

# INNODERM

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## D6.12: FINAL COMMUNICATION KIT

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Dissemination level (select one)		
PU	Public	X
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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## 1. INTRODUCTION/PURPOSE OF THIS DOCUMENT

This document provides a description of the content and purpose of the final version of the INNODERM Communication Kit. Throughout the project, we have maintained communication between the consortium partners and scientific and public communities by means of providing effective tools for learning through wide-reaching public channels (e.g. social media). One of the major facets of our communication (and dissemination) efforts has been the Communication Kit, which summarizes the goals and major achievements of the project in a two-part document consisting of a Fact Sheet and a Leaflet. The purpose of the Communication Kit is to enable visibility of the project, consortium partners, the EU and the use of research funds. The Communication Kit has been updated several times throughout the project to reflect new developments and breakthroughs, and has been made available in both digital and physical formats via the project website and locations relevant to the project (e.g. conference booths, foyers of partner institutions). In this document, we will summarize the updates included in the final version of the INNODERM communication kit and our plans to distribute the contents to our target audiences.

## 2. CONTENT OF THE COMMUNICATION KIT

The INNODERM Communication Kit consists of two one-page documents: the Leaflet, and the Factsheet. The factsheet is meant to serve as a full sheet infographic highlighting the objectives and achievements of the project, while the leaflet is a trifold document introducing the key aspects of the project in more detail.

The Communication Kit was updated during each Reporting Period of the INNODERM project, and as needed after major achievements of the project. The final version, which is presented herein represents the amalgamation of each of the previous versions, plus the addition of the final status and achievements of the project as it approaches its final months.

### 2.1. UPDATE HIGHLIGHTS

The Communication Kit has been updated both visually, to give it a more streamlined look current with design trends of 2021, and in content to reflect progress made during the final reporting period. In the digital version of the two documents, all links and logos have been made clickable for easier user accessibility.

#### Factsheet

The INNODERM Factsheet (Appendix I) features a new design accenting the visual identity of the project (i.e. using the logo colors and propagating wave design in additional elements of the sheet). In addition, content within the technology breakthroughs and outcomes sections

have been updated to reflect project achievements. New highlights include the number of peer-reviewed publications, approved patents, and current marketing/sales gains of the SME partners. In addition, an updated RSOM image has been added to the sheet. Finally, the INNODERM website and Twitter handle are featured more prominently as a means of attracting visitors and followers, even as the project comes to an end.

### Leaflet

The INNODERM Leaflet (Appendix II) has also been updated in design, to incorporate the visual identity of the logo (as discussed above in the Factsheet section). In addition, text updates have been made to reflect the progress of the project, including number of peer-reviewed publications, approved patents, and technological updates. The website and Twitter handle are featured more prominently in order to continue to attract visitors and followers after the conclusion of the project. All partner logos are up-to-date.

## 3. TARGET AUDIENCES AND COMMUNICATION CHANNELS

The INNODERM project has a number of target audiences that fall under communication activities, with the main focus being the General Public. The Communication Kit also serves the purpose of a 'gateway' for dissemination activities, for which the target audiences are more specific. These include the academic and scientific community including clinicians, healthcare and the investment industry, insurance agencies, and policy makers. These target audiences are outlined in more detail in Deliverable 6.1 (Dissemination Implementation Document).

The primary communication channel to distribution the Communication Kit to the General Public is through the project website, [www.innoderm2020.eu](http://www.innoderm2020.eu). It is here that anyone can download the most recent version of the Leaflet and Factsheet. In addition, the updated Communication Kit will be advertised via our Twitter account (@INNODERM2020), which has close to 200 followers at the time of writing. Partners will be encouraged to retweet with their own accounts. Physical copies of the Fact Sheet and Leaflet will be made available in the foyers of partner institutions (e.g. Technical University of Munich Klinikum rechts der Isar; HUNIMED clinical facility) and at international conference exhibits and public information/awareness days held during the consortium's follow-on project, WINTHER (Grant No. 871763).

## 4. FUTURE PLANS AND CONCLUSION

Adequate and effective communication between a consortium and the public and scientific communities it serves is the hallmark of success for a publicly funded project. The purpose of the INNODERM Communication Kit is to improve and extend awareness of the project achievements and potential impact to the widest audience possible. This includes the general public as well as targeted audiences for dissemination. By updating the Communication Kit and

making it available through several channels, we aim to keep the communication and dissemination audiences informed and promote the project and product, Raster-Scan Optoacoustic Mesoscopy (RSOM), which has resulted from the efforts of the consortium partners.

Although the project is concluding in August 2021, we plan to continue to promote the project achievements and improve product marketing/sales for our SME partners. This will be accomplished in part by distributing the INNODERM Communication Kit, and also by the continued efforts of the partners during the follow-on project, WINTHER (Grant No. 871763).





