

D7.1 Initial CDP and CDEP establishment

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EXECUTIVE SUMMARY

The FLUTE project presents a comprehensive communication and dissemination strategy aimed at maximizing the impact of its initiatives across various stakeholders. With a primary focus on advancing data-driven healthcare through the application of AI technologies, FLUTE recognizes the importance of tailored communication approaches to engage physicians, society, and AI software houses effectively.

Physician engagement

Central to the strategy is the engagement of physicians, particularly urologists and oncologists, in understanding and embracing AI technologies for prostate cancer diagnosis. Through targeted interviews and collaborative workshops, FLUTE aims to showcase the potential of AI in enhancing diagnostic accuracy and improving patient outcomes. Physicians are assured of their pivotal role in driving innovation and revolutionizing prostate cancer management with AI's assistance.

Societal awareness

FLUTE endeavours to raise awareness among the broader society, including men over 50 years of age and prostate cancer patients and their caregivers. By disseminating project achievements and insights through digital channels, newsletters, and participation in relevant events, FLUTE aims to empower individuals with knowledge about AI's potential in healthcare. The project underscores the importance of early detection and personalized treatment enabled by AI technologies.

AI Software house networking

Networking with AI software houses is pivotal to FLUTE's success in translating research into practical healthcare solutions. By fostering partnerships and exploring exploitation opportunities, FLUTE aims to accelerate the development and deployment of AI tools for prostate cancer diagnosis. Through pitch presentations and booth presence at key industry events like the HIMSS European Conference, FLUTE seeks to showcase its innovation and attract potential collaborators.

Digital communication and Dissemination channels

FLUTE leverages various digital communication channels, including its website, social media platforms, and newsletters, to disseminate project updates and engage stakeholders. A meticulously planned editorial calendar ensures regular content creation and dissemination aligned with project objectives. Moreover, the project employs targeted campaigns to increase newsletter subscribership and enhance outreach efforts.

Scientific publications and Media relations

The dissemination strategy encompasses the publication of scientific papers in reputable journals and active engagement with the press media. By highlighting project achievements and research

findings, FLUTE aims to garner attention and support from the scientific community and the general public. Press releases are crafted to effectively communicate project milestones and opportunities arising from AI adoption in healthcare.

Event participation and collaboration

FLUTE actively participates in conferences, workshops, and dissemination events to share its research findings and foster collaboration. The project collaborates with other European initiatives and networks to amplify its impact and align with broader healthcare agendas. Notably, FLUTE organizes dedicated workshops and educational events to engage diverse stakeholders, including students, patient associations, and professionals.

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TABLE OF CONTENTS

| | | |
|--------|--|----|
| 1. | Introduction | 10 |
| 2. | Communication and dissemination strategy | 11 |
| 2.1. | Communication and dissemination objectives | 11 |
| 2.2. | Intended audience and key messages | 12 |
| 2.2.1. | Physicians | 12 |
| 2.2.2. | Society: male, prostate cancer patients and caregivers | 13 |
| 2.2.3. | AI Software houses | 14 |
| 3. | Partners involvement - roles and responsibilities | 16 |
| 4. | Communication Tools | 18 |
| 4.1. | Visual Identity | 18 |
| 4.2. | Digital Communication | 20 |
| 4.2.1. | Website | 20 |
| 4.2.2. | Social Media | 22 |
| 4.2.3. | Direct Email - Newsletter | 25 |
| 4.3. | Communication offline | 25 |
| 4.4. | Communication guidelines | 26 |
| 5. | Patient Empowerment | 27 |
| 5.1. | Background | 27 |
| 5.2. | Methods | 28 |
| 5.2.1. | Narrative review (T7.3.1) | 28 |
| 5.2.2. | Empowerment: patient perspectives in his/her care and acceptability (T7.3.2) | 28 |
| 5.2.3. | Data altruism (T7.3.3) | 29 |
| 5.3. | Recruitment | 29 |
| 5.4. | Dissemination | 29 |
| 6. | Publications and media relations | 30 |
| 6.1. | Public relations strategies and media relations | 30 |
| 6.2. | Peer-reviewed publications | 30 |
| 6.3. | Impact on standardization at the European level | 30 |
| 7. | Events | 32 |
| 7.1. | Scientific events | 32 |
| 7.2. | Dissemination events | 32 |
| 7.2.1. | Workshop and educational event | 33 |
| 7.2.2. | Event for stakeholder engagement and go-to-market perspectives | 34 |
| 8. | Synergies with European projects | 35 |
| 9. | Exploitation strategy | 37 |
| 10. | Conclusions | 38 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1 - FLUTE communication concept..... | 12 |
| Figure 2 - Key messages to physicians..... | 13 |
| Figure 3 - Key messages to society | 14 |
| Figure 4 - Key messages to AI Software houses | 15 |
| Figure 5 – Organization chart for communication activities | 16 |
| Figure 6 - Brand design | 18 |
| Figure 7 - Logo palette and versions | 19 |
| Figure 8 - Webpage on projects' network..... | 21 |
| Figure 9 - Social media template 1 | 23 |
| Figure 10 - Social media template 2 | 24 |
| Figure 11 - Social media template 3 | 24 |
| Figure 12 - Head of Youtube channel | 25 |
| Figure 13 - Leaflet for networking and exploitation purposing | 26 |
| Figure 14 - Subdivision of Task 7.3 | 28 |
| Figure 15 - Members of EASiNet consortium..... | 36 |

LIST OF TABLES

| | |
|--|----|
| Table 1 - Communication info of FLUTE partners | 17 |
| Table 2 - Initial editorial plan..... | 22 |
| Table 3 - Agenda of AI-DEA initiative..... | 34 |

ABBREVIATIONS AND ACRONYMS

| Abbreviation | Meaning |
|---------------------|--|
| AI | Artificial Intelligence |
| CDP | Communication Dissemination Plan |
| CDEP | Communication Dissemination and Exploitation Plan |
| CSP | Communication Strategic Plan |
| ECCC | European Cybersecurity Competence Centre |
| ECSO | European Cyber Security Organisatio |
| ENISA | European Union Agency for Cybersecurity |
| EU | European Union |
| FGD | Focus Group discussion |
| FL | Federated Learning |
| GAP | Gender Action Plan |
| GDPR | General Data Protection Regulation |
| HIMSS | Healthcare Information, Management Systems Society |
| IAPP | International Association Of Privacy Professionals |
| ICT | Information and Communication Technologies |
| ISACA | Information Systems Audit and Control Association |
| PCa | Prostate Cancer |
| PR | Public relations |
| SME | Small medium enterprises |
| SoA | Strategy of Action |
| STEM | Science, Technology, Engineering and Mathematics |

1. Introduction

The creation of a comprehensive communication and dissemination plan (CDP) is essential for the success of any project, particularly in the realm of healthcare research and innovation. Such plan serves as a roadmap, guiding the consortium members in their efforts to increase awareness about the project's aims, objectives, and potential outcomes. In the case of the FLUTE project, which aims to revolutionize prostate cancer diagnosis through the utilization of advanced artificial intelligence (AI) technologies, effective communication and dissemination are paramount. By implementing a well-thought-out plan, the consortium can ensure that the project's groundbreaking innovations reach the widest possible audience, including patients, patient associations, researchers, clinicians, data scientists, AI companies, policymakers and the general public.

