for Health and Food Safety (DG SANTE), European Commission Directorate-General for Research and Innovation (DG Research), European Digital Agenda Initiative, European Commission Directorate-General for Employment, Social Affairs and Inclusion (DG Employment), European Economic and Social Committee (EESC), European Parliament Environment, Public Health and Safety Committee members (ENVI), Council of the European Union Employment, Social Policy, Health and Consumer Affairs Council configuration (EPSCO), European Medicines Agency (EMA), Innovative Medicines Initiative (IMI).

g) Public health community:

- **Non-Governmental Organizations** i.e. European Public Health Alliance (EPHA), European Health Forum, EuroHealthNet, International Association of Mutual Benefits Societies (AIM), European Consumers' Association (BEUC), European Disability Forum (EDF), AGE Platform Europe.

h) **General public** interested in the use of breakthrough mobile health technology to reduce the burden of chronic diseases in Europe.

2.3.2 Definition of dissemination messages

MyAirCoach main objectives and expected results constitute the core dissemination messages of the project. Each target audience will receive tailored messages, according to their predefined interest, and support myAirCoach dissemination objectives for the second project year.

The language used for all messages is English. Where necessary, partners disseminated messages to their networks in their own mother tongue. An overview of the main messages can be found below.

The statements listed in the table are meant to give a common direction and approach in the elaboration of the key messages that will addressed to the target audience. The table provide also examples of key messages.

Table 1 Main messages and target audience

Target audiences	Main messages
Consortium partners (internal)	**Background:** MyAirCoach project involves a consortium of 12 expert partners ranging from researchers, m-health enterprises and patients that work together to produce the best possible m-health tool for the self-management of asthma. To foster cooperation and avoid working in silos, Work Package leaders will communicate frequently to update all other partners about their achievements and boost research and communication synergies along the project. **Key message example:** "*Through our collaborative work in myAirCoach, we are building the path to ensure Europe leads the way on new e-health technologies"*
Healthcare professionals	**Background:** MyAirCoach mobile health system will enable healthcare personnel to monitor in real-time the condition of their asthma patients. Clinicians will be equipped with novel and smart tools that will allow them to estimate disease evolution based on the patients' accurate and updated data. Thanks to myAirCoach functionalities, clinicians will be able to better help patients self-manage their disease. MyAirCoach has the potential to significantly reduce healthcare inefficiencies in global asthma management, as asthma data will be easily shared and aggregated to better shape and tailor treatments. The technology used in myAirCoach is expected to contribute to a significant scientific advancement in the understanding and modelling of asthma. **Key message example:** *"MyAirCoach can become a breakthrough for the clinical management of asthma as it will systematically collect and analyse the patient condition to inform doctors while respecting patients' privacy".*
Asthma patients	**Background:** People with asthma will be able to access an accurate snapshot of their condition at any time thanks to the myAirCoach application in their mobile device. MyAirCoach will help patients to record their symptoms and treatment to better manage their condition. Patients will be able to access a variety of myAirCoach tools, including a Knowledge platform to know more about their asthma and how it affects their body. People with asthma, their family and friends will be able to participate in the myAirCoach Virtual Community where they will be able to get peer support and find out more on asthma management. **Key message example**: "*By giving people live access to data about their environment, their medicines and their body's response to their treatments, the myAirCoach project will help people with asthma and healthcare professionals to take the right steps at the right time to stay on top of their asthma and prevent attacks"*
Policy-Makers	**Background:** MyAirCoach is a cost effective solution that can be easily

	implemented in healthcare systems as a complementary tool to reduce the costs associated with treating asthma in Europe. MyAirCoach final device can optimise resources and contribute to the reduction of long-term asthma prevalence in an efficient way. MyAirCoach has not only the potential to bridge the health literacy gap by improving clinicians' control and patients disease self-management but also to boost patients' self-esteem, productivity and daily quality of life. **Key message example:** "*By closing the gaps between patients and doctors, myAirCoach can change the paradigm for chronic disease management and make m-health solutions for chronic disease management more accessible, reliable and cheap".*
Public health community	**Background:** MyAirCoach can become a best practice in Europe on chronic disease management as well as on prevention of asthma attacks and reduction of asthma symptoms. As an m-health system for asthma, myAirCoach will generate big data on the mechanisms and patterns of the disease on the one hand, and will draw better insights on individual treatment adherence and disease evolution on the other hand. Ultimately, the technology will foster cooperation between physicians and patients and will empower patients to share their experiences through a virtual community. **Key message example:** "*Because asthma is so common and because it affects people throughout their lives, myAirCoach also represents a great opportunity to demonstrate the wider benefits of combining technologies and data to improve healthcare"*
Scientists and researchers	**Background:** MyAirCoach can bring a technological breakthrough to the development of a mobile intelligence platform for chronic disease self-management. Conceived together with asthma patients, the technology can underpin the future development of technological frameworks that can support self-management for other diseases. **Key message example:** *"Because the future of chronic disease management needs deeper understanding about causes, results and daily life, myAirCoach will serve as an example of how a single platform can help patients self-management, healthcare professionals supervision and researchers analysis of big data.*
Industry	**Background:** The technology of myAirCoach can be applied to a wide spectrum of devices and areas within the health field that will allow the creation of new business concepts and models. MyAirCoach technology can be translated into new self-management health systems, clinical prediction engines or clinical trials testing methods that will bring new business among others to pharmaceutical companies, medical SMEs, and mobile phone operators. **Key message example:** *"MyAirCoach will contribute to the development of the next generation inhaler: a connected e-tool that will boost patient comprehension and control to take action at the earliest signs of an asthma attack".*
General public	Use all the messages above depending on the occasion and channel

2.3.3 Identification of dissemination channels and tools

MyAirCoach partners use three main **dissemination channels** to distribute its messages and deliverables, mainly in English:

1. online channels;
2. non-electronic channels;
3. interactive channels.

In addition, myAirCoach **dissemination tools** can be attributed to three different categories: electronic supports and materials, paper-based dissemination materials and interactive dissemination tools.

Table 2 myAirCoach Dissemination Channels and Tools

Dissemination channel	Target Audience	Purpose	Tools
Online Dissemination			
Project website	All	Inform and raise awareness on the myAirCoach, engage the European community and promote the project on a regular basis	• Visual identity • Web articles • Blog
Intranet	Consortium partners	Inform about project activities, working methods, deadlines and deliverables in a timely and coordinated manner	• Internal area of project Web site • Open repository • myAirCoach mailing list
Mailing	All	Inform and raise awareness on the project through direct tools that will provide with regular updates and outline myAirCoach achievements	• Work email • Project newsletters
Print media	All	Raise project awareness and disseminate project (intermediate) findings and outcomes, mainly among European health-related magazines	• Press releases • Interviews
Twitter handle	Policy-Makers Public health community Scientists and researchers Industry People with asthma	Feed into the public m-health debate in a timely manner addressing target audiences to myAirCoach activities and to other m-health related news	• Real-time content • Photos and infographics • Web articles
LinkedIn group	Scientists and researchers	Engage the scientific community online on myAirCoach public activities to get their feedback and create new	• Posts • Blogs • Invitations to

		partnerships	events • Polls
Facebook page	Consortium partners Patients Public health community	Raise project awareness in a friendly and attractive manner to increase interest and expectations about the project outcomes	• Posts • Photos and infographics • Polls
Google+ profile	General public	Inform the community about project news and other health-self management related developments	• - Posts • - Blogs
YouTube channel	General public	Raise project awareness in a friendly and attractive manner to increase interest and expectations about the project outcomes	• Videos
Non-electronic dissemination			
Scientific publications	All, with specific emphasis on: • Healthcare professionals • Scientists and researchers • Industry	Promote myAirCoach findings among the scientific community in detail, to transfer knowledge	• Scientific journal publications • Research papers
Events	• Healthcare professionals • Policy-Makers • Public health community • Scientists and researchers • Industry	Raise awareness at conferences relevant for the dissemination of project findings and results, either through myAirCoach presentations or by interacting with participants	• Posters • Invitations • Presentations • Stands • Flyers • Brochures • Demos
Interactive dissemination			
Teleconferences and meetings	Consortium partners	Coordinate project activities and discuss in a lively manner best options to improve the project outcomes	• Presentations • Polls
Feedback sessions	• Healthcare professionals • Patients • Scientists and researchers • Industry	Engage with potential users and gather information and feedback throughout the course of myAirCoach project.	• Presentations • Polls • Invitations • Demos
Training sessions	• Healthcare professionals • Patients	Promote the sensor-based inhaler device during the development process to increase the rate of system's	• Brochures • Flyers • Invitations

		adoption by the community.	• Demos

2.4 Dissemination materials

The materials that planned to be developed in 2015 and 2016 aim to support the project objectives and to be widely used and tailored when possible to each project activity.

myAirCoach logo

A defined visual identity (project's logo and branding) will ensure consistency among myAirCoach communication activities and will increase recognition during the first project year. The main objective of the myAirCoach visual identity is to define a unique image that can support the project awareness and help to increase the project visibility among the interested stakeholders and target audiences.

myAirCoach brochure

A corporate project brochure with visual schemes/infographics on the project objectives will be key to disseminate myAirCoach activities at the beginning of the project.

myAirCoach flyer

Given that myAirCoach partners will use their own professional business cards to give more information about the project, myAirCoach dedicated flyers will be produced to ease transportation and visibility of myAirCoach work, addressing different audiences to the project website and social media channels.

myAirCoach templates

Official ready-to-use project templates will be developed in line with the visual identity and will include a journalistic description of the project understandable for the public, a PowerPoint presentation, press releases, letters and flyer models. These materials will be prepared to promote the project concept and innovations in various events and workshops.

myAirCoach newsletters

The objective of the newsletter is to inform target audiences about myAirCoach concept in a detailed way. The newsletter will be developed once per year providing an outline of the project activities and intermediate findings for that year and will also feature the establishment of relevant partnerships initiatives and events relevant to the project. It will be sent to the newsletter subscribers and to myAirCoach partners for further dissemination through their own channels. It will also be shared via the dedicated project website and through the project's social media channels.

myAirCoach website

The project website (www.myaircoach.eu) is the key and permanent communication tool for the project. Developed and managed by the project coordinator, CERTH, the website will feature the myAirCoach concept, vision and objectives of myAirCoach. The website will be updated regularly with the latest project materials and documentation, news and links to related websites.

myAirCoach social media content

Strong social media presence will ensure project exposure to a largest possible audience. Not only social media will be used as a channel to promote other project channels and materials, but also to engage with wider audiences. MyAirCoach owns a dedicated account in the following social media channels:

- **Facebook page**: myAirCoach Facebook profile will be used with the objective of engaging with a wider and diverse audience of individuals. The content will be more accessible to non-scientific readers and will cover myAirCoach findings, activities and other project related news. It will be managed by CERTH and updated ***on a monthly basis***.

- **Twitter handle:** a Twitter account will be used to ensure quick dissemination of myAirCoach project news and to communicate in real time about external events where myAirCoach is represented and/or promoted. A tweet link is displayed on myAirCoach website enabling readers to tweet updates and news immediately. Through Twitter, myAirCoach findings will feed the public debate and will be presented to policy-makers in a direct way. MyAirCoach Twitter will be managed by EFA ***on a weekly basis***.

- **LinkedIn profile:** myAirCoach partners will also have the opportunity to share news relevant to myAirCoach through the LinkedIn group. The group is also intended to address a broader professional community (as identified in the target audiences) to promote project findings and ensure myAirCoach sustainability at the end of the project. The LinkedIn group will be updated at least ***every two months by EFA***.

- **Youtube account**: short video clips have the potential to explain in an accessible way how m-health technologies work and what the benefits for patients can be. MyAirCoach YouTube account will serve as a channel for the publication of any project-related videos and presentations. It will be updated ***every six months by CERTH***.

