Deliverable 2.1.
Project Website and First Press Release
# Document Information

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<td></td>
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<tr>
<td></td>
<td>Email</td>
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Executive Summary

This document addresses the designation of the project website and the first press release. The aim of this deliverable is to describe the planning and work behind these two outputs of the project. This document provides an overview of the project activity corresponding to this deliverable and the website and the first press release itself, the designation process, the roles between the WP coordinator and the project partners and illustrations on the website, the extranet and the first press release.

Keywords

website, extranet, press release

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1 Introduction

This document addresses the designation of the project website and the first press release. The aim of this deliverable is to describe the planning and work behind these two outputs of the project. This document provides an overview of the project activity corresponding to this deliverable and the website and the first press release itself.

2 Design of the project website

The Connected for Health project website has been created during June 2016 and it was launched under the lead partner’s, Regional Council of South Ostrobothnia, website www.epliitto.fi. The web-designer has been a Finnish company Mediaporras www.mediaporras.com.

2.1 Coordination and management of the deliverable

The project is carried out by a consortium of project partners. Work is organized in Work Packages (WP), each responsible to carry out specific tasks. Each WP is led by a WP leader. Each WP leader is responsible for the proper and timely execution of the tasks assigned to the WP. WP leaders in turn report to the Lead Partner (RCSO), who is ultimately responsible for the overall project execution.

The work packages are organized thematically, following a certain structure. The design of the WP1 and WP2 follows a typical EU project structure in which WP1 is for project administration and management and WP2 for project dissemination and communication. Project management and communication are cross-cutting tasks throughout the whole project. Activities of the WP1 and WP2 are necessary to all parts of the project partners and WPs to achieve the project objectives. Each of the partners has indicated resources to WP1 and WP2. The Regional Council of South Ostrobothnia will coordinate work packages 1 and 2.

![WP1 Diagram](image-url)

Figure 1: Connected for Health work packages
WP2 covers the communication, dissemination and networking activities of the project. The objective is to broadly disseminate the project and its results in an innovative and effective manner to the target groups. Special focus is to create awareness and interest towards the relevant stakeholders, national and European policy makers. Our particular goals are to:

- Disseminate the knowledge and research created in the project in related scientific journals and events (conferences, workshops, seminars, etc.);
- Create and raise awareness of the project to different categories of stakeholders;
- Ensure an appropriate exploitation of the project results (beyond the project).

Deliverable 2.1 Project website and first press release is the first deliverable in WP2. As it was mentioned in the project Description of Action, “the project website will be set up with initial news, abstract summaries of each partner profile and involvement in the project. This will be continuously updated with news items, public deliverables, articles and material from participation at different scientific/educational/professional events. A first press release will be also arranged. [month 2]”

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Total 12,85

Figure 2: WP2 deliverables

2.2 The aim of the deliverable

Dissemination and communication (WP2) actions will be described in detail in the Dissemination and Communication Plan, which will be created at the beginning of the project together with all the partners and then further updated. The deadline for this deliverable is in project month two. The work will be coordinated by the Regional Council of South Ostrobothnia.

Before the Communication and Dissemination plan, which is the second deliverable in WP2, the project website and the first press release were designed. The aim of all the communication in Connected for Health project, will be to reach target audience. For the designation of the website, several target audiences for the dissemination activities were identified: internal (the partners in the consortium), the end users (patients and clients and family care-givers), the co-users (professionals), the broader municipal health care organizations and the regional, national and international policy and decision makers.

The project activities require continuous communication between the project and the target audience. Therefore the Regional Council of South created an internet page in English under the homepage of the Regional Council, where the pilot project information and reports will be published and updated regularly.
Project newsletter, will be published twice during the project. The project targets and outcomes will be disseminated to at least 400 relevant national stakeholders in the newsletter list. The newsletter will be distributed in different partner countries by all partners. The newsletter will be forwarded to relevant European stakeholders, such as EIP-AHA working group.

### 2.3 Quality assurance responsibilities

Each partner is responsible to ensure quality of the work in the pilots and in reporting activities. The WP Leaders will be responsible for the appropriate execution of the activities, quality control and the timely delivery of reports. Any change in planning that may imply delays to other packages will have to be approved by the lead partner.

The Lead Partner (LP) is in charge of quality procedures, administrative procedures, the control of expenses and the appropriate documentation to be submitted to the European Commission. WP2 is led by the Regional Council of South Ostrobothnia and has the main responsibility in writing the deliverable report also.