The primary objective of the project is to harness the power of federated learning and AI technologies to revolutionize the management of Prostate Cancer (PCa), ultimately improving Prostate Cancer early diagnosis, patient outcomes and reducing healthcare costs. By creating a comprehensive communication and dissemination plan, the consortium aims to raise awareness about the project's objectives, methodologies, and potential impact. Through targeted communication efforts, stakeholders across the healthcare ecosystem can be engaged, fostering collaboration, knowledge exchange, and ultimately, the widespread adoption of FLUTE's innovative solutions. Effective communication is not only crucial for disseminating project outcomes but also for building trust, fostering partnerships, and driving meaningful change in the field of prostate cancer diagnosis.

Prostate cancer is the second most commonly diagnosed cancer in men, with an estimated 1.4 million diagnoses and 375,000 deaths worldwide in 2020. In Europe, it is the most frequently diagnosed cancer in men and the third cancer-related cause of death in men representing 15% of all cancer cases. A recent study, published by *The Lancet*¹, provides projections for prostate cancer incidences in 2040, based on demographic shifts and increasing life expectancies globally. Forecasts indicate a substantial rise in annual new cases, from 1.4 million in 2020 to 2.9 million by 2040. It is evident that lifestyle modifications and public health interventions alone cannot avert this surge, requiring governmental strategies to address the impending challenge. The projections highlight trends in prostate cancer incidence and mortality over the next decade, emphasizing the critical need to improve diagnostic pathways across healthcare settings. Early detection of clinically significant prostate cancer is paramount, warranting integration of diagnostic measures into broader men's health programs. Given this scenario, the FLUTE project holds immense significance. This deliverable will outline tools and communication strategies designed to effectively reach and engage our target audiences, fostering collaboration, knowledge exchange, and ultimately, the advancement of healthcare.

¹ (James et al, 2024)

2. Communication and dissemination strategy

The scope of communication and dissemination efforts within the FLUTE project extends beyond mere information sharing to actively raising awareness about the project's aims and future results. Efforts are directed towards not only informing audiences but also promoting interaction and specific calls to action related to the project. The Communication, Dissemination, and Exploitation plan of the FLUTE project serves as a comprehensive guide for all partners and their communication officers, providing a roadmap to effectively reach the project's objectives. By engaging in strategic communication activities, the project aims to foster meaningful dialogue, encourage collaboration, and ultimately maximize the impact of its outcomes in the relevant communities and stakeholders. In the following deliverable and across different chapters, we focus on:

- Activities and strategies of communication: these initiatives are aimed at improving project awareness among target audiences, identifying their needs, and providing solutions that the FLUTE consortium is committed to addressing.
- Activities and strategies for disseminating the results of the project: through scientific publications and participation in scientific and general events, we aim to spread FLUTE's results effectively.
- Activities and strategies for project exploitation: these initiatives, primarily involving participation in market fairs, meetings with potential investors, and synergies with other European projects, aim to sustain the project in the long-term.

2.1. Communication and dissemination objectives

The communication concept of the FLUTE project is grounded in its core themes and objectives, which are symbolically represented by a pyramid structure (Figure 1). At the base of the pyramid lies the overarching topic of healthcare, with a particular focus on prostate cancer. The FLUTE project is situated within the HORIZON 2.1.5 initiative, emphasizing Tools, Technologies, and Digital Solutions for Health and Care, including personalized medicine. This underscores the project's strong alignment with healthcare advancements. Moving up the pyramid, the second section highlights the technical focus areas of the project, notably Artificial Intelligence for Health. FLUTE aims to harness the power of AI to enhance patient well-being and transform healthcare delivery. Finally, at the top of the pyramid, are the tools and technologies driving the project forward. Federated Learning (FL) and Cybersecurity represent crucial components that enable FLUTE to achieve its objectives securely and effectively. By leveraging these cutting-edge technologies, the project endeavours to revolutionize data-driven healthcare while prioritizing patient privacy and security. The pyramid structure visually encapsulates the hierarchical relationship between the project's overarching goals, technical focus areas, and foundational tools and technologies, providing a clear framework for communication and dissemination efforts.

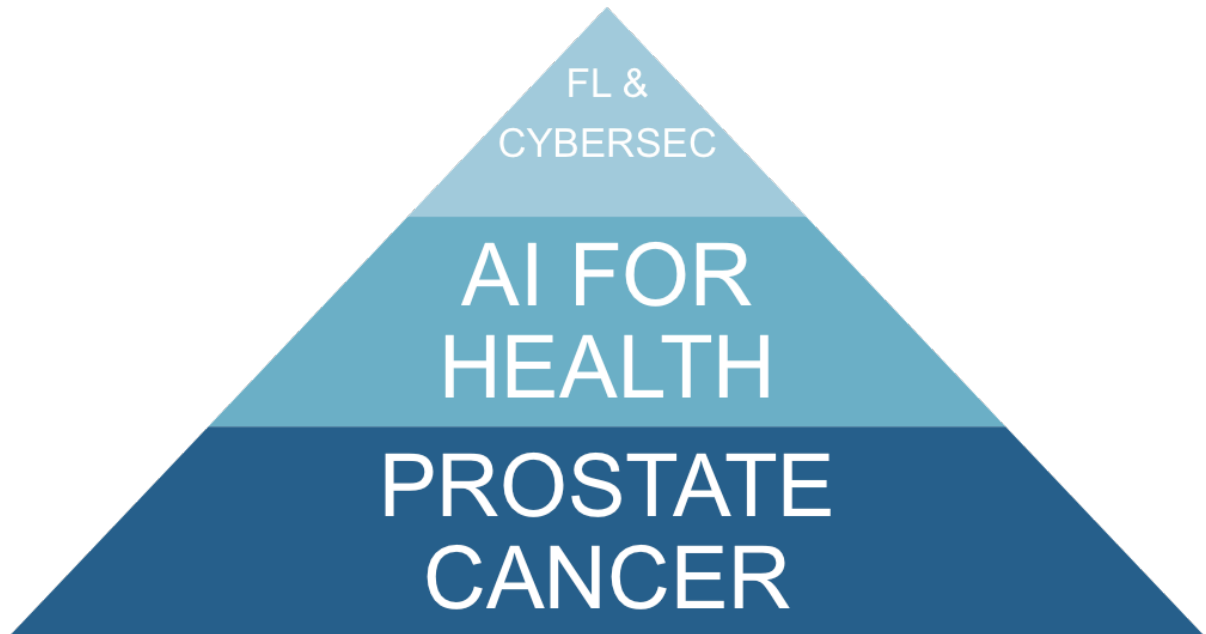


Figure 1 - FLUTE communication concept

2.2. Intended audience and key messages

The communication efforts of the FLUTE project are strategically directed towards three main target audiences:

- Physicians
- Society: male, prostate cancer patients and caregivers
- AI Software Houses

For each target, the consortium has defined key messages during a dedicated meeting that are important to convey to the audience. These messages do not represent what we should communicate but rather the idea behind the communication to that specific audience.

2.2.1. Physicians

Our aim is to engage with physicians, particularly urologists and oncologists, and radiologists who play a pivotal role in the diagnosis and treatment of prostate cancer. Given the widespread skepticism surrounding AI technology within the medical community, our objective is to make aware these healthcare professionals about the FLUTE initiative and the opportunities it presents for implementing AI solutions in the field of prostate cancer (Figure 2). Through comprehensive communication strategies, we seek to elucidate the scientific rationale behind our proposed methodologies and demonstrate tangible improvements in patient care and outcomes.