- **Google+ account:** a Google+ account will ensure myAirCoach is visible among communities of individuals and professionals all over the world. It will serve to disseminate content directing readers to myAirCoach website and encouraging for comments and social engagement. It will be updated ***every two months by CERTH***.

Peer reviewed Scientific Publications

MyAirCoach aims to produce outcomes of high value for the research and innovation community which will be submitted as abstracts to open access national and international medical meetings under three main disciplines: respiratory medicine, aerosol inhalation medicine and health technology. MyAirCoach abstracts will focus on the (i) development of the technology and also the (ii) clinical use of this technology by patients. The following list summarizes the results of a preliminary search for open access journals in which the research outcomes of myAirCoach could be published:

- **Clinical outcomes and validation of new technologies in the clinical environment**: European Respiratory Journal, European Journal of Medical

Research, American Journal of respiratory and Critical Care Medicine, BMC Medical Research Methodology, International Journal of BioMedicine, Journal of Asthma and Allergy, Journal of Research in Medical Sciences, Multidisciplinary Respiratory Medicine.
Related WPs: WP2 – *Test campaigns, measurements, clinical analysis*, WP4 - *Computational Models, Intelligent information processing and DSS module*, WP6 - *Evaluation*)

- **Novel inhaler device with enhanced sensing capabilities and innovative approaches for the decision support of patients and the self-management of asthma disease**: International Journal of Telemedicine and Applications, Preventing Chronic Disease, IEEE Transactions on Pattern Analysis and Machine Intelligence, IEEE Transactions on Mobile Computing, IEEE Transactions on Biomedical Engineering, International Journal of Healthcare Technology and Management.
  Related WPs: WP3 - *Smart sensor-based Inhaler prototype and Wireless BAN Sensor network*, WP4 - *Computational Models, Intelligent information processing and DSS module*, WP5 - *Integration and Personalised Guidance System*

2.5 Dissemination activities and timeline

MyAirCoach dissemination activities will target the audiences described above and will use tailored messages accordingly. All consortium partners will participate in the project dissemination activities.

EFA will disseminate myAirCoach results from a patient-driven perspective to raise the profile of the project, contribute to fostering greater publicity for the project achievements in the context of EU research and create evidence to inform about the project's legacy. Ongoing activities and updates from the project consortium members will be communicated by EFA to patients' networks throughout the lifespan of the project through different communications channels, such as social media and EFA's own monthly newsletter.

Asthma UK (AUK) will disseminate the progress of the project and its outcomes through a variety of means and to a variety of audiences. Dissemination activities will run through AUK's website and links to the myAirCoach website and social media, media activities, news articles, presentations at conferences, participation in scientific conferences and targeted events. When needed, AUK will support EFA in translating clinical information and research outcomes in a lay language.

Other consortium partners will also promote myAirCoach, like ICL at doctors' meetings in UK (British Thoracic Society annual meetings) and internationally (European Respiratory Society and American Thoracic Society) while IHP, AEROCRINE, MV, Allertec, CNET plan to disseminate the results in international events like CeBit, Medica, etc. Finally the research partners (CERTH, UPAT, LUMC, IHP) will participate in well

known concertation events, participating in scientific conferences and submitting research work).

Project partners will participate to relevant external events in order to raise key stakeholders' awareness and facilitate knowledge sharing, thus increasing the project impact. The following table gives an overview of planned events of potential interest for myAirCoach in 2015 and 2016.

Table 3 myAirCoach Dissemination Timeline

Date	Dissemination activity	Channel / Event	Lead / Participant	Role
January 2015 - UK	Unable to attend, but will consider participation and presenting myAirCoach in the coming project years	ARTP Annual conference	N/A	N/A
January 2015	In the future: myAirCoach aims to be included in the world map of mHealth applications	GSMA Connected Living Tracker	CERTH	Responsible
February 2015 – Dhaka, Bangladesh	Unable to participate, but will consider it in the coming project years	4th International Conference on Lung Health "Pulmocon 2015"	N/A	N/A
February 2015	myAirCoach website	Myaircoach.eu	CERTH - EFA	Responsible
	myAirCoach Press release	Mailing	EFA	Responsible
	myAirCoach journalistic description	Mailing	EFA	Responsible
	myAirCoach social media	Facebook LinkedIn Twitter Google+ YouTube	CERTH - EFA	Responsible
February	Abstract submission	ERS Congress 2015	TBD	N/A
March 2015	myAirCoach visual identity	Myaircoach.eu	EFA	Responsible
March 2015	Scientific conference	Lung Science Conference	TBD	Speaker Moderator Participant Stand
March 2015	Networking to stimulate collaboration and partnerships within the mobile technology industry for the development of the project and beyond, to transform it into a commercially viable system	Mobile World Congress	TBD	N/A
March 2015 - Lyon, France	Scientific conference	5th European Respiratory Care Association Congress and 14th	TBD	

		international conference on home mechanical ventilation joint meeting 2015		
March 2015	Abstract submission	mHealth + Telehealth World 2015	TBD	
April 2015	myAirCoach flyer	External events myAirCoach social media	EFA	Responsible
April 2015	Understand the key thinking and advances in the respiratory drug market	Asthma and COPD 2015 conference	TBD	N/A
April 2015 – Singapore	Scientific forum	8th World Asthma Allergy and COPD Forum 2015	TBD	N/A
May 18-19 2015 – Málaga, Spain	Presentation of myAirCoach project to EFA membership: 38 European asthma, allergy and COPD patients associations	2015 EFA's Networking meeting	EFA AUK	Organiser / Presenter Attending
May 2015	Asthma patient testimony on myAirCoach concept and how it could benefit its daily life	Blog	EFA	Responsible
May 2015 - Riga, Latvia	Position myAirCoach in the global mHealth panorama and present it to government officials, industrial and academic developers and non-profit organizations	mHealth Summit	TBD	N/A
May 2015 - Boston, USA	Scientific conference	Third Annual Medical Informatics World Conference 2015	TBD	N/A
May 2015 - Denver, USA	Scientific conference	Annual Thoracic Society Conference	TBD	N/A
May 2015	Awareness raising about asthma as a chronic disease and new existing solutions for asthma management	World Asthma Day	EFA AUK	Preparation of press release
May 30 – June 3, 2015	Present myAirCoach project in the e-health in respiratory medicine symposium	ISAM 2015	CERTH	Submission of abstract and oral presentation

June	Post ISAM conference feedback on impressions on the myAirCoach concept	Blog / LinkedIn post	EFA CERTH	Responsible Contributor
16 – 17 June 2015	LUMC presented appropriate self-management solutions for asthma patients in primary care	ERS Presidential Summit	LUMC EFA	Speaker Attending
July 2015	MyAirCoach Brochure	External events Myaircoach.eu	EFA	Responsible
July 2015 – Boston, USA	Attendance	mHealth + Telehealth World 2015	TBD	
3-12 September -	Prepare the grounds to have the first asthma patient participating in the tour to promote myAirCoach system use by athletes	mHealth Grand Tour	TBD	
September 2015	Blog announcing new paths towards m-health solutions to respiratory patients	Blog / LinkedIn post	EFA AUK	Responsible Contributor
26-30 September 2015, Amsterdam	Networking to stimulate collaboration and partnerships within the pulmonary sector and raise awareness about the myAirCoach concept	ERS Congress 2015	EFA AUK	Probably speaker Attending
30th September/ 2nd October – Gastein, Austria	Raise awareness about myAirCoach concept and the benefits of m-health on chronic disease patients	18th European Health Forum Gastein	EFA	Probably speaker
October 2015 - London		5th International Conference on Wireless Mobile Communication and Healthcare	TBD	
November 2015	MyAirCoach Newsletter	Mailing	EFA	Responsible
December 2015	Submit an abstract to the conference, which is dedicated to those with an interest in drug delivery to the airways	DDL Conference 2015	CERTH	Submission of abstract (deadline July 2015)
December 2015	Exhibition stand in the eHealth forum 2015	eHealth Forum 2015	CERTH	Attended as an exhibitor
Thursday 14th – 15th January 2016 - UK	Will consider participation and presenting myAirCoach in the coming project years	ARTP Annual conference	N/A	N/A
21 January 2016	myAirCoach aims to be included in the world map of mHealth applications	**GSMA Connected Living Tracker** Connected	CERTH	Responsible

		Living at Mobile World Congress 2016		
January to December 2016	Development of content plan (January) and implementation of Plan (January – December 2016)		N/A	N/A
	myAirCoach website monthly updates	Myaircoach.eu	CERTH - EFA	Responsible
	myAirCoach social media updates	Facebook (monthly content updates) LinkedIn (bi-monthly content updates) Twitter (weekly content updates) Google+ (bi-monthly content updates) YouTube (updates every 6 months)	CERTH - EFA	Responsible
06-09 February 2016, Dubai, UAE	Scientific conference	X World Congress on Asthma, COPD & Immunopathology	TBD	N/A
22-25 Feb 2016, Barcelona	Networking to stimulate collaboration and partnerships within the mobile technology industry for the development of the project and beyond, to transform it into a commercially viable system	Mobile World Congress	TBD	N/A
10 – 13 March 2016, Estoril, Portugal	Scientific conference	14th Lung Science Conference	TBD	Speaker Moderator Participant Stand
12-15 March 2016, Madrid,		XXIII World Congress of Asthma		

Spain				
11-12 April 2016 London, United Kingdom	Understand the key thinking and advances in the respiratory drug market	Asthma and COPD 2016	TBD	N/A
26-27 April 2016, London, UK		M2M World Congress 2016	TBD	N/A
?? 2016	Asthma patient testimony on myAirCoach concept and how it could benefit its daily life	Blog and YouTube video	EFA	Responsible
2016 ???		mHealth Summit 2016	TBD	N/A
04-05 April 2016 - Boston, USA	Scientific conference	Fourth Annual Medical Informatics World Conference 2016	TBD	N/A
08-09 April, Dubai, UAE	Scientific conference	ICEHB 2016	TBD	N/A
13-18 May 2016 – San Francisco, California, USA	Scientific conference	Annual Thoracic Society Conference	TBD	N/A
21-22 May 2016 – Taj Gateway, Kozhikode	Scientific conference	4th International Conference on Lung Health "Pulmocon 2016"	N/A	N/A
May 23-24 2016 – London, UK	Presentation of myAirCoach project to EFA membership: 38 European asthma, allergy and COPD patients associations	2016 EFA's Networking meeting	EFA AUK	Organiser / Presenter Attending
May 2016	Social media campaign in relation to impact of mHealth and possible impact on lives of asthma patients, use of case studies from patients and researchers to bring project story to life in engaging way. Develop infographic with intermediate results of project.	World Asthma Day	EFA AUK	Responsible

8-10 June 2016, Amsterdam, the Netherlands		eHealth week		
24 June 2016 - London, United Kingdom	Scientific conference	Home Mechanical Ventilation UK Meeting 2016	TBD	
June / July	Video interview with project partners for announcing latest innovations and developments around myAirCoach	YouTube account Promoted on All Social Media Accounts	EFA	Responsible
01-04 July 2016	Scientific forum	9th World Asthma Allergy and COPD Forum 2016	TBD	N/A
July 25-26 2016 – Boston, USA	Attendance	mHealth + Telehealth World 2016	TBD	
?? 2016	TBC	mHealth Grand Tour 2016	TBD	
?? 2016	Blog announcing new paths towards m-health solutions to respiratory patients	Blog / LinkedIn post	EFA AUK	Responsible Contributor
August 15-17, London, UK	Scientific Conference	6th World Nursing and Healthcare Conference	IHP	Speaker
August 22-23 2016 - Paris, France	TBC	18th International Conference on Wireless Mobile Communication and Healthcare	TBC	
3-7 September 2016, London, United Kingdom	Networking to stimulate collaboration and partnerships within the pulmonary sector and raise awareness about the myAirCoach concept	ERS Congress 2016	EFA AUK	Probably Speaker
6-9 September, Florence,	Workshop on Mobile Healthcare for the Self-Management of Chronic Diseases	MobileHCI 2016	CERTH	Speaker

Italy				
14-17 September 2016 Munich, Germany		IEEE Healthcom'16	TBC	
28-30 September/ Gastein, Austria	Raise awareness about myAirCoach concept and the benefits of m-health on chronic disease patients	19th European Health Forum Gastein	EFA	Probably speaker
17-19 October 2016, Hilton San Diego Airport, San Diego, CA, USA		IMCL 2016	TBC	
October 26-29, 2016 Montreal Canada	Present myAirCoach project in the e-health in respiratory medicine symposium	ISAM 2016	CERTH	Submission of abstract and oral presentation
November 2016	MyAirCoach Newsletter	Mailing	EFA	Responsible
21-22 November 2016, Barcelona Spain		WOHIT 2016	TBC	
06-09 December 2016, Jerusalem, Israel.	Scientific Conference	WAO International Scientific Conference	ICL	
07 – 09 December 2016	Raise awareness about myAirCoach at EFA Stand, similarly to 2015.	DDL Conference 2016	EFA	Submission of abstract (deadline July 2015)

2.6 Publication Policy

myAirCoach publication policy complies with the European Commission's guidelines on Open Access to scientific publications and research data in Horizon 2020 and is aimed

at providing free of charge online access for any user interested in the knowledge developed by myAirCoach.