#### Figure 3: Responsibilities of WP coordinator and WP partners

<table>
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<th>WP coordinator (RCSO)</th>
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</thead>
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<tr>
<td>• Monitoring the overall progress of the WP</td>
<td>• Developing communication and exploitation plan</td>
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<tr>
<td>• Monitoring objective achievement within the WP</td>
<td>• Participation to the project meetings</td>
</tr>
<tr>
<td>• Monitoring the schedule within the WP</td>
<td>• Active dissemination of project activities</td>
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The Project Officer will be kept informed of the Communications and Dissemination activities in due time (press releases, website launch, articles, etc.) to enable an even wider relay of these activities through the European Commission communication channels.

A clear acknowledgement of EC funding is compulsory for all dissemination activities on any media or event (e.g. website, presentations, articles, etc.).

### 2.4 Technical infrastructure

To create the website several topics needed to be addressed including domain name, hosting infrastructure and the content. The project domain was selected during the project negotiation phase as to under Regional Council of South Ostrobothnia’s website, so the domain name became [http://www.eplititto.fi/connected_for_health_en](http://www.eplititto.fi/connected_for_health_en).

In order to host the website, a suitable hosting infrastructure needed to be identifies. Since the project website falls under existing website, it was decided to use the same visual context and the same service provider of the main page. A dedicated server would give the project flexibility in the collaboration and dissemination in an effective way.
3 **Project website**

In order to provide a useful and relevant website to external target audience, dissemination requirements were discussed with the information officer of the Regional Council of South Ostrobothnia. Following a rather similar project websites and the discussion with the PR-specialist and IT-support, the website was designed to inform about the project, its aims, the partners, the pilots and relative information on FTTH in health care and a section for media.

The subpages answers to these following questions:

- What is the project about, in a nutshell?
- What is project delivering and doing, and why?
- Who are the partners?
- What additional information is available?
- Who can be contacted about the project?

![Project website front page](image)

**Figure 4: Project website front page**

The following figures illustrate all the subpages of the Connected for Health project website.
Project Partners

For the successful implementation of the pilot activities, a strong consortium of public health and social care providers, academic institutions and FTTH network experts has been built with participants from the Czech Republic, Denmark, Finland and Sweden.

FINLAND:
- Regional Council of South Ostrobothnia (RCSO LP)
- South Ostrobothnia Health Technology Development Centre (EPTEK)
- South Ostrobothnia Health Care District (SOHCD)
- Seinäjoki University of Applied Sciences (SaAMK)
- Alaves municipality (Alaves)
- Kuusikoski primary health care district 6th

CZECH REPUBLIC:
- Palacky University Ostrava (PLU)

SWEDEN:
- Acera Swedish ICT (Acera)
- Hudiksvall municipality (Hudiksvall)
- Box Play Alteco AB (Alteco)
- eWise AB (eWise)
- SICS Swedish ICT AB (SICS)

DENMARK:
- Region of Southern Denmark (RSD)

Figure 5: Project website “Partners” - subpage

FTTH and health care

There is very limited information about many aspects of eHealth services via FTTH, including the need for open access and the facilitation of such services in remote areas in order to be economically feasible for investment. In many EU countries the pace of FTTH deployment is generally very slow, which is hampering the delivery of high-quality eHealth and other societal services.

Comparison of the Nordic and other European Health Care Systems will be taken into account in the Connected for Health project, when producing a study summarizing the characteristics of open access FTTH networks for the healthcare and recommendations for European Union authorities and other decision-makers involved in healthcare innovation and broadband access networks availability.

More information coming soon

Figure 6: Project website “FTTH and health care” - subpage
Piloting activities

Piloting activities in Connected for Health project will demonstrate the practical benefits of high quality, open FTTH network through the delivery of smart health solutions. These benefits will improve the quality of life of the patients and increase the cost effectiveness for the health care professionals.

Each of the pilots will test and assess eHealth solutions that have the potential to support home care services and create new opportunities for health care. The aim is to describe and specify which eHealth solutions make the handling and administration more profitable and financial sustainable, faster and easier. Tele-medical solutions can become a real possibility for the health professional personnel, where it creates value for the patient.

PILOT 1 IN HUDIKSVALL, SWEDEN

- Demonstrate the viability of an eHealth platform that is open both downwards (working as best effort over the top, in combination with an Internet service from any provider) and upwards (delivering eHealth solutions from third party vendors)
- Further develop eHealth services in direct contact with the final users, e.g. the patients or service users and the health providers and staff.

