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Deliverable 6.1

Project website and social media channels established

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1 Configuration item history log

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2 Executive Summary

This deliverable outlines the creation and establishment of the PhotonMed project's website and LinkedIn channel. As a critical part of Work Package 6 (WP6), the dissemination and exploitation work package, this report provides a detailed overview of the structure, features, and intended usage of the website located at <https://photonmed.eu>. The deliverable also discusses the integration of LinkedIn and future plans for its use to promote PhotonMed's objectives.

3 Introduction

The PhotonMed project aims to accelerate the uptake of photonics technologies in medical device applications by providing a collaborative ecosystem for researchers, industrial stakeholders, and end-users. Dissemination and communication are key aspects of the project, ensuring the visibility and impact of its activities and results.

The project website serves as the primary platform for public dissemination, offering an overview of the project, information about the consortium, and updates on progress and deliverables. LinkedIn is utilized as the primary social media platform to extend the project's outreach, targeting professionals and stakeholders in photonics and related industries.

4 Websites and LinkedIn in Horizon Europe Projects

4.1 Role of Websites

In Horizon Europe projects, websites are critical as:

- Repositories for public deliverables, news, and project updates.
- The main communication hub for stakeholders and the public.
- A transparent medium for sharing funding information, compliance documents, and results.

4.2 Role of LinkedIn

LinkedIn serves as an indispensable tool in Horizon Europe projects by:

- Facilitating professional networking and collaboration.
- Enabling targeted dissemination of results to industry professionals, researchers, and policymakers.
- Providing a space for dialogue and feedback with the community.

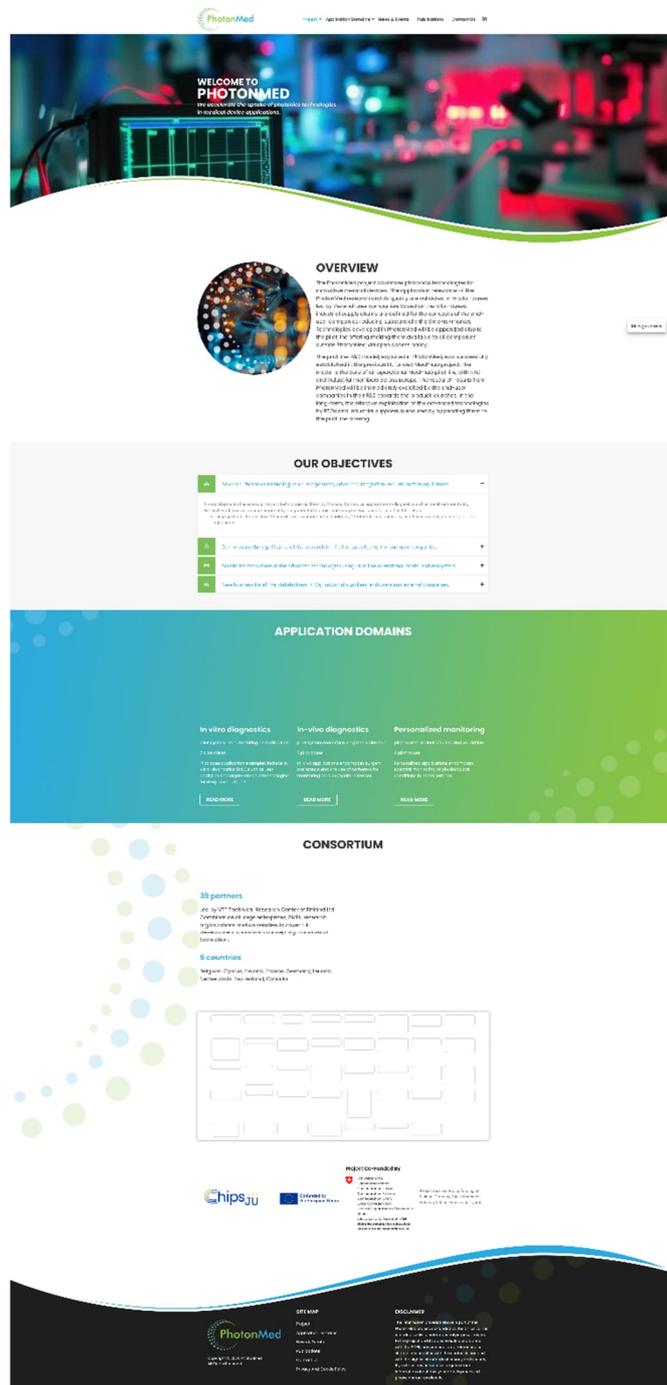
These tools ensure compliance with Horizon Europe's dissemination requirements, maximizing the visibility and impact of funded projects. They also promote cross-sector collaboration and innovation, essential for achieving program goals.