A detailed Data Management Plan, including procedures for providing open access to scientific publications, is outlined in myAirCoach Deliverable 7.6 – Data Management Plan.

For the purpose of this document, we report below information related to the provision of open access to myAirCoach scientific publications and data.

2.6.1 MyAirCoach Open Access Platform

In order to provide the required framework for the sharing of information generated by the MyAirCoach project, a relevant knowledge portal of the project was implemented by CERTH; all partners may use it for uploading and sharing documents and data produced during the project duration. After the assurance of anonymity and the protection of the privacy of involved users (patients, healthcare professionals) the data produced and collected can be published through the dissemination channels of the project and mainly through the project's website.

Finally, the open access to the MyAirCoach data and scientific publications will continue to being available even after the completion of the project timeline as an independent open access framework for the data of the project.

2.6.1.1 MyAirCoach Open Access Data Management Demonstrator

The open access platform of myAirCoach has been designed and implemented as an appropriate web component with the support of two fundamental accessing views. The first view (members' area) is addressed to registered members of the system such as health care professional and medical researchers who in addition to the data collected of their patients, they can have access to anonymized health records and all the knowledge generated within the myAirCoach project. Furthermore these users will be able to upload their data to the open access framework and share them with the entire asthma and research community. The second view of the system is intended for unregistered users who need to get access to the datasets and publications of myAirCoach without the need of registering to the system as a user. In this case, only anonymized data will be made available and unregistered users will not be able to upload any type of data to the system.

In addition the document repository of the platform can provide to the interested users access to myAirCoach public deliverables, scientific publications, from myAirCoach consortium as well as from external sources, useful information and dissemination material. In order to support the usability, usefulness and accessibility of the data a metadata template was adopted for the description of every uploaded document. Furthermore, the platform can provide to registered users the ability to upload a new document on the platform with the explicit requirement of filling in the most important parameters of document description.

As a first step in the direction of open access to the project outcomes both documents and datasets will be made available from the project's website. In this way the

MyAirCoach partners are aiming to provide a continuous transition from the MyAirCoach project to the final produced system as it is expected to function beyond the three year timeline of the project.

2.6.2 How to Acknowledge the European Union

Article 29 of the grant agreement, which deals with the dissemination of results, open access and visibility of EU funding informs about the general obligation to disseminate results as soon as possible to the public by appropriate means, including in scientific publications (Art 29.1). Each beneficiary that plans to disseminate results needs to inform the partners (at least 45 days prior) and provide sufficient information on the results that will be disseminated.

The article also stipulates that all beneficiaries must ensure open access (free of charge) to all peer-reviewed scientific publications relating to its results (Art 29.2).

Machine-readable electronic versions of the publications need to be uploaded as soon as possible in a repository that ensures open access that includes bibliographic metadata in a standard format:

- The terms “European Union (EU)” and “Horizon 2020”;
- Name of the action, acronym and grant number;
- Publication date and length of embargo period (if applicable)
- A persistent identifier.

Any dissemination of results must display the EU emblem* and include the following text *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 643607”* (Art 29.4) and must also indicate that it reflects only the author’s view and that the commission is not responsible for any use that may be made of the information it contains (Art 29.5).

It is important to note that if these obligations are breached, the grant may be reduced (Art 29.6, Art 43).

* The EU Emblem:

Co-funded by the Horizon 2020
Framework Programme of the European Union

2.7 Dissemination evaluation

The impact of regular dissemination activities will be systematically analysed and reported to the project consortium. An official report will collect annually all dissemination materials, activities outreach scores, based on views, shares, recipients, engagement and audience numbers and will assess their impact in a given timeframe; to this end specific tools will be used, such as Facebook Insights, Twitter and YouTube Analytics, LinkedIn views, Website analytics. The dissemination plan will be re-adapted annually according to the dissemination evaluation.

Table 4 Measurement of Success for each Channel

Mechanisms / tools	**Measurements of success/KPI**	**Target (2016)**
Web site	No. of visitors and trends: • Absolute Unique Visitors; • Page views; • New vs. Returning; • Time on Site for all visitors, • Traffic Sources • Number of page views for any dissemination product such as the booklet/presentations etc.	5% increase on 2015 data for all
Social Media	• Followers on social media channels (Twitter, Facebook, LinkedIn, YouTube) • Engagement on all channels (comments, shares, clicks, views)	5% increase on 2015 data
Media	No. of articles in the press - local, national and international press (print and online)	2
Publications in peer-reviewed journals	No. of publications and their citation, impact factor of journals	10
Presentations at Scientific Conference	No. of presentations	10
E-Newsletters	• E-Newsletter • Mailing lists subscribers	1 newsletter to be disseminated 5% increase on 2015 data

3 myAirCoach dissemination material

This report constitutes a detailed description of the dissemination materials produced so far to create awareness about myAirCoach and to increase targeted outreach and visibility. In the framework of the first and second myAirCoach project year, several dissemination materials have been defined, to promote the first steps in the myAirCoach project.

The following section summarises the different myAirCoach dissemination materials that have been used as part of the myAirCoach dissemination activities. All dissemination materials were linked to the wide exposure of the project activities to targeted stakeholders and, where possible, tailored to the project activity. These include communication activities, production of support materials as well as project web presence, social media channels, and participation in relevant external events.

3.1 Journalistic description and press release announcing the project

As one of the first myAirCoach communication activities, a press release and journalistic description of the project were both developed.

A press release was issued with the purpose of announcing myAirCoach to a targeted audience of key stakeholders. The journalistic description served to inform about the myAirCoach concept and goals and was developed using language which could be interpreted and easily understood by the general public, the target audience for the communication

The Journalistic Description document is provided in Appendix A: "A Journalistic Description" and the press release is provided in Appendix B: "A project press release".

Both documents have been published on the project website.

3.2 Project Website and Social media

The myAirCoach website is one of the project's main dissemination channels. The website was designed in the early stages of the project (in line with the corresponding Milestone "*Web site available*") to support all horizontal activities of the project and is planned to be maintained for at least three years beyond the project lifespan.

The URL of the official project webpage is: www.myaircoach.eu

The website follows the project's visual identity and the architecture includes these main sections:

- "*Home Page*" which outlines the project goals and displays the latest project news as well as the project's latest twitter activity.
- "*Project*" which describes the project in greater detail by providing a summary, explaining its concept and approach, ambition, objectives and informs on related projects.
- "*Partners*" outlines the multidisciplinary nature of the project and presents the consortium partners, as well as a link to their respective websites.
- "*Results*" includes the list of scientific myAirCoach publications, public deliverables, presentations and a press kit.

- "*News and Events*" covers a list of news related to the goals of the project and publication of project results, a list of the events related to the project or as part of the project work plan, as well as the project newsletter, and the facility to subscribe to the newsletter.
- "*Knowledge Portal*" which directs myAirCoach partners to the project wiki page, after using their unique login information.
- "*Advisory Patient Forum*" which directs myAirCoach Advisory Patient Forum members to an online platform that serves as a document repository as well as a discussion forum for the APF members with a list of biographies of all the APF members. This online platform can be accessed by the APF members, only after using their unique login information.
- "*Contact*" which allows visitors of the website to request feedback regarding the project and/or website functionalities, as well as contact information for the project coordinator.

myAirCoach social media channels are used to promote other project channels and materials and to engage with wider audiences. Profiles were created in the following social media channels:

- **Facebook page:** myAirCoach Facebook profile holds the opportunity to engage with a wide and diverse audience of individuals and to receive their opinion as immediate feedback. Having a Facebook page will make the project more discoverable and accessible to non-scientific readers. The content of the page will cover myAirCoach findings, activities and other project related news, as well as images and visual material to engage the audience on this channel.

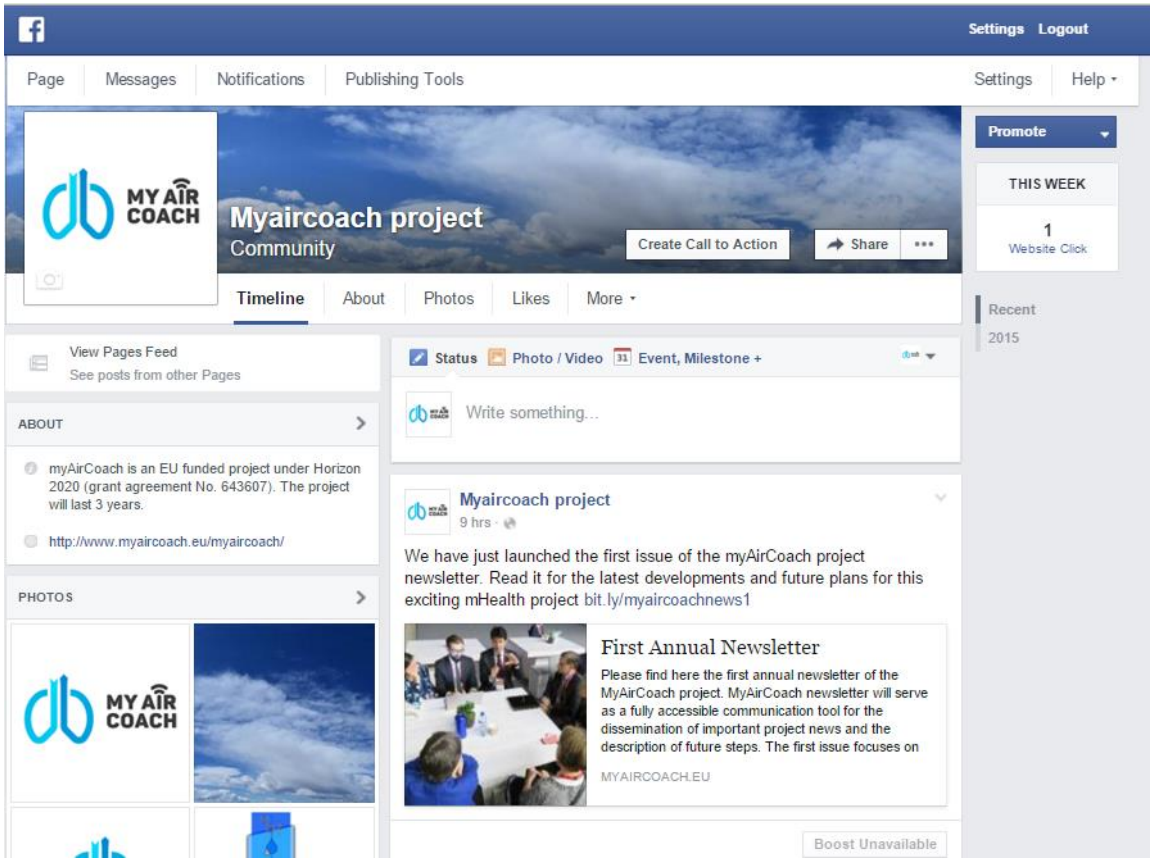


Figure 1*: A screenshot of the myAirCoach Facebook Community*

- **Twitter handle:** a Twitter account has been created to ensure quick dissemination of myAirCoach project news. In this sense, a Twitter shortlink is displayed on myAirCoach website enabling readers to share the news immediately. Trough Twitter, myAirCoach findings will feed the public debate and will be presented to policy-makers in a direct way. MyAirCoach Twitter will is managed by EFA on a weekly basis.

