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D9.1Project Website

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History

Date	Version	Change
08/04/2021	V1	Definition of general structure and content
12/04/2021	V2	Website specifications
20/05/2021	V3	Completion of missing sections
22/06/2021	V4	Content refinement
29/06/2021	V5	Completion of missing sections
15/07/2021	V6	Final revision

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Abstract

This document describes the ODIN website as the main digital point of information about the project. A detailed description of the sections is described, explaining also future campaigns that will be deployed using the site.

The main Key Performance Indicators (KPIs) that will be measured to assess the impact of this open and powerful tool are described.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

During the first period of the project the dissemination and communications (D&C) efforts will be focused on creating awareness about ODIN mission and objectives among the variety of stakeholders and final users that will take part of the ODIN community.

In this respect, the project webpage will be the main digital point of information, acting as an open space in constant change for maintaining all audiences a day of the status of the project across the different phases.

The following subsections explains the status of the first version of the website that was launched in June 2021 (M4). This version is currently under revision and will include improvements and new sections during the next months with the aim of giving the audiences a complete overview of the ODIN project fundamentals.

The URL of the ODIN website is the following: https://www.odin-smarthospitals.eu/

2 Website current structure and content

The following subsections explains the current content available in each tab of the ODIN website, in the next chapter of this document future sections that will be used to promote relevant project activities are exposed.

2.1 Home

The following top-down structure will be used in the home section. A schema is showed below.

- Horizontal fix menu including drop down menus in those sections with more than one subsection.
- Banner. This space is used to show generic infographics about the project and ad-hoc images for ODIN digital campaigns.
- A newsletter subscription will be included below the banner. By entering the email address the users will be added to the ODIN database for receiving regular communications. (Currently available in the contact section).
- Video. During the first six months of the project an overview video about the project will be created and included in the home. The main challenges and uses cases will be explained using clear messages and infographic style.
- Footer. At the bottom of the site users can find the Coordination Team contact, the privacy and legal information and the link to the Social Media channels as in the header.

Figure 1: ODIN home section

2.2 About ODIN

The aim of this section is giving an overview of the project to the target audiences regarding the challenges, the project structure, the objectives and the ODIN ecosystem that is being built across the healthcare community. Following points are addressed:

- Mission and Vision. The ODIN statement is included in this area merging the project purpose and values.
- Objectives. The goals of the project attending to the different dimensions (Hospital Use Cases, Digital platform and Business based on Value- based Healthcare) are exposed.

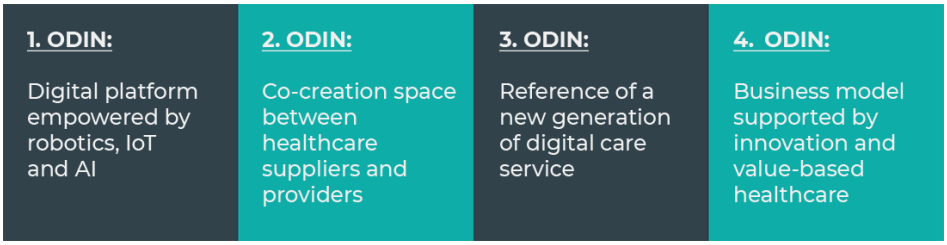

Figure 2: ODIN main goals

- Impact. Expected results considering the different areas of intervention of the project are explained giving a global vision of the impact estimated by the ODIN community.

- Ecosystem. The ODIN ecosystem will engage and connect stakeholders from the healthcare and ICT domains to enrich the value of the project services. Principles of how this ecosystem will function are showed.
- Governance. As the HORIZON 2020 projects funded by the European Commission follows a singular structure and methodology, this section will show the Work Packages and tasks distribution and the interaction between them to run the project properly.

