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xShare

Expanding the European EHRxF to share and effectively use health data within the EHDS

WP8

D8.5 v2024-12-13 xShare Communication, Dissemination and Stakeholder Engagement Plan -2-
WP8-ECHAlliance

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List of abbreviations

Please refer to the i~HD Glossary: <https://glossary.ramit.be/public/index.cfm>

Abbreviation	Term
CDSEP	Communication, Dissemination and Stakeholder Engagement Plan
CoE	Community of Experts
EEHRxF	European Electronic Health Record Exchange Format
EHDS	European Health Data Space
EHRxF	Electronic Health Record Exchange Format
HIDs	Health Information Domains
SMEs	Small- Medium Enterprises

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Executive summary

The Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) guides the visibility, promotion, dissemination and exploitation activities of the xShare project during its implementation. This comprehensive document identifies target audiences, messages and dissemination channels and outlines the timeline and responsibilities of each project partner in this process.

The CDSEP provides an overview of the plans, resources and capabilities involved in CDSE activities, as well as operational guidance for raising awareness on the project achievements with a view to achieve their sustainability after the end of the project. The Plan is based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved. The dissemination aims to provide relevant and targeted information to identified stakeholders, opinion leaders and their networks who will further disseminate the project results and key findings to a wider audience.

The implementation of the Plan is monitored on a yearly basis by WP8 Leader, ECHAlliance, to recognise the positive trends and the issues that need to be improved. These are captured in reports and recommendations published as deliverables. The first version of this report, that is to be published in M12 (D8.3 - xShare Communication, Dissemination and Stakeholder Engagement Report – 1) has been taken into consideration for the update of the xShare Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) in M12, presented in this deliverable.

1. Project overview

The xShare project envisions everyone sharing their health data in European Electronic Health Record Exchange Format (EEHRxF) with a click-of-a-button.

To realise its vision, xShare project:

- Demonstrates the **xShare Yellow Button** across continuity of care, clinical research, and population health
- Builds the **European EHRxF Standards and Policy Hub**
- Facilitates the movement of digital health services across Europe and globally through standards
- Explores feasibility of the **xShare Label** indicating capability to work with EHRxF data

The **xShare Yellow Button** to be featured across health portals and patient apps will allow people to exercise their data portability rights under GDPR. Hence, the EEHRxF will be the driver for research and innovation in EHDS.

The **European EHRxF Standards and Policy Hub** to be established by the project is a partnership of six standards developing organizations (CEN/TC251, HL7 Europe, IHE Europe, SNOMED, CDISC, IEEE), market actors (DIGITAL EUROPE, MedTech-Europe and EUCROF), supported by competence centres, national and regional authorities, and European SMEs.

The **xShare Label** has considerable potential as an assurance mark for citizens and patients to easily share personal health data. The project explores the label's potential to demonstrate compliance with the EEHRxF, in line with the European Health Data Space (EHDS) regulation. Initially, the label will be demonstrated in portals and apps of xShare partners to indicate the capability of producing or using structured coded health data. Data collected throughout the process will be used to offer tools and data to further accelerate adoption of EEHRxF Health Information Domains (HIDs).

2. Introduction

This document presents the Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) of the xShare project. It identifies target audiences, messages and dissemination channels. The plan also includes a detailed timeline and responsibilities of each partner to carry out appropriate and effective communication, dissemination and stakeholder engagement actions with the aim of maximising the impact of xShare.

The plan is based on delivering key knowledge and information at the right time and in the most appropriate format to a variety of stakeholders, including the general public.

To ensure a broad dissemination of the project and to increase its impact and scope, the xShare **project undertakes the following activities:**

- Developing and implementing communication and dissemination planning to ensure that all project results reach the appropriate audience and achieve the expected impacts.
- Monitoring the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Defining the roles and responsibilities of project partners to guarantee the smooth running of the dissemination activities in numerous areas.
- Coordinating with external stakeholders (healthcare-related organisations and professionals, citizens, companies, information technology (IT) developers and academia, and patient groups), as well as other related projects and institutions to ensure a high reach of communication activities.
- Developing the ecosystem of changemakers through the stakeholder engagement activities.

This document provides a comprehensive overview of the plan, resources and capabilities involved in CDSEP, as well as operational guidance for raising awareness of xShare's achievements, with a view to achieving their sustainability after the end of the project. The strategy is based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved.

In line with the xShare ambitious core objectives, the CDSEP **guides the xShare consortium in:**

- Supporting the project vision,
- Engaging with the full healthcare ecosystem,
- Gathering support from the full healthcare ecosystem,
- Widely communicating about and disseminating the progress and results of the project to a variety of audiences,
- Maximising uptake and impact of project results,
- Supporting the sustainability of the project.

Each of these objectives is addressed through the implementation of a series of activities that are tailored through the project's stages and degree of advancement. **In this context, the project:**

- **Introduces** the project to stakeholders, demonstrates its objectives, benefits and innovative approach;
- **Has defined**, maintains, and promotes a consistent xShare identity;
- **Raises awareness** and maintains stable interactions with the project target audience;

- **Liaises** with other relevant national, European and international projects and initiatives;
- **Disseminates** the project achievements and progress made in terms of innovation;
- **Actively engages** the stakeholders in the activities of the project.

3. Methodological approach

The CDSEP has been developed within the first six months of the project. During Y1, our primary objective has been to effectively communicate xShare's objectives, expertise, solutions and progress to a wide range of audiences through a series of mechanisms implemented over four stages. A detailed description of mechanisms is described in [Section 5](#).

The CDSEP encompasses four stages that strategically guide stakeholder engagement and participation, following the course of the project's lifecycle and the relevant developments:

1. **Awareness:** In this stage, our objective is to create awareness among stakeholders about the identified need that xShare activities aim to address.
2. **Consideration:** Once stakeholders have become broadly aware of the problem or need, they enter the consideration stage. Here, their focus shifts towards clearly defining their own requirements and determining whether xShare's solutions align with their needs.
3. **Decision:** At this critical stage, stakeholders have reached a point where they must decide regarding their level of engagement with the xShare project. We strategically emphasize the distinct value proposition of our solution, showcasing how it addresses their specific needs and challenges. By effectively communicating the tangible outcomes and potential impact of the project, we seek to inspire stakeholders to actively contribute and support its objectives. This may include encouraging uptake of project outputs or actively participating in the project's activities.
4. **Loyalty:** Once stakeholders have made the decision to engage with the xShare project, we aim to foster and maintain their loyalty. We understand that their continued involvement and dedication are key to the project's long-term success. To achieve this, we focus on continually delivering value to stakeholders, offering opportunities for ongoing learning, collaboration, and growth. By nurturing their relationship with the project, we aim to cultivate a community of engaged stakeholders who are invested in the project's success. These loyal stakeholders hold the potential to become advocates, actively promoting and endorsing the xShare project within their networks and spheres of influence.

By strategically navigating each of these stages, we can effectively engage stakeholders, drive their commitment and participation, and cultivate a strong and supportive community around the xShare project through the following **communication and dissemination mechanisms**:

1. Identification of key messages
2. Use of multi-channels
3. Leverage of xShare partners' networks
4. Monitoring and evaluation
5. Events/workshops
6. Regional collaboration across European initiatives

The strength of the xShare mission also lies in the collaboration of its consortium, consisting of 40 partners representing a diverse range of organisations. Each partner brings their extensive expertise, networks, and stakeholder interactions to foster the xShare message and to ensure the project's success. Leveraging their established communications platforms and channels, including websites, social media accounts, newsletters, and industry connections, they actively contribute to the

implementation of the CDSEP. These platforms will also serve as powerful tools for disseminating and communicating the results and key findings from xShare.

By harnessing the collective strength of our partners' communication resources, we aim to create significant awareness, drive engagement, and maximize the impact of xShare. Moreover, several partners are actively contributing to the implementation of the EEHRxF and EHDS through e.g. projects like XpanDH or Xt-EHR or the work of the eHealth Network. By harnessing the expertise, connections, and diverse backgrounds of our partners, we can help to drive impactful communications and make significant strides in the field of digital health in Europe and beyond.

Overall, the methodological approach presented for promoting the xShare project aims to ensure targeted, engaging, and measurable communication activities that effectively convey the project's goals, generate interest and support, and foster meaningful engagement with stakeholders. Based on the analysis and monitoring of results, the CDSEP is revised and updated accordingly to build upon learnings and deliver even greater impact.