FLUTE is committed to engaging directly with physicians through 4 video interviews focused on the implementation of AI in diagnosis. These interviews aim to explore Federated Learning's potential in prostate cancer diagnosis and guide innovative solutions for improved patient outcomes. The interviews also aim to collect insights and opportunities behind the implementation of AI in healthcare and diagnosis, providing a deeper understanding from the perspective of doctors. One of the key messages we aim to convey to physicians is that AI will not replace their job; rather, we seek to improve prostate cancer diagnosis with their invaluable expertise and collaboration, ultimately enhancing their daily activities for the benefit of patients.

Key messages to Physicians

Explore Federated Learning's potential in prostate cancer diagnosis and guide innovative solutions for improved patient outcomes.

AI will not replace your job; we aim to revolutionize prostate cancer with your help and enhance your daily activities.

Figure 2 - Key messages to physicians

2.2.2. Society: male, prostate cancer patients and caregivers

In addition to engaging with healthcare professionals, our communication efforts extend to society at large, encompassing men over 50-55 who are most at risk of developing prostate diseases, as well as current prostate cancer patients and their caregivers. This demographic represents a diverse group of individuals who stand to benefit from the advancements in prostate cancer diagnosis facilitated by AI technology. By effectively communicating the potential impact of the FLUTE project to these audiences (Figure 3), we aim to empower them with knowledge about the latest innovations in healthcare. This includes raising awareness about the potential benefits of AI-driven diagnostic tools, such as improved accuracy in identifying clinically significant prostate cancer and personalized treatment recommendations. By providing accessible and informative communication materials, we seek to enable individuals to make informed decisions about their healthcare and encourage proactive engagement with healthcare providers. Ultimately, our goal is to ensure that all individuals affected by prostate cancer, whether as patients or caregivers, are equipped with the information they need to navigate their healthcare journey with confidence and empowerment.

Key messages to society

(Male >40y; Prostate cancer patients; Caregivers)

Learn how the AI advancements are transforming diagnosis and treatment to provide personalized care tailored.

To increase prevention about prostate cancer, we need your help.
Data altruism is a great form of charity. We will keep you informed about how your data is going to help us

We don't believe just in AI. We believe in clinicians helped by AI

Figure 3 - Key messages to society

2.2.3. AI Software houses

In our communication strategy, we are also reaching out to AI software houses, inviting them to explore collaboration and exploitation opportunities within the FLUTE project. Software houses play a crucial role in the development and implementation of AI-driven technologies in healthcare. By fostering partnerships with industry stakeholders, we aim to create a collaborative ecosystem where innovative solutions can be co-created and implemented to address the pressing challenges in healthcare, particularly in the realm of prostate cancer diagnosis and treatment (Figure 4). Through these collaborations, we seek to leverage the expertise and resources of AI software houses to accelerate the translation of research findings into practical healthcare solutions. By bridging the gap between academia and industry, we aim to facilitate the seamless integration of AI technologies into existing healthcare systems, ultimately improving patient outcomes and enhancing the efficiency of healthcare delivery. Through these partnerships, we envision a future where cutting-edge AI-driven innovations revolutionize the way we diagnose, treat, and manage prostate cancer, leading to better outcomes for patients and healthcare systems alike.

Key messages to AI software houses

Explore collaboration opportunities with FLUTE to contribute your AI expertise to the cutting-edge developments in prostate cancer diagnosis and treatment.

Be at the forefront of healthcare FL innovation by joining FLUTE's network.

Figure 4 - Key messages to AI Software houses

3. Partners involvement - roles and responsibilities

Partner involvement in communication activities is integral to the success of the project. An organization chart for communication activities has been established, facilitating the coordination between Dissemination Managers, project coordinators, partners, and their respective communication officers (Figure 5). Initially, partners actively contributed to the project brand design during specific meetings organized in the initial stages of the project. These meetings aimed to gather partner ideas and insights regarding identified targets and communication messages to be conveyed.

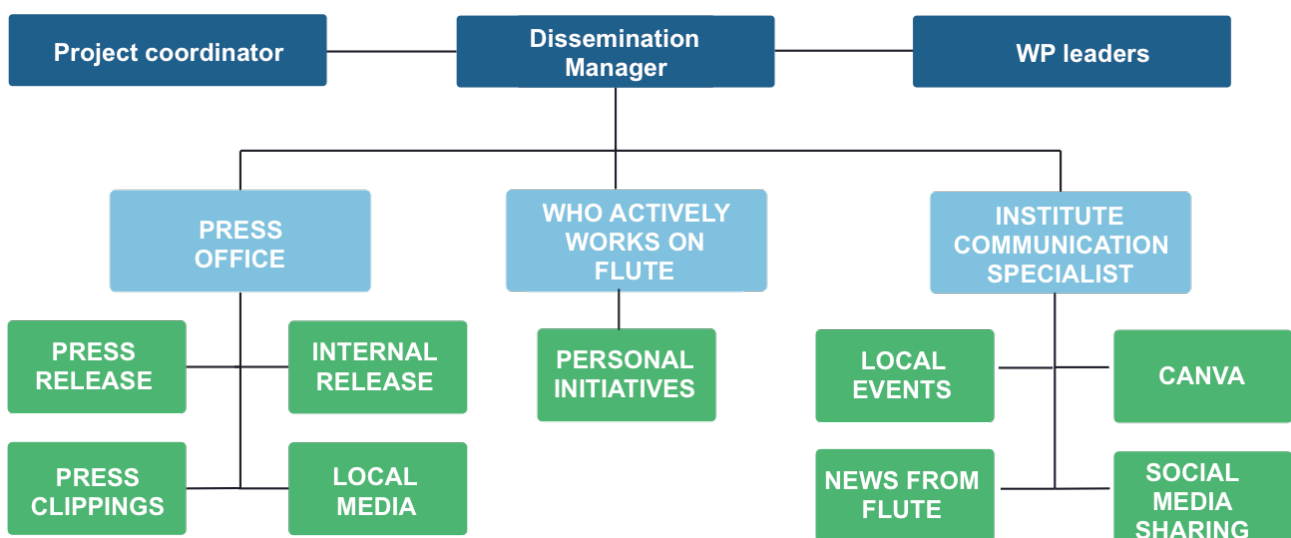


Figure 5 – Organization chart for communication activities

During the first months of the project, partners also have provided their communication information like partners’ logo, internal communication mail officers and social media tag (Table 1). Since January 2024, partners have been participating in monthly meetings under Work Package 7. During these meetings, partners discuss communication needs, identify event opportunities, and implement communication and dissemination strategies. Furthermore, partner involvement extends to participation in workshops, conferences, and dissemination events, where they play a crucial role in representing the project and sharing its outcomes with wider audiences. This collaborative approach ensures that communication efforts are aligned with project goals and effectively reach the intended stakeholders.

