D7.2 Report on publications, presentations, and event organisation

Mobilise-D

Connecting digital mobility assessment to clinical outcomes for regulatory and clinical endorsement

Grant Agreement No. 820820

[WP7 – Stakeholder information and results' dissemination and exploitation]

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1 Publishable Summary

This public deliverable reports on the publications, presentations, and events organised from M1 to M12 by the Mobilise-D consortium. This deliverable is based on work carried out in Task 7.3 "Organisation of events related to project achievements" and Task 7.4 "Outreach and project result dissemination through publications and participation in conferences and events". The report details the publications, presentations, event organisations, outreach and social media activities throughout the first year of Mobilise-D and will have subsequent annual updates. The report is based on a Sharepoint database containing all outreach activities carried out by the consortium members.

To raise public awareness, relevant dissemination activities have been carried out during the first year of Mobilise-D: presentations about the work and its outcomes at scientific and non-scientific conferences and events; newsletters to different stakeholders; regular social media posts; scientific and popular publications; media awareness; promotion campaigns and mailing lists.

The overarching objectives of Mobilise-D are threefold: to deliver a valid solution for real-world digital mobility assessment (consisting of sensor, algorithms, data analytics and outcomes); to validate digital outcomes in predicting clinical outcome in chronic obstructive pulmonary disease, Parkinson's disease, multiple sclerosis, proximal femoral fracture recovery and congestive heart failure; and to obtain key regulatory and health stakeholder approval for digital mobility assessment. The objectives address the call directly by linking digital assessment of mobility to clinical endpoints to support regulatory acceptance and clinical practice. The Mobilise-D consortium consists of 34 partners from 13 countries with longstanding, successful collaboration, combining the requisite expertise to address the technical and clinical challenges. To achieve all objectives during the 5-year project period, partners will jointly develop and implement a digital mobility assessment solution to demonstrate that real-world digital mobility outcomes can successfully predict relevant clinical outcomes and provide a better, safer and quicker way to arrive at the development of innovative medicines. Mobilise-D's results will directly facilitate drug development and establish the roadmap for clinical implementation of new, complementary tools to identify, stratify, and monitor disability, thereby enabling widespread, cost-effective access to optimal clinical mobility management through personalised healthcare.

2   Introduction

This report describes outreach activities that have been carried out during the first year of Mobilise-D. One of the main goals of WP7 is to drive public awareness of Mobilise-D by disseminating, teaching, and spreading the outcomes and results of the work performed in the consortium. To ensure smooth communication and dissemination of Mobilise-D's results, we developed a communication plan and dissemination strategy at the start of the project period (Deliverable 7.1) that serves to guide and structure communication and outreach. The work performed by the Mobilise-D consortium and the results generated will be published in high-impact scientific journals, reviews and conference publications. Furthermore, Mobilise-D and its findings will be presented at key technical and clinical conferences, and through engagement events, external visits, social media and our state-of-the-art website.

From the very beginning of the work, the consortium members have ensured that the objectives and outcomes of Mobilise-D were widely promoted to the target groups at the European level and beyond. The different dissemination and outreach activities during the first project year are described below, organised in several sections: Publications (section 3), Event and Symposium Organisation (section 4), Presentations and Participation in Events (section 5), Outreach to Stakeholders (section 6) and Social Media (section 7). As the work in the consortium progresses, this report will be updated annually.

3   Publications

The Mobilise-D consortium is committed to sharing its work and its technical and clinical results widely through scientific publications in high-impact journals, reviews and conference publications. Table 1 details the scientific papers and Table 2 other papers that were published in the first 12 months of Mobilise-D.

Table 1. Scientific publications in project year 1.

Authors	Title	Journal; date	DOI
Rana Zia Ur Rehman, Christopher Buckley, Maria Encarna Micó-Amigo, Cameron Kirk, Michael Dunne-Willows, Claudia Mazzà, Jian Qing Shi, Lisa Alcock, Lynn Rochester, and Silvia Del Din	Accelerometry-based digital gait characteristics for classification of Parkinson's disease: what counts?	IEEE Open Journal of Engineering in Medicine and Biology; January 21, 2020	https://doi.org/10.1109/OJEMB.2020.2966295
Elke Warmerdam, Jeffrey M Hausdorff, Arash Atrsaei, Yuhan Zhou, Anat Mirelman, Kamiar Aminian, Alberto J Espay, Clint Hansen, Luc J W Evers, Andreas Keller, Claudine Lamoth, Andrea Pilotto, Lynn Rochester, Gerhard Schmidt, Bastiaan R Bloem, Walter Maetzler	Long-term unsupervised mobility assessment in movement disorders	The Lancet Neurology; February 11, 2020	https://doi.org/10.1016/S1474-4422(19)30397-7
Heiko Gaßner, Dennis Jensen, Franz Marxreiter, Anja Kletsch, Stefan Bohlen, Robin Schubert, Lisa M. Muratori, Bjoern Eskofier, Jochen Klucken, Jürgen Winkler, Ralf Reilmann, Zacharias Kohl	Gait variability as digital biomarker of disease severity in Huntington's disease	Journal of Neurology; February 11, 2020	https://doi.org/10.1007/s00415-020-09725-3
Martin Ullrich, Arne Kuderle, Julius Hannink, Silvia Del Din, Heiko Gaßner,	Detection of gait from continuous inertial sensor data using harmonic frequencies	Journal of Biomedical and Health Informatics; February 20, 2020	https://doi.org/10.1109/JBHI.2020.2975361

Franz Marxreiter, Jochen Klucken, Bjoern M. Eskofier, and Felix Kluge			
Shirley Shema-Shiratzky, Inbar Hillel, Anat Mirelman, Keren Regev, Kathrine Hsieh, Arnon Karni, Hannes Devos, Jacob J Sosnoff, Jeffrey M Hausdorff	A wearable sensor identifies alterations in community ambulation in multiple sclerosis: contributors to real-world gait quality and physical activity	Journal of Neurology; March 12, 2020	https://doi.org/10.1007/s00415-020-09759-7

Table 2. Other publications and articles in project year 1.