3.1 General approach

Dissemination and communication are essential components of a comprehensive strategy to share project information and engage stakeholders. Dissemination involves sharing project findings and innovations to raise awareness and establish credibility, while communication focuses on creating meaningful connections and influencing stakeholders' perceptions and behaviours. Effective communication builds trust, facilitates collaboration, and ensures stakeholders understand the project's objectives and value proposition.

Outreach complements dissemination and communication efforts by proactively engaging stakeholders and maximizing the impact of project outcomes. Stakeholder engagement involves targeting specific audiences, understanding their needs, and tailoring engagement strategies to build relationships and mobilize support. It expands the project's reach and leverages external stakeholders' expertise and networks. Exploitation aims to maximize the value of xShare's objectives and mission.

By integrating dissemination, communication, outreach, and exploitation, partners create a holistic approach that enhances xShare's visibility, credibility, and influence. This integration enables effective knowledge transfer, collaboration, and long-term sustainability. It leverages stakeholders' engagement and amplifies project impact. As xShare develops, the communication, dissemination and outreach activities will be aligned with the project's evolution.

The CDSEP's key focus is on effectively communicating xShare's objectives, benefits, and progress to a wide range of audiences through a series of mechanisms implemented over four primary stages.

1. Awareness Stage mechanisms include:

- **Stakeholder identification:** Identification of key stakeholders who are most relevant to the mission, and objectives of the xShare project. Stakeholder identification is a crucial step in developing a strategic communications plan for the xShare project. By identifying key stakeholders, we tailor our messaging and engagement strategies to effectively reach and connect with the individuals and organizations that have the greatest interest and influence in the project's outcomes. Regularly assessing and updating our stakeholder identification is an integral part of the CDSEP. As the project progresses, new stakeholders

may emerge, while the needs and interests of existing stakeholders may evolve. By continuously monitoring stakeholder identification and adapting our messaging towards them, we ensure that our communication efforts remain targeted and effective throughout the lifecycle of the xShare project.

- **Identification of key messages:** Next, we establish clear and consistent messaging that highlights the unique aspects and value proposition of the xShare project for each respective stakeholder ([section 4.2](#)). This messaging is refined to ensure it resonates with our target stakeholders and effectively conveys the project's significance.
- **Leverage of xShare Partners:** The strength of the xShare mission also lies in the collaboration of its consortium, consisting of 40 esteemed partners representing a diverse range of organizations. Each partner brings their extensive expertise, networks, and stakeholder interactions to foster the interoperability ecosystem and ensure xShare's success. Leveraging their established communications platforms and channels, including websites, social media accounts, newsletters, and industry connections will support stakeholder engagement. These platforms will serve as powerful tools for disseminating the results and updates of xShare, sharing key findings, and promoting activities to a wider audience. By harnessing the collective strength of our partners' communication resources, we aim to create significant awareness, drive engagement, and maximize the impact of xShare ([Annex 2](#) includes the list of xShare partners' digital communication channels).

2. **Consideration stage mechanisms include:**

- **Use of multi-channels:** In terms of channels and platforms, we employ a multi-channel approach to reach our stakeholders. This includes a combination of digital platforms such as the xShare [website](#), xShare's [social media channels](#), and [audiovisual products](#) such as videos and podcasts. We also leverage networks with our partner organisations to amplify the reach of xShare. We proactively encourage two-way communication by providing opportunities for feedback, questions, and discussion. This is facilitated through webinars focused on the latest developments in EHRx to foster meaningful engagement.

3. **Decision stage mechanisms include:**

- **Events/workshops:** To facilitate the CDSEP, we plan to organize workshops/sessions and a final event leveraging project partners' activities. These events enable xShare partners to engage with key stakeholders and gather feedback to refine the strategy for experimentation bubbles and inform the sustainability plan.
- **Regional collaboration across European initiatives:** The preliminary stakeholder analysis ([see Section 4](#)) will be further elaborated, and the list of experts already engaged will be further extended to facilitate engagement with patient, consumer, and health professional associations. This will help to amplify xShare's influence and contribute to a collective and impactful approach towards our shared goals.

4. **Loyalty stage mechanisms include:**

- **Monitoring and evaluation:** Periodic monitoring and evaluation of our communications efforts is undertaken to assess the effectiveness of our CDSEP methodology and adjust them as needed. We track metrics such as engagement rates and website visits to gauge the impact of our messages and make data-driven decisions for continuous improvement. This feedback loop enables us to make informed decisions on refining and improving our approach, ensuring that our communications resonate with stakeholders and drive the desired outcomes.

3.2 Allocation of responsibilities

For the reasons above, the xShare consortium has defined and clearly allocated CDSEP core activities and corresponding responsibilities across all partners, according to the Table 2:

Activity	Responsible partner(s)
Dissemination, communication and stakeholder's engagement planning and reporting. Production of corresponding deliverables	ECHAlliance
Website design, update and maintenance	ECHAlliance with support of MedCom and HL7
Design and production of the xShare visual identity and dissemination materials (flyer, poster, roll up, banners, visuals and infographics)	ECHAlliance with support of all partners
xShare social media management	ECHAlliance
Newsletter design, content curation and subscription database management	ECHAlliance with support of MedCom and HL7
Press releases: 1) Writing and editing in English 2) Translation and adaptation in languages other than English 3) Posting in relevant local press outlets	1) ECHAlliance 2) All partners with appropriate in-house capabilities 3) All partners with appropriate local networks
News: Collection from partners, English revision and publication on the project website	ECHAlliance

Publications: 1) Writing, editing and manuscript submission 2) Coordination and compliance with the rules settled in the xShare Grant Agreement and Consortium Agreement 3) Writing of publishable summaries suitable for general public communications to be uploaded on the website and production related social media posts	1) Partners involved in the related WPs, tasks and activities 2) MedCom 3) ECHAlliance 4) HL7
Publication of non-indexed articles, grey literature pieces, interviews, and commentaries on magazines, websites of relevant associations and networks: 1) Identification of the topic, the suitable channel for the publication and writing in English 2) Review, editing, if necessary, check of formal communication requirements (logos, colour palette, style, format, etc.)	1) Partners involved in the relevant WPs, tasks or activities 2) ECHAlliance
Organisation of project's internal events: 1) Concept, agenda, content and speakers 2) Logistic and technical support	1) Partners involved in the relevant WPs, tasks or activities 2) Partner responsible for the organisation if live events or ECHAlliance if online

Table 2: CDSEP core activities and responsibilities

4 Stakeholder identification and mapping

The xShare project encompasses a diverse and interdisciplinary group of individuals and organizations with a shared interest in digital health, interoperability, the European Health Data Space and the European Electronic Health Record Exchange Format (EEHRxF). That includes citizens, policymakers, healthcare-related organisations and professionals, payers, tech providers and academia.

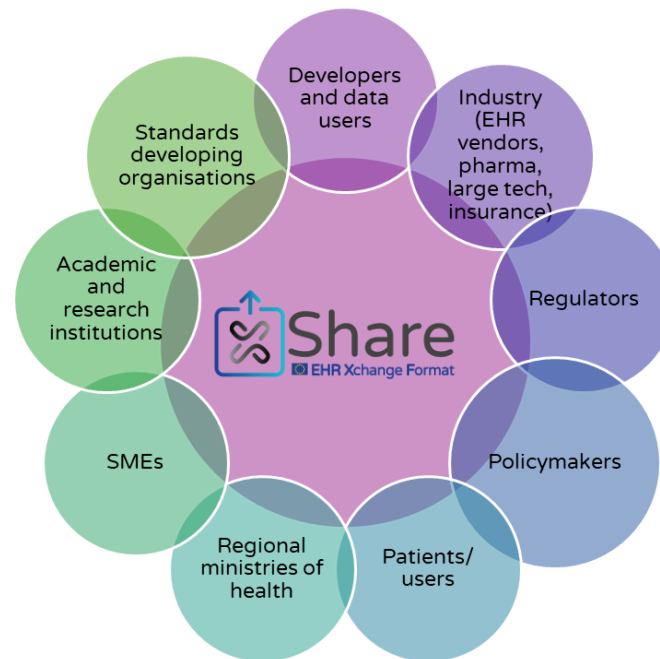


Figure 1: xShare project stakeholders' groups

For this plan, the potential stakeholders and interest groups have been identified during the first year of the project. This identification is based on the objectives of the project, relevant political, economic, legal frameworks as well as the interest of stakeholders themselves. As those stakeholders will be involved in the project, we did not distinguish between primary and secondary stakeholders as their engagement is equally important. These stakeholders include:

- Patients / users
- Developers and data users
- Industry (EHR vendors, medical technologies, pharma, large tech, insurance)
- Regulators
- Policymakers
- Regional ministries of health
- SMEs
- Academic and research institutions
- Standards developing organisations

4.1 Expected impact and C&D activities

Target audience	Value proposition	Communication & Dissemination activities
Patients / users	xShare promises easier, secure, and GDPR-compliant access to their health data across European health systems. The xShare button will allow patients to share their health information with a single click, giving them greater control and portability of their data. This enhanced accessibility supports more personalised and coordinated care, as health data can be easily shared with different healthcare providers and across borders. For patients involved in research, xShare also enables the secure return of clinical study results, empowering individuals to engage in their own health journey and contribute to advancing healthcare.	• Website articles and blog posts • Social media • Explainer videos • Infographics
Developers and data users	xShare aims to significantly impact developers and data users by streamlining access to standardised health data across Europe. By providing harmonised specifications and tools, xShare empowers developers to build interoperable health applications that easily integrate with the European EHR ecosystem. For data users—such as clinicians, researchers, and patients—the project enhances data portability and accessibility, enabling a seamless flow of health information that supports clinical decision-making, population health analysis,	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts

	and patient engagement. This standardisation facilitates innovation in digital health solutions and accelerates research opportunities, ultimately contributing to a more cohesive European Health Data Space (EHDS).	• Events
Industry (EHR vendors, medical technologies, pharma, large tech, insurance)	For industry stakeholders—including EHR vendors, medical technology providers, pharmaceutical companies, large tech firms, and insurers—xShare provides a unified framework to ensure interoperability and streamline data integration across European markets. By aligning with standardised specifications like EHRxF, xShare enables industry players to develop solutions that are compatible with various health systems, reducing barriers to market entry and facilitating smoother cross-border health data exchanges. This harmonisation supports innovation, accelerates product development cycles, and enhances data availability for research, real-world evidence, and personalised care applications. For insurers, it brings better data quality for risk assessment and care management, while large tech and pharma companies gain more reliable data sources for developing advanced analytics and precision medicine solutions across the EU.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events
Regulators	For regulators, xShare establishes a standardised, secure, and GDPR-compliant framework that supports the goals of the European Health Data Space (EHDS), helping to harmonise health data governance across Europe. By providing clear specifications and policies for data portability and interoperability, xShare reduces regulatory fragmentation, simplifies compliance, and ensures data is accessible while remaining secure. This uniform approach enables regulators to facilitate innovation, oversee data privacy, and support safe cross-border data flows for healthcare, research, and public health. For regulators, xShare represents a vital step towards a cohesive and resilient digital health ecosystem across the EU.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Policy recommendations • Scientific articles

Policymakers	xShare offers a critical infrastructure to advance the European Health Data Space (EHDS) by setting standards that promote interoperability, data portability, and patient-centred care across borders. By providing a cohesive framework for health data exchange, xShare supports the creation of policies that empower citizens, protect data privacy, and foster health innovation. The initiative enables policymakers to establish a robust foundation for digital health legislation, ensuring that health data can be securely shared across regions and utilised for public health, research, and improved care outcomes. xShare strengthens the foundation for a unified European digital health strategy, positioning the EU as a global leader in health data governance and innovation.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Policy recommendation • Scientific articles
Regional ministries of health	xShare provides a standardised approach to health data interoperability, enabling regions to securely and efficiently share patient information within and across borders. xShare supports more coordinated healthcare delivery, making it easier for regional systems to connect with both public and private providers, integrate digital health solutions, and implement EU-aligned data practices. xShare ultimately strengthens regional health infrastructure, facilitating better-informed decision-making and enhancing the quality of care for citizens.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Policy recommendation • Scientific articles
SMEs	xShare opens new opportunities by creating a standardised health data framework that simplifies compliance and interoperability across European markets. With access to harmonised specifications and tools, SMEs can more easily develop innovative health applications that integrate with the broader European EHR ecosystem. This reduces the technical and regulatory burden on smaller companies, enabling faster market entry, scalability, and collaboration with larger healthcare stakeholders. xShare empowers SMEs to participate in	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events

	cross-border healthcare solutions, supporting local innovation while expanding their potential to reach new customer bases across the EU.	
Academic and research institutions	xShare provides a structured and standardised framework to access and utilise health data from diverse European sources, greatly enhancing the potential for collaborative and cross-border research. By establishing interoperability standards and supporting secure data exchange, xShare enables researchers to gather real-world evidence, conduct large-scale studies, and leverage patient data for clinical trials more efficiently. This improved access to harmonised data supports robust, reproducible research and fosters innovation in areas like precision medicine, public health, and health policy evaluation. xShare ultimately strengthens the research landscape, making Europe a leader in health data-driven insights and scientific advancements.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Scientific articles
Standards developing organisations (SDOs)	xShare represents a collaborative platform to refine and implement harmonised health data standards across Europe. By bringing together key players like CEN, HL7 Europe, IHE Europe, SNOMED, CDISC, and IEEE, xShare fosters alignment in health information exchange standards that comply with European regulations and meet the needs of diverse healthcare ecosystems. This initiative enables SDOs to contribute their expertise to a unified European framework, advancing the consistency and quality of health data interoperability. xShare strengthens the impact of these organisations' standards, facilitating widespread adoption and supporting the broader goals of the European Health Data Space (EHDS).	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Scientific articles

4.2 Messaging plan

To ensure effective communication and engagement, the xShare consortium has co-created a messaging plan including all stakeholder groups and tailored key messages specifically designed to resonate with each stakeholder group. These key messages highlight the value, benefits, and potential

impact of the project in addressing their specific needs and priorities. The messaging plan is a living document and will be regularly updated throughout the project's duration, following the course of project developments and activities. Table 3 presents the messaging plan elaborated during Y1, focusing mainly on the xShare Yellow Button. As the project activities progress, more concepts such as the xShare Label, the European EHRxH Standards and Policy Hub, and the EEHRxH Community of Excellence will be added during Year 2.

Table 3: Key messages per stakeholder groups based on the Campaign 1 messaging plan

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
Introducing the xShare Yellow Button	Sharing health data in European EHRxH with the click of a button!	Patients / users	Seamlessly access and sharing of health data across European healthcare platforms.	The xShare Button is your entry point to get the best out of your health data!
		Developers and data users	Simplifying data integration and interoperability.	Integrate the xShare button to enhance data interoperability!
		Industry (EHR vendor s, pharma, large tech , insurance)	Enhancing data accessibility and collaboration within European healthcare ecosystems by adopting the xShare button for streamlined health data sharing.	Enabling the trusted flow of data for a core set of elements so EU citizens can access their healthcare data while supporting clinical research, a 20-30B€ market is expected to grow to 50B€!
		Regulators	Enabling compliant and efficient cross-border health data exchange across Europe.	Creating a single market for interoperable digital health products!
		Policymakers	Facilitating patient-centric healthcare policies and data governance frameworks with seamless health data sharing capabilities.	The key towards harmonised data elements across health care, public/population health, and clinical research!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	The xShare button enhances public and private health systems in terms of efficiency, accessibility and economical sustainability!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
		SMEs	Innovation and collaboration opportunities in healthcare services across Europe, demand for new supporting services.	Returning data to the patients becomes easier!
		Academic and research institutions	Accelerating research and insights in healthcare.	Enabling research collaboration with secure health data sharing!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	The key towards harmonized data elements across health care, public/population health, and clinical research!
The xShare Yellow Button & the European Health Data Space	xShare Yellow Button makes EHDS a reality	Patients/ users	The xShare Yellow Button empowers patients to easily access and share their health data within the European Health Data Space.	xShare Button ensures seamless healthcare coordination and personalized care!
		Developers and data users	Integrating the xShare Yellow Button drives interoperability within the EHDS, enabling developers and data users to build innovative solutions with standardised health data exchange.	With EHDS implemented, the yellow button offers a lot of opportunities for innovative services to people for better managing their health conditions!
		Industry (EHR vendors, pharma, large tech, insurance)	The xShare Yellow Button facilitates streamlined data sharing and collaboration across EHDS, fostering efficiency and innovation within the healthcare industry.	Enhanced collaboration and innovation in healthcare with interoperable data!
		Regulators	Adopting the xShare Yellow Button supports EHDS's vision of secure and compliant health data exchange, ensuring regulatory standards are met for cross-border data sharing.	Supporting the potential of the European Health Data Space (EHDS) regulation, bringing digital health transformation to the cultural and operational tipping point!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
		Polymakers	The xShare Yellow Button advances EHDS objectives by promoting patient-centric policies and transparent governance in health data sharing across Europe.	The EEHRxF will enable everyone to safely share their health data with a click of the xShare Yellow Button and citizen engagement will be the driver for research, as new innovative ways to explore health data will truly realise the vision of the European Health Data Space (EHDS)!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	Enhanced collaboration and innovation in healthcare with interoperable data!
		SMEs	Innovation and collaboration opportunities in healthcare services across Europe, demand for new supporting services.	Empowering SMEs to leverage interoperable health data solutions!
		Academic and research institutions	Accelerating research and insights in healthcare.	Supporting academic initiatives with interoperable health data solutions!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	Driving global data interoperability through industry partnerships!
The xShare Yellow Button and citizen-centric approach to personal data	Yellow Button gives you control over your health data	Patients/ users	Gaining control and ownership of your health data with the xShare Yellow Button.	Empowering patients to control and share their health information!
		Developers and data users	Enabling privacy while providing data.	Join the movement for citizen-centred data sharing!
		Industry (EHR vendors, pharma, large tech, insurance)	Fostering trust and transparency with users while enhancing industry collaboration and innovation.	Drive efficiency and patient-centric care with xShare integration!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
		Regulators	Supporting citizen empowerment and data protection regulations with the implementation of the xShare Yellow Button.	Supporting the right of individuals to data portability!
		Policymakers	The xShare Yellow Button promotes citizen-centric policies by empowering individuals with control over their health data, aligning with broader efforts to prioritise data privacy and user rights in healthcare.	Driving innovation and transparency in healthcare data governance!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	Supporting the right of individuals to data portability!
		SMEs	Developing user-friendly health data solutions and delivering innovative services.	Drive efficiency and patient-centric care with xShare integration!
		Academic and research institutions	Enabling academic institutions to conduct ethically sound studies and promote data stewardship.	This button will help make RWD for secondary use more available for research!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	Seamless healthcare coordination and personalised care!