| PARTNER | WEBSITE | LINKEDIN | YOUTUBE |
|---------|--|--|--|
| GRAD | www.gradiant.org/en/ | @Gradiant https://www.linkedin.com/company/gradiant/ | @GradiantCT https://www.youtube.com/user/ComunicacionGRD |

| | | | |
|------------|--|--|---|
| IRST | www.irst.emr.it/it/ | @istituto-scientifico-romagnolo-per-lo-studio-e-la-cura-dei-tumori-irst https://www.linkedin.com/company/istituto-scientifico-romagnolo-per-lo-studio-e-la-cura-dei-tumori-irst | @istitutotumoriromagna-dino175 https://www.youtube.com/channel/UCFzrTntEQOAEQRaW8g-UDjQ |
| AVO | arteevo.com/ | https://www.linkedin.com/company/arteevo-technologies-ltd./ | - |
| TLX | www.timelex.eu/en | https://www.linkedin.com/company/timelex/ | - |
| INRIA | www.inria.fr/en | https://fr.linkedin.com/company/inria | https://www.youtube.com/user/InriaChannel |
| CEA | www.cea.fr/ | https://www.linkedin.com/company/cea | https://www.youtube.com/user/CEAsciences |
| TVS | www.technovativesolutions.co.uk/home | https://www.linkedin.com/company/technovative-solutions-ltd | - |
| CHU | www.chuliege.be | https://www.linkedin.com/company/chuliege/ | https://www.youtube.com/channel/UCprmEGGskNC8aHSysRXZMMg/ |
| UPC | www.upc.edu/en | https://www.linkedin.com/school/universitat-politecnica-de-catalunya/ | https://www.youtube.com/channel/UC8bnBbUtFYcJvNWhsTyCCgg |
| VHIR | vhir.vallhebron.com/en | https://www.linkedin.com/company/vhir-vall-d-hebron-institut-de-recerca | https://www.youtube.com/c/vallhebronicampus |
| QUIBIM | quibim.com/ | linkedin.com/company/quibim/ | https://www.youtube.com/channel/UCFUW4SHSUXdiVqDjs_rRXlw |
| HL7 Europe | http://www.HL7.eu | https://www.linkedin.com/company/hl7-europe | https://www.youtube.com/@vallhebronicampus |

Table 1 - Communication info of FLUTE partners

4. Communication Tools

4.1. Visual Identity

The logo and brand design for FLUTE project embody its core themes and objectives. Inspired by the clinical focus of the project on prostate cancer, the logo takes shape from the anatomical representation of the prostate gland, resembling two portions attached to the urethra (Figure 6). This foundational element forms the basis and pictogram of the logo. Upon further exploration, it became apparent that this shape resembled half of a shield, symbolizing security and defence. This symbolism aligns with one of the project's primary goals: safeguarding patient data through the Federated Learning platform. Keywords that guided the design are: gland, prostate, security, defence, connection. Additionally, the shape resembles the letter "T," which is incorporated into the project acronym, FLUTE.

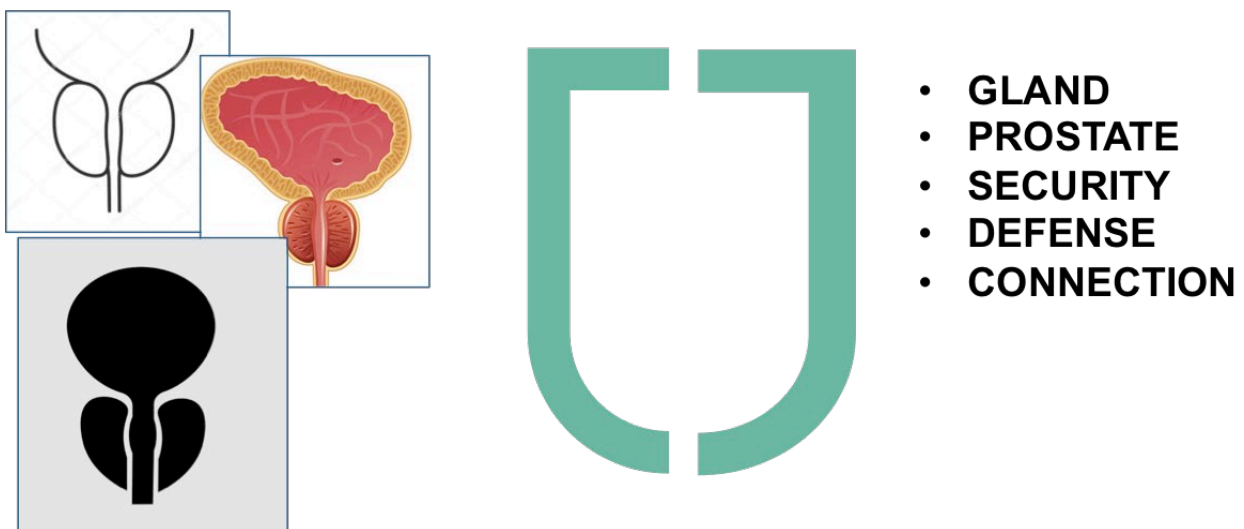


Figure 6 - Brand design

The logo adopts a line-based design, representing the interconnectedness of data between various centres (Figure 7). Furthermore, the colour palette was carefully chosen, drawing inspiration from images relating to patients discussed during WP7 meetings. Partner consensus resulted in the selection of colours outlined in Figure 7, reflecting the project's commitment to inclusivity and patient-centricity. Overall, the FLUTE logo encompasses the project's ethos, objectives, and collaborative spirit, serving as a visual representation of its mission to advance healthcare through data-driven innovation.



Figure 7 - Logo palette and versions

Comprehensive communication templates have been developed for internal use within the FLUTE project consortium to streamline communication efforts and maintain alignment with project objectives. The standardized templates include

- Letterhead
- Minutes of meeting
- Deliverable
- PowerPoint
- Meeting Report
- News template

4.2. Digital Communication

In the dynamic landscape of modern communication, digital platforms have emerged as indispensable tools for disseminating information and fostering engagement. Within the FLUTE project, digital communication plays a pivotal role in amplifying our outreach efforts and ensuring the widespread dissemination of project achievements and innovations. Through channels such as digital newsletters, websites, and social media platforms, we have the opportunity to connect with diverse audiences on a global scale, sharing insights, updates, and impactful stories in real-time.

4.2.1. Website

The FLUTE project² recognizes the pivotal role of its website as a central hub for communication, content dissemination, member involvement, and event updates. As previously outlined in D7.5 Project website launch, our website serves as a dynamic platform to showcase project updates, research findings, and upcoming events to our diverse stakeholders. In line with our commitment to transparency and collaboration, we have implemented a new section dedicated to network initiatives, such as the European AI Security Network, in which the FLUTE project actively participates (Figure 8). Here, visitors can access information and resources related to our network partnerships, including logos and relevant details, fostering greater visibility and engagement within the broader AI and cybersecurity communities. Through our website, we aim to foster an inclusive environment where stakeholders can stay informed, connected, and actively participate in the advancement of data-driven healthcare solutions.

² www.fluteproject.eu

You are here: Home > European AI Security Network (EASiNet)

European AI Security Network (EASiNet)

EASiNet brings together several European funded projects to collaborate on AI and cybersecurity in different fields. Our aim is to raise awareness, exchange project results, promote open science, and develop common strategies for project exploitation. Join us as we work together to address critical issues in the intersection of AI and cybersecurity.