Authors	Title	Outlet; date	Link
Boehme P, Truebel H, Castellon T, Roubenoff R	Digital Transformation Implementing an end-to-end strategy for the digitalization of the pharmaceutical value chain	CHEManager International; September 21, 2018	https://www.chemanager-online.com/en/topics/pharma-biotech-processing/digital-transformation
NTNU	NTNU joins research consortium on patient's mobility	Science Business; November 15, 2018	https://sciencebusiness.net/network-news/ntnu-joins-research-consortium-patients-mobility
Lynn Rochester	Health secrets of the way we walk	The Journal UK; April 11, 2019	https://www.chroniclelive.co.uk/business/business-news/newcastle-university-lead-50m-project-16110366

4 Event and Symposium Organisation

Work by the Mobilise-D consortium and its results are also disseminated to a wide public through the organisation of dedicated events and symposia at national and international conferences. These are listed in Table 3 for the first project year.

Table 3. Organised events and scientific symposia in project year 1.

Organisers	Title	Presenters	Event; location; date	Audience
Lynn Rochester, Beatrix Vereijken	Assessing real world mobility: are we ready for the digital revolution?	Lynn Rochester, Anat Mirelman, Jorunn Helbostad, Claudia Mazzà, Brian Caulfield, Beatrix Vereijken	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific community, health care providers
Kamiar Aminian	IMU based methods for mobility assessment in real-world condition	Kamiar Aminian, Silvia Del Din, Claudia Mazzà, Andrea Cereatti	ISB/ASB; Calgary, Canada; August 3, 2019	Scientific community

5 Presentations and Participations in Events

In addition to events and symposia organised by the partners in the Mobilise-D consortium, partners have also presented Mobilise-D and its results to research and industry communities in various conferences, events, symposia and workshops organised by external parties. For project year 1, these are listed in Table 4 below.

Table 4. Presentations and event participations in project year 1.

Presenter	Title	Event; location; date	Audience
Beatrix Vereijken (Invited speaker)	Validating digital mobility outcomes as clinical endpoint: easier said than done?	DIA Europe; Vienna, Austria; February 7, 2019	Scientific, patient representatives, regulatory
Tilo Hache	IMI Project 'Mobilise-D': Validating Digital Mobility Outcomes as clinical endpoints	ALLEA General Assembly; Bern, Switzerland; May 10, 2019	Scientific
Bjoern Eskofier	Accelerating the assessment of new clinical interventions using mHealth technologies	IEEE BSN; Chicago, USA; May 19, 2019	Scientific
M. Kelley Erb	Mobilise-D: Clinical validation and health authority endorsement of Digital Mobility Outcome assessments for clinical trials	IEEE BSN; Chicago, USA; May 19, 2019	Scientific
Walter Maetzler	Mobile digital technology for monitoring PD and its treatment	5th World Parkinson Congress; Kyoto, Japan; June 5, 2019	Scientific, Health care providers
Arne Mueller	IMI Project 'MOBILISE-D': Validating real-world walking parameters as clinical endpoint for regulatory acceptance	Digital Biomarkers in Clinical Trial Summit; Basel, Switzerland; June 19, 2019	Pharma, device manufactures, service providers
Jeffrey Hausdorff	Understanding and leveraging the gaps between lab-based assessments of gait and 24/7 monitoring of gait	ICAMPAM; Maastricht, the Netherlands; June 26, 2019	Scientific
Silvia Del Din	Measuring gait in Parkinson's disease outside the laboratory with wearable sensors: advantages and challenges	ICAMPAM; Maastricht, the Netherlands; June 26, 2019	Scientific
Lynn Rochester	Addressing the need for enhanced mobility assessment	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Anat Mirelman	State of the art of mobility assessment – a multi-disease perspective (Parkinson's disease)	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Jorunn Helbostad	State of the art of mobility assessment - in hip fracture patients	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Claudia Mazzà	Validation – easier said than done	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Brian Caulfield	A data avalanche – the data management challenge	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Beatrix Vereijken	So you have the perfect digital solution - but will they use it?	ISPGR World Congress; Edinburgh, Scotland; June 30, 2019	Scientific, Health care providers
Silvia Del Din	Digital gait biomarkers beyond the laboratory: Advantages and challenges	ISPGR World Congress; Edinburgh, Scotland; July 2, 2019	Scientific, Health care providers
Lynn Rochester (Invited speaker)	Gait: A step in the right direction?	ISPGR World Congress; Edinburgh, Scotland; July 2, 2019	Scientific, Health care providers

Lynn Rochester	Mobilising mobility assessment	BioFocus Conference; Newcastle upon Tyne, UK; July 10, 2019	Industry, academia, life sciences
Jeffrey Hausdorff	Quantifying gait outside the laboratory with wearable sensors: understanding and leveraging the gap between lab-based and 24/7 monitoring	ISB/ASB; Calgary, Canada; August 1, 2019	Scientific
Kamiar Aminian	Advances in real-world gait analysis using wearable sensors: framework for algorithm personalisation	ISB/ASB; Calgary, Canada; August 3, 2019	Scientific
Silvia Del Din	Translating gait measurement beyond the laboratory with wearable sensors: advantages and challenges	ISB/ASB; Calgary, Canada; August 3, 2019	Scientific
Claudia Mazzà	The challenge of real world validation	ISB/ASB; Calgary, Canada; August 3, 2019	Scientific
Andrea Cereatti	Multi-sensor integration and data fusion for enriching gait assessment in and out of the laboratory	ISB/ASB; Calgary, Canada; August 3, 2019	Scientific
Jeffrey Hausdorff	Quantifying gait outside the laboratory with wearable sensors: understanding and leveraging the gap between lab-based and 24/7 monitoring	Teachers College Columbia University; NY, USA; September 3, 2019	Scientific
Claudia Mazzà	The wearable gait lab: are we there yet?	15th Bath Biomechanics Symposium; Bath, UK; September 16, 2019	Scientific
Luca Palmerini (poster)	Mobilise-D Progetto Europeo con finanziamento di 50 milioni di euro	European Researcher Night; Cesena, Italy; September 27, 2019	General public
Paolo Piraino	IMI 'MOBILISE-D': Validating Digital Mobility Outcomes as clinical endpoints	EMBL-EBI Wearable Technologies and Digital Sensors in the Clinic; Cambridge, USA; October 8, 2019	Industry
Lynn Rochester (Invited speaker)	Digitising mobility - modernising clinical practice?	Italian Society of Clinical Movement Analysis; Bologna, Italy; October 10, 2019	Scientific
Jeffrey Hausdorff (Invited speaker)	The effects of multiple sclerosis on community ambulation: beyond reduced activity	RIMS 22nd Special Interest Group on Mobility; Tel Aviv, Israel; October 28, 2019	Scientific
Arne Mueller & Anil Tarachandani	IMI Project 'MOBILISE-D' - Validating real-world walking parameters as clinical endpoint for regulatory acceptance	5TH Annual Clinical Trials IoT & Digital Endpoints Forum; Cambridge, USA; November 4, 2019	Pharma, device manufactures, service providers
Valdo Arnera	Engaging patients with BYOD, wearables and sensors	Clinical Trials Europe; Barcelona, Spain; November 20, 2019	Industry
Jeffrey Hausdorff	Incorporating Digital Technologies and Measures into Clinical Trials: Gait and Mobility as Examples	Digital Cognitive and Functional Biomarkers Workshop, Alzheimer's assoc.; Washington, D.C., USA; November 21, 2019	Scientific community and Device manufacturers, and service providers
Valdo Arnera	What have we learnt about future eClinical technology adoption in clinical trials from the implementation of eDiaries and how does it help to predict the future?	German Association of CROS; November 29, 2019	Industry