5 Website Overview

5.1 Project

This section provides detailed information about:

- The PhotonMed project's objectives, vision, and mission.
- Brief introduction of the Application Domains.
- Outlines the consortium.



5.2 2. Application Domains

The Application Domains section highlights the various technology areas where PhotonMed is making an impact. It includes:

- Descriptions of photonics-based medical device applications.
- Specific pilot cases demonstrating the value of the project outcomes.
- Targeted sectors and industries benefiting from PhotonMed’s innovations.

APPLICATION DOMAINS

Integration of photonics devices tailored for different pilot cases is a complex challenge comprising several photonics sub-technologies. To address this challenge, PhotonMed builds an cross-disciplinary value chains to advance the uptake of photonics technologies in in-vitro diagnostics, in vivo diagnostics and personalized monitoring domains.

Value chains engage the key players, with complementing capabilities to accelerate and streamline the market entry of photonics medical devices.

- **R&D** provide development support
- **Industrial suppliers** advance their capability for high-volume fabrication with industrial control.
- **Equipment suppliers** provide fabrication equipment for the production of photonics devices.
- **Regulatory support** covers ISO 13485 dealings with the manufacture and CE covering biologically regulatory in medical devices.
- **End users** provide commercialization path and manufacturing ecosystem for the pilot-cases.

All the technologies are validated in application relevant pilot-cases.

Process Flow:

- R&D Development support:** Design and validation (Clinical, Equipment, Funding)
- Industrial suppliers:** Fabrication (Specialized factories, Integration, Resources)
- Equipment suppliers:** Quality and validation (General production, Pilot production, Personalisation)
- Regulatory support:** Regulatory support (CE, CE, CE)
- End-user:** Design and system integration (Custom development, System integration, Manufacturing)

PhotonMed pilot cases are classified into the following thematic application domains.

IN-VITRO

In-vitro diagnostics (IVD) refers to tests performed on samples collected in or from the body that have been taken from the patient body. These tests are often used to detect the body's response to a laboratory setting, to detect diseases, monitor the disease, track and measure the progress of the disease, or to monitor the health of the body in other ways. In-vitro tests are used for medical diagnosis, testing performance of drugs for safety of use, and for the study and piece of patient care.

IMPACT

- Better diagnostic efficiency
- Reduce healthcare costs
- Possible clear benefits for well-being and quality of primary healthcare for patients

Pilot cases 1-7 descriptions coming soon...

IN-VIVO

In-vivo diagnostics refers to diagnostic procedures performed on the patient's body in a natural or simulated environment. These tests are used to detect the body's response to a laboratory setting, to detect diseases, monitor the disease, track and measure the progress of the disease, or to monitor the health of the body in other ways. In-vivo tests are used for medical diagnosis, testing performance of drugs for safety of use, and for the study and piece of patient care.

IMPACT

- Improve healthcare outcomes
- Enhance the quality of life for patients
- Reduce expenditures
- Reduce healthcare costs
- Accelerate economic growth

Pilot cases 8-14 descriptions coming soon...

PERSONALIZED MONITORING

Personalized medicine monitoring refers to the use of personalized medicine to monitor and track the health of an individual patient. This approach involves the use of personalized medicine to monitor and track the health of an individual patient. This approach involves the use of personalized medicine to monitor and track the health of an individual patient. This approach involves the use of personalized medicine to monitor and track the health of an individual patient.