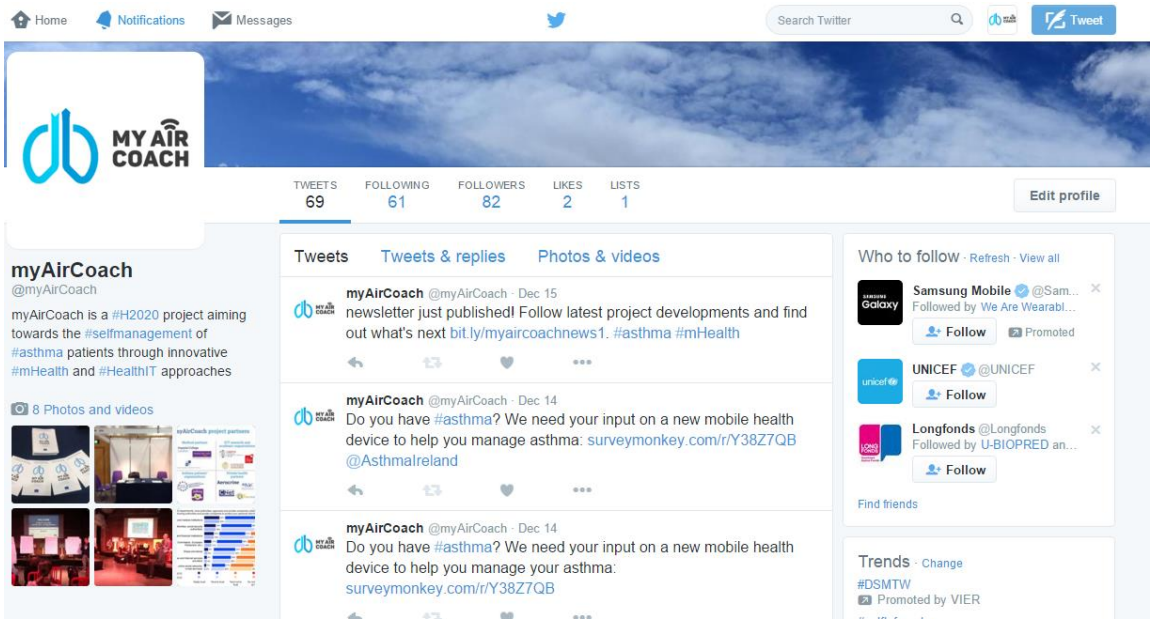


Figure 2: ***A screenshot of the myAirCoach Twitter Handle***

- **LinkedIn profile:** The myAirCoach LinkedIn group introduces the opportunity to address a broader professional community of stakeholders, to promote project findings and ensure myAirCoach sustainability upon project completion. Through the sharing of news and promoting upcoming events, the myAirCoach consortium gets direct feedback from the audience.

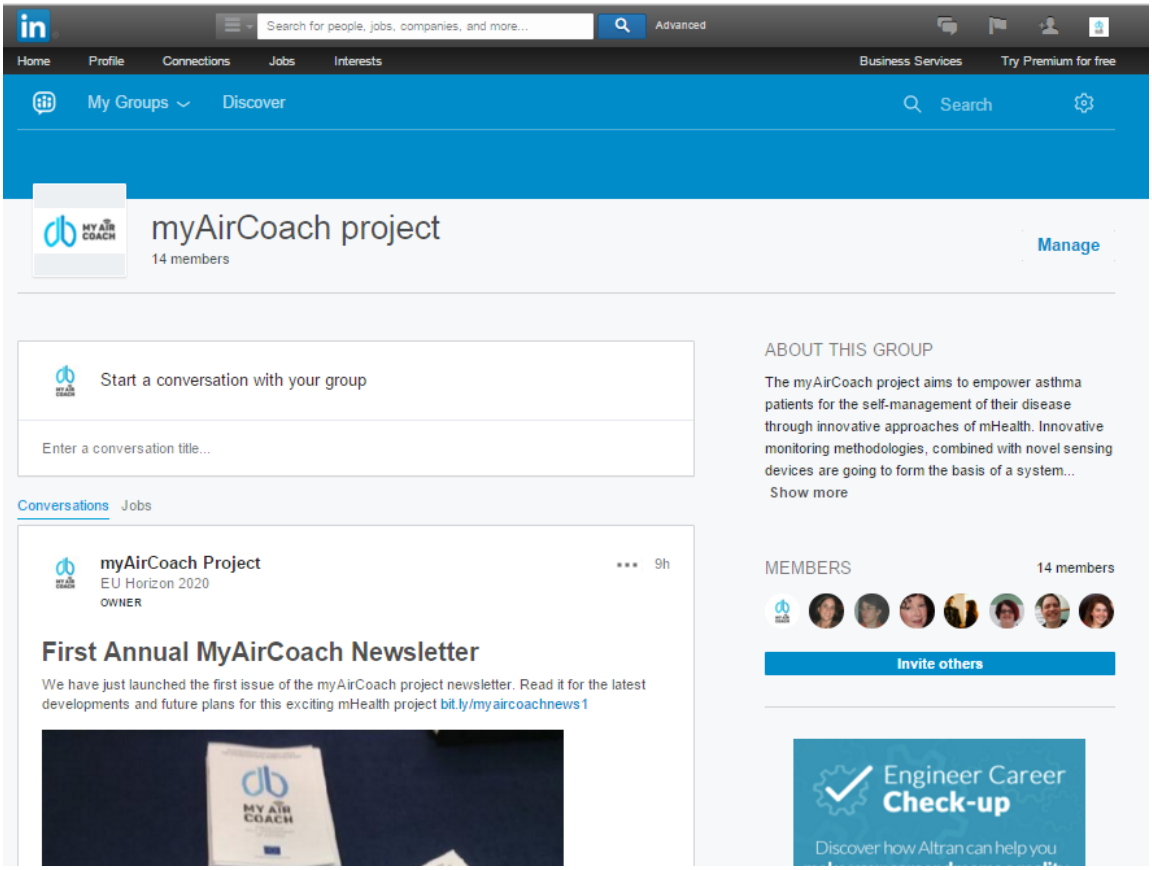


Figure 3: ***A screenshot of the myAirCoach LinkedIn Group***

- **Youtube account**: short video clips hold the potential to explain in an understandable way how m-health technologies work and the benefits they have for patients.

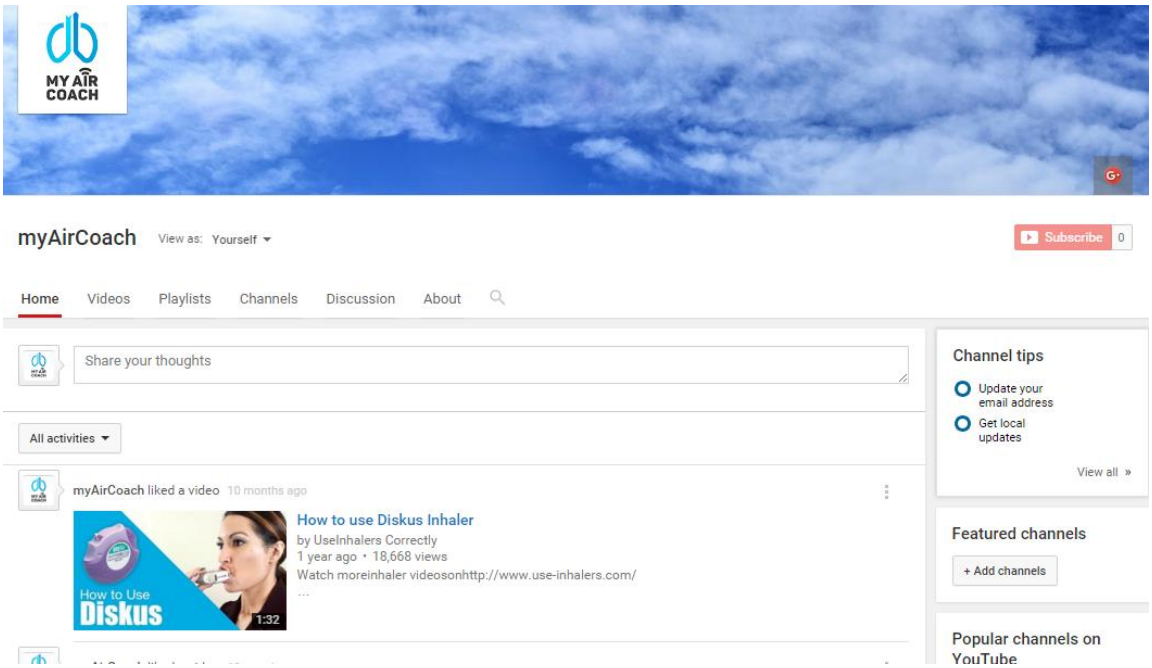


Figure 4: ***A screenshot of the myAirCoach Youtube channel***

- **Google+ account:** a Google+ account was created to ensure myAirCoach is visible among communities of individuals and professionals all over the world. It serves to disseminate content directing readers to the myAirCoach website and encourages comments and social engagement, it also helps with SEO visibility in google.

A Google Analytics & Reporting tool is used to provide a clear view and detailed statistics of the myAirCoach online web presence.

Overview

The following graphics show an overview of the user activity. Figure 5 represents a monthly performance report that clearly shows constant user activity between April and October 2015

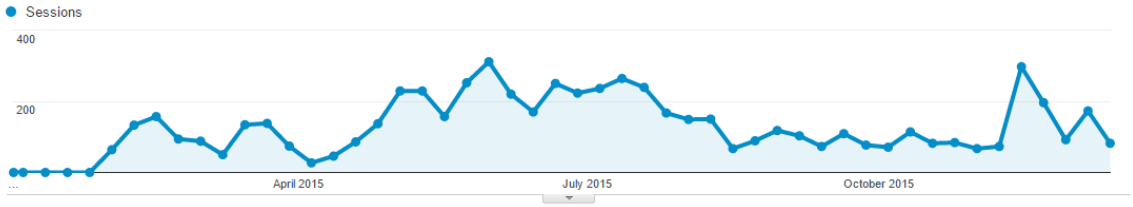


Figure 5: ***Monthly Performance Report***

So far the total number of myAirCoach website audience has reached 4,745 persons in 6,441 sessions with an average duration of 02:44 min. These figures and other indicators are displayed in figure 6 "General overview of the users' activity".