Performance towards KPIs and plans for Year 2

The xShare project C&D activities during Year 1 are reported in D8.3 - xShare Communication, Dissemination and Stakeholder Engagement Report – 1. This report assesses performance towards the set KPIs and provides feedback on the progress achieved, as well as recommendations for the present CDSE plan and the C&D activities in Year 2.

Based on the findings of D8.3:

- The **structured approach**, guided by the initial CDSEP plan (D8.2), has successfully raised awareness, generated interest, and laid a solid foundation for ongoing engagement.
- Through **multi-channel strategies**, collaborative workshops, and regional partnerships, the xShare project has achieved a broad reach and established a supportive community, aligned with its goals.
- The **project website** has achieved satisfactory performance, effectively engaging target groups and stakeholders. As the project progresses, ECHAlliance will coordinate with all partners for communication and dissemination of project activities and results through content creation (news items, blogposts, podcasts).
- The project's **social media channels** have been performing effectively, having reached 36% of the set KPIs (3,000 followers). The consortium will seek to keep up with this pace, expanding its reach among target groups and stakeholders across the EU.
- The **project newsletter** has achieved outstanding performance, attracting an impressive number of subscribers and effectively engaging them. Aiming to keep up with this pace, ECHAlliance will coordinate with all partners for the creation of more engaging content, coming from all the various WPs and Tasks, in a timely manner, taking into consideration that the project newsletter is published on a quarterly basis.
- xShare partners have effectively engaged in various **events**, with a big variety of target audience, raising project awareness and engaging stakeholders in project developments. ECHAlliance will coordinate with all partners for identifying and participating in more events during Year 2, aiming to widen the reach of and engagement with the project.
- The **1st xShare campaign "xShare Yellow Button"** is assessed as very successful, with an estimated reach of 19,829 people around Europe. At this initial phase of the project, this is very important, fostering the project's awareness among target groups and engaging stakeholders in the project's activities.

The following table presents the project performance towards set KPIs, in November 2024:

xShare KPIs	Description	Current KPI	November 2024
KPI 6	Liaise and collaborate with at least 3 EHDS initiatives and establish the EHRxF Community of Excellence in the EHDS.	3 EHDS initiatives and establishment of the EHRxF Community of Excellence	Ongoing

KPI 10	Awareness of the xShare Label among members of the participating industry associations members engaged in digital health above 10% in the first year, and 25% in the third.	10% (Year 1) - 25% (Year 3)	Baseline measurement (Year 1), November 2024: 52 industry members
xShare Button/ Label campaigns	European-wide xShare Button/Label campaigns (M6 and 18) reaching out to >10000 people across Europe	>10,000 people across Europe	19,287 (Campaign 1)
Branding	Conceptualise and develop the project's visual identity		Achieved
Website	First version will be ready by M4 and will undergo regular maintenance/updates. Google Analytics!	KPI: 25.000 visitors	5,967
Blog posts	Streamlined content strategy that includes bi-monthly blog posts (starting M4) - e.g. on the benefits of EEHRxF, xShare Button, interoperability, the value of human-centred data sharing, standards, harmonised data formats etc.	KPI: 16	4
Social media	Twitter/X & LinkedIn	KPI:3000 followers	1104
Press Releases	Launched once a year (and additional, if necessary) to announce major project advances.	KPI: 3	1 published
Wikipedia	Publish and update the xShare Wikipedia page.	KPI: 1	Ongoing
Webinars and podcasts	Twice annually, EEHRxF Roundtables with Community of experts to debate EHRxF topics in EHDS like interoperability, digital equity and inclusion, business opportunities from EHDS, data formats and quality, societal impact etc. The fora will be organised virtually, and the recordings will be released as podcasts at least twice a year (YouTube, website)	KPI: 6 (2 per year)	1 released 2 planned
Infographics	Eye-catching infographic per year	KPI: 2 per year	2 under development
Outreach events	Organise at least 3 high-profile events at the international conferences with European / global audiences to boost the campaign on the three key moments in the project: M6 campaign for EEHRxF (goal: to announce the project), M18 Release of industry label (goal: to engage	KPI: 3	3 (ADW, HLTH 2024, Madeira DTW,)

	more people) and M30 Release of Adoption Roadmap (goal: to sustain project results)		
Dissemination events	Disseminate project results at strategic events (≥4per year) including Digital Health Society, Digital Health Observatory, Medical Informatics Europe Conference, HL7 FCATs, IHE Connectathon, HIMSS, EFMI EuroScience Open Forum, Dev Days, Data Spaces, MedTech Forum, European Public Health Conference.	KPI: 12	8(HIMSS2024, DHSS24, EUPHA24, I~HD24, 2 nd EEHRxF Summit, MIE2024, Dev Days, MeTech Forum, Hospitals on FHIR User days)
Collaborations with projects	that are relevant or have similar pursuits: XpanDH, Data Saves Lives, EIT Health, EDAH, post-TEHDAS, DSSC, DHS	KPI: 10	3: XpanDH, Xt-HER, Gravitare-Health
EEHRxF Community of Excellence	Organise a multi-stakeholder community that will meet at least quarterly to discuss the societal, technological, business and legal implications of EHDS and EEHR. The community will generate thought leadership pieces that will be shared on the website and social media (blog posts, recordings and input to policy papers)	KPI: 100 experts engaged	20 have expressed interest to join (November 2024)
Scientific publications	Scientific publications disseminating project activities and results, in open access journals.	KPI: 6	1 ¹
xShare Label Ambassadors	Identify and select high-value stakeholders in the first year to promote uptake of the xShare Label with actions such as guest blogging on websites/platforms	KPI: 6 ambassadors	Ongoing
Final hybrid event		KPI: 400 participants	N/A

Table 4: Performance towards KPIs

Based on the monitoring of project performance towards KPIs, the consortium effectively moves towards its set goals. During Year 2 of the project, partners will continue working intensively, coordinated by WP8 Leader, while the focus will include the CoE and webinars/ podcasts, to debate EHRxF topics.

The abovementioned findings provide an overview of the project's performance during year 1, as well as useful recommendations for the planning in relation to year 2. A particular focus on enhancing partner engagement will be key, as this will deepen stakeholder relationships, reinforce loyalty, and maximise the long-term impact and sustainability of xShare project. By fostering an even stronger collaboration with consortium partners and leveraging their networks and expertise, xShare will be

well-positioned to achieve its ambitious goals, effectively disseminating innovations and securing its role as a changemaker in digital healthcare.