PILOT 2 IN ALAYUS, FINLAND

- Enhance knowledge on individual patient’s health related needs to provide better access to health care services through distance monitoring
- Increase interaction between home care customers and personnel, creating also new possibilities for communication with family and relatives
- Bring added security to customers through night time monitoring
3.1 Project extranet

The project Extranet was launched in July 2016. The Extranet is a network that allows controlled access from the outside, to find Connected for Health-project related information on for specific project purposes.

Extranet can be viewed as an extension of an organisation's intranet that is extended to users outside the Regional Council of South Ostrobothnia in isolation from all other internet users, and without granting access to an organisation's entire network. Project website forms a secure, centralised repository accessible by all authorised project participants to view project documentation, deliverable reports, presentations from the meetings and revise project related tasks.

![Figure 9: Project Extranet front page](image-url)
Figure 10: Project Extranet “WP1 Administration” -subpage
WP2 objectives:
This work package covers the communication, dissemination and networking activities of the project. The objective is to broadly disseminate the project and its results in an innovative and effective manner to the target groups. Special focus is to create awareness and interest towards the relevant stakeholders, national and European policy-makers. Our particular goals are to:
• Disseminate the knowledge and research created in the project in related scientific journals and events
• Create and raise awareness of the project to different categories of stakeholders.
• Ensure an appropriate exploitation of the project results beyond the project.

Relevant documents:
- Project logo
- EU logo

Relevant deliverables:
- Project website and first press release (month 2)
- Communication and dissemination plan (months 3/4)
- Exploitation plan (month 6)
- Final press release and project related short YouTube video (month 12)

Description of work and role of partners
Task 2.1 Communication and dissemination plan: Leading partner: RCSO. Participating partners: All partners. The consortium will develop a communication and dissemination plan to include the appropriate targeted events, professional organizations, policy makers and the general public. Each of the partners will participate to at least one national or international conference related to the subject and disseminate the project results. Three open educational seminars will be held during the course of the project in Sweden, Denmark and in Finland. A final conference will be held at the end of the project in Brussels. In addition, the results of the project will be presented to relevant national stakeholders, MTPs and the Action Group 30 and Action Group 32 of the European Innovation Partnership on Active and Healthy Aging (EIPAA).

Internet dissemination including the development of a website and the distribution of 2 electronic newsletters will allow a broad community of stakeholders, including the general public, to access the project and be informed about its objectives, achievements and progress. The project website will be updated regularly with news items, public deliverables, articles and video material from participation of events. A new YouTube short video will be produced and published. The Project Officer will be kept informed of the Communications and Dissemination activities in our time (press releases, website launch, articles, etc.) to enable an even wider relay of these activities through the European Commission communication channels.

Figure 11: Project Extranet “WP2 Communication” - subpage
WP3 objectives:
The aim of the WP3 piloting activities is to test and assess eHealth solutions which have potential to support home care services financially. Process-wise the aim is to create new opportunities for home care professionals. The goal is to gain experiences to be disseminated in using a combination of existing and new technologies for home care, while paying specific attention to user experiences through the following specific objectives:
• Design the four pilots
• Ensure an effective and efficient implementation of the four pilots
• Ensure an efficient coordination and monitoring of the four pilots
• Ensure that the piloting activities are in line with the planned pilot project objectives

Relevant deliverables:
• Design of the pilots (month 31)
• Results of Pilot 1 (month 31)
• Results of Pilot 2 (month 31)
• Results of Pilot 3 (month 10)
• Results of Pilot 4 (month 10)

PILOT 1: HUDIKSVALL, SWEDEN
Task 3.2.1 Develop and test the social care alarm system (SCAP) platform. Leading partner: Asea. Participating partners: Hudiksvall, SICS, Akadus, et al.
Hudiksvall develops and demonstrates a technical platform where the termination of SCAP social care alarm over IP in the home is physically separated from the home alarm box and instead implemented as a piece of open source software that could be included on third party gateways or as a cloud function. Akadus will deploy an open digital social care alarm platform and will integrate the services from Riksmedicin. The users of the platform will have information that will become integrated in becoming active in Hudiksvall riksmedicin develops a NEF multimedia platform that enables a high-quality and user-friendly advice, test and voice communications.
Task 3.2.2 Train staff to test the platform: The partners will also provide proper training for their health care staff. Training will enable them to conduct pilot activities and thus take part in the testing of the platform and developing suitable organizational processes.
Task 3.2.3 Design new organizational processes: Hudiksvall municipality will develop a technical back-end and new organizational processes for the delivery of services beyond social care alarm, and set the requirements for the platform and services. The municipality will also provide proper training for their cars and health staff. The municipality will also perform platform and service evaluation and deliver feedback for further development.
WP4 objective:
The overall objective of the WP4 is to support the implementation of the 4 pilots; gather background information related to the FTH and eHealth application, to conduct interviews and analyses in the pilots, and to evaluate the pilots. WP4 partners will create a policy report for FTH in home care and a report indicating the most suitable models for eHealth services based on FTH with open access. 
- Ensure an efficient support and coordination of the pilots
- Gather background data related to the FTH and eHealth applications and create recommendations report for the Commission
- Conduct interviews and analyses in the pilots
- Ensure that all ethical and legal issues related to the project are addressed.

