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AI for Genomics and Personalised Medicine

PANCAiM

Pancreatic cancer AI for genomics and personalized Medicine

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Executive Summary

Timely and effective communication and dissemination of results are an essential part of every research and innovation project. This ensures that the gained knowledge or exploitable outcomes can benefit the whole society, and that any duplication of research and development activities is avoided.

In the framework of Work Package 6 (Dissemination and exploitation strategies), we present herein Deliverable 6.1, which has been developed as a preliminary plan to fulfil the aforementioned goals. This strategy ensures, that all possible communication and dissemination routes are identified and used throughout the course of the project. Additional routes will be investigated and if found this document will be updated.

It is vital that the communication and dissemination of the project's achievements should never jeopardise protected intellectual property (e.g. patent, product design) or further industrial application. In order to address this, before any activity (e.g. publication, presentation, etc.), strict rules of prior notice to all partners will be applied according to EC guidelines and the PANCAIM Consortium Agreement. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm their interests.

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1. Introduction

Deliverable D6.1 Dissemination and communication strategy is part of the task T6.1 Dissemination and communication activities. The task states that partners will define a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project). The dissemination activities and plan will be updated periodically on the “PANCAIM recording dissemination and plan” Excel file. Information regarding dissemination will also be included in the periodic reports.

The dissemination and communication strategy outlines the main elements and strategic choices regarding the dissemination and communication activities of the PANCAIM project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of publicity materials for project outputs awareness and involvement of the community throughout all phases of the project. Active participation in conferences, workshops, exhibitions and courses, as well as fostering relationships with other framework projects and initiatives (clustering activities) are key initiatives for this plan.

2. Dissemination and communication rules

2.1. Internal communication

Internal communication is one of the most important factors determining the success of a consortium. It is as important as the external communication, although in some cases can easily be overlooked. Some partnerships focus more on external communication with the target groups, neglecting communication flows among themselves. This should be at all costs avoided by institutions who are spread across different countries, and who cooperate on an EU-funded project, since their geographical dispersion alone makes their joint work extremely challenging.

Proper communication flow means that the information is concrete, clear and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The main objectives of internal communication within PANCAIM are to:

- Share information among partners;
- Inform constantly about project progress;
- Synchronise activities of the partners and resolve interdependencies;
- Identify problems (if any) and find proper solutions;
- Make decisions on project changes (if any).

Communication among the nine partners will be carried out in the following manner: physical or online meetings are organised every 6 months, Project Steering Committee (PSC) teleconferences are organised monthly. Within the individual WPs, the partners communicate on a daily basis. Any problematic issues will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.

To efficiently exchange information and documents internally, PANCAIM uses a cloud-based management and storage platform (ownCloud) hosted by AMIRES. All partners have easy access to ownCloud and therefore to the latest information, documents, and templates therein stored.

2.2. External communication

In relation to the external communication, it has to be mentioned that the dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines.

Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager (Kristina Nehilčová) in cooperation with the Exploitation Manager (Tobias Heimann) will follow all the below described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners.

All project outcomes will acknowledge the support of the European Commission as requested by Article 29 (Dissemination of Results, Open Access, Visibility of EU Funding) and Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA. Unless it goes against their legitimate interests, each beneficiary must disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. The process of dissemination can be found in more detail (e.g. time schedule for prior notice and partner's approval) in the signed Consortium Agreement.

According to article 8.4.2 of the Consortium Agreement, during the Project and for a period of 1 year after the end of the Project, the dissemination any material and/or results, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:

- Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any reasonable objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination

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within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. (Figure 1).

- Objections are justified if the protection of the objecting Party's Results or Background would be adversely affected or if the proposed publication includes Confidential Information of the objecting Party or if the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed. The objection has to include a precise and reasonable request for necessary modifications.
- If an objection has been raised, the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example, by an amendment to the planned publication and/or by protecting information before publication) provided that the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.



Figure 1: PANCAIM timeline for publication approval; COORD: Coordinator; PM: project manager; PART: participant planning a dissemination activity

The following information shall always be stated in any publication about results from the PANCAIM project: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n° 101016851, project PANCAIM”.