IMPACT

- Normalize a healthy lifestyle
- Enable healthcare opportunities
- Reduce healthcare costs

Pilot cases 15-16 descriptions coming soon...

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ChipsJU, European Union, PhotonMed

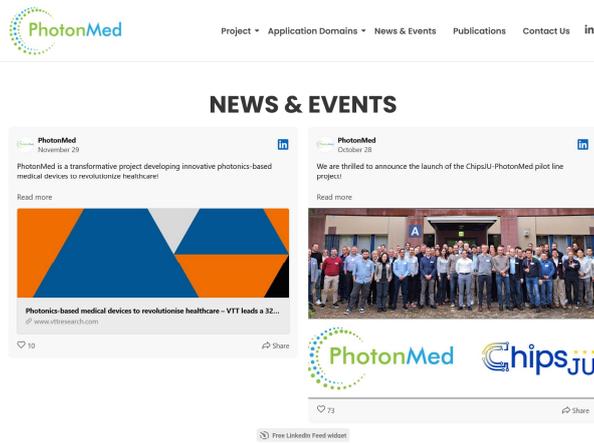
DISCLAIMER

The information provided herein is part of the PhotonMed project. PhotonMed is a project funded by the ChipsJU Joint Undertaking. PhotonMed is a project funded by the ChipsJU Joint Undertaking. PhotonMed is a project funded by the ChipsJU Joint Undertaking.

5.3 News & Events

The News & Events section is regularly updated with:

- Highlights of recent project activities and achievements.
- Announcements about upcoming events, conferences, and workshops.
- Reports on key meetings, including summaries and photos.



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 Research and innovation SERI**

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 Finland, Germany, The Netherlands,
 Belgium, Ireland, France and Cyprus.

Manage consent



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SITE MAP

- Project
- Application Domains
- News & Events
- Publications
- Contact Us
- Privacy And Cookie Policy

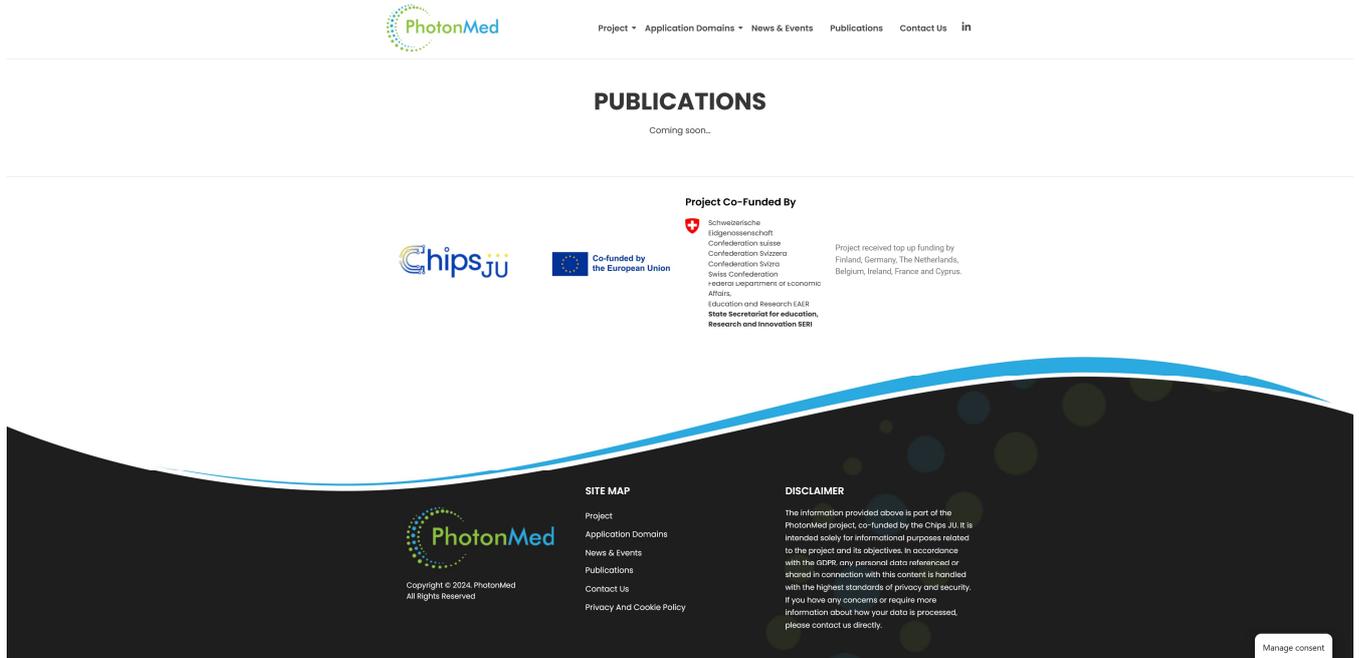
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5.4 Publications

