



# **IMaging-based CUSTOMised EYE diagnostics**

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## **Deliverable 8.2**

### **Internet outreach and social media**



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## 1 Summary

This deliverable is associated to D8.1 “Dissemination Plan”. Its purpose is to provide an overview of the content and structure of the project website, as well as describing the social media channels used in the project in order to spread information to interested stakeholders and general audience in the most effective manner.

The project will use three main communication channels:

- Website
- Social media: mainly Twitter
- Flyer

The selection of the communication channels has been shaped by several factors:

- Grant of general and free access.
- Possibility to reach of a broad audience (scientific, stakeholder communities and the general public).
- Offer of clear, easy to access, understandable and interactive information.
- Low-cost implementation and maintenance.
- Dynamic tools to enrich the project brand, promote project knowledge sharing and highlights EU support.

The described communication channels were specifically designed for the following purposes:

- to increase project awareness and visibility among the stakeholders, end-users and the general public.
- disseminate and communicate relevant achievements of the project.
- to recruit additional stakeholders and ensure project's growth in terms of scope and resources.

## 2 Website

### 2.1. Domain, design and structure

The project website is the major communication channel for the project. It provides information on the project, profiles each project partner, shares news stories and events and hosts all of the project's scientific outputs and tools. The website has been designed so that users can easily access key information, providing up-to-date data, and of high quality as regards content and form.

The website has been created using Weebly Pro, as technical platform. It was created with a .eu domain and with an intuitive URL to increase hit rates: <http://www.imcustomeye.eu/>



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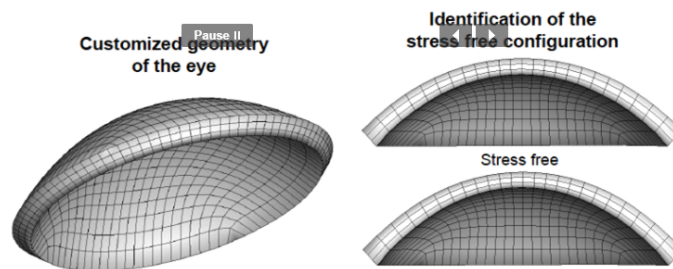
## IMaging-based CUSTOMised EYE diagnostics

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### Welcome to IMCUSTOMEYE

IMCUSTOMEYE is a 4 year project funded by the European Commission's Horizon 2020 Programme under the **Photonics 2017 KET** topic, comprising 10 research institutions, universities and companies, coordinated by Agencia Estatal Consejo Superior de Investigaciones Científicas (CSIC), Spain.

IMCUSTOMEYE will develop a tool based on innovative photonics and modelling approaches in response to the need to personalize healthcare in ophthalmology, improve diagnostics and health outcomes, reduce costs and promote active and healthy ageing, while complying with the objectives of the EU Horizon 2020. IMCUSTOMEYE will contribute to a more effective, customised treatment of eye diseases and to reinforce industrial leadership in the area of diagnostic imaging in ophthalmology.



### From the lab to the product



#### Diagnostics

Development of an innovative imaging product for quantification of corneal biomechanical properties based on air-puff and nano-sensitive OCT



#### Interdisciplinarity

Technology based on imaging concepts established in different disciplines to be used, for the first time, in a commercial device



#### Clinical validation

Demonstration of the technology through its validation on different clinical sites for its future commercialization

### Consortium





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The website is structured as follows:

**Home:** General overview of the project and key features

**About Us:** Information on the project purpose, structure, WPs and planned activities and the consortium. In a separate page, partners are presented giving additional information about their performance and fields of expertise.

**Library:** Information on dissemination activities (newsletters) and project outputs (public deliverables). It also provides a link to the project leaflet.

**News:** Recent information on project meetings, articles and other updates related to the project.

**Videos:** Display of project videos (planned in M12, M24 and M36).

**Contact Us:** Details of the project coordinator and dissemination responsible, so that visitors have a direct and personal contact if they demand further information.

## 2.2. Roles and responsibilities

CSIC, as WP leader, is responsible for regular update of the website and social media accounts, as well as coordination of top level communication activities of the project and analysis of their impact. All project partners will be required to provide information to CSIC, following appropriate deadlines. CSIC will be responsible for the update of content and technical maintenance of the website.

Initially, the IMCUSTOMEYE website included also a private area, only accessible to authorized partners, where the consortium could upload and download information and contribute to discussions on a blog-type layout.