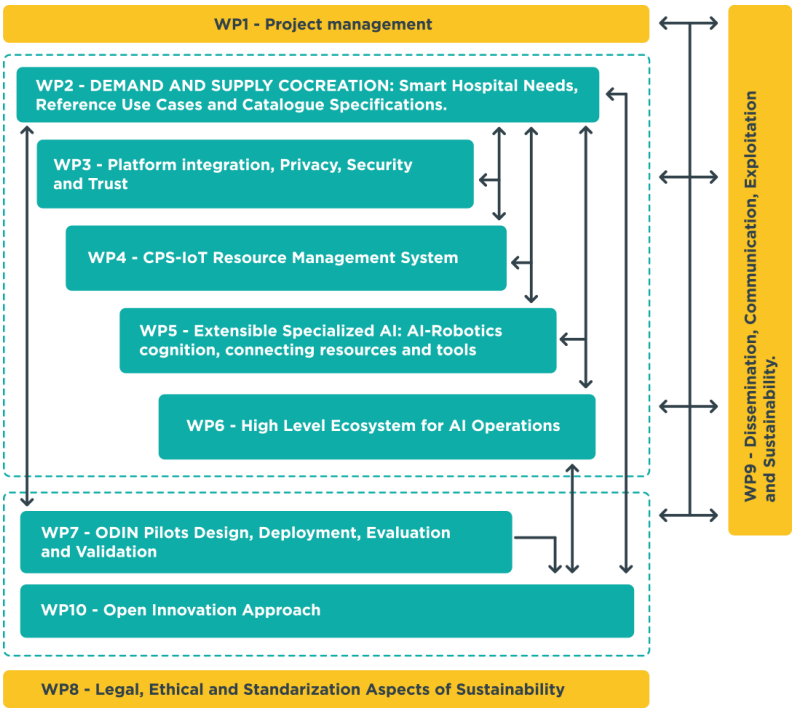

Figure 3: ODIN Work Packages distribution

2.3 Hospital Use Cases

This section will contain all the information regarding the pilots, and it will be updated considering the life of the project and the status of the experiments, from the recruitment phase to the validation.

The section starts with an introduction about the three main areas of intervention where digital technologies will be implemented to improve hospital procedures at different levels: e-workers, e-robots, e-locations.

These areas of intervention will be addressed in a wide variety of Hospital Use Cases, spanning from clinical, to logistic and covering clinical engineering, AI supported diagnosis, clinical experience, nursing or home tele-rehabilitation. A list of the ODIN 7 Hospital Use Cases are showed.

ODIN Hospital Use Cases are designed to demonstrate the validity of the proposed solutions in different settings and healthcare systems. The above-discussed AI based smart hospitalization solutions will be applied in 6 Hospital Pilots that are exposed also in this section.

Figure 4: ODIN hospital pilots

At the end of this tab a more detailed description of the use cases that will be developed in each hospital, as well as the technologies that will be use for implementing innovative solutionas is described.

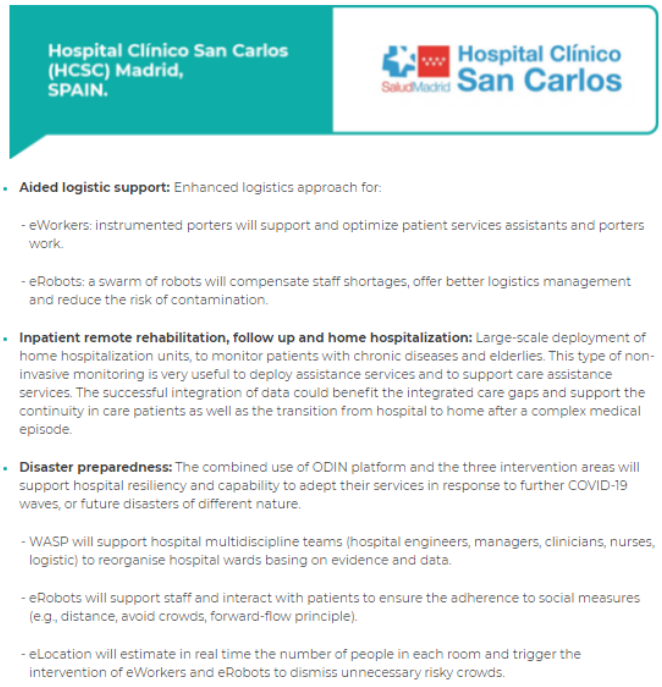

Figure 5: ODIN Use Cases and technologies

An interactive map will be created so our public can easily see the uses cases distribution among the European regions. The users will be able to select in the legend the uses cases to be displayed in the map. Moreover, by hovering in each box, a pop-up will appear showing a summary of the use case selected, with the possibility of extending the info clicking on “read more”.