During year 2, the xShare project aims to prioritise engagement with stakeholders that are key for approval and uptake of project outcomes (i.e. Regulators, Policy makers, Regional ministries of health, Industry and SMEs). Through targeted activities, the project will address these stakeholders, aiming to actively engage them in the project and foster the sustainability/ exploitation potential of the project. Building on the success of the 1st xShare campaign, the [2nd campaign “xShare Industry Label”](#), planned for May-June 2025, will be key in achieving this goal. In parallel, the [multi-stakeholder EEHRxF Community of Excellence \(CoE\)](#) and the [European EHRxF Standards and Policy Hub](#) will create lasting structures that will support the dissemination and uptake of project results.

During year 1, the visibility of the xShare project was higher in the LinkedIn platform and social media than in the project website. Therefore, in year 2 we will try to bring visitors from LinkedIn posts to our website. In year 2, we will also focus more on partnerships and publications, while we will promote key activities in the workplan such as the open calls.

5. Dissemination Actions and Tools

Having identified the main objectives for building a sound CDSEP and the community of stakeholders who are more prominent to the project's results adoption, implementation and value, this section presents a more detailed plan of actions, techniques, and channels to be used for achieving the goals, considering both traditional communications methods as well as novel digital marketing techniques.

5.1 Planning

ECHAlliance, WP8 Leader, is responsible for planning and coordinating with partners for the implementation of the CDSEP. ECHAlliance provides regular updates and discusses developments and plans with other WP Leaders and partners during the monthly Project Executive Committee meetings. Important updates and follow ups are shared with all partners through email communications.

5.2 Compulsory elements to be included in all Horizon Europe projects

In line with Horizon Europe, all communication activities and products (articles, project, websites, presentations, flyers, press releases, social media, videos etc.) must include all the following elements:

- A formal acknowledgement of Horizon Europe support: The project is funded by the European Union (Grant Agreement No. 101136734)
- Figure 1 & Figure 2 present the EU logo of minimum 1 cm



Figure 2: Horizontal EU funding emblem



Figure 3: Vertical EU funding emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

- A disclaimer: "Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them."

5.3 Communication and Dissemination plan

Communication and Dissemination activities involve specific measures aimed at ensuring that the project and its outputs reach the target audiences appropriately, to achieve our intended outcomes. Carefully chosen and targeted channels, tactics, campaigns and KPIs allow the consortium to execute actions effectively, to monitor performance of efforts, and to refine or pivot approaches accordingly to build upon learnings and deliver even greater impact. The plan includes actions on coordinating with external stakeholders, projects, initiatives and events to leverage synergies, outreach and impact.

The Communication and Dissemination plan (see Table 4 below) encompasses the four stages that strategically guide stakeholder engagement and participation in xShare project, as described in the [Methodological approach](#) section:

1. Awareness
2. Consideration
3. Decision
4. Loyalty

Stage 1: Awareness
Activities
Branding: The project's visual identity presents the tenets of the project to the public whilst promoting first-touch contact with potential stakeholders.
Website: The main platform for the promotion of project activities and outputs to all target audiences. The first version has been delivered in M4 and will undergo regular maintenance/updates throughout the project's lifecycle. KPI: 25000 visitors
Blog posts: Streamlined content that includes bi-monthly blog posts - e.g. on the benefits of EEHRxF, xShare Button, interoperability, the value of human-centred data sharing, standards, harmonised data formats etc. KPI: 16 blog posts
Social media (SoMe): Online presence on X, LinkedIn and YouTube, with targeted growth of approximately 20% per year, leveraging consortium members' SoMe reach. KPI: 3000 followers
Press releases: Published once a year (and additionally if necessary) to announce major project advances. KPI: 3 press releases
Wikipedia: Creation and update of the xShare Wikipedia page. KPI: 1 page
Stage 2: Consideration
Activities
Webinars and podcasts: Twice annually, EEHRxF Roundtables with Community of experts to debate EHRxF topics in EHDS like interoperability, digital equity and inclusion, business opportunities from EHDS, data formats and quality, societal impact etc. The fora will be organised virtually, and the recordings will be released as podcasts at least twice a year (YouTube, website). KPI: 6 (2 per year)
Infographics: Eye-catching infographics to highlight outputs or challenges addressed. KPI: 2 per year
Outreach events: At least 3 high-profile events at international conferences with European/ global audiences to boost awareness and engagement with the project. KPI: 3 events
Stage 3: Decision
Activities
Events: Dissemination of project results at strategic events (≥4per year) including Digital Health Society, Digital Health Observatory, Medical Informatics Europe Conference, HL7 FCATs, IHE Connectathon, HIMSS, EFMI EuroScience Open Forum, Dev Days, Data Spaces, MedTech Forum. KPI: 12 events

Collaboration with other initiatives: Synergies with other projects and initiatives that have similar pursuits (e.g. XpanDH, Data Saves Lives, projects of EIT Health, EDAH, TEHDAS2, Data Spaces Support Centre, Digital Health Society). KPI: 10 initiatives engaged
EEHRxF Community of Excellence: A multi-stakeholder community that will meet at least quarterly to discuss the societal, technological, business and legal implications of EHDS and EEHRxF. The community will generate thought leadership pieces that will be shared on the website and social media (blog posts, recordings and input to policy papers). KPI: 100 experts engaged
Scientific publications: xShare project will follow FAIR and Open-access best practices to disseminate scientific publications in peer-reviewed journals and “grey” (non-indexed) alliteration. We expect that xShare will stimulate the creation of publications by the scientific community. Relevant third-party publications will be identified and promoted in the context of the EEHRxF Community of Excellence. KPI: 6 publications
QR code: A QR code directing to the project website, for easy access through mobile devices, has been created and is incorporated in visuals and printed materials. KPI: 1 QR code
Stage 4: Loyalty
Activities
xShare Label Ambassadors: Identification and selection of high-value stakeholders to promote uptake of the xShare Label with actions such as guest blogging on websites/platforms. KPI: 6 ambassadors
Final virtual event: Final hybrid conference to celebrate achievements and handoff. KPI: 400 participants

Table 4: Communication and Dissemination plan

5.4 Digital communication

With a strategic selection of digital communication channels, tactics, and KPIs, xShare aims to engage the most relevant audiences and monitor the performance of their communication efforts. By continuously evaluating and refining their approaches, xShare can adapt to challenges and capitalise on opportunities for even greater success.

Additionally, the CDSEP includes proactive coordination with external stakeholders, such as regulatory bodies and policymakers, as well as collaboration with other projects, initiatives, and events, to leverage synergies and enhance engagement and outreach. This approach ensures that the project's digital communication efforts are well-coordinated, impactful, and capable of maximising resources and knowledge for future advancements in digital health.

5.4.1 Content production

A clear process is established for news content production to be published on the project's website and diffused on social media.

Each partner who wishes to produce and publish relevant content is requested to:

- Alert ECHAlliance as Communication Manager via email or during one of the consortium meetings,

- Fill in the xShare news template ([see Annex 1](#)) and provide a draft for content, rationale for publication and alignment with the ongoing project activities.
- Support further the content dissemination via its own social media and communication channels (i.e., own website, newsletters, etc.).

The template for news production and collection, including relevant instructions to make the process smooth and ensure that communication is homogeneous and complies with the Horizon Europe programme requirements, is available in the collaborative working space of the project.

5.4.2 Project website

Just after the project starts, the WP8 Leader European Connected Health Alliance (ECHAlliance) worked together with xShare's Project Coordinators (MedCom and HL7) to conceptualise and develop the project's website, as the main communication platform about the project to the external world.

The WP leader intentionally created the xShare website (Figure 4) as a page that will be developed over time, as the project activities progress. At this point in time (M12, November 2024) the xShare website includes essential elements to communicate about the project.