The project coordinator, together with the partners decided to replace the private area of the website by a SharePoint based on Office 365, which resulted to be much more flexible and suited for project internal activities than the private area. In the SharePoint, team sites and discussion can be created, allowing an essential space for partners to collaborate and move work forward.

The IMCUSTOMEYE Sharepoint is totally private and registration and password are mandatory to gain access to it. Only project coordinator can grant access. It is described in detailed in D10.1 “Project intranet in operation”.

### 3 Social Media

Social media are gaining increasing popularity nowadays. Twitter has been identifying as the most convenient social network platform to inform about the project and its objectives, as well as to spread information about ongoing activities, events and news. The IMCUSTOMEYE twitter page can be found at the following location: <https://twitter.com/imcustomeye?lang=es>

@imcustomeye serves as a springboard to share news, project results, events announcements and other interesting articles. The twitter account is managed by CSIC.

Project partners will use the hashtag #Imcustomeye in all the social media publications of the project to communicate with stakeholders through networking, short news and announcements on conference programme and activities.



In addition, retweets and mentions will be monitored to assess which type and presentation of information is preferred by followers.

The main aim of the IMCUSTOMEYE Twitter account is to create a wide community of interest about the project by approaching multiple actors.



## 4 Project flyer

The project flyer has been designed to contain the essential key points and information about the project. The main target audience of the flyer will be general public who are not yet familiar with the solutions presented by IMCUSTOMEYE, but interested in the developed technology as end-users. These been said, the flyer should attract also technical and business-oriented professionals. It will be used as a leaflet at public dissemination events, and made available through the website.

Design and content of the flyer will be similar to the website of the project. It will include the following topics:

- Brief description of project consortium.
- Strategic objectives of the project.
- Key data and general information.

### Who are the IMCUSTOMEYE partners?

- Consejo Superior de Investigaciones Científicas (CSIC) – ES
- University of Liverpool – UK
- National University of Galway – IE
- Institute of Physical Chemistry, Polish Academy of Sciences (ICPF PAN) – PL
- Instituto Oftalmológico Fernández Vega – ES
- University College of London – UK
- IROC Science to Innovation – CH
- OCULUS – DE
- 2Eyes Vision – ES
- Optimo Medical – CH
- Moorfields Eye Hospital – UK

### Who are the Key Contacts in IMCUSTOMEYE?

Coordination & Project Management: CSIC  
Exploitation & Commercialization: IROC Science

Project Website:  
<http://www.imcustomeye.eu/>

IMaging-based CUSTOMised EYE diagnostics

**IMCUSTOMEYE**

New diagnostic paradigms for vision-threatening conditions

### What is IMCUSTOMEYE about?

IMCUSTOMEYE is a EU-funded project aiming at developing a novel, non-invasive, label-free, imaging-based and in-depth diagnostic tool which will mean a change in the paradigm for diagnosis and treatment of vision-threatening conditions such as keratoconus, myopia, glaucoma, cataract and presbyopia. The prevalence of these conditions ranges between 0.05% (keratoconus) to 100% (presbyopia, in the >50 yr old population), and can often lead to loss of independence and productivity.

Current standards for diagnosis and treatment rely on limited quantitative information, which limits the ability for treatment to be customised in line with individual patient needs. The novel imaging device delivers morphological, biomechanical and optical biomarkers for improved diagnosis, as well as inputs to customised numerical eye models for treatment guidance. This customised approach will lead to significant improvement in both the provision and cost of eye healthcare.

### Objectives of IMCUSTOMEYE

a) To develop an innovative imaging product for quantification of corneal biomechanical properties in vivo based on air-puff and nano-sensitive optical coherence tomography.

b) To develop sophisticated, patient-specific, eye numerical models that are predictive of the optical and mechanical response to both disease and treatment, and to validate the models with clinical data from patients following standard treatments. In comparison with state-of-the-art screening tools, the predictive models allow more accurate diagnosis, and therefore more selective treatment, and is integrated into the product as a software tool for diagnosis and treatment optimisation.

c) To translate the new imaging modalities, which incorporate the predictive numerical models, into a compact diagnostic tool in the clinic.

d) To validate the impact of this customised imaging-based tool on ocular disease treatment and diagnosis.

### Innovation Potential

### Key Data

Start date: 1<sup>st</sup> January 2018  
Duration: 4 years  
Structure: 10 Workpackages  
Funding: € 6 552 841,25

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