Figure 8 - Webpage on projects' network

The FLUTE project maintains a monthly cadence of updates, with partners generating specific content aligned with the communication objectives set forth by the consortium. Guided by an editorial plan crafted by WP7 members, we ensure a steady stream of content that effectively conveys key messages tailored to our target audiences. Our editorial plan (Table 2) ensures a diverse range of content formats and topics to engage our audience effectively. The table below provides an overview of content published to date and outlines planned content for the upcoming months:

| TYPE OF CONTENT | PARTNER | TITLE | DATE |
|-----------------|---------|------------------|-----------|
| Event | All | Kick Off meeting | July 2023 |

| | | | |
|-------|----------|--|----------------|
| Post | IRST | Unlocking the Future of Healthcare: The FLUTE Project | August 2023 |
| Event | CHU | Hospitals-On-FHIR | September 2023 |
| Post | IRST | The Collaborative Power of the FLUTE Project | September 2023 |
| Event | All | Healthcare Claims Future: navigating the landscape of Federated Learning in healthcare | November 2023 |
| Post | All | FLUTE project meeting and AI in healthcare conference held successfully in Cesena | December 2023 |
| Post | TIME.LEX | Unveiling the power of synthetic data in biomedical research: navigating privacy frontiers | February 2024 |
| Post | IRST | AI applied to healthcare: not just a tool | March 2024 |
| Post | VHIR | The Barcelona Model | April 2024 |
| Post | INRIA | Federated Learning for healthcare | May 2024 |

Table 2 - Initial editorial plan

4.2.2. Social Media

The FLUTE project has extended its online presence with the establishment of dedicated LinkedIn and YouTube channels, strategically designed to enhance engagement with stakeholders and facilitate the dissemination of project updates to a broader audience. Our social media strategy is geared towards delivering informative and educational content that highlights the advancements made in AI-driven healthcare solutions.

a. LinkedIn

The FLUTE consortium strategically chose [LinkedIn](#) as a platform for disseminating the project due to its professional networking capabilities and its relevance to the project's target audience. LinkedIn provides a direct channel to reach patients' associations, physicians, and professionals from the AI world, allowing for targeted communication and engagement. To measure the effectiveness of our outreach efforts, specific key performance indicators (KPIs) have been defined, including metrics such as follower growth and interaction rates. In line with our commitment to maintaining consistent branding and messaging, custom graphics have been developed for each social media

channel, ensuring a cohesive visual identity across all platforms. Furthermore, comprehensive project information has been provided to our audience, enabling them to stay informed and engaged with our progress. Additionally, Canva templates have been created and shared with partners (Figure 9-10-11) to streamline the process of creating and sharing social media posts. The consortium ensures a consistent presence on the platform by publishing a minimum of four pieces of content each month. These contents are meticulously designed in alignment with our communication strategy and concept, tailored to resonate with our target audience and convey specific messages outlined in our plan. Our LinkedIn page, established within the first six months of the project, has already gained 149 followers, getting closer to milestone of 250 followers as outlined in our proposal. This achievement reflects the growing interest and engagement surrounding the FLUTE project within our professional network, further amplifying our reach and impact in the healthcare and AI communities.

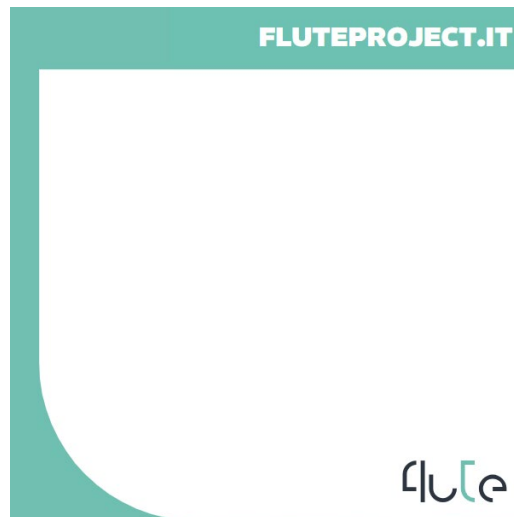


Figure 9 - Social media template 1

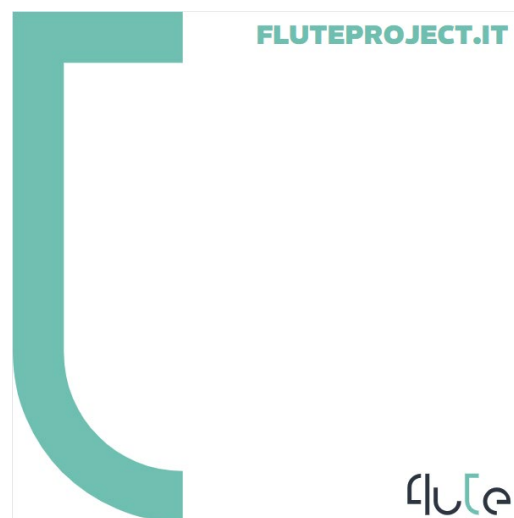


Figure 10 - Social media template 2



Figure 11 - Social media template 3

b. YouTube channel

The channel [FLUTE project - AI and Prostate Cancer](#) (Figure 12) was created to ensure maximum visibility and impact of all videos produced during the lifetime of the project. This platform also allows viewers to connect with the faces behind the FLUTE project. KPIs identified for measuring activities are videos uploaded and total viewers. Through engaging content and insightful interviews, we aim to humanize the project, offering a glimpse into the experiences and expertise of the individuals driving innovation in healthcare. By showcasing the people behind the project, we strive to foster trust, transparency, and engagement within our community, ultimately strengthening our collective efforts to advance healthcare through AI technology. The Kick Off meeting report has already been uploaded to our YouTube channel, providing valuable insights into the initial stages of the FLUTE project. This report serves as a comprehensive overview of the discussions, decisions, and key takeaways from the meeting, offering stakeholders and viewers a deeper understanding of the project's objectives and trajectory. With this report readily accessible on our channel, stakeholders can stay informed and engaged, ensuring transparency and accountability throughout the project lifetime. FLUTE project will also feature a series of engaging interviews designed to offer unique insights into the implementation of AI in healthcare, with a specific focus on prostate cancer. These interviews will present quick-fire sessions with key scientific experts, patient representatives, and other stakeholders, providing viewers with first-hand accounts of their experiences, ambitions, and challenges in this evolving field. By showcasing diverse perspectives, we aim to deepen understanding and foster dialogue around the role of AI in transforming prostate cancer diagnosis and treatment, ultimately advancing the aim of the project.

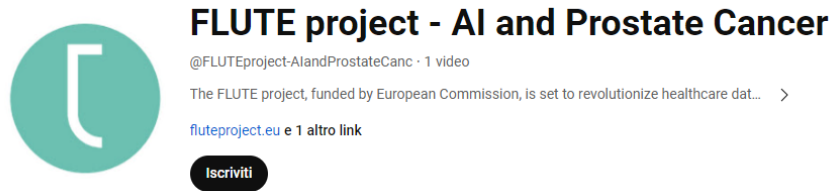


Figure 12 - Head of Youtube channel

4.2.3. Direct Email - Newsletter

The FLUTE project recognizes the value of regular communication and information dissemination to keep stakeholders informed about project progress, initiatives, and insights into our research areas. To achieve this, we will be launching a comprehensive newsletter, providing subscribers with updates on project results, ongoing activities, and relevant topics in the field. Beginning from the second year of the project, we plan to send out three newsletters annually. In anticipation of this, we have initiated a campaign to boost newsletter subscribership, leveraging offline materials such as posters and leaflets, as well as spreading links to partners' internal members. As part of our efforts to streamline newsletter management, we have implemented BREVO as our preferred tool. Already, we have garnered 20 subscribers to the FLUTE project newsletter, and we are committed to expanding our reach further to ensure that our updates reach a wide and engaged audience.