Relevant deliverables:
- Evaluation of the pilots (months 10)
- Business model (months 10)
- Recommendations report (months 12)
- Ethical and legal aspects (months 5, 10)

Description of work and role of partners

Task 4.1.1 Evaluation of pilot 1 - Leading partner: Arno, Participating partners: SoAAnK, PU, InnoKreis, Alameda, offline, SDS, RSD. An evaluation of the pilot will be made through interviews and questionnaires, provided by the participating partners. Pre and post condition are being assessed and compared with the clinical support and evaluation of the pilots in the beginning, in the middle of the project and at the end of the project. Nordkreat will take part in the service evaluations and define feedback for further development.

Task 4.1.2 Evaluation of pilot 2 - Leading partner: Arno, Participating partners: SoAAnK, PU, RSD

Task 4.1.3 Evaluation of pilot 3 - Leading partner: Arno, Participating partners: SoAAnK, PU, RSD

Task 4.1.4 Evaluation of the pilot 4 - Leading partner: Arno, Participating partners: SoAAnK, PU, RSD

Task 4.2.1 Performance cost-benefit analysis and final socio-economic assessment of pilots - Leading partner: Arno. Participating partners: SoAAnK, PU, RSD, SDS. Arno will perform a cost-benefit analysis prior to the pilots and perform a final socio-economic assessment of the pilots in collaboration with the participating partners. Most cost efficient and usable FTH-based eHealth systems and services and their practical and technical requirements are identified. Highlighting also possible barriers to the implementations of such services, the participating partners will be also demonstrate the ways to improve the situation in Fennos. The alternative business models that can allow service...
Figure 14: Project Extranet “Deliverables and Milestones” -subpage
Figure 15: Project Extranet “Event Documentation” -subpage
**4 Project first press release**

The project first press release was designed in project month 1. The draft was planned in the Regional Council of South Ostrobothnia (RCSO) with the information officer, and it was circulated among selected partners to final review. The final resulting press release is attached to this deliverable report. The press release was sent to the local, regional and to national media representatives and to listed Connected for Health -project stakeholders, eg. European Innovation Partnership on Active and Healthy Ageing (EIPAHA) [https://webgate.ec.europa.eu/eipaha/](https://webgate.ec.europa.eu/eipaha/).

It was recommended by the lead partner (RCSO), that each of the partner would translate the press release to their native language. Active dissemination of the press release was appointed. International dissemination was done through the lead partner. Due to the delay of the official start of the Connected for Health project and the summer holidays, dissemination of the press release especially in Sweden, Denmark and in Czech Republic will take further steps in August and in autumn.

The press release can be located also at the Connected for Health project website under “Media” subpage [http://www.epilitto.fi/connected_for_health_en](http://www.epilitto.fi/connected_for_health_en). The website will be efficiently updated through the project life cycle, and in cooperation with WP2 member partners.
PRESS RELEASE

For Immediate Release

TESTING E-HEALTH SERVICES IN THE NORDICS
Connected for Health project launched

The Connected for Health project promotes a wider use of open FTTH (Fiber To The Home) networks to make public services more accessible also in rural areas. The objective of the project is to identify, test and evaluate new and existing systems and services for providing accessible home health care over open FTTH networks. The idea is to find most suitable, user-friendly and cost-efficient combinations of systems for individual needs of patients and clients.

Tests will be carried out in four pilots in Finland, Sweden, and Denmark. The Nordic countries have been deploying FTTH for a long time. This creates an excellent infrastructure for local pilot studies for home health care over an open FTTH network. For the successful implementation of the pilot activities, a strong consortium of public health and social care providers, academic institutions, and FTTH network experts involves participants from the piloting countries, along with the Czech Republic.