PHOTONICS PUBLIC PRIVATE PARTNERSHIP



PHOTONICS<sup>21</sup>

## Innovative Dermatology Healthcare based on Label-Free Spectral Optoacoustic Mesoscopy

**We designed and prototyped a new handheld, portable, scalable, label-free Raster Scan Optoacoustic Mesoscopy (RSOM) device for point-of care dermatology**

Objectives

- Design of scalable clinical RSOM prototype
- 
- Pre-clinical validation of the RSOM
- 
- Quantitative measure of improvements in disease detection and monitoring
- 
- Develop and update an exploitation plan for RSOM market introduction

Technology Breakthroughs

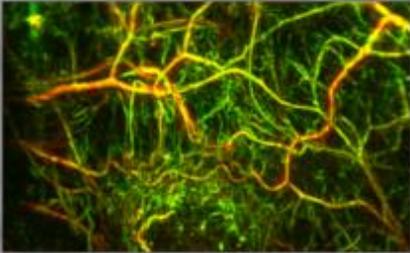
- High-resolution, deep (5 mm) optical imaging
- 
- Unique label-free *optical absorption* contrast mechanisms
- 
- High-contrast imaging of vascularization/angiogenesis
- 
- Quantification of oxygenation status of tissues, lesions and individual blood vessels
- 
- Imaging of micro-vessel blood flow and volume

Clinical Need

- Distinguish between pre-cancerosis and carcinoma; benign nevi and melanoma; allergic and irritated skin
- 
- Reliable cutoff for tumor borders/depth
- 
- Identification of melanocytic origin in amelanomic melanoma
- 
- Identification of origin (B or T cell lymphomas)
- 
- Early and fast analysis of different malignant manifestations

Outcome

- Development of three validated RSOM devices for clinical and preclinical research (iThera Medical)
- 
- Development of novel ultrasound detector for RSOM (Sonaxis)
- 
- 22 peer-reviewed publications in 16 journals
- 
- 3 patents pending



Coordinator: Professor Vasilis Ntziachristos (TUM)

Start Date: March 2016 • End Date: August 2021

www.innoderm2020.eu

@innoderm2020











This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 687866.

**We designed and prototyped a new handheld, portable, scalable, label-free Raster Scan Optoacoustic Mesoscopy (RSOM) device for point-of care dermatology**

**OUTCOMES**

Three validated RSOM devices for clinical and preclinical research have been developed and are available through SME partner iThera Medical

• Development of novel ultrasound detector by partner Sonaxis SA

• 22 peer-reviewed publications in 16 journals

• 3 patents pending



RSOM Explorer C50

**IMPACT**

Validated imagery suggests tremendous potential benefits for patients through earlier diagnoses and personalized follow-up and treatment possibilities.

• Strong growth within the European optoacoustic imaging market, with multiple IP/patent creations.

• Development of a strong partnership between consortium members, with follow-on funding obtained through EU Horizon 2020 project WINTHER (Grant No. 871763).

**IMPRESSUM**

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[www.innoderm2020.eu](http://www.innoderm2020.eu)

[@innoderm2020](https://twitter.com/innoderm2020)



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PHOTONICS PUBLIC PRIVATE PARTNERSHIP

**INNOvative DERMatology**  
Healthcare based on Label-Free Spectral  
Optoacoustic Mesoscopy



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## ABOUT INNODERM

Our **VISION** was to develop a new, portable (handheld), lightweight and low cost instrument for early diagnosis of skin conditions facilitating earlier detection, more accurate and individualized treatment follow-up, and improved disease monitoring.

The **CONCEPT** was to use Raster Scan Optoacoustic Mesoscopy (RSOM), which can visualize features of healthy and morbid skin with markedly superior contrast and specificity compared with other methods on the market. The RSOM sends short light pulses to the skin, which in turn generates ultrasound waves in response to light absorption by skin molecules and structures. Tomographic analysis of the ultrasound waves reveals unprecedented volumetric views of the skin and disease manifestations. By using light pulses of different wavelengths, accurate spectroscopic information is obtained for morphological and biochemical features of skin, permitting accurate and precise diagnoses.

## OUR CONSORTIUM

Technical University of Munich –GERMANY

Sonaxis SA – FRANCE

Rayfos LTD – UNITED KINGDOM

iThera Medical GmbH – GERMANY

Humanitas University – ITALY

## TECHNOLOGY BREAKTHROUGHS

High-resolution (7-30  $\mu\text{m}$ ), deep (5 mm) optical imaging



Unique label-free *optical absorption* contrast mechanisms



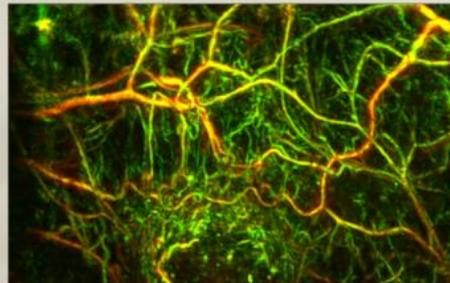
High-contrast imaging of vascularization/angiogenesis



Quantification of oxygenation status of tissues, lesions and individual blood vessels



Single cell resolution images



RSOM image of tumor vasculature in a mouse model.

## CLINICAL NEED

Distinguish between benign nevi and melanoma ('black cancer')



Reliable cutoff for tumor borders and depth (clinical decisions are currently based on tumor penetration depth)



Distinguish between allergic and irritated skin (assessment is currently only performed visually)



Precision severity assessment of psoriasis and eczema



Early and fast analysis of different malignant manifestations (current diagnoses often made in late stages of disease progression)