4.3. Communication offline

Three distinct types of offline promotional materials have been meticulously crafted for the FLUTE project, comprising eye-catching roll-up, informative leaflet, and attention-grabbing stickers. These materials have already been strategically employed throughout a variety of occasions, ranging from internal gatherings to public events hosted by the consortium. Specifically, the leaflets (Figure 13) have been tailored to not only disseminate essential project details but also to highlight the opportunities for project exploitation. Additionally, a compelling call to action has been seamlessly integrated into these leaflets, inviting recipients to actively participate in the burgeoning network. By leveraging these tangible resources, we effectively augment our outreach efforts, fostering deeper engagement and collaboration within our target audiences.



Figure 13 - Leaflet for networking and exploitation purposing

4.4. Communication guidelines

Ensuring adherence to communication guidelines is imperative for partners participating in a Horizon Europe initiative such as FLUTE. Effective communication is pivotal for maintaining alignment among all stakeholders and achieving dissemination objectives within the stipulated timeframe. As stipulated in the Grant Agreement, it is obligatory for all beneficiaries to promote the FLUTE project and its outcomes by disseminating tailored information to various audiences, including the media and the public.

Communication guidelines have been established and shared with the project's partners. The document is accessible in the project repository and has been circulated to all the communication officers of the partners. Partners are mandated to register all communication and dissemination activities, encompassing scientific publications, local and regional PR initiatives, press releases, event participation and organization, offline materials, and digital communication efforts in a communication registry. It is mandatory to acknowledge the project's funding from the European Union in all communication endeavours, including papers, interviews, press releases, and conference presentations. Additionally, partners must incorporate the FLUTE logo and the EU logo in their slide presentations and offline materials. The management of the FLUTE project website and social media channels will be overseen by the FLUTE Communication team.

5. Patient Empowerment

5.1. Background

With growing and rapid development of AI technology and its integration into healthcare delivery, there is a need to understand the perspective of both patients and healthcare professionals who have the most at stake. Successful implementation of AI relies on the acceptability of both patients and healthcare professionals. Therefore, there is a need to better understand their perspectives.

There is an emerging body of literature on patients' attitudes toward AI. A recent review published in *The Lancet*³ revealed that while participants generally embraced the use of AI in their care, they sought evidence of its effectiveness. Notably, participants strongly favoured maintaining healthcare providers in the decision-making loop, leveraging the combined strengths of both human providers and AI. In terms of AI development and implementation, participants expressed a desire for involvement, offering insights into potential applications and addressing the challenges of implementation.

There are several challenges regarding the use of AI by healthcare professionals. Nonetheless, without their involvement, AI cannot be adequately implemented, and its impact will remain imperceptible. Several studies show that healthcare professionals' acceptance relies on their trust in AI, which depends on several factors. Therefore, it's essential to focus on these factors to better understand the healthcare professionals' perspective and trust regarding AI in healthcare.

The implementation of AI also raises privacy issues⁴, making it imperative to establish ethical and legal guidelines governing data use. Once again, understanding the patient perspective on how their data is utilized becomes crucial in shaping these guidelines.

Specific to prostate cancer (PCa), while there is great interest in the implementation of AI in urology, practical use of AI in this field is rare and patient acceptance of AI implementation in clinical workflows is understudied. According to the authors (Rodler et al), their study⁵ in the field of PCa is unprecedented. It confirms Patients' trust in AI was generally high and the preference of patients of considering urologists as gatekeepers, instead of direct exposure of patients to AI based tools, especially in complex diagnostic or treatment scenarios. Rodler et al also call for research identifying predictors of trust in AI in urology. The insights gleaned from existing literature underscore the importance of ongoing research into the patients' viewpoint regarding the integration of AI into medical care, particularly in the context of aiding the diagnosis of prostate cancer.

In this context, the research aims to achieve the following objectives:

- Confirm the acceptability of introducing AI into patient care, particularly in the diagnostic process of prostate cancer.
- Explore the necessary conditions to facilitate a patient-centered implementation of AI in medicine, with a specific focus on the diagnosis process of prostate cancer.

³ Albert T Young, 2021

⁴ Blake Murdoch, 2021

⁵ Rodler, 2023

- Investigate the perspectives of patients regarding the utilization of their data for purposes beyond their individual care, such as research initiatives or transfer to public authorities.

5.2. Methods

Methods are depicted in Figure 14. We will first make a narrative review (T7.3.1). Based on the results, we will make a double mixed-method study (T7.3.2) and a qualitative study (T7.3.3). All the results will be analysed, and presented in a report (T7.3.4) combining the conclusions of both studies.

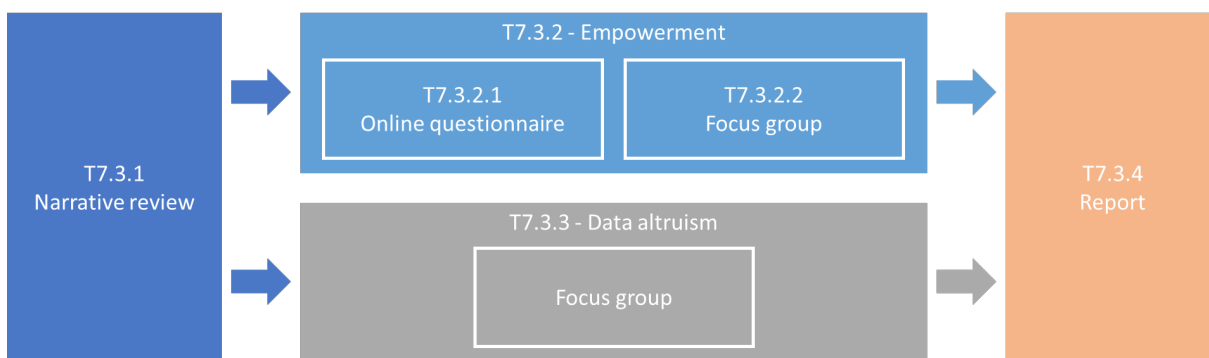


Figure 14 - Subdivision of Task 7.3

5.2.1. Narrative review (T7.3.1)

The narrative review will be the first action we will work on. It should serve as a theoretical framework for the following actions.

5.2.2. Empowerment: patient perspectives in his/her care and acceptability (T7.3.2)

Cross-sectional mixed method (quantitative and qualitative method with patients and healthcare professionals).

a. Online questionnaire (T7.3.2.1)

The quantitative part will use a multi-center study through online questionnaire for patients. The quantitative study aims to explore the attitudes of patients presenting an indolent prostate cancer regarding the introduction of AI in clinical workplans. Thematic such as patient-healthcare provider communication and patient's decision-making will be addressed and evaluated. An online questionnaire will be developed. The 3 partners involved in the task (CHUL - BE, IRST - IT, VHIR - SP) will recruit patients in their own country. The objective is to recruit a total of 150 patients (around 50 patients in each country).

The survey will be developed using the REDCAP PLATFORM, which is a software package designed for the overall management of studies, and which meets the regulatory requirements for health

study hosts and supervised by the Clinical Trial Center (CTC) from CHUL. The data will be collected, managed, stored, and used according to the GDPR guidelines.

b. Focus group (T7.3.2.2)

The qualitative part will use Focus group discussion (FGD) methodology with patients and healthcare professionals. The semi-structured interviews of the FGD will be moderated by a neutral and skilled facilitator. The aim of this qualitative study is to assess the needs and requirements of both patients and healthcare professionals regarding patient's awareness in AI-assisted clinical decision-making. All meetings, whether individual or collective, are audio recorded. These recordings are then transcribed in full by the different research teams.