The project informs actively decision-makers and different stakeholders and supports the work of European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) by providing information about Best Practices based on FTTH network or generally broadband services for seniors and other clients. It is expected that with the aid of the pilots and the studies supporting them, the partners will create new models for providing home care by using e-Health services over FTTH networks. These models may be further used in the participating regions, as well as in other European regions.

The European Commission approved a proposal from the Finnish MEPs Anneli Jäätteenmäki and Riikka Pakarinen to develop e-Health services over FTTH networks. The project receives direct funding from the Commission budget.

The project officially started by a Kick Off meeting in Stockholm, Sweden on the 10.6.2015. The project webpage will be launched in September, and the final conference presenting the results will be held in spring 2016 in Brussels.

For more information contact:

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Figure 17: Project press release in english
LEHDISTÖTIEDOTE
Julkaisuvapaa

Terveysteknologia köhoidon avuksi Etelä-Pohjanmaalla

Etelä-Pohjanmaalla ryhdytään kehittämään avointen, huippunopeiden kulttuurikohtojen hyödyntämistä sosiaali- ja terveysalan palveluiden tarjoamisessa sekä tukemaan alan etäpalveluiden käyttöönottoa maaseutumaisilla alueilla.

Etelä-Pohjanmaan liiton vetämässä kansainvälisessä Connected for Health -hankkeessa pyritään muun muassa parantamaan ikäihmisten mahdollisuuksia asua kotonaan ja tarjoamaan vahvankulttuurin kautta palveluja suoraan kotiin. Tavoitteena on myös korosttaa malleja, joiden avulla voidaan luoda säästöjä köhoidon järjestämisessä.

Hankkeen keskiossa ovat neljä eri pilottia Suomessa, Ruotsissa ja Tanskassa. Etelä-Pohjanmaalla pilottoidaan muun muassa omatuloinen terveydentilan seuranta ja tiedonvälitystä portailin kautta sekä etäkonsultointia, jota voivat hyödyntää köhoidon työntekijät ja asiakkaat.

- Pohjoismaissa on jo pitkään rakennettu kulttuurikko, mikä luo hyvät puitteet paikallisten pilottien toiminnolle. Hankkeen avulla pyritään tuomaan sosiaali-ja terveyspalveluita erityisesti maaseutumaisille alueille, joissa palveluiden saatavuus ei muuten ole kovin hyvä, kansainvälistyminen- ja kulttuurijohtaja Marjatta Eväbä ja sanoo.

Muiden pilottimaiden lisäksi mukaan on Tšekki, joka keskittyy Euroopan unionille tehtävien suositusten laadintaan muun muassa eTerveysten palveluiden käytöstä köhoidossa.

Uudet palvelut halutaan pysyviksi

Piloitteessa hankittujen kokemusten perusteella Euroopan unionille tullaan laatimaan suositukia eTerveiden palveluiden tarjoamisesta erityisesti köhoidossa, kulttuurikohteissa tehokkaasti hyödyntäen. Ulisait palveluiden ja toimintamallien on tarkoitus jäää pysyväksi käyttöön terveydenhoidossa niin Suomessa kuin muuallakin Euroopassa.

Idea terveydeteknologiakanterastta kysyi alun perin Etelä-Pohjanmaalla ja Europarliamentaarikot AnnaJäätenenmaki ja RikuKakarinen valvovat aloitteeteen eTerveen. Projekti rahoitetaan Suomen komission budjetista. Hankkeessa Etelä-Pohjanmaalta ovat mukana Etelä-Pohjanmaan liitto, Alavuden kaupunki, Soit. EPTEK, Etelä-Pohjanmaan Sairaanhoitopiiri sekä SeAMK.

Projektin taustatodistejä koostuvat julkisista sosiaali-ja terveydenalaisen organisaatioista, korkeakouluilta, kulttuurikohtojen asiainmuiden sekä yksityisistä yrityksistä.


Figure 18: Project press release in finnish
5 Appendix: List of figures

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Figure 9: Project Extranet front page
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Figure 11: Project Extranet “WP2 Communication” - subpage
Figure 12: Project Extranet “WP3 Pilots 1-4” - subpage
Figure 13: Project Extranet “WP4 Research and Analysis” - subpage
Figure 14: Project Extranet “Deliverables and Milestones” - subpage
Figure 15: Project Extranet “Event Documentation” - subpage
Figure 16: Project Extranet “Partners” - subpage
Figure 17: Project press release in English
Figure 18: Project press release in Finnish