

PUBLIC

Project Title:

FAST, COST-EFFECTIVE, USER FRIENDLY POINT OF CARE (POC) INSTRUMENT FOR DETECTION OF RESPIRATORY PATHOGENS, INCLUDING STREPTOCOCCUS PNEUMONIAE

Project Acronym:



Contract Number:

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D8.3 Dissemination video

Dissemination Level:

PUBLIC

Lead Beneficiary:

N.T. LABORATORY SRL

Project Coordinator:

ATEKNEA SOLUTIONS

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1. INTRODUCTION

Following the list of dissemination activities foreseen in the RESPOC project, a promotion video clip has to be released to foster the exploitation of the product and represent the Consortium.

This video aims to explain in an understandable way how the RESPOC platform can help professional users to better control respiratory infection pathogens reducing misdiagnoses and the subsequent spread of antimicrobial resistance resulting from an excessive prescription of antibiotics. On the other hand, patients will be earlier diagnosed with a non-invasive instrument.

The Consortium has created one animated video to let all visitors know the innovative solution of RESPOC which can be downloaded through the project website (Documents and Media tab <http://respoc.eu/#news> and it is also posted on Youtube (<https://youtu.be/dbOVorwLzw>). Moreover, it will be disseminated through partners' social channels such as Facebook, LinkedIn or Twitter.

2. OBJECTIVES

One of the objectives of *WP8 Training and PUDF activities* is to disseminate the outcomes of this research widely in order to help the participating SMEs in their future exploitation. It is therefore vital to raise the awareness of the existing problem that RESPOC is going to solve. Even more if the platform has social features and increases its capacities the higher of users has.

The video the Consortium created was focused on explaining the project, giving non-confidential information to the visitors and explaining how the platform works.

The Consortium agrees that the best way to address the potential users of RESPOC is by means of the new technologies as they are largely used worldwide. In this sense, the video has been promoted through the media Internet offers: the project website as the main channel of dissemination of the project, YouTube, and the individual partners' social media.

Hence, the general strategy of the Consortium for releasing the video is to reach potential clients as well as the general public by:

- Sending the link to partner's contacts
- Posting the video in the partner's own websites
- Sharing it through their own corporate channels (newsletters, social media...)
- Show it with their tablet devices when attending events

The expected benefits are

- To raise awareness of the existing problem and the proposed solution
- To become viral since can be easily embedded and included in a website with a simple HTML code or shared among the main social networks (Facebook, Twitter, LinkedIn...)
- To generate more traffic for the website which is the main dissemination channel

3. CONTENT

All partners were involved in the development of the video. The Consortium agreed some minimum specifications for the creation of the video:

- Representing the project, members and funders
- Clearly mentioning the support of the European Commission
- Referring the visitors to the website
- Explaining the RESPOC concept in an easy way, understandable for the professionals and future users but also for the society
- Avoiding any disclosure of confidential information that could jeopardise the future exploitation of RESPOC
- Time constrictions: 4,3 minutes as a maximum
- Including voice on it to make it more understandable
- Post it on the website of the project and in the partners websites
- Commercially oriented to foster the exploitation of the RESPOC platform

Based on the feedback received from partners in the General Meeting organised in June 2015 (M19) in Barcelona, ATEKNEA's prepared the script that was shared with the partners, in order to receive their feedback.

Once the final version of the script was ready, the audiovisual production company Wancora (after offering the best quote) created the animation and recorded the voice-over-text.

The consortium has decided to differentiate in the video the benefits for the small to medium size hospitals, and decentralized clinical laboratories, and the society.

3.2 HOSPITALS AND CLINICAL LABORATORIES USERS

Benefits for health care providers and patients by highlighting:

- This instrument is robust, cost effective and easy to use by health care providers that have no easy access to centralized laboratory services.
- Allows straightforward interpretation of measurements, decreasing the time to result.
- Minimal invasive sample collection, preferred for children, infants and newborns.
- Specific, accurate and fast, enabling early diagnosis and treatment, thus reducing costs.
- Benefits health care providers via more cost-effective use of lab and clinical resources
- Allows a rapid and improved patient management, saving visits to the laboratory for sample extraction and return for collection of diagnostic results.



Figure 1.- Screenshot of RESPOC video in YouTube

3.2 SOCIETY USERS

Benefits for the society in general by highlighting that RESPOC will improve control and surveillance of target pathogens and early detection and response to respiratory infection outbreaks, interrupting pathogen transmission within the community, as well as nosocomial transmission. Reduced spread of antimicrobial resistance resulting from prescription of antibiotics following misdiagnosis.