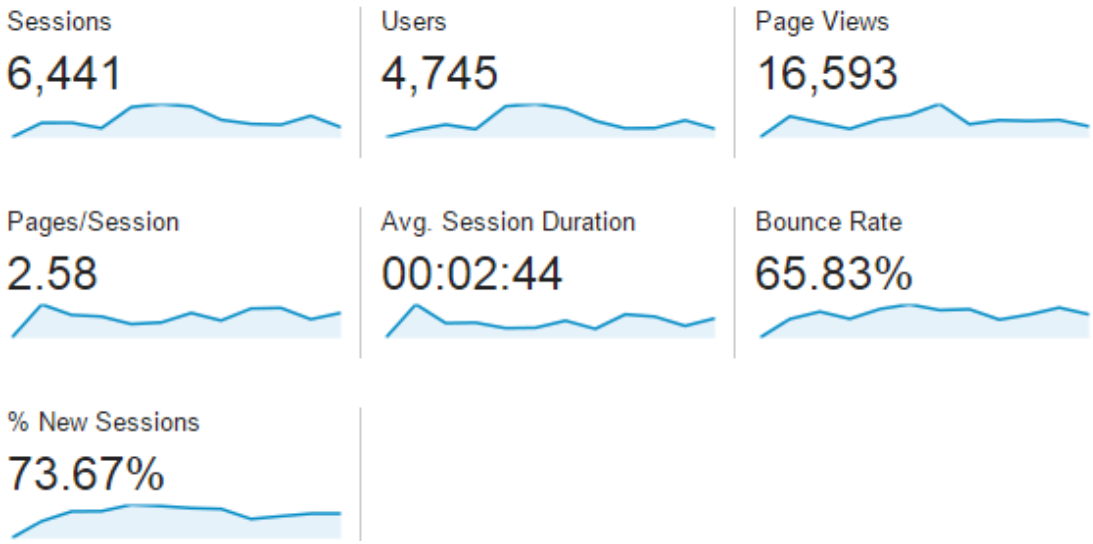


Figure 6: ***General Overview of the users' activity***

Almost 25% of the visitors return, which is shown from figure 7 "New Visitors – Returning Visitors".

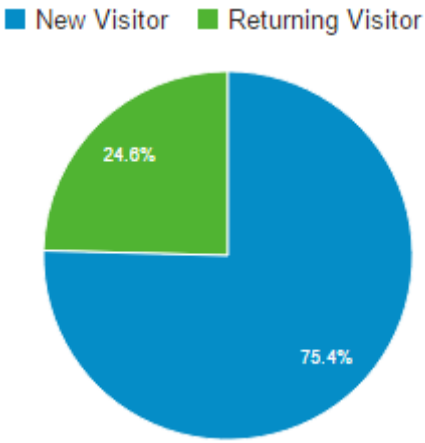


Figure 7: ***New Visitors – Returning Visitors***

Figure 8 presents the same data analysed above but for the year 2016 (period 1st January – 30th November). Data shows a constant user activity although the number of users reached slightly declined. However, compared to 2015, the percentage of returning visitors increases (36.6%) which indicates that users are much more interested in keeping updated on the project evolution.

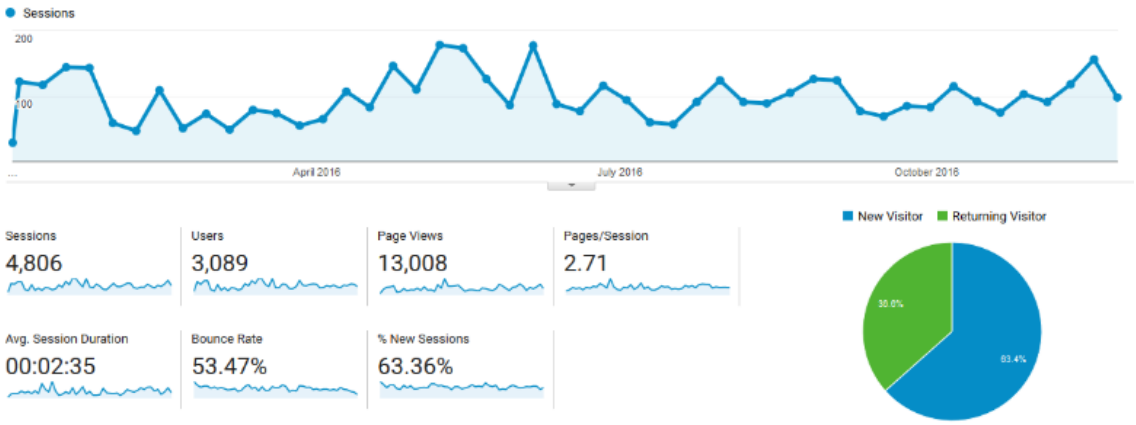


Figure 8: 2016 Audience overview

3.3 Visual identity and templates

The **myAirCoach visual identity** defined the project's logo and branding to ensure consistency among all myAirCoach communication activities and materials used, and to support project awareness and increase visibility among target audiences.

It was established during the first months of the project, along with an official icon for the myAirCoach project, necessary to enable immediate recognition of the project among the general public and all relevant stakeholders.

Official ready-to-use project templates (a journalistic description of the project understandable for the public, a PowerPoint presentation template used for communication and dissemination activities carried out by each project partner in the framework of the project, press releases, letters, newsletters and flyer templates) were prepared in line with myAirCoach visual identity to promote the project concept and innovations in various events and workshops.

The following figures portray the different versions of the logo:

(a) (b)

Figure 9: ***(a) horizontal project logo and (b) horizontal project logo with signature***

(a) (b)

Figure 10: ***(a) vertical project logo and (b) vertical project logo with signature***

3.4 Press releases

On 2015 World Asthma Day EFA drafted a myAirCoach press release that was shared with myAirCoach partners for dissemination to their network and through their channels. A template version was provided, so that it could be personalised by the respective partner.

The World Asthma Day press release full text document is provided in Appendix C: "World Asthma Day press release".

3.5 Blog Entries

Two blog entries featuring patient testimonies of members of the Advisory Patient Forum were posted on the myAirCoach website in 2015 and 2016. The blogs focused on the expectations of the Advisory Patient Forum, as a patient involved in the myAirCoach project, how patient participation in research could help shape the outcomes, and what could be the impact of myAirCoach on adherence to treatment, especially among young people.

The full blog entries are provided in Appendix D: "myAirCoach Blog Entry"

3.6 Articles and citations

To mark the celebration of World Asthma Day, on the 25th of May, Citizens News Service published an article on asthma management where the myAirCoach project was featured.

The link to the article on Citizens News Service can be found here: http://www.citizen-news.org/2015/05/putting-patients-at-centre-of-asthma.html

On the 17th of November Medtech Engine published an article that focused on the myAirCoach project, and more specifically the presentation of the project at the ISAM Congress in June where Dr Votis from CERTH outlines the project and its potential for innovation.

The link to the article on Medtech Engine website can be found here: https://medtechengine.com/article/a-pan-european-collaboration-for-asthma-management/

In 2016 Medtech also published two interviews where myAirCoach was mentioned: "A new era for asthma control" with myAirCoach Communication Manager Isabel Proano Gomez, published on the 3rd of May 2016 (World Asthma Day), and : Taking the guesswork out of your asthma, with APF member Dominique Hamerlijnck, published on the 27th June 2016.

Moreover, myAirCoach was mentioned in two ERS video, "Better Drug Delivery" and "Healthy Lungs for Life", in Asthma UK's report Connected Asthma, listed in DG CONNECTS' eHealth Projects brochure and selected for the Innovation Radar Prize 2016, where it reached the finals under the category "Horizon 2020 ICT innovator".

3.7 Project Brochure

The myAirCoach project brochure provides a brief project description with visual schemes/infographics on the project objectives. The brochure is targeted to a wide community and is a key dissemination tool for informing about myAirCoach activities at the beginning of the project.

The URL of the official project leaflet is:
http://myaircoach.eu/myaircoach/system/files/presskit/myaircoach_project_leaflet.pdf

Figure 11: ***A screenshot of the myAirCoach Project Brochure***

3.8 Newsletters

A myAirCoach newsletter will be issued annually to inform about the project progress. The myAirCoach newsletters were issued in December 2015 and December 2016 and describe the latest project news and findings. It will serve as a fully accessible communication tool for the dissemination of important project news and the description of future steps. The newsletter 2016 also features an infographic which describes the consortium plans for testing the myAirCoach solution, including timeline, number of patients and clinical sites involved, measurements that will be performed.

The newsletters are provided in myAirCoach website at this link: http://myaircoach.eu/myaircoach/newsletter/myaircoach-newsletter

Figure 12: ***A screenshot of the myAirCoach Test Campaigns infographic***

Figure 13: ***A screenshot of the workshop infographic***

3.9 myAirCoach Workshop

myAirCoach organised the workshop "Mobile Healthcare for the Self-Management of Chronic Diseases and the Empowerment of Patients" at the MobileHCI 2016 (International conference on human-computer interaction with mobile devices and services) on the 6th of September 2016 in Florence.

The workshop invited researchers from the fields of Information Technologies and Medical Sciences as well as healthcare professionals and technology developers to demonstrate and discuss innovative approaches related to the utilization of mobile Human Computer Interaction approaches in the modern healthcare environment.

The workshop was divided into three sessions:

- Mental disorders in the Modern mHealth environment
- Mobile applications for the management of chronic conditions
- User centered design and personalization of mHealth solutions targeting chronic conditions

and it ended with an overview of the myAirCoach project and with a final round table addressing current challenges in mHealth (eg Clinical Significance, Regulatory Framework, Standardization, Usability, Engagement and Adherence, Gamification, Social Networks, Security, Privacy and Ethics). The workshop received extremely positive feedback and resulted as the most attended session at MobileHCI.

The workshop was supported by a strong communication: a dedicated website was realised, together with an infographic; the event was promoted in all myAirCoach social media; an article was published in myAirCoach website for summarising the results of the workshop; an article was published in myAirCoach newsletter.

3.10 Participation in external events

One of the key dissemination methods is the participation in relevant events, conferences, workshops and meetings, scientific and information days. This is in order to raise project awareness, present project results and findings and liaise with key stakeholders to increase the project's impact. The following list depicts an overview of relevant events attended where partners presented or promoted the myAirCoach project.

3.10.1 Presentations

The myAirCoach project concept was presented by myAirCoach consortium partners at the following events:

- International Society for Aerosols in Medicine (30 May – 03 June 2015)

  Conference Location: Munich, Germany

  Scope: During the International Society for Aerosols in Medicine (ISAM) Congress, CERTH presented the current state of the art technologies in the field of mhealth technologies and framed the myAirCoach goals in the optimisation of asthma management in his presentation "*The digital patient: - the future of mobile health for respiratory patients*".

- International Conference on e-Health and Bioengineering (19 - 21 November 2015)

  Conference Location: Iasi, Romania

  Scope: On Friday 20th of November, CERTH presented their paper "*Utilizing Convolution Neural Networks for the Acoustic Detection of Inhaler Actuations*" at the IEEE eHealth and Bioengineering Conference 2015.

- International Conference on Interactive Mobile Communication, Technologies and Learning (19 - 20 November 2015)

  Conference Location: Thessaloniki, Greece

  Scope: In the International Conference on Mobile Communication, Technologies and Learning, CERTH presented the design process of the myAirCoach app during the presentation "*myAirCoach: designing a mobile application for the education of patients regarding asthma disease*", as well as the educational components of the myAirCoach project.

- eHealth Forum (03 - 04 December 2015)

  Conference Location: Athens, Greece

  Scope: During the 2015 eHealth Forum CERTH presented the overall myAirCoach framework, with the ambition of exploring potential synergies with commercial entities and research institutes in Greece as well as introducing novel eHealth approaches in the Greek HealthCare system.

- IEEE ISSPIT 2015 (07 – 10 December 2015)

  Conference Location: Abu Dhabi, UAE

  Scope: myAirCoach partner UPAT presented the paper *"Sparse Coding of Dense 3d Meshes in Mobile Cloud Applications"* at the 2015 IEEE International

Symposium on Signal Processing and Information Technology and received the best paper award.