Valdo Arnera	What have we learnt about future eClinical technology adoption in clinical trials from the implementation of eDiaries and how does it help to predict the future?	eClinical Forum annual APAC meeting; Tokyo, Japan; December 2, 2019	Industry
Claudia Mazzà	Wearable sensors: the challenge of real world validation	MobEx; Bologna, Italy; January 17, 2020	Scientific
Andrea Cereatti	Multi-sensor integration for ground truth gait data in real-world conditions	MobEx; Bologna, Italy; January 17, 2020	Scientific
Fabio Ciravegna	Detection of Contextual factors in human mobility tracking	MobEx; Bologna, Italy; January 17, 2020	Scientific
Clemens Becker	Clinical validation of generic digital mobility parameters for regulatory purposes – a challenge	MobEx; Bologna, Italy; January 18, 2020	Scientific
Marco Viceconti	Using wearable sensors to quantify mobility in drug trials: The long and winding road to regulatory approval	MobEx; Bologna, Italy; January 18, 2020	Scientific
Henrik Watz	Erfassung der Mobilität - ein neuer Parameter in der Pneumologie	Luftschlösser; February 8, 2020	Scientific
Jeffrey Hausdorff (Invited speaker)	Why measure real-world gait? Potential and caveats	Walking in VR colloquium; Swinburne University of Technology; Hawthorn, Australia; February 25, 2020	Scientific

6 Outreach to Stakeholders

In addition to the dissemination activities mentioned above, the Mobilise-D consortium is committed to communicate with and reach out to the various stakeholders that are crucial to the success of the work. To foster the impact of Mobilise-D activities and results, outreach is aimed at all relevant stakeholders, including patient and senior organisations, health care providers, health insurance companies, academics, governmental and regulatory bodies and policy makers, payers, other project communities, relevant industries, health care software and hardware developers, and the general public.

6.1 Website

The Mobilise-D website www.mobilise-d.eu is the public face of Mobilise-D, operating as a vehicle to communicate activities of all consortium partners to stakeholders and the general public. A landing page was created and presented at the Mobilise-D Kick off meeting in Newcastle, April 11, 2019. On November 1, 2019, the fully functional website went live. A user-friendly design was implemented to facilitate user interaction and navigation at the Mobilise-D website. The Mobilise-D visual identity guidelines were followed to create the look and feel of the website, as well as the elements that are included on it such as logos, banners, and graphics.

The Mobilise-D website is a responsive design website, so visitors can visualize the content on any device in a proper way. The website is used for external communication purposes and is continuously updated in accordance with Mobilise-D's development, progress and publication of results.
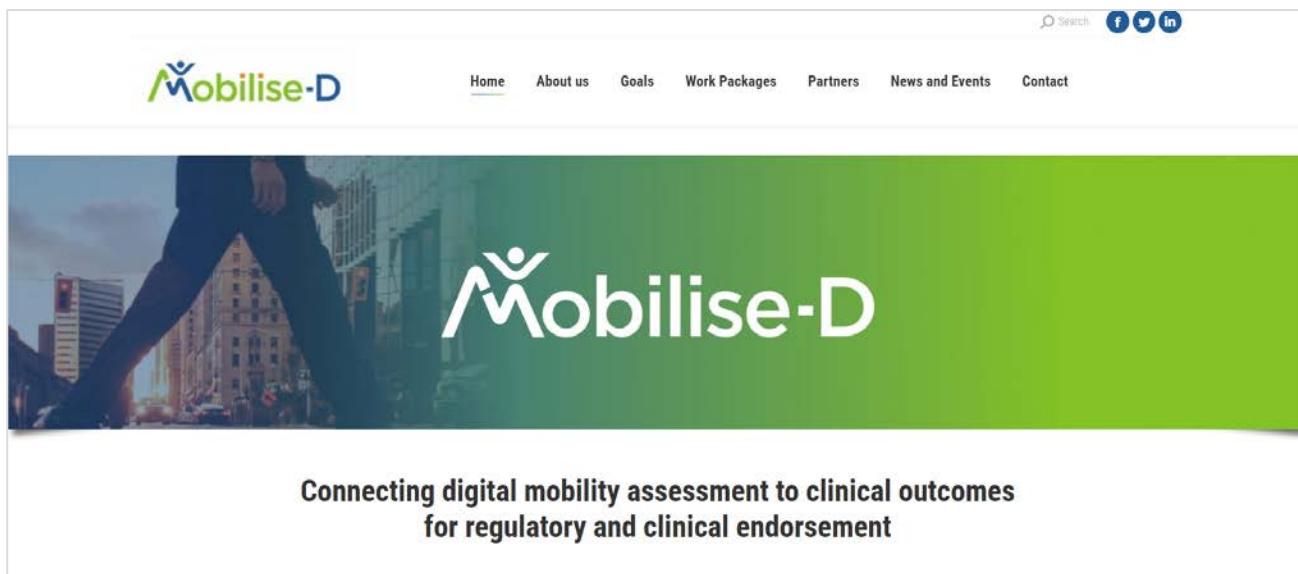
Figure 1. Header of the Mobilise-D website.