Moreover, following the pilot’s deployment, this section will include showcase videos and testimonials from the involved participants. The objective here is to make ODIN public to figure out from an impact perspective how the end users will benefit from the solutions and to easily understand from a technological perspective how the ODIN ecosystem gathers and processes data.

2.4 Consortium

Thanks to this section the audiences will be able to see the variety of the partners that compose the consortium and how powerful it is for potential collaborations. The links to the main sites of each entity are included.

In addition to the info currently available, a map showing the partners distribution across Europe will be included considering the partners category.

Figure 6: ODIN consortium

2.5 Webinars

An ambitious 360º webinar series program around the hospital of the future topic have been planned by the Coordination Team. The aim of creating this challenging program is to generate a professional forum to share the vision, opinion and ideas of Hospitals of the Future community to enrich the ODIN concept and to discover collaboration opportunities.

In this sense, the webinar section of the website will act as the main point of information for sharing all the info about the sessions enabling the recording available for all audiences and announcing the next sessions.

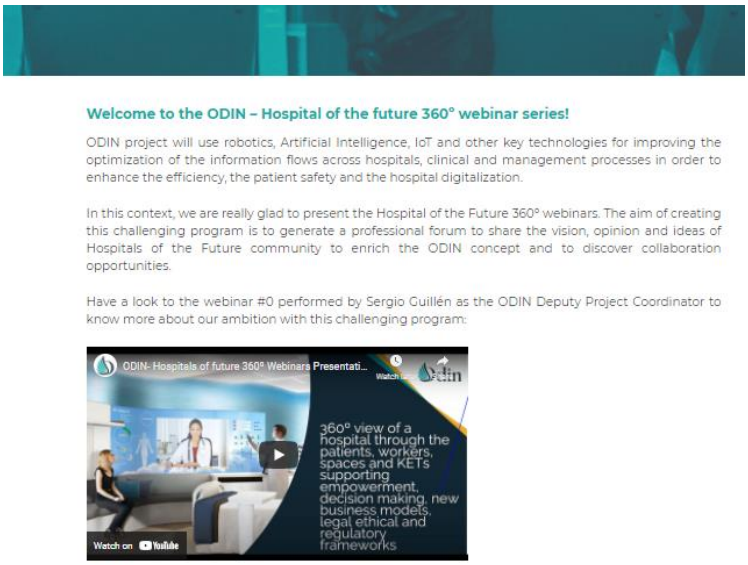

Figure 7: ODIN 360 webinar series

2.6 Contact

In this area the targets will find the contact of the Coordination Team to send questions and requests for potential collaboration opportunities. Moreover, a registration is available to be included in the ODIN community for receiving lasts updates of the project through the newsletters that will be send regularly.

3 Future sections

3.1 Communication Room

This section will be enabled in the upcoming month. By navigating through this area, the users will be Informed about the latest achievements, news and materials produced by the project members.

- News. In this section highlights about the project meetings, events attendance, and collaborations with other projects/initiatives will be displayed. Relevant articles about the project domains/topics will be also included.
- Publications. Both scientific and informative publications made in journals, conferences, magazines and chapter in books will appear in this section. The link to the source where the article will be placed in Open Access (accomplishing with the EC guidelines) will be included.
- Deliverables. Those deliverables categorized as Public will be available in this section to be downloaded.
- ODIN portfolio. The marketing materials, both printing and audio-visual, produced by the consortium will be published here.
- Gallery. Images about the project meetings, public activities and conferences will be included here in a dynamic slider.

3.2 Open Call

The Open Call task starts on M10. Once the general concept of both initiatives is agreed within the partners involved a section on the website will be published.

At the beginning the content will be purely informative, thereafter, it will be the main point for potential participants. Since the first day of the Open Call three steps for participating will be available following this flow:

1- Registration by providing personal details including address.

   (In accordance with the GDPR regulation exposed in a disclaimer text).

2- After the previous step, the needed documentation for preparing the proposal will be available for users to download. This will include the proposal and financial templates and the requirements and technical information about the Open Call.

3- Once the users have the proposal ready, they will jump to the point three to submit the proposal in the platform for evaluation.