- World Congress of Asthma (12-15 March 2016)

  Conference Location: Madrid, Spain

  Scope: myAirCoach partner ICL presented the project

- **Kryptotag** (4th April 2016)

  Conference Location: Bonn, Germany

  Scope: myAirCoach partner IHP presented the Discussing the Initialization of the Montgomery kP-Algorithm in the Light of SCA

- **IQPatras** (15-17 April 2016)

  Conference Location: Patras, Greece

  Scope: myAirCoach partner UPAT presented the project

- Longdagen (19-20 April 2016)

  Conference Location: Ermelo; The Netherlands

  Scope: myAirCoach partner LUMC presented the project

- International Primary Care Respiratory Group World Conference (25-28 May 2016)

  Conference Location: Amsterdam, The Netherlands

  Scope: myAirCoach partner LUMC presented the project

- eHealth Week (8-10 June 2016)

  Conference Location: Amsterdam, The Netherlands

  Scope: myAirCoach partner MV and LUMC presented the project

- 9th International Conference on Security for Information Technology and Communications (9-10 June 2016)

  Conference Location: Bucharest, Romania

  Scope: myAirCoach partner IHP presented "Increasing the Robustness of the Montgomery kP -Algorithm against SCA by modifying its Initialization"

- **Department away day** (24th June 2016)

  Conference Location: Manchester, United Kingdom

  Scope: myAirCoach partner UMAN presented "mHealth for asthma self-management: What do doctors know?" to the Division of Infection Immunity and Respiratory Medicine

- Indian Academy of Allergy annual congress (22-24 July 2016)

  Conference Location: Kolkata, India

  Scope: myAirCoach partner ICL presented the project in the session "Triggers and management of asthma exacerbations"

- Malaysian Thoracic Society Congress (28-31 July 2016)

Conference Location: Penang, Malaysia

Scope: myAirCoach partner ICL presented the project in the session "Connected medicine: what is the role of e-health in asthma?"

- 6th World Nursing and Healthcare Conference (15-17 August 2016)

  Conference Location: London, United Kingdom

  Scope: myAirCoach partner IHP presented "Wearable Sensors for Mobile Health Monitoring in Daily Life"

- ERS Congress (3-7 September 2016)

  Conference Location: London, United Kingdom

  Scope: myAirCoach partner UMAN and UPAT presented posters related to the project. Posters titles: "mHealth systems for asthma self-management: perspectives of people with asthma and healthcare professionals on their use and function"; "Computational modeling methods for simulating obstructive human lung diseases"

- 11th Future Security Conference (13-14 September 2016)

  Conference Location: Berlin, Germany

  Scope: myAirCoach partner IHP presented "No Safety without Security"

- 30. Treffpunkt Medizintechnik (20th September 2016)

  Conference Location: Berlin, Germany

  Scope: myAirCoach partner IHP presented the poster "Secure IoT meets mHealth - Eingebettete Sicherheit für low-power Medizintechnik"

- ICT Proposers' Day (26th September 2016)

  Conference Location: Bratislava, Slovakia

  Scope: myAirCoach partner IHP pitched to a panel of experts the myAirCoach smart-inhaler in the context of the Innovation Radar Prize

- **Preview zur MEDICA 2016** (5th October 2016)

  Conference Location: Hamburg, Germany

  Scope: myAirCoach partner IHP presented "Smarte Mikroelektronik und intelligente Systeme – Die digitale Zukunft der Medizintechnik"

- **North West Severe Asthma Forum for Education and Training** (12 October 2016)

  Conference Location: North West England, United Kingdom

  Scope: myAirCoach partner UMAN presented on "mHealth in Asthma"

- 1st Conference of the European Association of Systems Medicine: (26-28 October 2016)

  Conference Location: Berlin, Germany

  Scope: Courtney Coleman presented on behalf of the APF on Patient involvement in designing mHealth systems for asthma self-management

- International Society of Addiction Medicine 2016 (26-29 October 2016)

  Conference Location: Montreal, Canada

  Scope: myAirCoach coordinator CERTH presented the project

- Drug Delivery to the Lung (7-9 December 2016)

  Conference Location: Edinburgh, Scotland

  Scope: myAirCoach partner UMAN presented "m-health on asthma – friend or foe"

- IEEE International Conference on Bioinformatics and Biomedicine (15-18 December 2016)

  Conference Location: Shenzhen, China

  Scope: myAirCoach coordinator CERTH presented "Numerical Assessment of Airflow and Inhaled Particles Attributes in Obstructed Pulmonary System"

3.10.2 Project Promotion

myAirCoach was promoted by project partners through the distribution of the project brochure and by informing a variety of stakeholders at the following events:

- ERS Presidential Summit, (16 - 17 June 2015)

  Conference Location: Brussels, Belgium

  Scope: Presentation of overall myAirCoach concept in presentation "self-management for asthma patients in primary care" by consortium partner (LUMC) and attended by EFA.

- ERS Congress (26 - 30 September 2015)

  Conference Location: Amsterdam, the Netherlands

  Scope: Presentation of overall myAirCoach framework and dissemination of main objectives and myAirCoach project concept by partners EFA, ICL, LUMC and Aerocrine.

- European Health Forum Gastein (30 September – 02 October 2015)

  Conference Location: Bad Gastein, Austria

  Scope: Dissemination of myAirCoach concept and objectives by partner EFA.

- Responsible Research Innovation-ICT (08 - 09 July 2015)

  Conference Location: Brussels, Belgium

  Scope: Promotion of overall myAirCoach framework by partner EFA.

- DDL26 Conference – Drug Delivery to the Lungs (9 - 11 December 2015)

  Conference Location: Edinburgh, Scotland

  Scope: Promotion of the myAirCoach framework at EFA conference stand and dissemination of main objectives and project concept by disseminating the myAirCoach project brochure.

- eHealth Week (8-10 June 2016)

  Conference Location: Amsterdam, The Netherlands

  Scope: myAirCoach partner EFA distributed project brochures

- Royal Brompton and Harefield Hospital in London (July Open Day)

  Conference Location: London, United Kingdom

  Scope: myAirCoach partner ICL distributed project brochures at myAirCoach stand

- ERS Congress (3-7 September 2016)

  Conference Location: London, United Kingdom

  Scope: myAirCoach partner EFA distributed project brochures at EFA booth in the World Village

3.11 Scientific Publications

No.	Title	Authors	Title of the periodical or the series	Number, date or frequency	Publisher	Year of publication	Pages	Permanent identifiers[1]	Open access[2]
1.	*The digital patient: - the future of mobile health for respiratory patients*	CERTH/ITI: Dr Votis Konstantinos, Dimitrios Kikidis, Dr Dimitrios Tzovaras ICL: Dr Omar S. Usmani	In proceeding of the 2015 Congress of the International Society for Aerosols in Medicine	*Annual conference*	*ISAM society*	*2015*	*N/A*	Not yet available	Yes
2.	*Utilizing Convolution Neural Networks for the Acoustic Detection of Inhaler Actuations*	CERTH/ITI: Dr Votis Konstantinos, Dimitrios Kikidis, Dr Dimitrios Tzovaras	*In proceedings of the IEEE International Conference of e-Health and Bioengineering*	*Biennial conference*	*IEEE Romania Section*	*2015*	*4*	Not yet available	Yes
3.	*MyAirCoach: Designing a mobile application for the education of patients regarding asthma disease*	CERTH/ITI: Dr Votis Konstantinos, Dimitrios Kikidis, Dr Dimitrios Tzovaras	*In proceedings of the International Conference on Interactive Mobile Communication, Technologies and Learning*	*Annual Conference*	*International Association of Online Engineering*	*2015*	*4*	Not yet Available	Yes

[1] A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

[2] Open Access is defined as free of charge access for anyone via Internet. Please answer "yes" if the open access to the publication is already established and also if the embargo period for open access is not yet over but you intend to establish open access afterwards.

4.	*The Digital Asthma Patient: The History and Future of Inhaler Based Health Monitoring Devices*	CERTH/ITI: Dr Votis Konstantinos, Dimitrios Kikidis, Dr Dimitrios Tzovaras	*Journal of Aerosol Medicine and Pulmonary Drug Delivery*	*Bimonthly Journal*	*Thomson Reuters*	*To be published 2016*	*41 (submission format not camera ready)*	Not yet available	Yes
5.	*Energy Efficient Telemonitoring of Asthmatic Wheezes*	A. S. Lalos and K. Moustaka	*EUSIPCO 2015*	*Annual Conference*	*EUSIPCO*	*2015*	*NA*	Not yet available	Yes
6.	*Analysis Modelling and Sensing of Both Physiological and Environmental Factors for the Customized and Predictive Self-Management of Asthma*	K. Votis, A.S. Lalos, K. Moustakas and D. Tzovaras	*6th Panhellenic Conference on Biomedical Technology*	*Annual Conference*		*2015*	*NA*	Not yet available	Yes
7.	*Sparse Coding of Dense 3d Meshes in Mobile Cloud Applications*	*A. S. Lalos, I. Nikolas and K. Moustak*	*In proceedings of IEEE International Symposium on Signal Processing and Information Technology*	*Annual Symposium*	*ISSPIT 2015*	*December 2015*	*NA*	Not yet available	Yes
8.	*Perspectives of patients and healthcare professionals on mHealth for asthma self-management*	*Andrew J Simpson1, Persijn Honkoop2, Erika Kennington3, Jiska Snoeck-Stroband2, Ian Smith2, Jessica East3, Courtney Coleman3, Ann Caress1, Kian F Chung4, Jacob Sont2, Omar Usmani4, Stephen J Fowler1.*	*Under review*			2016			
9.	*The digital asthma patient: History and future of*	*CERTH, ICL: Dimitrios Kikidis, Dr.*	*Journal of aerosol medicine and*	*Volume 29,*	*Mary Ann Liebert, Inc.*	*2016*	*219-232*	10.1089/jamp.2015.1	Green open access (Published on the

	inhaler based health monitoring devices	*Konstantinos Votis, Dr. Dimitrios Tzovaras, Dr. Omar Usmani*	*pulmonary drug delivery*	*Number 3*	*140 Huguenot Street, 3rd Floor New Rochelle, NY 10801 USA*			267	MyAirCoach website and open access platform)
10.	*Numerical Assessment of Airflow and Inhaled Particles Attributes in Obstructed Pulmonary System*	*CERTH, UPAT, ICL: Dr. Antonios Lalas, Mr. Stauros Nousias, Mr. Dimitrios Kikidis, Dr. Aris Lalos, Dr. Konstantinos Moustakas, Dr. Konstantinos Votis, Dr. Sylvia Verbanck, Dr. Omar Usmani, and Dr. Dimitrios Tzovaras*	*Proceedings of IEEE International Conference on Bioinformatics and Biomedicine (IEEE BIBM 2016)*	*December 2016*	*IEEE, Shenzhen, China*	*2016*			Green open access (It will be published on the MyAirCoach website and open access platform after the embargo period)
11.	*Computational modeling methods for simulating obstructive human lung diseases*	*S. Nousias, A. Lalos, K. Moustakas, A. Lalas, D. Kikidis, K. Votis, D. Tzovaras, O. Usmani, and F. Chung,*	*Eur. Respir. J.2016*	*48, 2016, Annual*		*2016*	*2*		
12.	*Energy Efficient Monitoring of Metered Dose Inhaler Usage*	*Aris S. Lalos John Lakoumentas Anastasios Dimas Konstantinos Moustakas*	*Journal of Medical Systems*	*40, Dec. 2016, Monthly*	*Springer*	*2016*	*10*	doi:10.1007/s10916-016-0642-y	No
13.	*Compressed sensing for efficient encoding of dense 3D Meshes using model based Bayesian learning*	*Aris Lalos Iasonas Nikolas Evangelos Vlachos Konstantinos Moustakas*	*IEEE Transactions on Multimedia*	*Dec. 2016, Monthly*	*IEEE*	*2016*	*14*	DOI: 10.1109/TMM.2016.2605927	No