5.2.3. Data altruism (T7.3.3)

This qualitative study aims to assess patient's needs and requirements around the share and use of their health data in support of clinical research. Focus group discussion (FGD) methodology. The semi-structured interviews of the FGD will be moderated by a neutral and skilled facilitator. Patients from the 3 institutions (CHUL-BE, IRST-IT, VHIR-SP) will be recruited. In Belgium, a second FG will be organized in the general population. The interview guide will be co-constructed with healthcare professionals.

5.3. Recruitment

Exact inclusion criteria still need to be defined and validated. Recruiting patients with prostate cancer means the average age would be high (75 years old) and will cause potential difficulties to explain the exact purpose of the study (AI-oriented) and also to complete the questionnaire online. Alternative solutions would be to include patients with a risk of prostate cancer (higher than 50, ideally 55 years) or men of all ages (below 40 is quite rare) with a family history of PCa.

To complement the recruitment in the clinics, we will also contact patients' associations and recruit through them. Some contacts can be done with Europa-uomo⁶, Wij Ook⁷ and AECC⁸.

5.4. Dissemination

All the results will be analysed and compiled in D7.3 combining the conclusions of both studies (T7.3.2 & T7.3.3). In addition, we plan to write 2 scientific papers with the topic of patient empowerment and data altruism, respectively.

⁶ <https://www.europa-uomo.org/>

⁷ <https://wijook.be/>

⁸ Asociación Española Contra el Cáncer, <https://www.contraelcancer.es/>

6. Publications and media relations

6.1. Public relations strategies and media relations

Media relations play a pivotal role in ensuring the visibility and impact of the FLUTE project's achievements and events. To effectively disseminate news and updates to the media, the consortium will craft press releases whenever significant milestones are reached or events are organized. These press releases, prepared by the Dissemination Manager, serve as essential tools for conveying project achievements and objectives to a broader audience. Once finalized, they are distributed to communication officers and partners for national dissemination, ensuring consistent messaging across various channels. The topics covered by FLUTE, particularly the intersection of Artificial Intelligence (AI) with prostate cancer diagnosis and the potential to reduce unnecessary biopsies in the future, are of great interest to media agencies. By engaging with the media through strategic press releases, the consortium aims to raise awareness, generate interest, and foster dialogue around the innovative solutions developed within the FLUTE project.

6.2. Peer-reviewed publications

Scientific publications in peer-reviewed journals and conference papers play a crucial role in disseminating the research findings and advancements achieved within the FLUTE project. By publishing in reputable journals and presenting at esteemed conferences, the consortium not only contributes to the academic knowledge base but also establishes credibility and visibility within the scientific community. Recognizing the significance of this avenue, the consortium has identified prominent journals such as:

- IEEE Transactions on Information Forensics and Security,
- IEEE Transactions on Dependable and Secure Computing,
- IEEE Transactions on Pattern Analysis and Machine Intelligence,
- IEEE Transactions on Knowledge and Data Engineering,
- IEEE Journal of Biomedical and Health Informatics

These are suitable platforms for showcasing the innovative methodologies and outcomes of the FLUTE project. These publications (at least 5 publications on peer-reviewed journal by the end of the project) serve as a testament to the project's scientific rigour and excellence, fostering collaboration, and driving further advancements in the field of AI-driven healthcare solutions.

6.3. Impact on standardization at the European level

In the context of the beginning of the European Health Data Space, standardization at the European level has never felt as important as it does now. By participating in European and International conferences on the standardization of health data as well as contributing to thematic work groups

on the subject, the aim is to make sure that our work can contribute to the current standardization effort within the European Union.

As such, the project has identified several axes it could contribute to such efforts:

- Cancer data
- Structure Data Capture through the use of Questionnaires
- Research study definition

The participation to conferences and work groups that tackle such issues serves as a testament of the project will not to be just another stand-alone cancer data project but to be contributors of the nascent European Health Data Space.

7. Events

7.1. Scientific events

Attending scientific conferences holds significant importance for researchers and professionals, offering a platform to showcase their research findings, stay abreast of the latest advancements in their respective fields, network with peers, and garner recognition for their contributions. These gatherings foster discussions and collaborations that often spark new research ideas and projects. It is imperative for each scientific partner to actively participate in such events by presenting papers, posters, and engaging in lectures and speeches.

In line with this, FLUTE project members will actively engage in various international meetings focusing on cybersecurity, federated learning, and AI. These gatherings include renowned conferences such as the European Symposium on Research in Computer Security (ESORICS), IEEE European Symposium on Security and Privacy (EuroS&P), and the International Conference on Security and Privacy in Communication Networks (SecureComm). Additionally, FLUTE representatives will participate in events like the ACM Conference on Computer and Communications Security (CCS), European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases (ECML-PKDD), and the International Conference on Machine Learning and Data Mining (MLDM). Furthermore, FLUTE members will be present at key conferences such as the European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN), International Conference on Federated Computing Systems (FedCSIS), and the International Conference on Federated Learning (ICFL), among others.

Moreover, FLUTE project members will also engage with industry-specific conferences such as the HIMSS Global and European Conference, the Med-Tech World summit, and those conferences more related to Healthcare and cancer as the Advance Prostate Cancer Conference (APCC), ESMO and AACR annual meeting. By actively participating in these conferences, the FLUTE consortium aims to not only disseminate project outcomes but also foster collaboration, exchange knowledge, and contribute to advancements in the field of AI applied to healthcare, particularly in prostate cancer diagnosis and treatment.

7.2. Dissemination events

The FLUTE consortium is dedicated to organizing and actively contributing to dissemination events aimed at sharing the initiative's objectives and outcomes. In 2023, the FLUTE project successfully hosted the Healthcare CIAIms Future conference in Cesena (December 2023), which attracted over 50 attendees from various institutions, including universities specializing in computer science and biomedical engineering, as well as hospitals. This event provided an invaluable platform for knowledge exchange and networking opportunities among professionals in the field. Looking ahead to 2024, the FLUTE consortium will participate in the HIMSS European Conference, where they will showcase the project through a dedicated booth and pitch presentations. These engagements offer

exceptional opportunities for interaction with stakeholders and potential collaborators, furthering the project's visibility and impact. Additionally, plans are underway to organize a final dissemination event in 2025-2026, where the project's results and future opportunities will be presented comprehensively. Such events serve as pivotal moments for fostering collaboration, sharing insights, and catalyzing advancements in AI-driven healthcare solutions, particularly in the realm of prostate cancer diagnosis and treatment.

In addition to organizing dissemination events, the FLUTE consortium actively participates in various industry gatherings as contributors, whenever possible, to disseminate knowledge about AI applications in prostate cancer (eg. Festival del Buon Vivere 2023). By contributing to these events, consortium members share insights, best practices, and research findings with a wider audience, furthering awareness and understanding of the innovative approaches being developed within the FLUTE project. This proactive engagement allows the consortium to play a vital role in advancing discussions surrounding AI's role in prostate cancer diagnosis and treatment, fostering collaboration, and ultimately driving progress in the field.

7.2.1. Workshop and educational event

Workshops and educational events stand as indispensable pillars within the FLUTE project, representing crucial avenues for disseminating knowledge and fostering broader understanding of the project's objectives and the advancements in AI applied to healthcare. Recognizing the significance of continuous learning and community engagement, the project team is firmly dedicated to organizing a series of targeted remote workshops, with a commitment to hosting at least one event per year. These workshops are meticulously crafted to delve into topics directly relevant to the project's scope, catering specifically to professionals entrenched in the realm of AI applied to healthcare. Led by adept project members, these workshops aim not only to deepen participants' comprehension of the field but also to facilitate robust collaboration and knowledge exchange among stakeholders.