This section hosts:

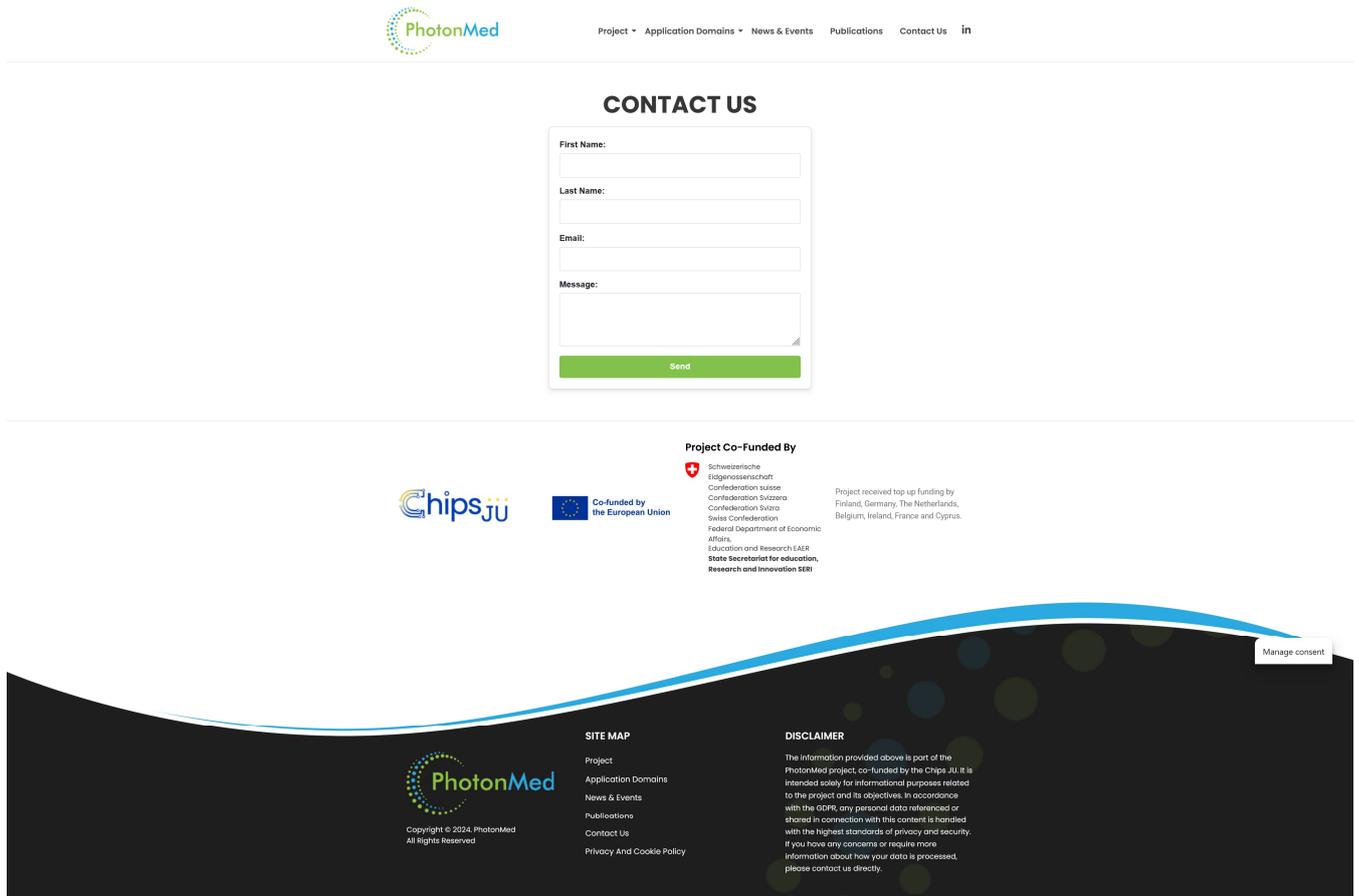
- Public deliverables and technical reports produced during the project.
- Academic publications, white papers, and other research outputs.
- Infographics and materials created for dissemination purposes.