14.	*Wearable Sensors for Mobile Health Monitoring in Daily Life*	*St. Ortmann*	*Journal of Nursing & Care*	*5(4)*	*OMICS International*	*2016*	*150 pp*	ISSN: 2167-1168	YES
15.	*Increasing the Robustness of the Montgomery kP - Algorithm against SCA by modifying its Initialization*	*Estuardo Alpirez Bock, Zoya Dyka and Peter Langendoerfer*	*9th International Conference on Security for Information Technology and Communications (SECITC'16)*			*2016*			
16.	*Discussing the Initialization of the Montgomery kP-Algorithm in the Light of SCA*	*Estuardo Alpirez Bock, Zoya Dyka and Peter Langendoerfer*	*24. Kryptotag*			*2016*			
17.	*The Digital Asthma Patient*	*myAirCoach Advisory Patient Forum*	*Lay summary published on myAirCoach website*		*myAirCoach website*	*2016*			http://myaircoach.eu/myaircoach/content/digital-asthma-patient

3.12 List of myAirCoach dissemination activities 2016

Table 5 List of myAirCoach dissemination activities 2016

TABLE A2.1 : LIST OF DISSEMINATION ACTIVITIES WITHIN THE REPORTING PERIOD (INCLUDING PRESS COVERAGE, DEMONSTRATION AND TECHNOLOGY TRANSFER)								
NO.	**Type of activities[3]**	**Partners involved**	**Title**	**Date**	**Place**	**Type of audience[4]**	**Size of audience**	**Countries addressed**
ATTENDED								
1.	*Project presentation at Congress*	*ICL*	*World Congress of Asthma*	*12-15 March 2016*	*Madrid, Spain*	*Scientific community, patients, industry*	*NA*	Global
2.	*Project presentation at Conference*	*IHP*	*Kryptotag*	*4 April 2016*	*Bonn, Germany*	*Scientific community*	*NA*	Germany
3.	*Project presentation at Conference*	*UPAT*	*IQPatras*	*15-17 April 2016*	*Patras, Greece*	*Scientific community*	*NA*	Greece
4.	*Project presentation at Conference*	*LUMC*	*Longdagen*	*19-20 April 2016*	*Ermelo; The Netherlands*	*Scientific community*	*NA*	The Netherlands

[3] A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

[4] A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias ('multiple choices' is possible.

5.	*Interview*	*EFA*	*A new era for asthma control*	*3 May 2016*	*http://medtechviews.eu/article/new-era-asthma-control*	*General Public*	*NA*	Global
6.	*Blog entry*	*EFA, Advisory Patient Forum*	*"Our children will benefit of a technological leap forward", an open letter from a parent of a young asthma patient*	*12 May 2016*	*http://myaircoach.eu/myaircoach/content/our-children-will-benefit-technological-leap-forward-open-letter-parent-young-asthma-patient*	*General Public*	*5.000*	Global
7.	*Project presentation at Conference*	*LUMC*	*International Primary Care Respiratory Group World Conference*	*25-28 May 2016*	*Amsterdam, The Netherlands*	*Healthcare professionals, patients*	*NA*	Global
8.	*Project presentation and promotion at Conference*	*MV, LUMC, EFA*	*eHealth Week*	*8-10 June 2016*	*Amsterdam, The Netherlands*	*Scientific community, industry, patients*	*2.230*	Global
9.	*Project presentation at Conference*	*IHP*	*9th International Conference on Security for Information Technology and Communications*	*9-10 June 2016*	*Bucharest, Romania*	*Scientific community, industry*	*NA*	Global
10.	*Project presentation at event*	*UMAN*	*Department away day*	*24 June 2016*	*Manchester, United Kingdom*	*Academia*	*NA*	United Kingdom
11.	*Video Interview*	*EFA, Advisory Patient Forum*	*Taking the guesswork out of your asthma*	*27 June 2016*	*http://thisismedtech.com/article/taking-guesswork-out-your-asthma*	*General Public*	*50.000*	Global
12.	*Project promotion*	*ICL*	*Royal Brompton*	*July 2016*	*London, United Kingdom*	*Academia,*	*>50*	United

	at event		*and Harefield Hospital in London*			*healthcare professionals*		Kingdom
13.	*Project presentation at congress*	*ICL*	*Indian Academy of Allergy annual congress*	*22-24 July 2016*	*Kolkata, India*	*Scientific community*	*NA*	Global
14.	*Project presentation at congress*	*ICL*	*Malaysian Thoracic Society Congress*	*28-31 July 2016*	*Penang, Malaysia*	*Scientific community*	*NA*	Global
15.	*Project presentation at conference*	*IHP*	*6th World Nursing and Healthcare Conference*	*15-17 August 2016*	*London, United Kingdom*	*Healthcare professionals*	*NA*	Global
16.	*Project presentation and promotion at Congress*	*UMAN, UPAT, ICL, EFA, AUK*	*ERS Congress*	*3-7 September 2016*	*London, United Kingdom*	*Healthcare professionals, patients, industry, researchers*	*>20.000*	Global
17.	*Workshop*	*All partners*	*Mobile Healthcare for the Self-Management of Chronic Diseases and the Empowerment of Patients*	*6 September 2016*	*Florence, Italy*	*Researchers, patients, healthcare professionals*	*50*	Global
18.	*Project presentation at conference*	*IHP*	*11th Future Security Conference*	*13-14 September 2016*	*Berlin, Germany*	*Scientific community*	*NA*	Global
19.	*Project presentation at conference*	*IHP*	*30. Treffpunkt Medizintechnik*	*20 September 2016*	*Berlin, Germany*	*Scientific community*	*NA*	Germany
20.	*Competition*	*IHP*	*ICT Proposers' Day (Innovation*	*26 September*	*Bratislava, Slovakia*	*Scientific community,*	*NA*	Europe

			Radar Prize)	*2016*		*ICT developers*		
21.	*Project presentation at conference*	*IHP*	*Preview zur MEDICA 2016*	*5 October 2016*	*Hamburg, Germany*	*Scientific community*	*NA*	Germany
22.	*Project presentation at event*	*UMAN*	*North West Severe Asthma Forum for Education and Training*	*12 October 2016*	*North West England, United Kingdom*	*Academia*	*NA*	United Kingdom
23.	*Project presentation at conference*	*AUK, Advisory Patient Forum*	*1st Conference of the European Association of Systems Medicine*	*26-28 October 2016*	*Berlin, Germany*	*Scientific community, patients, researchers, industry*	*200*	Europe
24.	*Project presentation at conference*	*CERTH*	*International Society of Addiction Medicine 2016*	*26-29 October 2016*	*Montreal, Canada*	*Scientific community, patients, researchers, industry*	*NA*	Global
25.	*Newsletter*	*EFA*	*myAirCoach Newsletter Issue n. 2*	*December 2016*	*http://myaircoach.eu/myaircoach/newsletter/myaircoach-newsletter*	*Scientific community, patients, researchers, industry*	*10.000*	Global
26.	*infographic*	*EFA*	*myAirCoach Test Campaigns*	*December 2016*	*http://myaircoach.eu/myaircoach/content/myaircoach-test-campaigns-infographic*	*Scientific community, patients, researchers*	*10.000*	Global
27.	*Project presentation at conference*	*UMAN*	*Drug Delivery to the Lung*	*7-9 December 2016*	*Edinburgh, Scotland*	*Scientific community, patients, researchers, industry*	*>700*	Global

28.	*Project presentation at conference*	*CERTH*	*IEEE International Conference on Bioinformatics and Biomedicine*	*15-18 December 2016*	*Shenzhen, China*	*Scientific community, patients, researchers, industry*	*NA*	Global
29.	*Lay summary*	*EFA, Advisory Patient Forum*	*The Digital Asthma Patient*		*http://myaircoach.eu/myaircoach/content/digital-asthma-patient*	*Patients, scientific community*	*5.000*	Global

3.13 myAirCoach Dissemination in figures

Table 6 myAirCoach Dissemination in figures

Type of dissemination and communication activities*	Number of activities
Organization of a workshop	1
Non-scientific and non-peer reviewed publications (popularized publications)	4
Flyers training	50
Social media	Twitter (55 Tweets) LinkedIn (8 Posts)
Web-site	myaircoach.eu Project News (35 Posts) Project Newsletters (1) Scientific Publications (8) Project Deliverables Published (10)

Participation to a conference	18
Participation to a workshop	1
Participation to an event other than a conference or workshop	3
Video/film	1
Pitch event	1
Other	1 (infographic)

Table 7 Type of audience reached

Type of audience reached in the context of all dissemination & communication activities*	Estimated number of persons reached
Scientific Community	50,000
Industry	50
Civil Society	50,000
General Public	200,000
Policy makers	500
Medias	500
Investors	
Customers	
Other	

4 Appendix

4.1 Appendix A: A Journalistic Description

myAirCoach *will help patients take control over their asthma by putting them at the centre of their disease management.*

Who is involved?

The **myAirCoach** project consortium is composed of members from different functional areas in the field of healthcare that will work together to develop digital models, specific to each patient, that will monitor the patient's condition and predict the progress of the disease.

The project is coordinated by the "Centre for Research and Technology Hellas" (Thessaloniki, Greece) that will partner with three research centres, three academic organisations, four private small and medium enterprises and two patient organisations.

Through the patient organisations, the project will count on a committee of patient volunteers that will be in continuous communication with the researchers. This committee will ensure that patients' needs are taken into account for the entire project.

Putting patients at the centre of asthma management

Asthma is one of the most chronic diseases and affects 30 million people in Europe. Despite decades of research, asthma control remains poor because it is underdiagnosed, undertreated and difficult to predict.

myAirCoach is a new EU project aiming to overcome the gaps in asthma management. Under the coordination of the Centre for Research and Technology Hellas, myAirCoach researchers will develop a new mobile health system to help and support asthma patients to self-manage their disease with success.

Asthma control depends on many external factors that need to be measured. The personalised asthma monitoring system that will result from myAirCoach will have sensors to monitor the patient's symptoms and triggers, the use of medication, environmental factors and.

People living with asthma have very sensitive muscles surrounding their airways. When their muscles get irritated, patients will experience breathlessness and wheezing.

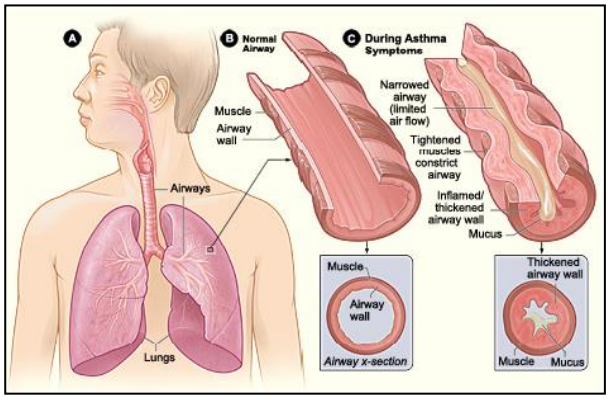
Thanks to myAirCoach sensors, the data collected from these symptoms will be transferred to a mobile device for analysis. The data will serve to create a personalized digital model of each patient's condition and to match each patient to the right treatment plan.

Funded by the new EU Programme for Research and Innovation, Horizon 2020, myAirCoach will put patients at the centre of asthma management. Not only will they be involved in the research project itself, but the m-health tool resulting from the project will provide them with precious information on their day to day condition. This will bring the patient towards a (near) healthy lifestyle with the prevention of symptoms as the ultimate goal.

Why one size does not fit all

Asthma affects **patients' airways** and, more specifically, the muscles surrounding their airway passage. When the muscles become irritated they clamp up, making breathing very difficult for asthma patients.