Impact evaluation

In order to analyse the performance of the objectives established for the website, Google Analytics has been activated to track and report the visitors' statistics over time, with particular attention to peaks generated when special actions have taken place. See Figure 2 below for the website statistics since the launch of the full website November 2019.
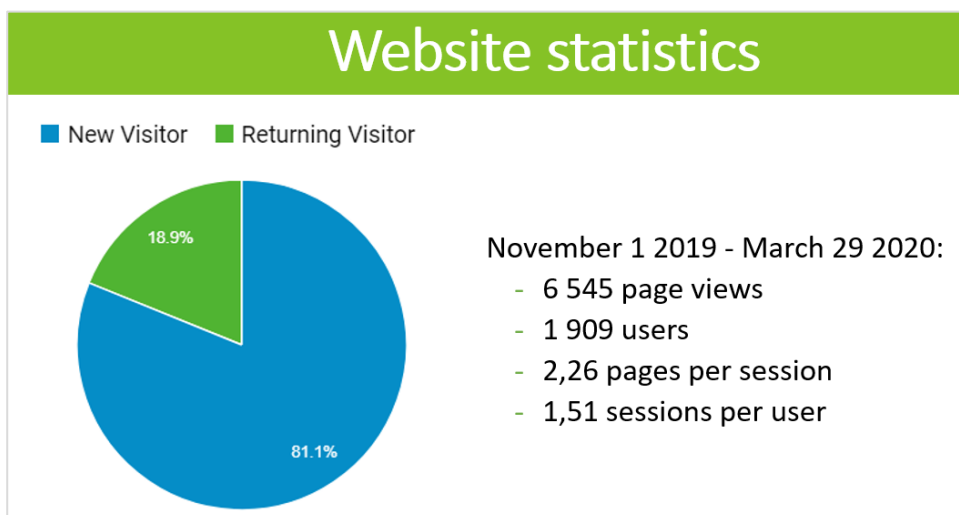

Figure 2. Website statistics from November 1, 2019 to March 29, 2020.

6.2 Flyer and Newsletters

The Mobilise-D **flyer** aims to draw attention of the general public to the objectives, results and impact of Mobilise-D. It will be distributed by the consortium members at events, conferences and at their own institutions to promote the work of the Mobilise-D. The flyer consists of a single sheet, folded vertically to form three parallel sections. See Figures 3 and 4 below for the outside and inside views of the flyer, respectively.

Figure 3. Outside view of the Mobilise-D flyer.

Figure 4. Inside view of the Mobilise-D flyer.

The first **newsletter** was sent to stakeholders in November 2019 to present Mobilise-D and keep them up to date with developments. The newsletter was sent to 15 different patient organisations, patients' forums and other organisations that promote the interests of patients. See Figure 5 for the first newsletter.

Proudly presenting the Mobilise-D project

Loss of mobility – especially difficulty walking - is a key determinant of whether people can remain independent as they get older, or if they get sick. But we do not have many effective treatments to enhance people's mobility. Walking more slowly or with greater difficulty also predicts poor outcomes – hospitalizations, falls, loss of independence, and even dying. The Mobilise-D project, funded by the EU Innovative Medicines Initiative, aims to accurately measure and assess patients' mobility in real world settings to provide objective digital mobility assessment.

"By validating digital mobility assessment, we will tackle a major public health problem and a bottleneck for clinical trial development in a regulatory environment - the increasing prevalence of mobility loss due to ageing and chronic disease."

In Mobilise-D, we will develop a digital measurement tool, consisting of sensors and software, that can monitor mobility in daily life (for example how fast people walk). The tool will be tested in over 2000 patients from different diseases or conditions (Chronic Obstructive Pulmonary Disease, Parkinson's Disease, Multiple Sclerosis, Hip Fracture recovery, and Heart Failure) to see whether digital measurement of daily life mobility can predict poor health outcomes such as falls, hospitalizations, deaths, loss of independence, and worsening disease status. Our goal is to generate the evidence for health authorities and regulators such that this digital assessment of mobility can be accepted for use in clinical practice. More information about the project can be found on our website: www.mobilise-d.eu.

Engagement and networking

As we want to involve stakeholders in the design, development, and implementation of the project, we would like to connect and engage with you and your organisation to establish a collaboration. Working in partnership with patients and patient organisations is essential for us to develop the technology focused on what patients need and what is acceptable to them, bringing a personalised approach to healthcare.

We are seeking your support to promote Mobilise-D in your organisation, initiatives and networks, so that we can raise awareness and take account of patients' perspectives and feedback. If you are interested in collaborating with us, please send an email to info@mobilise-d.eu and we will be delighted to get in touch with you.

Together we can change the practice of medicine and improve the lives of people in Europe and beyond!

Our Goals

⇒ Validate digital mobility assessment to predict clinical outcomes

⇒ Revolutionise personalised medicine, leading to novel treatment development

⇒ More precise measurement and assessment of patient's mobility

The Mobilise-D consortium consists of 34 partners from Europe and the USA. Over 150 professionals with technical, clinical, and regulatory expertise will work together to bring digital mobility outcomes to the clinic.

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Figure 5. The first Mobilise-D newsletter, sent to patient-relevant organisations.

6.3 Other Outreach Activities

In addition to the Mobilise-D website, flyer and newsletter, additional outreach activities have taken place throughout the first project year, consisting of press releases and larger blog posts. An overview of these additional outreach activities is found in Table 5 below.

Table 5. Additional outreach activities in project year 1.

Authors	Title	Type; date	Link
UNEW, NOV	Ground-breaking €50 million digital monitoring project to prevent disease	Press Release; April 11, 2019	https://www.mobilise-d.eu/wp-content/uploads/2019/11/Mobilise-D-Press-release_web-1.pdf
Christine Tobin	ERT participates in groundbreaking, digital technology research: Mobilise-D to revolutionize the assessment and treatment of impaired mobility for improved healthcare	Press Release in Clinical Research News online; June 24, 2019	https://www.clinicalresearchnewsonline.com/news/2019/06/24/ert-participates-in-groundbreaking-digital-technology-research
Lynn Rochester	Harnessing digital technology in clinical trials.	Visit from Pfizer UK; October 2, 2019	
Lynn Rochester	Mobilising mobility assessment	Newcastle event; November 27, 2019	

7 Social Media

The various social media channels are important means for promoting the work of the Mobilise-D consortium. Twitter and Facebook accounts were set-up for Mobilise-D at the start of the work to inform the general public and stakeholders on progress made in Mobilise-D, and to communicate the presence of partners at relevant events. Furthermore, a public LinkedIn group shares material and discussions with interested parties and will help identify potential parties for future product exploitation. In addition, the LinkedIn group will enable collection of expert advice and the testing and validation of new ideas.