The procedures to allow all dissemination materials to be quality assured, including both the content and layout, are established with the aim of checking: (i) the messages transmitted outside of the consortium, including the suitability of the messages for the people addressed, emphasising the benefits and relevance for industry (when applicable); (ii) the technical contents in order to ensure the quality of achieved scientific and research objectives; (iii) that scientific papers and publications contain sufficient reference to the project; and (iv) layout quality and overall suitability.

A role of a Dissemination Manager (WP6 Leader, Kristina Nehilčová, AMI) has been established in order to plan, follow, undertake and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

2.3. Guidelines for partners

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate and report all the project dissemination activities (publications, participation in events, contributions within press and media) with dedicated deliverables and updates within the Periodic Reports. An Excel file has been prepared in order to track each partner’s contribution, keep a complete list of possible future actions and monitor/assess each dissemination activity. This file, created at the very beginning of the project, is composed of three different sheets: Scientific publications, Events and Press & Media. The tables include information about each dissemination activity performed within the project (type and title, URL and references, targeted public and participants, date, location, PANCAIM partner responsible for such dissemination, visibility level, etc.) and associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, newsletter, etc., oral presentations, DEMO/video show, stand/booth, press releases, post in social media, interviews and videos, etc.). It is distributed

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amongst the consortium members and updated internally every 6 months of the PANCAIM project duration. This updated information will be inserted in the Periodic report towards the EC.

Dissemination recording and plan									
Scientific publication (name of the journal/book)	Publisher	D.O.I. (*)	Title of the PANCAIM article/abstract/manuscript/thesis	Partner responsible/main author	Authors	Volume and relevant pages	Date of submission	Date of publication	Language

Figure 2: Dissemination Recording and Plan - Scientific Publication

Dissemination recording and plan															
Type of event (*)	Name of event	URL	Date	Place	Partner responsible/participants	Targeted audience (#)	Number of participants/Visibility (€)	Dissemination activity							
								Attendance	Abstract submission	Paper submission	Poster submission	Lecture/Powerpoint presentation	Brochure/Newsletter distribution	Video/DEMO	Booth/stand
															</

Figure 3: Dissemination Recording and Plan - Events

Dissemination recording and plan														
Press and Media (*)	URL	Publication date	Partner responsible/author	Targeted audience (#)	Language	Visibility (€)	Dissemination activity							
							Publication (press)	Web article	Web post	Visual contents	Interview			

Figure 4: Dissemination Recording and Plan - Press and Media

2.4. Publication policy and open access

Partners agree to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, for example Open AIRE, and to make their best efforts to ensure open access to these articles, at time of publication or at the latest within six months after publication. The open access will be in line with Article 29.2 H2020 MGA on open access to scientific publication and the “green” (self-archiving) or “gold” (open access

publishing) model will be used depending on the strategy of the consortium with regard to the specific peer-reviewed scientific publication.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results (Article 29.2 H2020 MGA). In particular, it must:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit the research data needed to validate the results presented in the deposited scientific publications.
- Ensure open access to the deposited publication at the latest:
 - upon publication, if an electronic version is available for free via the publisher, or
 - within six months of publication in any other case.
- Ensure open access to the bibliographic metadata that identify the deposited publication.

PANCAIM ownCloud is used for internal open access repository. PANCAIM Website will provide information about and links to the Open Access Document of all scientific publications generated from PANCAIM results.

Various research data and results will be collected and generated throughout the duration of the project. The main research results will be shared with the scientific community and general public through the World Wide Web. The emphasis of data management will be on faithful and reproducible record keeping, with an emphasis on transparency and accountability. The consortium has a preliminary plan with respect to managing products of research; data format and content; data access and sharing; re-use and redistribution; and archiving and preservation of access.

3. PANCAIM dissemination & communication strategy

3.1. Target audience

Various communication tools will be used and will be tailored to the needs of various stakeholders and audiences. The target audiences will include research community, broad public and media, technology users / customers, standardization & regulation bodies, policy makers and EC. The identified channels and tools for the communication (and dissemination) are introduced in following subchapters. Communication activities will be monitored and followed-up to maximize their impact. The Project Officer will be regularly informed about the communication outcomes and based on her/his decision EC communication channels could be used too.