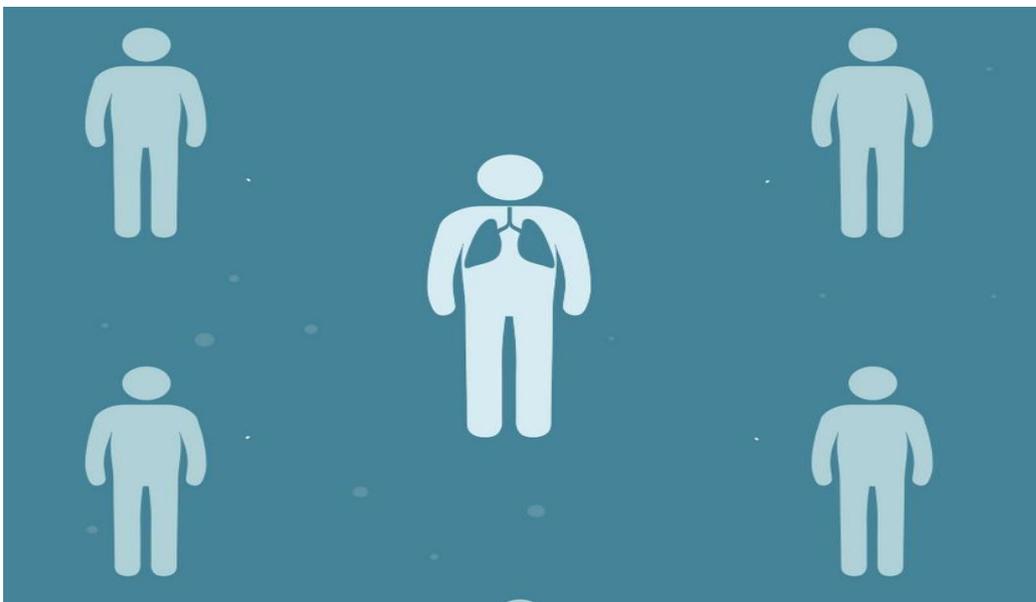


Figure 2.- Screenshot of RESPOC video in YouTube



Figure 3.- Screenshot of RESPOC video in YouTube

1. THE YOUTUBE PLATFORM

YouTube is the platform where more videos are uploaded and where more visits are made. Therefore, it is a worthy tool when trying to create viral content or desiring to reach the widest possible audience.

The numbers of shares, views, likes and dislikes, times that has been embedded, location of viewers and other interesting details will be available to the Consortium at any time and reported to the EC in the Deliverable *Final PUDF*. These statistics can be used to measure the impact of this dissemination action and what is more they may be used to help prepare segmented exploitation strategies by countries or genre optimizing efforts and resources.

The link to get access to the RESPOC Corporate Users video on Youtube:

<https://youtu.be/dbOVorwILzw>

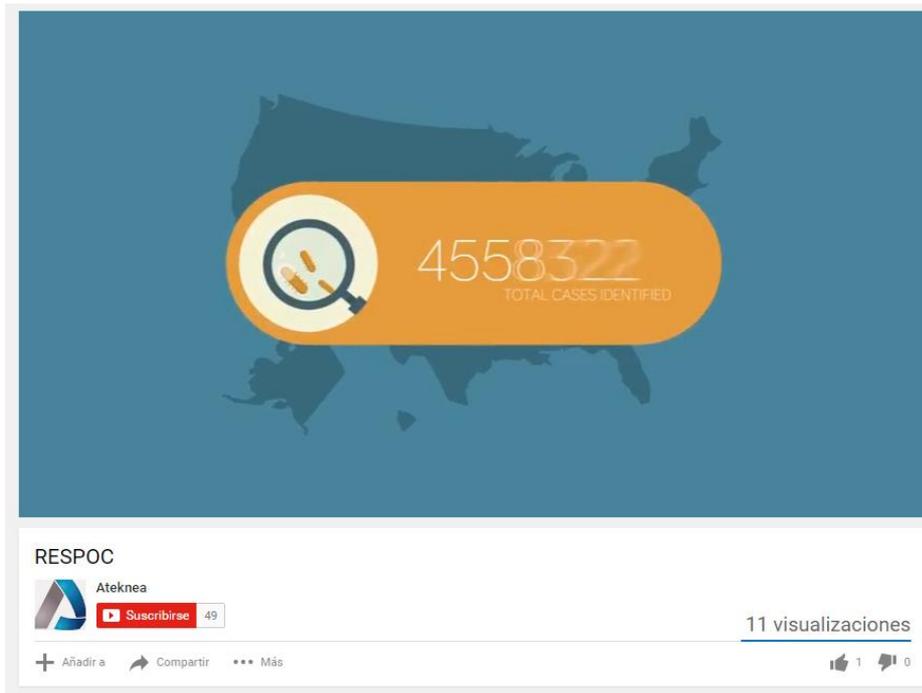


Figure 4.- Screenshot of RESPOC video in YouTube

2. FACEBOOK

Facebook is the most popular social tool which brings together people with their friends, co-workers or class-mates. Therefore, it is also a powerful tool to disseminate RESPOC among the civil society. The partners agree that it is vital for the future exploitation of RESPOC to address the general public in order to raise awareness on the problem of obsolescence files as it seems there is no collective consciousness about the situation, and this is the main threat for the rapid commercialisation of the platform.

The Partners will use their corporative or personal Facebook account to disseminate the project among their contacts.

The link to get access to the RESPOC video on FACEBOOK:

<https://www.facebook.com/Ateknea/?fref=ts>

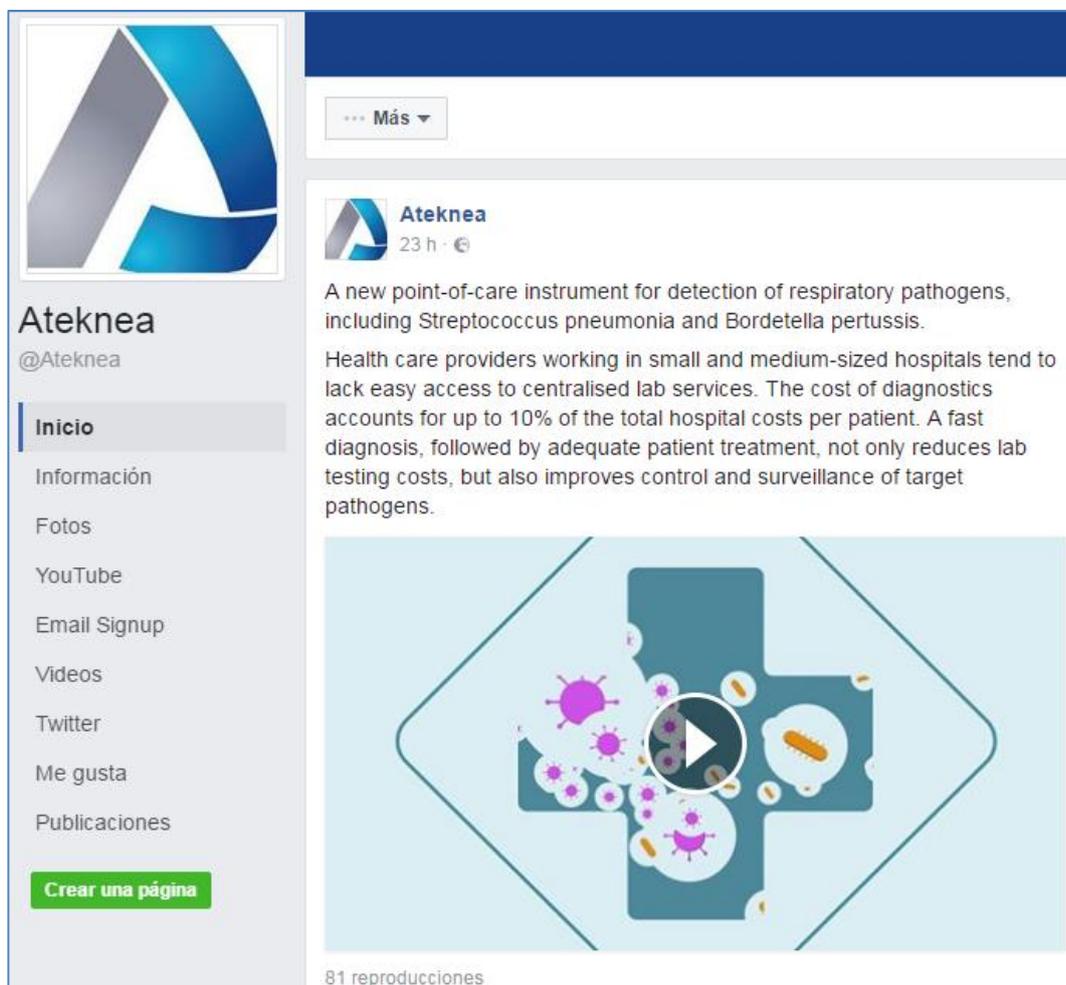


Figure 5.- Screenshot RESPOC video in Ateknea's Facebook account

3. LINKEDIN

Whereas Facebook is the most known social network among friendships, LinkedIn is the most popular professional one. Consortium members will use this platform to promote RESPOC project among their professional network and clients. By doing this, they expect to disseminate this new technology among specialised people