7.1 Twitter

Twitter is the preferred social network of Mobilise-D as it is a public communication channel with a continuous flow of information in real time that can reach from global to specific audiences, generating impact and immediate reaction.

The Mobilise-D Twitter account @Mobilise_D was launched during the Kick off meeting in Newcastle on April 11, 2019. After the fully functional website was released and all communication tools for Mobilise-D established, the account was initially updated weekly and by now at least twice per week in order to maintain continuous communication with our audiences. The posts are created taking into account those events and activities where the work of the consortium is being presented. In addition, the feeds contain upcoming events in which Mobilise-D members will participate or that they have organized in order to follow the streaming of the sessions. Those tweets contain the hashtag of the conference, images and statements for producing the posts. See Figure 10 further below for an example of a Mobilise-D post on Twitter.

Impact evaluation

In order to evaluate the activity and impact of Mobilise-D on Twitter, we are continuously tracking the Mobilise-D account evolution in terms of followers, likes, mentions, tweets, and retweets. For the first project year, the total number of Mobilise-D tweets was 39, with an additional 28 posts retweeted by Mobilise-D. As of March 30, 2020, our Twitter account has 315 followers, a total number of 179 mentions and 172 retweets by others, and 495 likes on tweets overall. See Figures 6-9 below for development of Mobilise-D Twitter impact statistics over the first 12 project months.
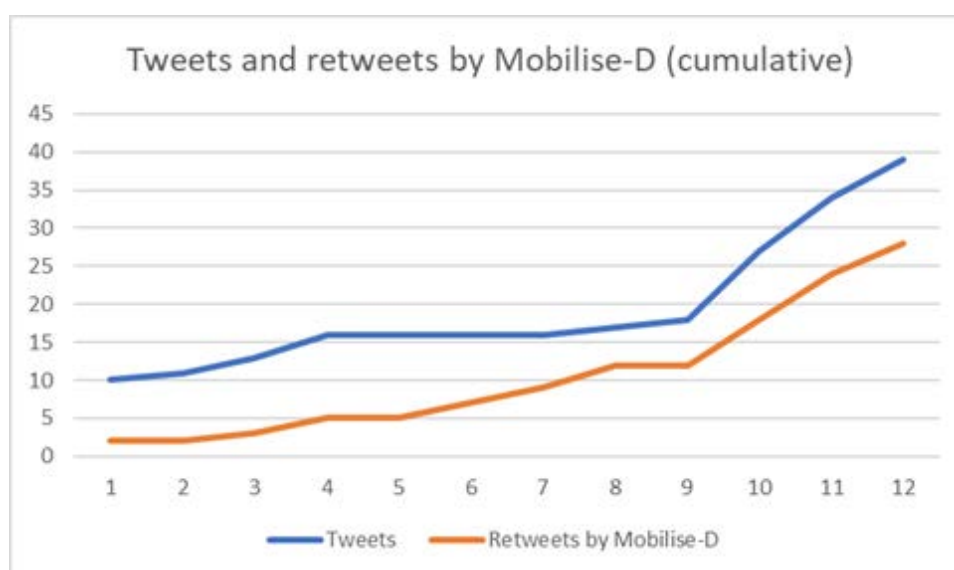
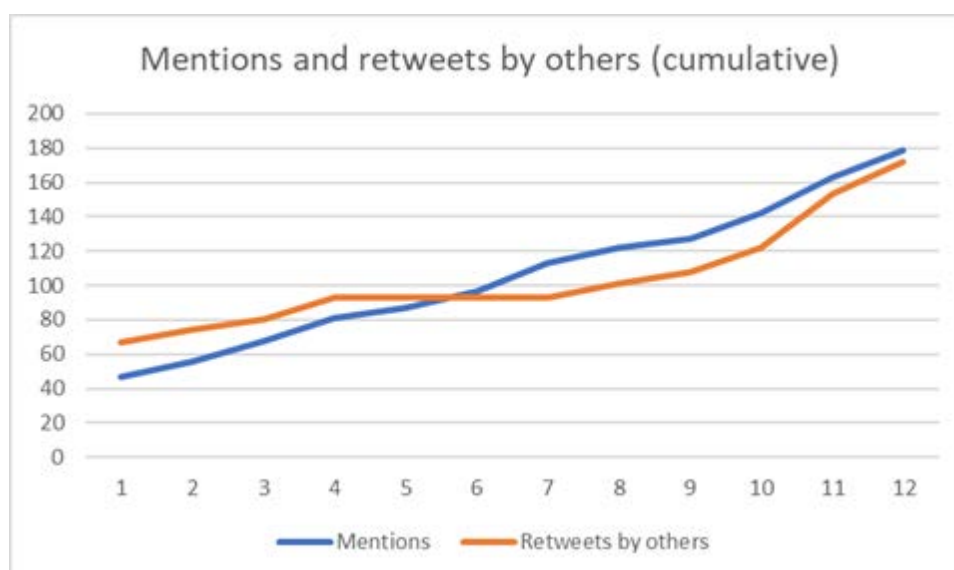Figure 6. Cumulative number of tweets and retweets by Mobilise-D for the first 12 months.