Target groups	Indicators for measuring the effectiveness of the approach	Min target value	Feedback expected
Research and clinical communities	Publications at international conferences	10	- Continuous feedback loop with relevant actors - Potential new research project opportunities
	Publications in international journals	7	
	Participation with presentation of results at international events with industry	3	
	Workshops	1	
General public	Non-scientific publications (articles, press releases, videos); Participation in national events promoting novel AI CDS solutions for PDAC	10	- Attract attention and generate interest to raise public awareness of the direction of current research
	Flyers/Poster distributed at conferences, workshops, etc.	1,000	
	Project Website (M6): Number of Visits Public deliverables will be made available: N° of downloads	3,000 200	
Regulatory and policy making bodies	Regulatory bodies the project will interact with	2	- Promoting the project's suggested approach and paving the way for its future application
	Participation in EU commission's consultation & other worldwide regulatory in the personalised medicine field	1	
Education	Integration of modules with project results in regular courses and organisation of specific courses and workshops	2	- Education of future technology users
Final PANCAIM event	Presentation & inauguration of the validated novel PDAC therapy: A large panel of invitees will be addressed, including EU representatives, medical institutions, clinicians, universities, local authorities from several European regions, policy makers, professional associations, etc.	1	- Better knowledge of the potential of AI technology in PDAC therapy and research

Table 1: PANCAIM target audience, Target KPIs are given for the duration of the project

Planned dissemination at in-person trade fairs, conference and workshops will be possible only depending on the evolution of the Covid-19 emergency. In the meantime, the consortium will pursue dissemination at on-line and virtual events.

3.2. Strategy structure

PANCAIM communication and dissemination activities are suggested as follows:

- development and maintenance of the project webpage
- preparation of the dissemination materials
- organization of the PANCAIM events
- publication of the PANCAIM results
 - at key conferences in Europe
 - in relevant scientific and industrial journals
 - contribution to technology news servers
- EU and national clustering activities
- EAB cooperation through member's associations (e.g. Ali Stunt is the Chair of the Pancreatic Cancer Action (PCA) in UK, and the Pancreatic Cancer Europe (PCE))

3.3. PANCAIM logo

The project logo was prepared by the WP6 leader (AMI) and it is used in all the project related advertising materials including templates, website, leaflets, posters and brochures. The first letter is shown as a ribbon which is related to cancer, an AI method is also displayed in the logo.



Figure 5: PANCAIM logo

3.4. PANCAIM webpage

PANCAIM project website (<https://pancaim.eu/>) has been set up in order to increase public awareness about project aims and to get to potential end users. The PANCAIM website has been operational since January 2021 in a provisional version and since March 2021 in a full version.



Figure 6: PANCAIM homepage

The website has been created in Open Source software called WordPress. WordPress started as a blogging system but has evolved to be used as full content management system, that is completely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment which is a key for the website updates and file uploads. The website is available for public access and will be actively maintained during the project. The website provides acknowledgement of EU funding as follows: "The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°101016851, project PANCAIM." The project website is described in detail in D6.2.

The project will also be promoted through websites of PANCAIM partners (e.g. News sections, projects sections etc.) and in the social media channels of the partners.

3.5. PANCAIM dissemination materials

Several types of dissemination materials will be prepared during the course of the project in order to inform wide and various audiences on the PANCAIM project and its development. These include:

- Project fact sheet
- Project leaflets
- Posters (presented on events and at the partner’s facilities in areas with guest traffic)
- Project Rollups

3.5.1. PANCAIM fact sheet

Project fact sheet was prepared to provide general project information, a description of the PANCAIM ambition and expected impact as well as information on partners and project contacts with the link to the PANCAIM twitter account.



Figure 7: PANCAIM fact sheet

3.5.2. PANCAIM leaflet

Project leaflet was prepared to provide at glance the project overview / goals / impacts / partners to those interested in the topic.



A European consortium to improve pancreatic cancer treatment with artificial intelligence optimizing, integrating genomics and medical imaging



PANCAIM will combine genomics and imaging phenomics using AI to generate breakthrough knowledge to increase understanding of PDAC biology and patient stratification.