<https://www.linkedin.com/company/3352128?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A3352128%2Cidx%3A1-1%2CtarId%3A1472647268281%2Ctas%3Aateknea>



Figure 6.- Screenshot of Ateknea's LinkedIn account

4. TWITTER

The consortium found interesting to use Twitter for disseminating the RESPOC project. Twitter is a social network that its content is viewable using different platforms and devices such as laptops, tablets or smartphones. Twitter also tracks and makes publicly available the number of people following a user; the number of people the user is following; and the number of status updates (“tweets”) a certain person has posted. This social media provides us the number of people interested in the RESPOC project.

In the ATEKNEA account some tweets were upload about the RESPOC platform <https://twitter.com/search?q=ateknea&src=typd>



Figure 7.- RESPOC platform at Ateknea twitter

5. CONCLUSION

This video clip is part of the dissemination strategy suggested for promoting the RESPOC project results. Although there are other dissemination material (e.g. through RESPOC website, brochures, etc...) the video is a very important tool to spread the project among target users.

We used the most popular social media networks for promoting the RESPOC platform: YouTube, Facebook, LinkedIn and Twitter. It is expected that partners will be active in these networks at the late stage of the project.

ANNEX

Script for RESPOC videos: “OFF”

RESPOC: FAST, COST-EFFECTIVE, USER-FRIENDLY POINT OF CARE (POC) INSTRUMENT FOR DETECTION OF RESPIRATORY PATHOGENS, INCLUDING STREPTOCOCCUS PNEUMONIAE

Voice-over text

THE PROBLEM

1. Every year in the USA, Pneumococcal hospitalizations are estimated at **445.000** cases, the number of acute visits slightly increases up to **774.000**, and the total number of cases identified were nearly **4** million. Extrapolation to Europe (**300** million people vs. **500** million) shows an aggregate hospitalization number of **741.000**, and **1.290.000** million acute cases in Europe. The direct and indirect costs of pertussis and pneumonia pose a significant economic burden in terms of healthcare and social costs.
2. Molecular techniques such as PCR (polymerase chain reaction) are becoming increasingly used for the detection of respiratory pathogens, due to their high accuracy and relatively fast turnaround time
3. However, implementation of rapid molecular diagnostics remains limited to large, centralized laboratories which can afford the requirements of dedicated PCR laboratory space, specialized personnel and costly equipment and consumables

THE NEED

4. There is a need for a fast, cost-effective, user-friendly molecular diagnostic point-of-care (POC) instrument for near-patient use at small to medium size hospitals, and decentralized clinical laboratories. The RESPOC platform will be a novel solution designed to detect bacterial and viral respiratory pathogens in less than one hour

THE SOLUTION: RESPOC

5. The solution will enable simple collection and analysis in a time frame between 30-45 min, and enable up to 6 samples to be analyzed simultaneously.

6. RESPOC will develop a molecular analysis point-of-care (POC) diagnostic instrument which overcomes the limitations of the state of the art. The device will integrate and automatically perform detection of the target pathogens, based on the following main steps:

1. Sample introduction, followed by fast DNA extraction using heat treatment

2. Selective DNA amplification under by means of Loop Mediated Nucleic Acid Amplification (LAMP) technology [.

3. Detection, by optical fluorescence

7. Benefits for health care providers and patients:

- This instrument is robust, cost effective and easy to use by health care providers that have no easy access to centralized laboratory services.
- Allows straightforward interpretation of measurements, decreasing the time to result.
- Minimal invasive sample collection, preferred for children, infants and newborns.
- Specific, accurate and fast, enabling early diagnosis and treatment, thus reducing costs.
- Benefits health care providers via more cost-effective use of lab and clinical resources
- Allows a rapid and improved patient management, saving visits to the laboratory for sample extraction and return for collection of diagnostic results.

8. Benefits for the society:

- Improved control and surveillance of target pathogens and early detection and response to respiratory infection outbreaks, interrupting pathogen transmission within the community, as well as nosocomial transmission.

Reduced spread of antimicrobial resistance resulting from prescription of antibiotics following misdiagnosis.

Closing credits - Consortium members and logos