When asthma patients have an "**asthma flare-up**", also known as exacerbation, the airways swell up, making it increasingly difficult to get the air both in and out of the lungs. The patient will no longer be able to properly exhale, leaving lungs still half full. This situation makes breathing in very painful: the lungs are over-inflated when the patient tries to breathe again, which results in hurtful stretching of the rib joints and chest muscles. Despite the lungs holding a lot of air, the air is stale, containing less than the average 20% oxygen, which explains why the patient will suffer from a shortage of breath.



Asthma is a **difficult to treat disease**, since it is influenced by many factors that might be out of the patient's control:

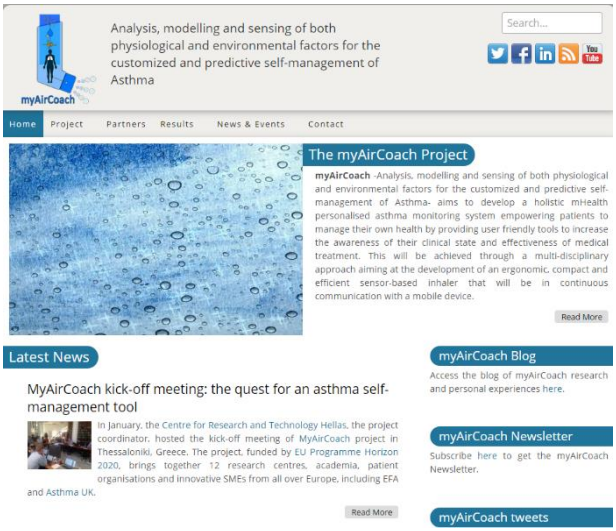
- Age
- Genetic makeup: Gender, Genes …
- Bodily functions: Lung function, fitness …
- Behaviour: Use of medication, lifestyle, emotions …
- Environmental factors: Allergies, air pollution…

In addition to these parameters, the disease is also constantly changing. As a chronic disease, patients go through different stages that go along with different phases in their life, which makes every case of asthma unique.

Asthma patients **need a treatment plan specifically tailored** to their needs, because changing symptoms will lead to different treatment needs and options.

For more information

If you wish to know more on **myAirCoach** (Analysis, modelling and sensing of both physiological and environmental factors for the customized and predictive self-management of Asthma), visit the project website: www.myaircoach.eu



4.2 Appendix B: A project press release

myAirCoach will enable asthma management and control from a mobile phone

European researchers have been awarded over € 4.5 million to create a user-friendly tool to support asthmatic patients monitor and self-control their disease.

MyAirCoach stands for Analysis, modelling and sensing of both physiological and environmental factors for the customized and predictive self-management of Asthma, and seeks to merge mobile health potential to improve the quality and efficiency of healthcare with the daily needs of chronic asthma patients.

Need for a customized asthma treatment

Asthma is one of the most common chronic diseases in Europe, affecting each patient differently. The place where patients live and work, the weather and season, age and even emotions (for example work-related stress) impact the disease symptoms.

Asthma changes constantly, along with the patients' life, making it compulsory to adjust treatments accordingly.

This makes every case unique, even for a single patient and on a day to day basis, requiring a treatment plan tailored to the patient's needs.

A personalized asthma monitoring system?

Today, mobile devices can support medical and public health practice if the right apps are in place. mHealth can significantly contribute to patients' empowerment, enabling them to manage their health more actively and to live more independently. It can also support healthcare professionals in treating patients more efficiently as mobile apps can track adherence to treatment and encourage healthy lifestyles.

Funded by the EU Horizon 2020 Research and Innovation framework programme, **MyAirCoach** aims to develop a patient-friendly, sensor-based tool to collect clinical, environmental and behavioural data relating to the patient. These measurements will serve as the basis for a digital model that will enable the medical and research community to make accurate predictions of the patient's disease progression. The patient will receive immediate feedback on how to manage his/her condition as well, especially when facing a higher risk of asthma aggravation, enabling patients to manage their health to avoid those asthma symptoms.

MyAirCoach project will run for three consecutive years and involves research centres, academic organisations, patient organisations and private medical enterprises from across Europe, to bring various perspectives on asthma self-management to the project.

Interested? Find out more about the project on the myAirCoach website.

4.3 Appendix C: World Asthma Day press release

Involving patients to develop a mobile system to self-manage asthma

Brussels, 5 May 2015 / WORLD ASTHMA DAY - Despite the wide availability of asthma therapies, many people with asthma still experience lots of symptoms impacting significantly on their quality of life. In line with this year's World Asthma Day theme "You can control your asthma", myAirCoach, a leading pan-European project is recruiting patients to develop a monitoring device which is integrated with mobile technology to help people with asthma to take the right steps to stay on top of their condition and reduce their risk of an asthma attack. There are many external factors which can impact an individual's ability to manage their asthma.

MyAirCoach will use a network of sensors to collect data about a person's symptoms, inflammation inside the airways and the environment. The data will be transferred to a mobile device for analysis and will feed into a personalized digital model of each individual's asthma, supporting patients to better manage their condition and optimise their treatment. "This is a really innovative use of mobile technology and has the potential to make a big difference to people with asthma to produce a meaningful tool for patients", says Breda Flood, President of the European Federation of Allergies and Airways Diseases Patients' Associations.

Given that asthma needs individualised attention, myAirCoach will put patients at the centre of their asthma management. The project has set up an Advisory Patient Forum (APF) that will guide researchers to ensure that the resulting self-management system is relevant to patient needs. Patient representatives from EFA and Asthma UK will inform the design of myAirCoach through focus groups and surveys to make sure it is useful to patients in the real world.

If you have asthma and wish to be one of the patient experts helping to design a European project on asthma management, please email research@asthma.uk.org. You will receive updates on the consultations and activities that will take place under myAirCoach project.

Funded by the EU Programme for Research and Innovation Horizon 2020, myAirCoach represents a great opportunity to demonstrate the wider benefits of involving patients in the development of new technologies to improve healthcare.

myaircoach.eu

Notes to editors

About MyAirCoach

- By giving people live access to data about their environment, their medicines and their body's response to their treatments, myAirCoach will help people with asthma and healthcare professionals to take the right steps at the right time to stay on top of their asthma and prevent attacks

- What is an asthma attack? When a person with asthma comes into contact with something that irritates their airways (an asthma trigger), the muscles around the walls of the airways tighten and become narrower and the lining of the airways becomes inflamed and starts to swell. Sometimes, sticky mucus or phlegm builds up, which can further narrow the airways. These reactions cause the airways to become narrower and irritated - making it difficult to breath and leading to symptoms of asthma, such as breathlessness and wheezing.

About EFA

The European Federation of Allergy and Airways Diseases Patients' Associations (EFA) is a non-profit network of allergy, asthma and chronic obstructive pulmonary diseases (COPD) patients organisations, representing 38 national associations in 24 countries and over 400,000 patients. Visit www.efanet.org for more information.

4.4 Appendix D: myAirCoach Blog Entries

"The greatest gift you can give me...", an open letter from an asthma patient

By Laura Bond, member of the Advisory Patient Forum for the MyAirCoach Project

I am an asthma patient, or more accurately, an asthma sufferer really fed up of going to the doctors or the hospital because of my asthma. I'd much rather be on holiday, seeing friends and family; even just not worrying about whether I've remembered my inhaler or not would be brilliant!

That's why I decided to join myAirCoach project as a volunteer patient advisor.

I'm just a regular person with a family, a job and hopes for the future and I dream of the day that asthma will not influence my daily activities. This project can help me achieve that. myAirCoach has the potential to transform my life and that of the 30 million people living in Europe with asthma like me.

This project is very exciting because it is based on the promise that by putting our knowledge around health, new technologies and patients' views together, we can create a tool that responds to patient needs and can control asthma easily with a personalised system.

MyAirCoach plans to understand how asthma and the environment I live in affects me, through miniaturized sensors that will be attached to my inhaler and will be connected with my smartphone. These sensors will capture information that will then be combined with my medical records so that I can receive personalised advice on how to self-manage my asthma. This means that I will not have to go to the doctors or hospital as much and have more spare time for the things I want to do. Sounds perfect!

But there are some things that I'm worried about. For example, will I need to give consent to the doctors and technicians using my medical records or have myAirCoach engineers assumed that I'll say yes? What will the final device look like? Will it interfere with my life at all?

The input of patients like me to projects like myAirCoach can make a big difference to how the findings of the project are used and adopted by the patient community. If the final device is too hard to use, too heavy, too inconvenient or too ugly then honestly, I probably won't use it. This is the main reason why, together with the other 19 patients, I am part of the Advisory Patient Forum within the project. A group that guides myAirCoach partners to find the best approach to respond to patients' needs.

As a patient, I will help with the usability of myAirCoach Personal Guidance System and it would be fantastic if I were able to input throughout the design, build and testing stages. We, the

patients, have the greatest understanding of the disease and its effects, so I will for sure be able to contribute to the ethical questions that arise from data sharing and the way in which the system gives me potentially bad news.

The scientists, clinicians and engineers on this project are amazing and I know that, together, we can make this happen. So, whilst I'm eagerly awaiting the time when myAirCoach could transform my life, the greatest gift the project can give me is something that I really want to use.

Laura Bond

"Our children will benefit of a technological leap forward", an open letter from a parent of a young asthma patient

By Daniel Russel, Chair of the Advisory Patient Forum for the MyAirCoach Project

My daughter wants to be autonomous –what child doesn't crave independence?–, but as a parent I must take responsibility for her health and welfare, until she is mature enough. So I'm looking for ways to get my child take her asthma medication which doesn't involve me constantly reminding her morning and night. For my own peace of mind, I do watch her take her inhaler, but at some point I will need my daughter to take responsibility for taking her asthma medication as prescribed. A scary thought, but not so with the advances in mobile health (mHealth) and the myAirCoach project.

myAirCoach will allow people with asthma like my daughter use a mobile phone to manage their condition. By incorporating sensors and taking measurements of their physical environment and asthma symptoms, myAirCoach will give asthma patients personalised advice based on day to day activities and symptoms, straight to their mobile phone.

My daughter has a positive attitude towards her asthma, good adherence to medication, and she knows the importance of following her treatment and taking her reliever medication when required; but there may be a time when she is just busy with her after school activities, or she wants to just go straight to sleep, that it may slip her mind to take her inhaler. According to latest research among adolescents with asthma, forgetfulness is the main factor for young patients to skip asthma treatment. A mHealth system like myAirCoach could send her audio-visual reminders or notification alert, a handy solution for young people because their mobile phones are never too far.

Other factors that hinder adherence among teenagers are their behaviour during good days, where they might skip their dose as a reward. My daughter takes part in recreational and tumbling gymnastics, as well as playing the flute in a young person's orchestra and being in a performance drumming troupe. She deems herself as healthy but I always tell her the importance of taking her medication as prescribed. It could be fantastic if regular exercise could be incorporated into some form of self-management plan within the mobile app.

I firmly think we need to encourage healthcare professionals to act as mentors in supporting adolescents to follow their treatment, especially since teenagers themselves evoke a high degree of trust to doctors. The personalised monitoring and guidance platform along with the feedback and support from a virtual community platform of the myAirCoach project will establish such immediate mentorship.

On the other hand, when adolescents rebel against medical advice, the myAirCoach project is aiming to include features that give immediate feedback on the bad consequences of non-adherence. This application is based on the promise that mHealth can contribute to patients' empowerment, enabling them to consciously manage their health and to live more independently.

My daughter has experienced first-hand what it is like to be unable to breathe properly when she was hospitalised with a case of Swine Flu and put on oxygen. However, many adolescents don't take their asthma seriously due to poor knowledge about their condition. Access to real-time information about their asthma symptoms and treatment in a patient-friendly way, can help patients take informed decisions about their health, with support from health professionals. Thanks to myAirCoach educational components, young patients will be empowered to modify their attitude towards asthma in the right direction.

Compared to what is already on the market, myAircoach project is proposing a giant leap forward in mHealth and predictive self-management of asthma with the potential to make a huge difference to people's daily lives and quality of life