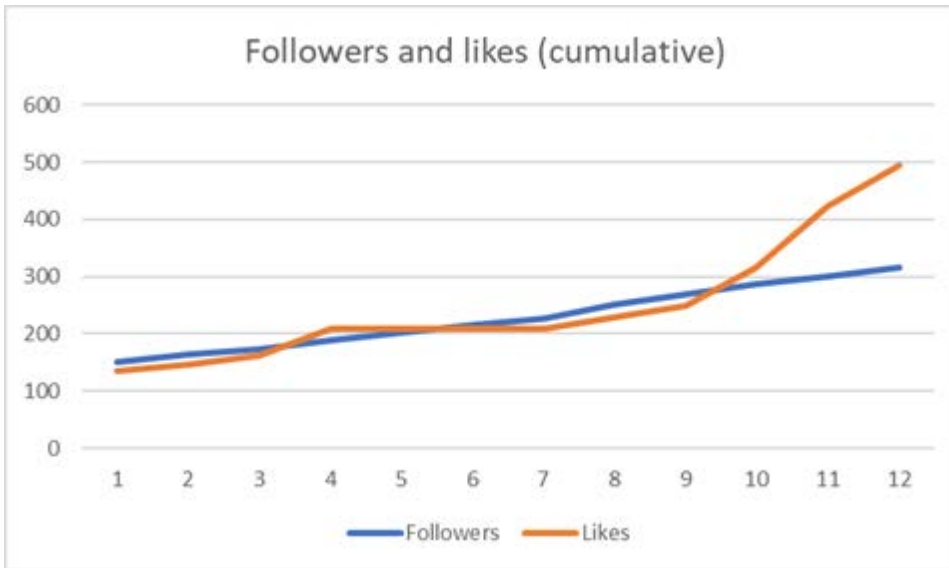Figure 7. Cumulative number of mentions and retweets by others for the first 12 months.

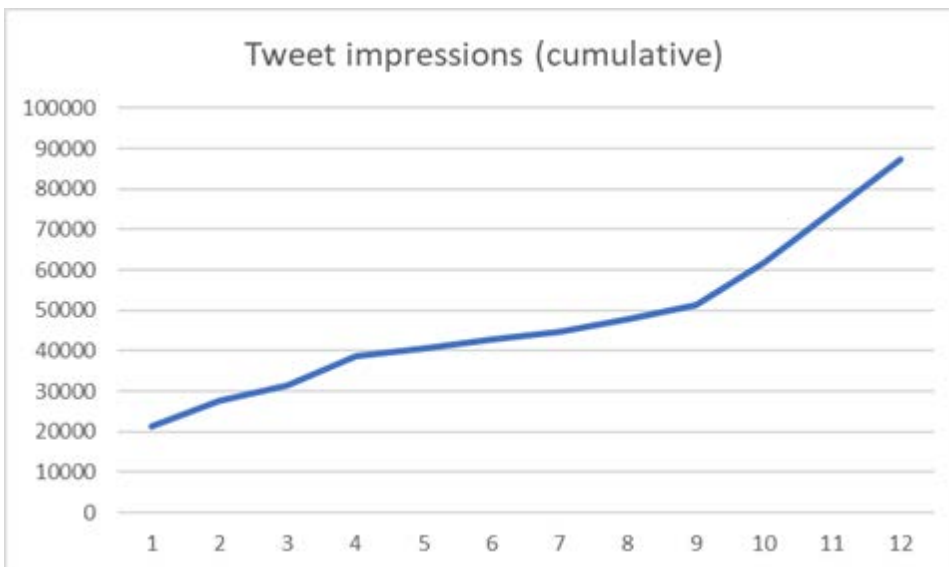Figure 8. Cumulative number of followers and tweet likes for the first 12 months.

Figure 9. Cumulative number of Mobilise-D tweets in someone's timeline or search result.

Figure 10. Sample post on Mobilise-D Twitter.

7.2 Facebook

The objective of Facebook is to engage with those stakeholders who are a relevant target audience of this social network. It was launched on April 11, 2019, during the Kick off meeting in Newcastle: @MobiliseD. Posts on Facebook are less frequent than on Twitter but contain more detailed information. As can be seen below, we reached the first 100 followers already by July 2019 and activity continues to increase steadily.

Impact evaluation

In order to evaluate activity and impact of Mobilise-D on Facebook, we are continuously tracking account evolution in terms of followers, likes, posts, mentions, shares, and outreach. As of March 30, 2020, our Facebook account has 136 followers. We have posted 18 times and posts have been shared 23 times and received 131 likes. Our posts have reached 2527 people in total and obtained 521 engagements. See Figures 11-13 below for development of Mobilise-D Facebook impact statistics over the first 12 project months.
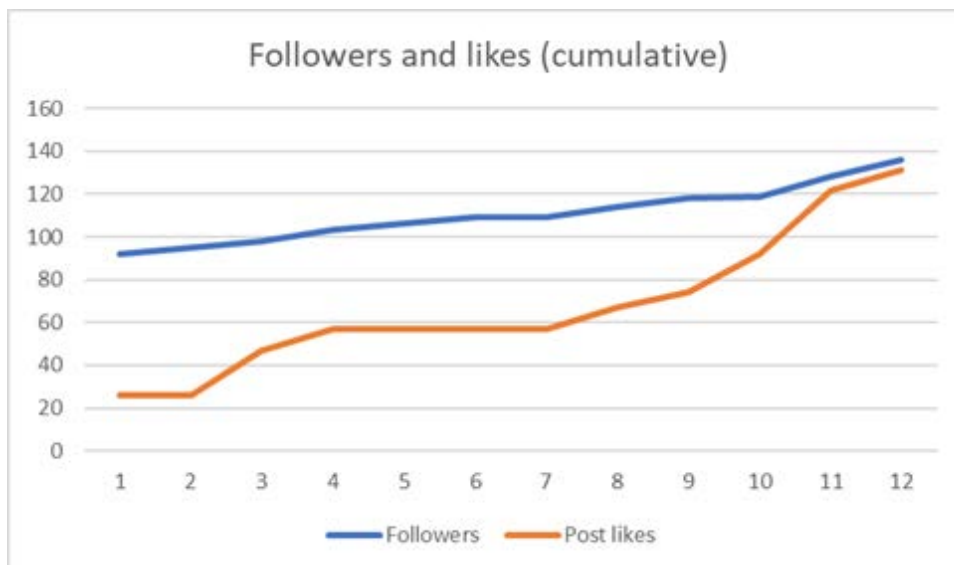
Figure 11. Cumulative number of followers and likes on the Mobilise-D Facebook page and individual posts for the first 12 months.
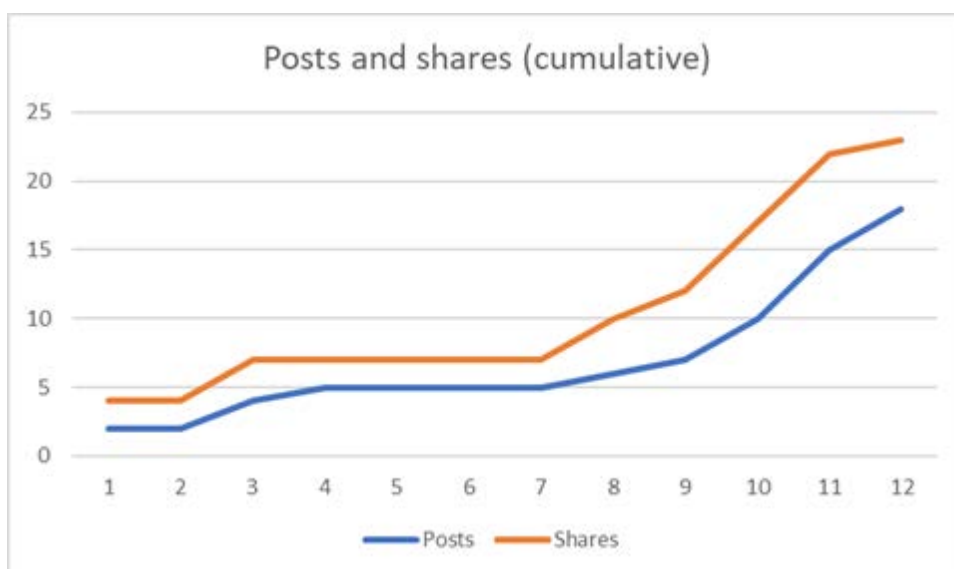