The promotion of the Open Call will include several actions such as Social Media campaigns, emailing, press releases and webinars that will lead the users to the Open Call URL. This plan will be included in the overall co-creation strategy generated by the WP2.

After the closing of each initiative a complete report of the results obtained will be uploaded in this section. The aim is displaying from one side the winner's projects and organizations that will join the ODIN community, and in the other hand the statistics about the impact generated among the targets. This report will include the number of registrations through the website, the number of proposals received, the distribution of participants per country, per type of company, etc.

4 Website specifications

4.1 Usability and accessibility

User-friendly design and interaction guidelines will be applied to facilitate the user navigation through the website. Of course, ODIN visual identity guidelines will be followed to create the website look and feel as well as the elements that will be included such as graphs, maps, infographics, timelines, etc.

ODIN webpage will be responsive design, so visitors can visualize the content in any device in a proper way.

Multilanguage option will be evaluated for the Pilot Sites section so the audiences at local level can understand the experiments and promote the recruitment purposes.

ODIN website will be used just for external communication purposes. The ODIN Consortium is already using the CBMLBox tool as project repository for sharing information at internal level.

4.2 General Data Protection Regulation

The website is hosted by ARSYS and managed by Medtronic Ibérica as responsible of the site.

ODIN consortium considers the privacy and security data crucial, even more as the project will be handling directly user's data from several European countries. In this respect both the Privacy Police and the Legal Notice statements will be visible in any page of the website and prepared according to the GDPR guidelines provided by the EC.

Additionally, the Secure Sockets Layer (SSL) certificate is active with the aim of verifying the owner of a website and encrypting web traffic, including the public key, the issuer of the certificate, and the associated subdomains.

5 Impact indicators

It is crucial to monitor the user's behaviour to assess the interest that the webpage is generating, especially when campaigns or special actions are being developed within the project. This means to evaluate the number of visitors and its conduct in a specific landing page during a range time. This will made with Google Analytics tool which is already activated for the ODIN URL.

The following KPIs in terms of visitors are stated in the DoA:

Number of Visitors >=3000 (per year)

Moreover, the following KPIs will be considered to assess the impact and interest generated. This metrics will be included in the D9.2 Dissemination and Communication plans and updated in the next editions of this document.

Sessions	The number of times a user opened a browser to a page on your site
Users	The number of pages viewed by a user during a session. This will likely be higher than sessions
Pageviews	The number of unique users that opened those pages on your site
Average Session Duration	The average amount of time of each session. Users can have multiple sessions
Bounce Rate	The percentage of single-page sessions that left without interacting with your page
% New Sessions	New sessions made by new users
Location	Where are the ODIN site visitors coming from?

6 Conclusions

This tool will be alive during the whole life of the project and regularly updated according to the achievements and phases of ODIN, so the audiences can understand the current status of ODIN project and the next steps in each area of work. The content and structure can suffer modifications according to the necessity of the project as reflected in chapter 3 Future sections. This changes and new actions based on the ODIN website will be explained in the different versions of the D9.2 Dissemination and communication activities and materials, including a dedicated chapter to the website.

Appendix A

Figure 8: About ODIN section

Figure 9: About ODIN section (2)

Figure 10: Hospital Use Cases section

Figure 11: Hospital Use Cases section (2)