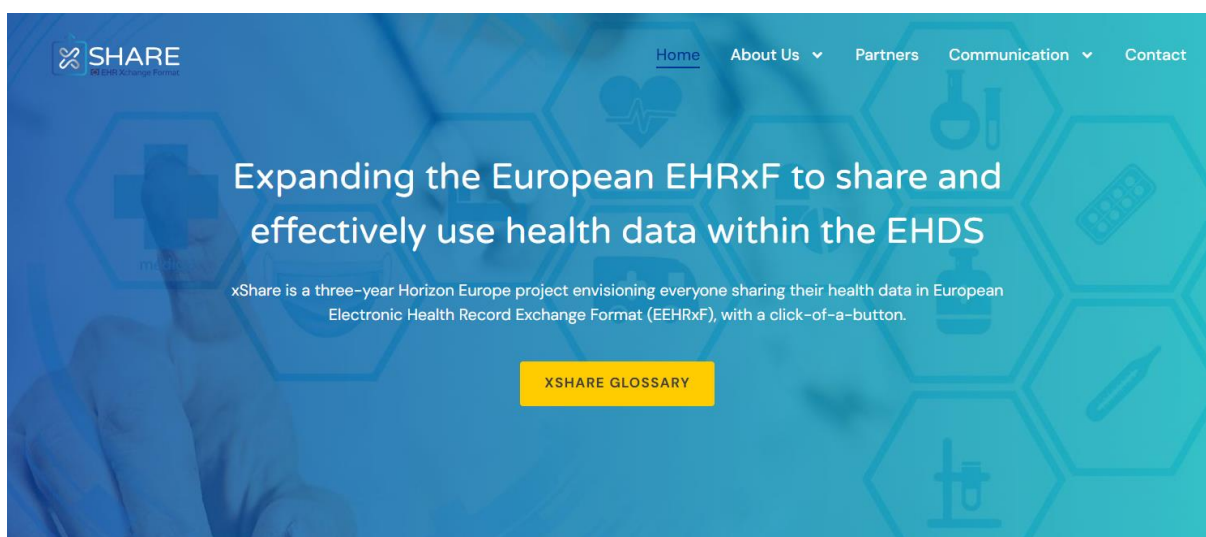


Figure 4: xShare project website

The website has 5 sections (Home, About us, Partners, Communication, Contact) with 10 pages in total. All important information about the project, as well as communication activities (blog posts, articles, newsletters, events) are featured on the website and are then promoted through our social media accounts.



Figure 5: Social media post, link to the xShare website

5.4.3 xShare social media channels

Social media channels play a role in generating interest among audiences for the xShare project, maximising audience and stakeholder engagement.

The xShare project uses a [LinkedIn page](#) (Figure 7) and an [X account](#) along with tailored audio-visual content, banners and images for effective social media campaigns that align with the project's brand identity. Through these channels, the project shared concise and engaging updates, announcements, and developments, optimized for each platform to cater to diverse target audiences across various social media platforms.



Figure 6: xShare X profile

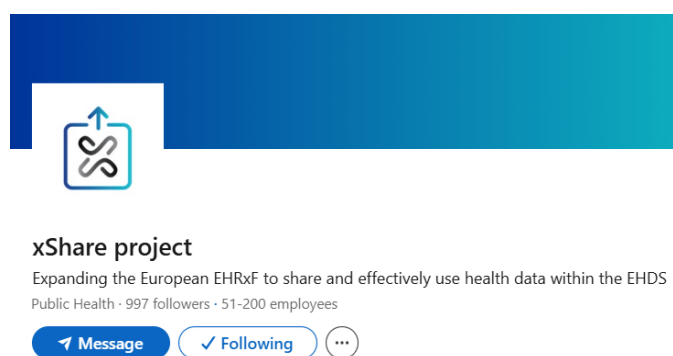


Figure 7: xShare LinkedIn page

In addition, two LinkedIn groups aim to support the online presence of xShare project, and foster engagement between partners and stakeholders.

- [xShare: Expanding the European EHRx to share and effectively use health data within the EHDS group](#) facilitates the online communication and networking of xShare project partners and teams: accessible for the project partners, approved by the comms team and if needed, coordinator.
- [xShare Community of Excellence group](#) will serve as an online forum for the multi-stakeholder community, including leadership pieces generated by it (e.g. blog posts, recordings, policy papers).

These channels serve as platforms to share news and articles from the project website, providing a preview and directing the audience to the full publication on the website.

In addition to disseminating information, the social media channels encourage stakeholders to actively engage with the project, fostering an open dialogue on the progress and impacts stemming from xShare's activities.

As outlined in the upcoming section, regular activity is planned and will be maintained on these channels, with special campaigns designed for relevant events, milestones, and policy developments throughout the project's lifespan.

Apart from special occasions, the xShare online communication strategy foresees the publication of at least four (4) posts per month on LinkedIn and X, featuring:

- Relevant results, ongoing activities, workshops conducted by the project partners, especially in relation to digital health, interoperability, health innovation and EEHRxF.
- Presentation of the project at external conferences and events,
- Publication of relevant reports from European political institutions and agencies,
- Activities carried out by those projects and initiatives with which xShare is liaising and collaborating, e.g. Events, presentations, and seminars.
- Relevant publications, initiatives, news and events promoted by the European Commission.

In addition to the xShare project's official hashtag #xShare, a series of relevant hashtags have been identified:

#xShareYellowButton, #xShareLabel, #EEHRxFHub, #xShareCommunity, #eHealth, #EEHRxF, #interoperability #electronichealthrecords, #digitalhealth, #healthdata, #healthcaretechnology, #HIDs, #HorizonEurope.

Hashtags are important as they enable content to be found by the right people. Using relevant hashtags helps give context to our content and drives traffic so that you can boost views, likes, and shares. ECHAlliance monitors the use of hashtags on social media, to identify new trending ones and to support partners in using the right keywords to attract more audiences.

5.5 Audio-visual materials

The project creates audio-visual materials to support its dissemination activities. These materials have the form of short videos and/or soundbites, created by all partners and edited by ECHAlliance. Audio-visual materials are uploaded and available through the project's [YouTube playlist](#).



Figure 8: Audio visual material example

5.6 Communication materials for printed and digital distribution

The project uses different forms of communication material for printed and digital distribution:

- [Roll up](#)
- [Poster](#)
- [Brochure](#)
- [Post cards](#)

ECHAlliance, has co-created with the coordination team the project's roll up and poster. These have been designed with attention so that they are easily editable and adjustable, to reflect project developments in the future, while being eye-friendly and easily understandable from all stakeholders. This material is to be used by all partners, in different occasions (e.g. project events, external conferences, workshops, partners' events etc.). All xShare partners are cautious with the use of printed material and only use limited number of prints, complementary to other activities (e.g. use of social

media, QR codes, digital communication material) in special occasions, to foster project awareness and engagement with stakeholders. Figure 9 presents the xShare rollup developed to present an overview of the project to the general audience at the Athens Digital Health Week.



Figure 9: xShare project rollup V1

5.7 Events

An essential part of the project's dissemination and communication strategy is the participation of xShare consortium members in relevant European, regional and national events to spread the project's value and interact directly with the stakeholders. Although those events are selected continuously according to the focus and stage of the project, a preliminary list of upcoming events is presented below. To keep the Dissemination Lead (ECHAalliance) informed and aware about the partners' commitments to the events, the special reporting form was provided to the consortium.

The partners are encouraged to fill it in as soon as the opportunity appears. After a submission, the Dissemination Leads will promote the xShare engagement through the project's communication channels.

The following table presents a preliminary list of events identified during the 2nd year of the project:

Event	Dates	Format
-------	-------	--------

Hospitals on FHIR – User days	25-26 November 2024	In person and online
EHTEL Symposium 2024	3-4 December 2024	In person
Athens Digital Health Week 2025	27-31 January 2025	In person and online
EUCROF conference 2025	2-4 February 2025	In person
HL7 Europe WGM	10-14 February 2025	In person
Masters of Digital 2025	20 February 2025	In person
e-Society 2025	1-3 March 2025	In person
4YFN	3-6 March 2025	In person
HIMMS 2025	3-6 March 2025	In person
DIA Global 2025	18-20 March 2025	In person
Health Data Summit 2025	19-20 March 2025	In person
Digital Health Nordic	TBC	TBC
Public Health Week	TBC	TBC
CDISC Europe Interchange	12-16 May 2025	In person
MedTech Europe	13-15 May 2025	In person
HL7 International WGM	10-16 May 2025	In person
MIE2025	19-21 May 2025	In person
MedCom webinar	13 June 2025	Online
HLTH 2025	16-19 June 2025	In person
IHE Connectathon 2025	23-27 June 2025	In person
MedInfo 2025	9-13 August 2025	In person
HL7 WGM Annual 2025	13-19 September 2025	In person
World Class Digital Health	26-27 September 2025	In person
SNOMED Expo	22-24 October 2025	In person/online
18th European Public Health Conference 2025	11-14 November 2025	In person
Digital Health Society Summit	17-18 November 2025	Online
eHealth Stakeholders Group	TBD	In Person
European Health Forum Ganstein	TBD	In Person

Table 5: Preliminary list of events 2025

5.8 Featuring xShare through Horizon Europe communication and dissemination tools

The xShare project is committed to leveraging all available communication and dissemination tools provided by Horizon Europe to effectively promote its activities and showcase its impactful results.