Figure 12. Cumulative number of Facebook posts and shares by others of Mobilise-D posts for the first 12 months.
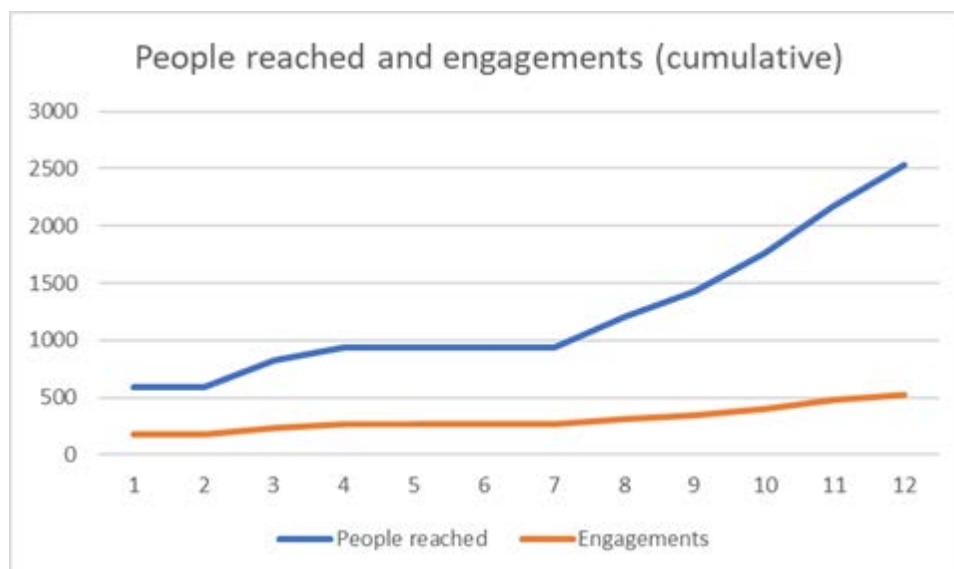
Figure 13. Cumulative number of people reached and engagements on Facebook for the first 12 months.

7.3 LinkedIn

As LinkedIn is oriented mostly to the business and research segments, the presence of Mobilise-D is essential to a large number of our target audiences that are active users. The main objectives of our presence on this network are to position Mobilise-D in the digital assessment technology research community and expand the Mobilise-D professional network. The objectives are achieved by sharing knowledge and building relationships with other leaders and experts in the area.

Impact evaluation

In order to evaluate the activity and impact of Mobilise-D on LinkedIn, we are continuously tracking account evolution in terms of followers connected with the Mobilise-D page and post impressions and reactions, such as likes, applause, etc. As of March 30, 2020, the Mobilise-D LinkedIn page has 121 followers and 14 posts, with a total of 155 reactions, 450 page views and 4565 impressions. See Figures 14-16 for development of Mobilise-D LinkedIn impact statistics over the first 12 project months.
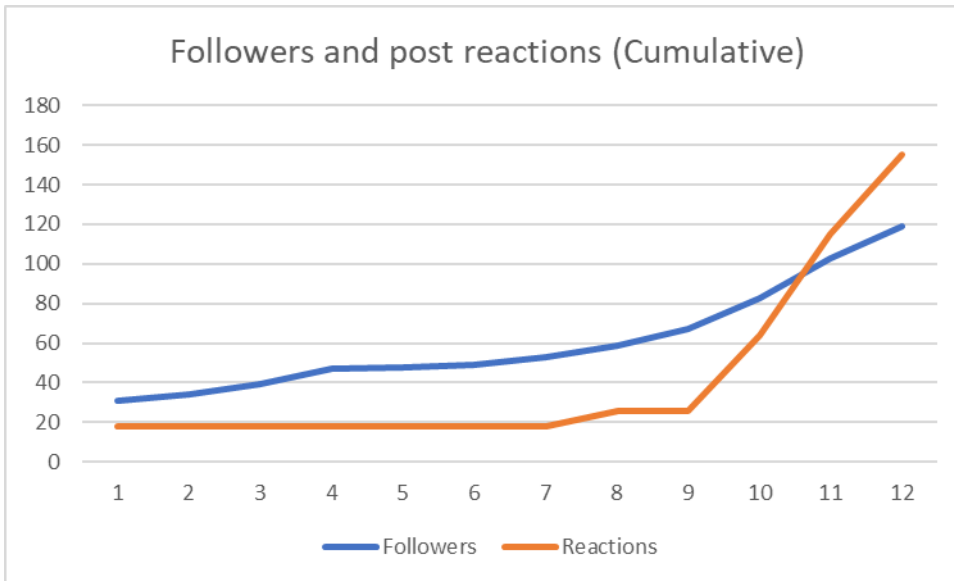
Figure 14. Cumulative number of followers and post reactions on the Mobilise-D LinkedIn page for the first 12 months.
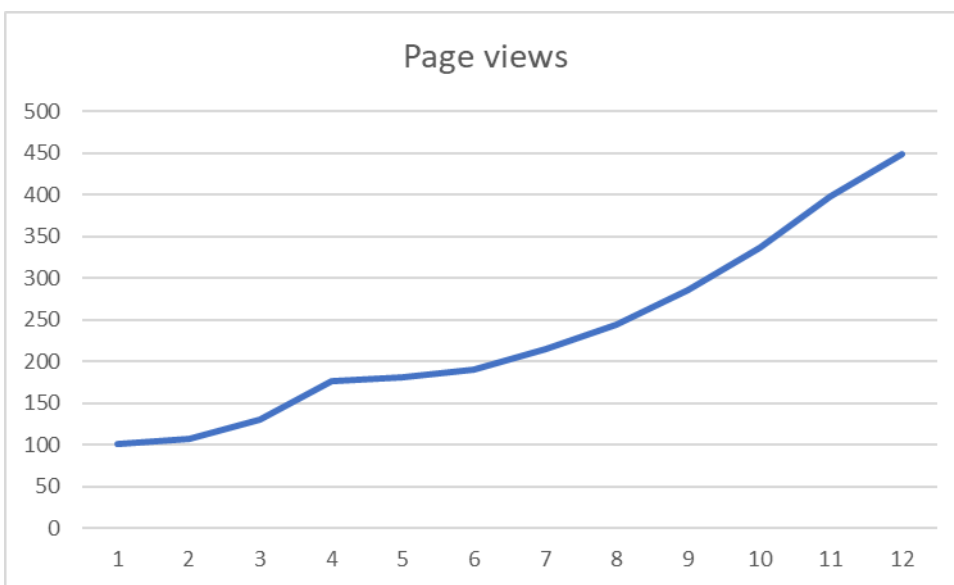

