



PHOTONICS PUBLIC PRIVATE PARTNERSHIP



INNODERM

687866 —H2020-ICT-2015

D6.5: PRESS RELEASE, PUBLIC PROMOTION LEAFLET AND RSOM² POSTCARD

Deliverable nature: Websites, patents filling, etc.
Contractual delivery date: 03.2021
Actual delivery date: 08.2021
Version: 1.0

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)	

Lead beneficiary for deliverable: Humanitas University (HUNIMED)

Author(s): Rebecca Favaro, Ricardo Boroni, Antonio Costanzo

Organisation: HUNIMED

E-mail: rebecca.favaro@humanitasresearch.it

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1. PURPOSE OF THIS DOCUMENT

This document provides information about the INNODERM project's closing dissemination package consisting of a: (1) postcard, (2) public awareness leaflet and concomitant (3) press release. The purpose of these documents and actions is to communicate the aims and innovations of the project to the public in an efficient and effective way. This postcard, leaflet and press release are specifically designed to inform future patients about Raster-Scan Optoacoustic Mesoscopy (RSOM) technology, which was developed during the INNODERM project and will soon be available at Humanitas Research Hospital, however they also provide a gateway to find additional information for all curious parties.

Originally, this deliverable and press release was planned as a means of promoting results of the RSOM², which had the purpose of bringing microscopy capabilities to the mesoscopy-capable RSOM. However, during the INNODERM project and RSOM² development, evidence largely indicated that microscopy features were accessible by standalone RSOM, and those that were not are simply unavailable to optoacoustic microscopy. As a result, the consortium opted to focus their development, testing, dissemination and exploitation efforts going forward on the promising applications for multispectral RSOM. Subsequently, the final press release and dissemination/communication packet presents only the RSOM and its capabilities.

Finally, the original final press release was scheduled for March 2021. However, due to some delays caused by the COVID-19 pandemic and technical reasons, and because some important milestones remained in the project, the consortium decided to delay the release to be concomitant with the project conclusion. As such, the press release is currently being processed by partner HUNIMED, with an aim for release in October 2021, which will include the latest results from the project.

2. AIM AND CONTENT OF THE PRESS RELEASE

The project's closing press release has been organized by consortium partner, HUNIMED, and includes informative text highlighting the project goals, achievements and impact, the project, EU, Photonics and partner logos, and impressive images generated by the RSOM. In addition to the press release, a postcard and informative leaflet will also be released and available through the same dissemination channels as the press release (See Section 4).

The press release, titled "Listening to skin", will be published in the October 2021 Humanitas newsletter, which is a free monthly periodical newspaper distributed and available to the patients in all Humanitas Hospitals (Rozzano and Pio X Milano, Gavazzeni Bergamo, Mater Domini Castellanza–Varese, Cellini and Gradenigo Torino Humanitas Catania) and the Humanitas Medical Care Center in Lombardy (<https://www.humanitas-care.it/dove-siamo/>).

The press release describes the RSOM Explorer C50 research system that was developed during the INNODERM project and the anticipated ability for its use for diagnosing and monitoring dermatological and potentially cardiovascular conditions in the future. The press release will be in both Italian and English, with the Italian text reading:

"E' ora disponibile in Humanitas una nuova e innovativa tecnologia di Immagini Optoacustiche: RSOM che sfrutta la precisione della luce e la plasticità delle onde sonore migliorando notevolmente la capacità diagnostica non invasiva in Dermatologia. Questa tecnologia permette di vedere con molta precisione le variazioni della vascolarizzazione cutanea che avviene in numerose patologie infiammatorie e neoplastiche della pelle aumentando la sensibilità diagnostica e permettendo di monitorare in maniera oggettiva l'andamento della terapia. Lo strumento è stato sviluppato nel corso degli ultimi 5 anni da un consorzio multidisciplinare europeo denominato INNODERM di cui fa parte l'unità di Dermatologia di Humanitas University diretta dal Prof. Costanzo, e che è stato finanziato dalla Comunità Europea tra i progetti Horizon 2020. Questa tecnologia sarà utilizzata inizialmente nell'ambito di progetti di ricerca clinica su malattie infiammatorie e neoplastiche per poi passare ad un utilizzo clinico più ampio.",

and the English text reading:

"A new and innovative Optoacoustic Imaging technology is now available in Humanitas: RSOM, which exploits the precision of light and the plasticity of sound waves, greatly improving the non-invasive diagnostic capacity in dermatology. This technology allows you to see very precisely the variations of the cutaneous vascularization that occurs in numerous inflammatory and neoplastic pathologies of the skin, increasing the diagnostic sensitivity and allowing objective monitoring of the progress of therapy. The tool has been developed over the last 5 years by a European multidisciplinary consortium called INNODERM with the participation of the Humanitas University Dermatology Unit headed by Prof. Costanzo. INNODERM has been funded by the European Community among the Horizon 2020 projects. This technology will initially be used in clinical research projects on inflammatory and neoplastic diseases and then applied to wider clinical uses."

3. AIM CONTENT OF THE POSTCARD AND LEAFLET

The postcard produced as part of the project's final press release has the purpose of presenting the main innovations of the INNODERM project and specifically, the RSOM Explorer C50 system. Figure 3.1. shows the front and back side of the 15 cm x 15 cm postcard. In addition, the postcard displays the EU, Photonics, INNODERM and partner logos clearly as well as a link to the project website.

The postcard will be made available in the Dermatology Unit of the Humanitas University Hospitals as a handout for patients, clinicians or other interested parties as a means of communicating the utility of the RSOM system. Furthermore, we hope the card can be used as a way of interesting clinic visitors in enrolling in future clinical studies with the RSOM.



Figure 3.1. Front (left) and back (right) sides of the INNODERM RSOM postcard to be distributed at Humanitas University Hospitals.

The leaflet (Figure 3.2.) will be in a format similar to the postcard but with 3 pages folded (15 cm x 15 cm). With the additional page, we have added text describing in more detail the clinical relevance of the RSOM system developed during the INNODERM project. The additional text, which is more technical in nature, aims more toward dissemination audiences (clinicians, hospital management, etc.) as opposed to communication audiences (patients, the public, etc.). Like the postcards, the leaflet displays the EU, Photonics, INNODERM and partner logos clearly as well as a link to the project website. The leaflet will also be made available at Humanitas University Hospitals.

4. TARGET AUDIENCES AND DISSEMINATION/COMMUNICATION CHANNELS

The INNODERM project has a number of target audiences that fall under communication and dissemination activities, with the main focus being the general public and patients (communication) and researchers and clinicians (dissemination). The final press release, RSOM postcard and informative leaflet act as: (1) an information source for our primary communication audiences, being available to patients and the public at the Humanitas University Hospitals and related institutes, and (2) a gateway for dissemination activities, through the distribution via the Humanitas newsletter to clinicians and researchers at all

Humanitas Hospitals (Rozzano and Pio X Milano, Gavazzeni Bergamo, Mater Domini Castellanza–Varese, Cellini and Gradenigo Torino Humanitas Catania) and the Humanitas Medical Care Center in Lombardy.



Figure 3.2. The trifold INNODERM leaflet to be distributed at Humanitas University Hospitals.

In addition to the newsletter and hospital channels for dissemination and communication, the press release, postcard and leaflet will also be distributed to our target audiences through international conference exhibits, public information/awareness days held during the consortium’s follow-on project (WINTHER), and the www.innoderm2020.eu website. On the project website, anyone can download the Leaflet and Postcard, and find a link to access the Humanitas newsletter containing the INNODERM press release. In addition, we will advertise the press release through the project Twitter account (@INNODERM2020), which has close to 200 followers composed primarily of researchers and clinicians, but also of industry organizations. 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).

5. FUTURE PLANS AND CONCLUSION

The purpose of the INNODERM press release, RSOM postcard and leaflet 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. Because some important milestones remained in the project, the press release was delayed to be concomitant with the end of the project. In this deliverable, we have presented the proofs for the press release, which is schedule for October 2021 through the Humanitas newsletter and will include the latest results from the project.

The press release, postcard and leaflet will be distributed through the Humanitas newsletter, hospitals and the INNODERM project website and social media accounts. Although the project

is concluding in August 2021, we plan to continue to disseminate and communicate the project achievements and aim to improve product marketing/sales for our SME partners as well as recruit patients for future RSOM clinical trials.