By utilising these tools, such as the Horizon Europe website, social media platforms, newsletters, and project databases, the project aims to reach a wider audience and maximize its impact.

The use of appropriate hashtags related to Horizon Europe, such as #HorizonEurope, #EURResearch, and #EUInnovation, will be integrated into the project's communication strategy to enhance visibility and ensure alignment with the broader European research and innovation community.

This strategic use of hashtags will facilitate the discovery of xShare's activities and outcomes by stakeholders, policymakers, researchers, and innovators who are interested in the advancements and contributions of Horizon Europe-funded projects.

5.9 Networking with relevant projects and initiatives

Networking and cooperation between research and implementation projects and initiatives in the same field has a positive impact on the visibility, uptake of the results and sustainability of the project. Thus, xShare engages in cooperation with relevant EU projects and initiatives with the aim to:

- Generate synergies between networks, communities and stakeholders at European level,
- Accelerate the information flow and exchange of experience of the ongoing and future projects,
- Identify and address mutual drivers and barriers in the field,
- Accelerate adoption of the EEHRxF

The collaboration with some projects has been already initialised. They are:

- XpanDH – Expanding Digital Health through a pan-European EEHRxF-based Ecosystem (CSA, 2023-2024) led by ISCTE
- Xt-EHR - Extended EHR@EU Data Space for Primary Use (Joint Action, 2023-2026), led by Cyprus National eHealth Authority

This collaboration will also be extended to other projects through the activities of the whole consortium, especially T8.2 (Stakeholder Engagement for adoption and scale-up) and T8.3 (Community of Excellence).

5.10 Community of Excellence

The xShare project aims to establish a multi-stakeholder EEHRxF Community of Excellence (CoE) to accelerate policy implementation activities and support the sustainability of Standards & Policy Hub. Consortium partners will engage with XpanDH, Data Saves Lives, projects of EIT Health, EDAH, TEHDAS2, Data Spaces Support Centre, Digital Health Society, Global Digital Health Partnership, Hospitals on FHIR and other initiatives across Europe, as well as experts representing industry, government, academia and society, to create synergies and establish a lasting coalition of partners dedicated to the ensuring enabling policies and advance EHRxF implementation.

Starting in year 2 of the project, the EEHRxF Community of Excellence will meet online quarterly to discuss the societal, technological, business and legal implications of EEHRxF and EHDS. The community will generate thought leadership pieces that will be shared on the website and social media (blog posts, recordings and policy papers). The EEHRxF Community of Excellence will also contribute to the development and testing of work plans and business models for the Standards & Policy Hub, proposing recommendations with a view to sustainability and business viability in the wider ecosystem.

The next steps of establishing the Community of Excellence include:

- Finalising the Terms of Reference – December 2024
- Campaign for Call for Interest – ongoing, with the peak in December 2024
- Creating the calendar of meetings for 2025 – January 2025
- First meeting – January / February 2025

5.11 Monitoring and reporting

A tool for monitoring and reporting of dissemination and communication activities has been made available in the project's online coworking space for all partners in the format of a spreadsheet shared in the SharePoint.

xShare Communication and Dissemination activities reporting template				Instructions					
This form is used to report all communication and dissemination activities performed by xShare partners. You will be receiving bi-monthly reminders to report your activities throughout the whole project duration.				1. Select your organisation from the dropdown menu of the first column, and then fill 1 LINE PER ACTIVITY/CHANNEL. 2. For participation in Events, you will have to fill 1 line per event. You can add more lines if necessary. 3. For any question please contact dimitris@echalliance.com					
Partner (Choose from the drop-down list)	Activity (Choose from the drop-down list)	1. Social media		2. Newsletter (where xShare is mentioned)		3. Direct mailing (where xShare is mentioned)		4. Partner's Website	
		No. of posts	Total Impressions	No. of sent newsletters	Total number of recipients	Total number of emails sent ¹	Target audience	Total of publications	Type of content
ECHalliance	1.2 LinkedIn	2 ²	135						
MEDIO	2. Partner's Newsletter			1	1000				
HL7 Europe	3. Partner's Direct Mailing					125	Healthcare companies		
DIGITALEUROPE	4.2 Partner's News article							2 ²	News articles
ECHalliance	5.2 Conference participation								
TIC Salut	1.2 LinkedIn	4	1947						
TIC Salut	5.1 Conference organisation							1	News articles
TIC Salut	4.2 Partner's News article							1	News articles
	4.2 Partner's News article								
TIC Salut	2. Partner's Newsletter			5	8373				

Figure 10: xShare C&D activities monitoring sheet

All partners are requested to collect and report information, links and supporting documents related to the communication and dissemination activities they have carried out every six months. Such information is processed, analysed and reported by ECHalliance in the reporting due to the European Commission as from the project's Grant Agreement.

Based on the results of the reporting as well as the analysis of the performance of the website and social media channels, feedback from the Coordinator, partners and stakeholders, as well as priorities of the project, the Communication, Dissemination and Stakeholder Engagement Plan will be revised in

November 2025, in order to effectively communicate the value to the project and disseminate project results in Year 3.

6 xShare industry Label campaign

Considering the wider policy and market context of xShare, the xShare consortium plans a course for future developments (most relevant activities are carried out in WP9). At the core is the consideration of the xShare industry label. The EHDS legislation proposed in May 2022 could become a game changer because it presents a series of European requirements for industry, providers and health systems to comply with specific technical interoperability specifications. This presents a market push towards interoperability, and an opportunity for a xShare industry label. Initially this label could be an industry-led response to the EHDS (Art 23)¹ requirement to demonstrate conformance. This will affect initially EHR systems and those devices that claim interoperability with EHR systems; in future, more digital medical technologies and wellness devices that deliver data in European healthcare systems may be affected.

D9.1 - The vision for an xShare industry label: liberating Health data presented the vision of the xShare industry label in the EHDS. In M18 (May 2025), the project will deliver an assessment of the Label's potential in the context of EHDS Art 23 (D9.2 - The industry xShare label). This will mark an important project milestone, the 2nd xShare campaign (MS11). Together with the 1st xShare campaign (xShare Yellow Button – implemented between May and July 2024) the project aims to reach out to more than 10,000 people across Europe. Given that the 1st campaign reached out to 19,004 people, we aim for even broader reach with the 2nd campaign, with the support of all partners and already engaged stakeholders.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52022PC0197>

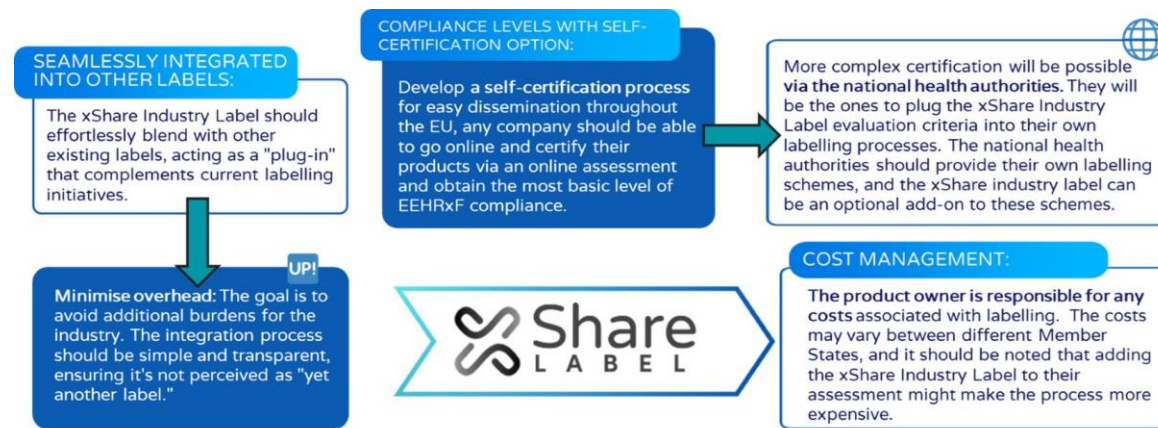


Figure 11: The xShare industry Label vision

ECHAlliance, in close collaboration with DIGITALEUROPE (WP9 Leader) and the coordination team, will confirm the details of the 2nd campaign during February-March 2025, based on the work done within T9.1 (Business viability and value of an EU-XSHARE industry label and information from D9.2). A preliminary plan is described below:

The 2nd campaign will be running during May and June 2025. The objectives of this campaign are to:

- **Increase awareness:** Reach at least 5000 individuals across Europe about the project, the xShare Button/Label, and its mission. Increase Laber awareness among industry actors throughout Europe
- **Engage stakeholders:** Generate interest and engagement from a diverse group of stakeholders, including potential collaborators, supporters, and future Community of Excellence members.
- **Mobilise action:** Encourage individuals to share their knowledge and expertise through the xShare platform, contributing to the project's success.
- **Promote xShare Label:** Present and promote the vision and the viability assessment conducted for the xShare Label.