It will develop trusted impactful AI applications for regular clinical use to help clinical decision-makers to give the right treatment to the right patients at the right time, and at the right cost and improve treatment outcomes of PDAC patients.

www.pancaim.eu

Partners

	RADBOUD UNIVERSITY MEDICAL CENTRE NIJMEGEN
	KAROLINSKA INSTITUTET
	OSLO UNIVERSITETSSYKEHUS HF
	SPANISH NATIONAL CANCER RESEARCH CENTER
	UNIVERSITY OF GLASGOW
	COLLECTIVE MINDS RADIOLOGY AB
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Figure 8: PANCAIM leaflet

3.5.3. PANCAIM roll-up

Project roll-up will be prepared which will include general project information, a description of the PANCAIM concept and approach including project logo, logos of partners and the webpage link. More roll-ups will be prepared for the partners to use them at events they will attend. Further posters displaying scientific content could be developed by partners and presented during scientific symposia and conferences, demonstrating tangible results along with project achievements.

3.5.4. PANCAIM video spot

A short video spot about the project will be made and distributed through the project's communication channels. Video as being a different tool might attract another audience and at the same time support the already established communication and dissemination routes.

3.5.5. PANCAIM press releases

The aim of the press releases is to attract favourable media attention and provide publicity for the project and its events.

The first project press release was published after the project start introducing its topic, challenges and consortium partners. Other press releases will be produced during the course of the project and will be connected with important results / milestones achieved. All the press releases published by the project are available on the project website, in the section PROJECT -> RESULTS.

Press releases have also been published by individual partners to present their involvement in the project (e.g. [RAD](#)).



Press release

PANCAIM: A European consortium to improve pancreatic cancer treatment with artificial intelligence optimizing, integrating genomics and medical imaging

Nijmegen, March 5, 2021: Pancreatic cancer is often quickly fatal, and the incidence is rising. These cancer patients face the lowest survival of all cancers in Europe (median survival time 4.6 months). Europe has the highest incidence of pancreatic cancer, with 150 000 new cases in 2018 and 95 000 deaths/year and worldwide, half a million deaths. The trend is that it will soon become the second leading cause of cancer-related death in Western societies. Potential new treatments are emerging, but the main challenge is to select the right drug for an individual patient. Novel immunotherapeutic drugs specifically target tumors with a particular genomic profile. However, pancreas patients with tumors with a similar genotype still show a wide range of disease patterns, i.e., differ in phenotype. Pathology and radiology are already in use to assess phenotype but lack genotyping. Research in genomics, pathomics, and radiomics is scattered and limited and does not yet impact pancreas cancer healthcare. Novel genomics technologies such as next-generation whole-genome sequencing (WGS) and liquid biopsy (ctDNA) are emerging but not yet routinely used in PDAC diagnosis. Pancreas cancer treatment can be improved by an integrated, evidence-based approach.

PANCAIM will optimize and integrate genomics and imaging phenomics using artificial intelligence (AI). Firstly, to help generate breakthrough knowledge to increase understanding of pancreas cancer biology. Secondly, to develop trusted, impactful AI applications for regular clinical use. The aim is to help clinical decision-makers to give the right treatment to the right patients at the right time. The aimed effect is to improve treatment outcomes of pancreas cancer patients avoiding the current costly trial-and-error use of expensive drugs with strong side-effects. Artificial Intelligence (AI) is currently transforming the field of healthcare. Worldwide interest in AI is high and snowballing, fuelled by the availability of large digital datasets ("big data"). AI is the current most promising technology to integrate and optimize evidence-based decision tools.

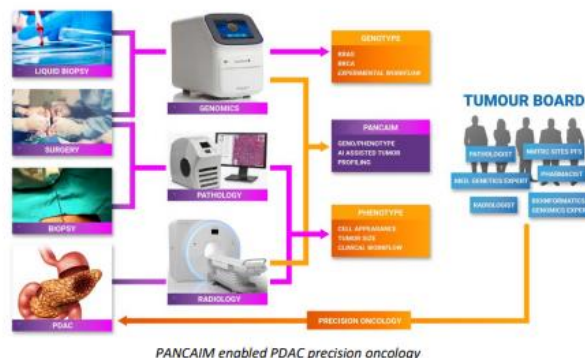


Figure 9: Extract from PANCAIM first press release

3.6. Social media

Twitter was created for PANCAIM project to engage a wider audience especially to the younger generation and to enable feedback from various audiences. Social Media of partners such as LinkedIn, YouTube, Twitter, etc. will be also utilized. Short news stories about the PANCAIM project and its development will be prepared and shared on the identified tools especially during events, conferences, and symposiums. Social media will also be used as a communication channel to disseminate potential clustering activities.