Moreover, the FLUTE project aims to extend its reach beyond the confines of academia and industry, seeking to involve a broader spectrum of stakeholders. By actively engaging with young university students and communities directly affected by the project's focal area, such as patient associations and professional organizations, the project aims to ignite interest and foster a deeper understanding of the transformative potential of AI in healthcare. The collaboration with patient associations, as explained in chapter 5, will be also the opportunity for specific dissemination activity to patients and caregivers.

In a concerted effort to further promote STEM education and inclusivity, the FLUTE project collaborates with the TRUMPET initiative to orchestrate an innovative Hackathon, named AI-DEA, tailored for high school students. This collaborative endeavour not only serves as a platform for nurturing budding talents in technology but also champions gender equality by ensuring equitable participation across gender lines. The overarching objective of the Hackathon is to inspire and cultivate novel ideas for AI-driven patient services, aligning seamlessly with the FLUTE project's

overarching mission to revolutionize healthcare through cutting-edge technological innovations. Below (Table 3) the agenda of the initiative started in April 2024 and ending in July 2025.

| Date | Name of the initiative |
|------------------------|--|
| April, 19th 2024 | Kick off of the initiative with students |
| September/October 2024 | Hackathon |
| January 2025 | Award ceremony |
| July 2025 | Summer School |

Table 3 - Agenda of AI-DEA initiative

7.2.2. Event for stakeholder engagement and go-to-market perspectives

Promoting the FLUTE initiative and its results at events dedicated to investors and companies is paramount in our go-to-market strategy. These events provide invaluable opportunities to showcase FLUTE's groundbreaking solutions and attract potential investment and collaboration opportunities. By participating in at least one business-oriented event per year, where we seek pitching presentations and potentially secure booth presence, we can effectively engage with key stakeholders and industry leaders. Through these interactions, we aim to generate interest, secure funding, and establish strategic partnerships that drive the commercialization and adoption of FLUTE's innovative healthcare solutions. By actively participating in these events, we reinforce FLUTE's position as a leader in data-driven healthcare innovation and demonstrate our commitment to transforming healthcare delivery for the benefit of patients and healthcare systems alike. Below a list of possible events to attend related to AI implementation in Healthcare:

- HIMSS European Conference
- HIMSS Global Conference
- WAICF
- AI Festival
- The AI Summit
- AI Week

8. Synergies with European projects

In pursuit of fostering European-wide collaboration among academic and industrial entities with shared objectives in safe and secure AI applications, the FLUTE project recognizes the pivotal importance of strategic partnerships. A proactive approach was taken by reaching out to a curated selection of European projects, primarily focusing on AI's secure utilization, particularly within the medical domain. Our project selection, spanning diverse applications such as healthcare, zeroed in on trust-related aspects, particularly emphasizing AI security.

FLUTE project is involved in two alternative project networks:

- **European AI Security Network (EASiNet)**, as co-leader with TRUMPET project with main focus on AI and Cybersecurity (Figure 15)
- **HealthData4EU**, as participant, with main focus on synthetic images

About EASiNet, on January 30th, 2024, the FLUTE project organized a seminal gathering that brought together representatives from various projects, including KATY, HARPOCRATES, AI4EOSC, TRUMPET, ONCOVALUE, WARIFA, ENCRYPT, PAROMA-MED, CERTIFY, TITAN project, and SIESTA. This collaborative endeavor aimed to identify synergies and potential avenues for collective action, particularly in overcoming the multifaceted challenges obstructing AI's widespread implementation in healthcare—a crucial societal realm. While this meeting marked an initial foray into structured collaboration, it served as a catalyst for invaluable knowledge exchange and insights sharing. The event laid the groundwork for fostering a unified approach in tackling shared obstacles, emphasizing the importance of open dialogue and collaborative problem-solving. To further facilitate cohesion among participating projects, a dedicated mailing list, named *AI-EU project network*, was established, facilitating seamless communication and coordination.



Figure 15 - Members of EASiNet consortium

Looking ahead, the FLUTE project envisions regular engagements, scheduled at least three times annually, to serve as pivotal touchpoints for progress updates and resource sharing. Furthermore, targeted brainstorming sessions will stimulate innovative thinking, fostering collective efforts towards overcoming shared challenges. Leveraging collocated events, such as workshops and conferences, will provide fertile ground for deeper engagement and networking opportunities, reinforcing collaborative bonds and advancing collective goals.

About HealthData4EU, network is discussing about next steps and how to work together.

9. Exploitation strategy

The Exploitation strategy of the FLUTE project is designed to ensure the sustainability of project outcomes and foster industry innovation. Key activities include the development of an Exploitation Plan, updated to adapt to market dynamics, and outlining strategies to maximize the impact and longevity of FLUTE project outcomes. It will identify key stakeholders, target markets, and potential commercialization pathways for FLUTE solutions.

Commercialization aspects will be integrated into communication and dissemination activities from the outset. By aligning communication efforts with commercial objectives, the consortium aims to raise awareness and generate interest among potential stakeholders and industry partners. This approach will ensure that dissemination activities not only promote project achievements but also highlight the potential value and commercial opportunities associated with FLUTE solutions. Indeed, to facilitate industry uptake and innovation, FLUTE solutions will be made openly accessible to interested stakeholders. By promoting open access and publication of project outcomes, the consortium aims to foster collaboration, stimulate further research, and accelerate the development of new applications and services in the field of AI-driven healthcare. Through open access initiatives, the consortium will create an environment conducive to knowledge sharing and innovation, ultimately driving the broader adoption of FLUTE solutions and maximizing their societal impact.

Two of the main touchpoints utilized by the consortium to cultivate a market perspective for the project will be I) synergies with other European projects, to leverage complementary expertise, resources, and networks, allowing FLUTE to amplify its impact, access additional funding opportunities, and expand its reach within the healthcare and AI ecosystems (as detailed in chapter 8); II) participation to Market fairs, that provide a valuable platform for showcasing FLUTE's innovative solutions, engaging with industry stakeholders, and identifying potential partners and customers (detailed in chapter 7.2.2).

10. Conclusions

The FLUTE project recognizes the critical role of communication and dissemination in advancing its mission of revolutionizing data-driven healthcare. Through a comprehensive strategy encompassing digital platforms, scientific publications, media relations, and participation in industry events, the consortium aims to maximize the visibility and impact of its initiatives. By targeting diverse audiences, including healthcare professionals, researchers, society (male, patients and caregivers) and industry stakeholders, FLUTE seeks to raise awareness, foster collaboration, and facilitate the adoption of AI technologies in prostate cancer diagnosis and treatment and, more in general, in healthcare.

The creation of a strong editorial plan, communication templates, social media channels, newsletters, and website content serves as essential tools for conveying project achievements, insights, and opportunities. Through targeted campaigns and engagement efforts, the consortium aims to expand its reach and engagement, ultimately driving progress towards safer and more effective healthcare solutions.

Main core of the activity is increasing interaction with audiences. Active participation and organization of scientific congresses, conferences, and dissemination events allows the consortium to share its research findings, exchange knowledge, and cultivate collaborations within the scientific community.

Looking ahead, the FLUTE consortium remains committed to its mission of advancing data-driven healthcare and improving outcomes for prostate cancer patients. By continuing to prioritize communication, dissemination, and collaboration, the project aims to accelerate the translation of research into tangible benefits for patients and healthcare systems worldwide.