Figure 15. Cumulative number of page views on the Mobilise-D LinkedIn page for the first 12 months.
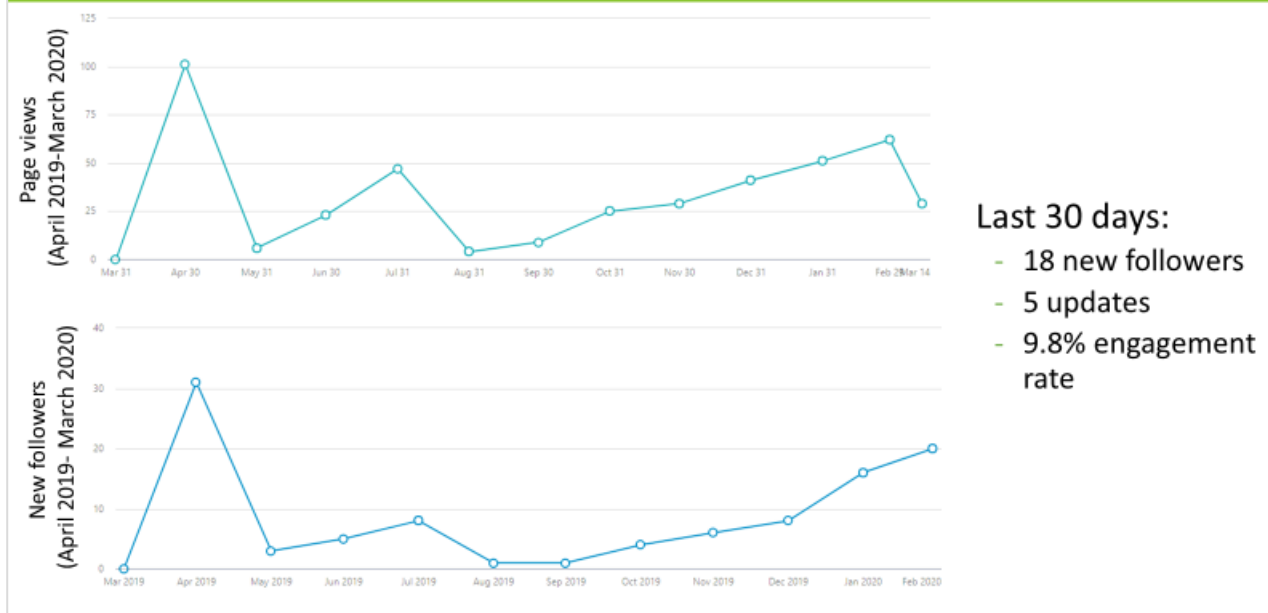
Figure 16. LinkedIn page views and new followers per month from April 2019 to February 2020, as well as statistics over the last 30 days.

8 Conclusions

This Deliverable provides an overview of the targeted audiences and the dissemination means that have been used in order to promote awareness and visibility of the work of the Mobilise-D consortium. During this first year of the 5-year project period, a large number and variety of dissemination activities, listed in this public report, have laid the groundwork for the community building process. Previously, the related Communication Strategy and Dissemination Plan (D7.1) was designed to support the wider Mobilise-D objectives and to help all partners to achieve the Mobilise-D goals. D7.2 describes the dissemination materials that have been developed, the dissemination and outreach activities carried out during the first project year, and the impact achieved so far.

A current worldwide trend in the social media channels of comparable projects, consortia, and institutional communication in general, is a decrease in the use and number of followers on Facebook as communication channel and an increase in activity on Twitter and LinkedIn. Although this drop in Facebook interest has not been the case for Mobilise-D in this first project year, we are aware of this trend. Therefore, we will closely monitor and analyse the situation in the coming period and decide whether to continue the use of Facebook as a social media channel or whether to shift our focus and efforts to Twitter and LinkedIn.

For the coming project year, Mobilise-D will continue its high level of dissemination activities, participating and presenting at events and conferences, highlighting Mobilise-D objectives and results to a wide variety of audiences, and updating all its social media on a regular basis. Furthermore, we expect an increase in the number of publications in both scientific and non-scientific outlets. We will assess dissemination tools to be used and make a concerted effort to engage with EFPIA partners in co-organising events. In addition, we will strengthen our focus on organising events for patient organisation involvement and engagement in Mobilise-D. Due to the current COVID-19 outbreak and its world-wide consequences, webinars and online conferences have become the new norm almost overnight, and we will review our communication and dissemination strategy and update it accordingly. At the same time, the COVID pandemic provides a unique opportunity to drive medical innovation in society. Never before was the need to rethink the future of clinical trials so high, the need to develop innovative mobile technology and sensor-based clinical outcomes so clear. This puts the work of the Mobilise-D consortium head-on at the front edge of science, innovation, and future-oriented personalised health care.