5.5 Contact Us

The Contact Us page provides visitors with:

- A contact form for inquiries.
- Links to the PhotonMed project’s official email and contact details.
- Access to the LinkedIn page for professional engagement.



6 Social Media Integration

PhotonMed utilizes LinkedIn as the sole social media platform. This strategic choice aligns with the project's goal of targeting professionals, industry stakeholders, and academic researchers. LinkedIn offers a professional network ideal for sharing updates, engaging with relevant communities, and promoting the project's advancements to an audience directly involved in photonics and medical device industries.

6.1 Rationale for LinkedIn Focus:

- LinkedIn provides a direct channel to the professional audience most relevant to PhotonMed's objectives.
- It facilitates dissemination of technical results, project milestones, and calls for collaboration in an industry-focused environment.
- Its analytics and targeted outreach tools enable effective monitoring and engagement.

6.2 LinkedIn Strategies and Best Practices

To maximize its impact, the project adopts the following LinkedIn strategies:

- Regular posts featuring project updates, deliverables, and milestones.
- Engagement with key stakeholders by tagging partners and utilizing relevant hashtags.
- Sharing professional opportunities, such as project calls or job postings, to attract additional collaborations.
- Using LinkedIn analytics to measure engagement and refine content.

PhotonMed
Pilot Line for Photonics-Based Medical Devices (HORIZON KDT-JU project)
Medical Equipment Manufacturing · Espoo · 141 followers · 2-10 employees

Christina & 18 other connections follow this page

Message Following

Home About Posts Jobs People

Overview

Photonics is a key enabling technology in the realization of modern medical devices with applications ranging from diagnostics to personalised monitoring and therapeutics. Characteristic nature of both photonics and medical applications is high diversity. Therefore, the more widespread use of pho ... see more

Show all details →

Featured

1mo · Edited · We are thrilled to announce the launch of the ChipsJU-PhotonMed pilot line project!
The PhotonMed project advances photonics ...more

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7 Maintenance and Updates

The website and LinkedIn page will be maintained throughout the project's duration and for three years after its conclusion. Maintenance responsibilities include:

- Regular updates to ensure content relevance.
- Technical checks to maintain website functionality.
- Monitoring and responding to engagement on LinkedIn.

Specific activities include:

- Quarterly reviews of website analytics to improve user experience.
- Bi-weekly LinkedIn posts to maintain visibility and engagement.
- Annual dissemination reports summarizing impact metrics.

VTT, as the project coordinator, will oversee these activities, with contributions from partners as outlined in WP6. Specific KPIs for communication and dissemination activities, including audience engagement and LinkedIn reach, will be monitored throughout the project lifecycle.

8 Additional Dissemination Tools

While LinkedIn remains the primary focus, the project team will also explore:

- Developing newsletters for periodic updates to stakeholders.
- Using virtual webinars and workshops hosted on the website.
- Engaging in joint communication efforts with other Horizon Europe projects.

9 Conclusion

The PhotonMed website and LinkedIn page are integral to the project's dissemination strategy, ensuring visibility and engagement with the target audience. With plans to expand functionality and content over time, these platforms will effectively support the project's goals and compliance with Horizon Europe dissemination standards.