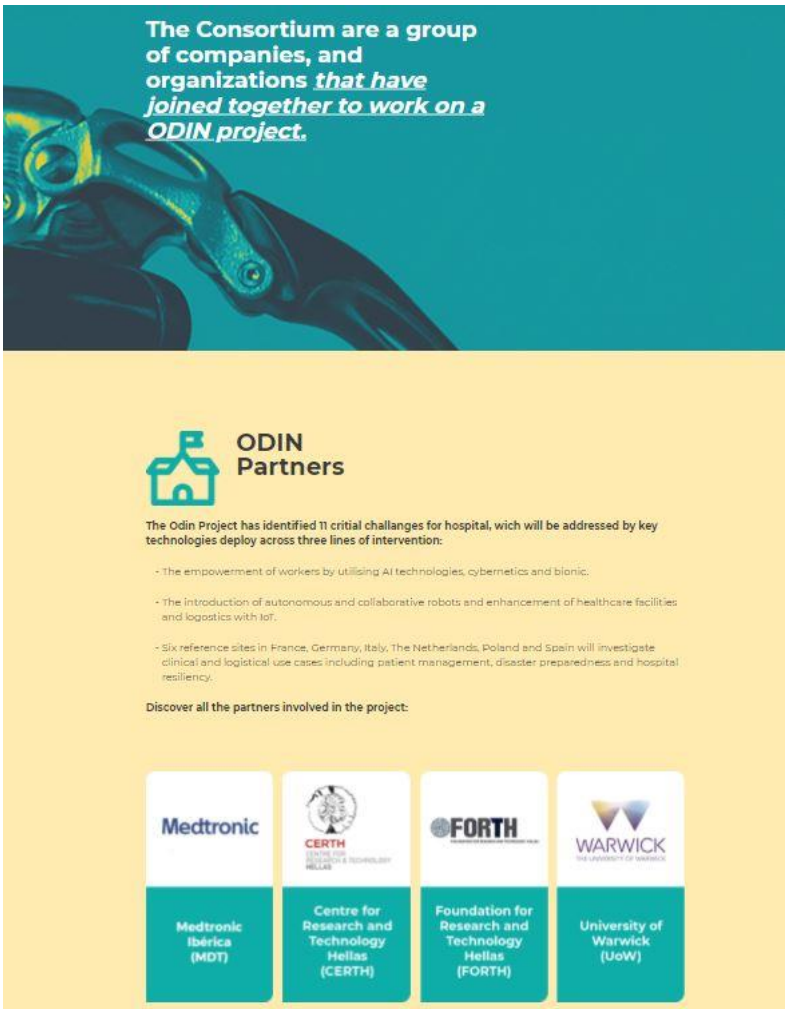

Figure 12: Consortium section

Figure 13: Webinars section

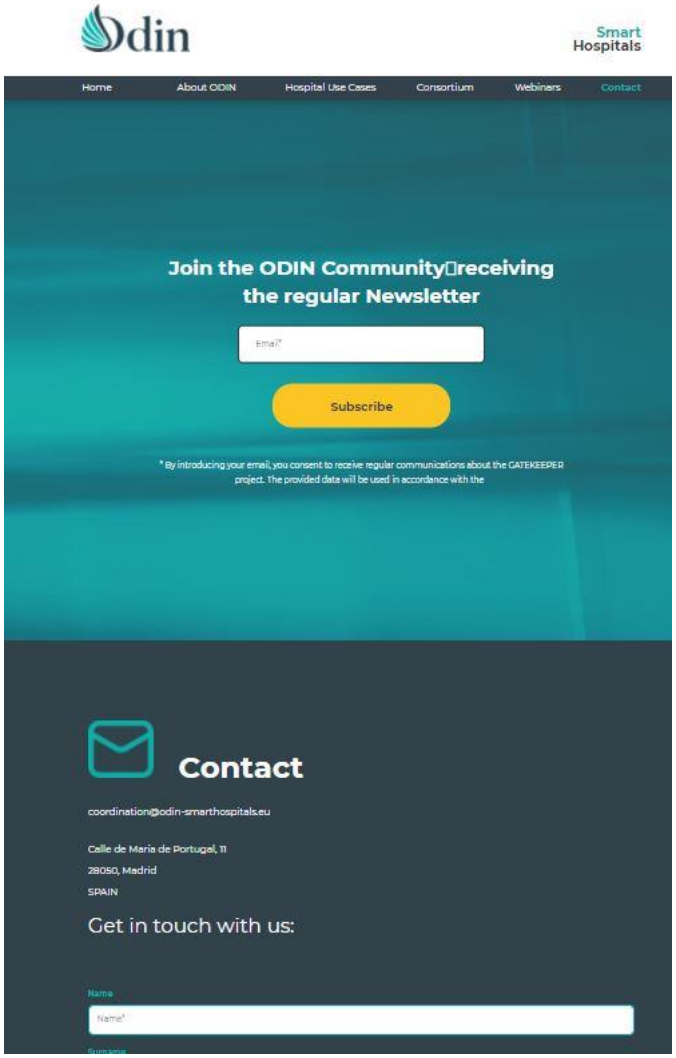

Figure 14: Contact section