Figure 10: PANCAIM twitter account

3.7. Publication of PANCAIM results

Publication of PANCAIM results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured throughout the whole project lifetime.

3.7.1. Presentation at conferences, symposia, meetings

A set of conferences will be selected and articles, papers and posters will be prepared for them. During these events the representatives of the project will have the possibility to communicate the project's scope and possible interaction and exchange with initiatives and projects in related fields.

Examples of conferences, where presentation on project PANCAIM will be considered (the list is not exhaustive):

- European Congress of Radiology (ECR): <https://www.myesr.org/congress>
- Radiological Society of North America (RSNA) annual meeting: <https://www.rsna.org/annual-meeting>
- European Federation of Medical Informatics (MIE) conference: <https://efmi.org/conferences-journals/mie-conference/>
- European Pancreatic Club meetings: <https://epc2021.com/>
- European Society of Pathology (ESP) congress: <https://www.esp-congress.org/>
- European Association for Cancer Research (EACR) congress and conferences: <https://www.eacr2021.org/>

3.7.2. Scientific articles in journals

Joint publications from different partners are encouraged during the course of the project. Examples of journals, where contributions from PANCAIM partners might be expected (the list is not exhaustive):

- Pancreatic cancer
- Pancreatic cancer Europe
- Medical Devices Community
- AI
- Med-tech news
- Nature Medicine

3.7.3. Other forms of publications

PANCAIM will comply with knowledge sharing arrangement and will actively contribute to CORDIS - periodically, each time after the latest achievements, at least at the beginning and at the end of the project.

3.8. EAB cooperation

The PANCAIM External Advisory Board was created not only to support the consortium during the technical specification phase at the start of the project, validation of results and flawless results exploitation but also to increase the Pan-European concept of this project and provide desirable feedback from other closely related European or national activities in this topic. The communication with EAB members is ensured through regular meetings (in person or through teleconferences).

The current list of EAB members includes the following representatives:

- **Ali Stunt**, Chair of the Pancreatic Cancer Action (PCA) in UK, and the Pancreatic Cancer Europe (PCE)
- **Steven Gallinger**, Head of the Ontario Institute for Cancer Research PanCuRx Translational Research Initiative in Pancreas Cancer
- **Horst Hahn**, Director of Fraunhofer Institute for Digital Medicine MEVIS, Professor for Medical Imaging at Jacobs University Bremen
- **Gergely Sipos**, Head of Services, Solutions, Support, EGI Foundation
- **Denis Horgan**, Executive Director, European Alliance for Personalised Medicine

4. Conclusions

This document represents the Deliverable D6.1 *Dissemination and communication strategy* of the project PANCAIM and it summarizes the strategy for disseminating the results of PANCAIM project and the activities planned to give high visibility to the project, its achievements and partners. The dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager in cooperation with the Exploitation Manager will follow the approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

An Excel file was prepared in order to record each partner's contribution to dissemination and guidelines for dissemination and publication of the project contents, with reference to the EC Open Access policy, are provided to partners. List of main journals have been identified by partners. It is the role of the main author to propose fair and equal distribution of co-authorships and determine the order. Each partner is free to choose any national or international event or conference, which may be interesting for showing results from the PANCAIM project.

The target audience is defined in the document as well as the corresponding dissemination routes: project website, brochures, multimedia and social media are addressed to broad public; scientific publications, publications in technology news server and participation to conferences are addressed to the scientific community; workshops, events, press releases and newsletters are addressed to potential technology users, policy makers and media, etc.

PANCAIM promotional materials will create awareness and inform the wide and various target audiences about the PANCAIM project and its development. These materials will be extensively used by PANCAIM partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

When disseminating the results of the PANCAIM project, the following sentence will always be included: the acknowledgment of the EU funding: "The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°101016851, project PANCAIM."

5. Degree of Progress

This deliverable (D6.1) is 100% complete.

6. Dissemination level

The Deliverable D6.1 is public and therefore it will be available to download on the project's website.