The xShare consortium will identify and select at least 6 xShare Label Ambassadors, high-value stakeholders to promote uptake of the xShare Label with actions such as guest blogging on websites/platforms. these ambassadors will be chosen, preferably, via the industry and regulators forum, and if needed, via DIGITALEUROPE's Healthcare WG and associates from MedTech Europe.

6.1 Design principles of the campaign

To ensure effectiveness of the campaign, the xShare consortium will follow the below design principles:

1. **All-partners engagement** - active involvement and contribution from all partners fostering a sense of ownership and collective responsibility for its success.
2. **Collaboration and co-creation** - teamwork and mutual participation to disseminate the campaign widely within the partners' networks
3. **Adaptability and flexibility** – partners are allowed / encouraged to use the templates in a way that best fits their message and core activity

6.2 Campaign plan and KPIs

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Social media campaign: infographics	All audiences - tailored messaging for different audience groups	xShare LinkedIn and X channels, partners social media channels	Design: ECHA	Weekly 20.5- 30.6, Mondays	400 impressions	Social media impressions
Social media campaign: video clips	All audiences - tailored messaging for different audience groups	xShare LinkedIn and X channels, partners social media channels	Production: all partners, especially adoption sites editing: ECHA, posting: ECHA	Weekly 20.5- 30.6, Tuesdays	600 impressions	Social media impressions
Social media campaign: templates for social media cards (English version to be adapted by partners)	All audiences - tailored messaging for different audience groups	Partners social media channels	Design: ECHA, posting: all partners	Weekly 20.5- 30.6, anytime	1000 impressions	Social media impressions

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Social media campaign: quiz and LinkedIn polls	All audiences - tailored messaging for different audience groups	xShare LinkedIn channel	Design and execution: ECHAlliance	Weekly 20.5- 30.6, Thursdays	500 impressions	Social media impressions
Educational resources: flyer	All audiences - tailored messaging for different audience groups	xShare website, partners websites, emails, newsletter	Design: ECHAlliance, content: PARTNERS	Deadline: 19 May	100 views	xShare website analytics (e.g. number of downloads or clicks)
Educational resources: slide deck	All audiences - tailored messaging for different audience groups	Website, meetings, events	Design: ECHAlliance, content: PARTNERS	DL: 19 May	500 views	xShare website analytics (e.g. number of downloads or clicks) + events where it was presented
Newsletter	All audiences - tailored messaging for different audience groups	Online newsletter to be sent	ECHA with participation of all partners	12-Jun	150 opened newsletters	xShare Newsletter opening rate
Snippets for partners' newsletters	All audiences - tailored messaging for different audience groups	Partners newsletters	Preparation: ECHA, execution: all partners	DL: 12 May	1000 opened newsletters	Partner's Newsletters opening rate

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Blog posts	All audiences - tailored messaging for different audience groups	Website, xShare social media	All partners	Weekly 20.5- 30.6	1000 views	xShare website analytics
SWAG: t-shirts	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker
SWAG: stickers	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker
xShare Label roll-up for events	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker

Table 5: Campaign 1 plan

7 The European EHRxF Standards and Policy Hub

The Hub objective is to support the EHDS by driving the development, harmonisation, maintenance, extension and the adoption of these interoperability specifications. The Hub will serve as a one-stop shop for EEHRxF specifications and thus as a critical resource for regional, national and European authorities and regulators to implement the EHDS regulation, and for manufacturers of EHR systems and other digital health solutions to comply with it.

By providing a neutral and supportive environment the Hub aims to make sure that industry efforts, specific implementation programmes and projects, as well as other EHRxF related projects, are aligned with the EHDS regulation and the implementing acts identifying the common specifications. The EHRxF standards are key, and policy alignment is needed to achieve adoption and the creation of value that is envisioned by the EHDS. Hence the full name of the European EHRxF Standards and Policy Hub.

The Hub is to start operations in winter 2024/25 and will operate with full funding as part of the xShare project until the end of 2026. As part of the sustainability plan, a plan for a legal structure, charter and governance will be in place in mid-2025. The vision for the Hub's governance is democratic, collaborative, and inclusive, encompassing major SDOs as well as European stakeholder and research organisations, with engagement mechanisms for authorities and industry, and a business model to ensure its lasting support for the EHDS.

In order to achieve the objectives stated above, the Hub will fulfil two functions:

1. to engage in business-driven implementation through community collaboration with the stakeholders adopting the EHRxF specifications in real-world scenarios and
2. to strive for global harmonisation through sustainable governance of the assets that serve EHRxF compliance and the related requirements of both industry and regulators

We are building on the objectives and achievements of European projects such as X-eHealth and XpanDH. X-Bundles (introduced by XpanDH) are the preferred way to present the EHRxF materials to the X-Bubbles (adoption sites and additional settings in xShare) and engaging stakeholders through a network of X-Nets focused on a variety of communities.

Communication and Dissemination activities in relation to the Hub will follow the Annual EHRxF Standards Hub Work Plans (for more, please see D2.1 - Annual EHRxF Standards Hub Work Plans –Y1 & D2.6 – Annual EHRxF Standards Hub Work Plans – Y2).

8 Open calls for wider adoption of the European EHRxF

The xShare project aims to accelerate the adoption of the European Electronic Health Record Exchange Format (EHRxF) across diverse sectors, ensuring that over 500 million EU citizens benefit from high-quality digital health services. Allocating approximately 10% of its budget to three structured open calls, xShare seeks to engage SMEs, public health institutions, clinical research entities, and other stakeholders to implement and maintain EHRxF standards. These open calls will be key in achieving the project's Key Performance Indicators (KPIs).

Objectives of the Open calls:

- Encourage stakeholders to adopt interoperable digital health solutions, enhancing safety in the transition of care.
- Provide financial incentives to stakeholders for implementing EHRxF-compliant solutions.
- Ensure representation from a diverse range of EU Member States and accession countries, including Ukraine.
- Support public health entities in utilising data dashboards for informed decisions.
- Enable adherence to GDPR standards in clinical research through EHRxF implementation.

Key Performance Indicators (KPIs):

1. xShare Yellow Button for Data Portability under GDPR:
 - Support over 50 companies with vouchers ranging from €3,000 to €10,000 for implementing EHRxF.
 - Highlight success stories to encourage adoption.
2. Public health dashboards for decision makers and health system efficiencies:
 - Provide financial incentives to at least three public health institutes or government agencies for deploying data dashboards.
3. Citizens' participation in clinical research and implementation of EHRxF:
 - Award 10-20 EUCROF members with vouchers to implement EHRxF, ensuring compliance with GDPR standards.
 - Track dissemination impact through EUCROF's platforms and member organisations.

Preliminary communication planning:

To achieve these objectives and KPIs, a comprehensive promotion strategy will be implemented from the project, ensuring maximum visibility and participation. It will be developed in 2025 and the general assumptions are:

1. Targeted communication channels:
 - Engagement with ecosystems such as Hospitals of FHIR and national eHealth agencies.
 - Utilisation of national and EU-level public health networks.
 - Leverage of EUCROF's extensive network and channels.
2. Strategic events:

- Organisation of three webinars between M13 and M20 to raise awareness about interoperability standards and the objectives of the xShare project.
 - Official launch of the Open Call at the 2025 European Clinical Research Conference (EUCROF25).
3. Digital campaigns:
- Dissemination of the call and all relevant information via the xShare and EUCROF websites, newsletters, and social media platforms.
 - Collaborate with member organisations' communication and marketing departments to amplify reach.
4. Stakeholder engagement:
- Establishment of a Joint Open Call Committee to manage outreach, eligibility criteria, and evaluation processes.
 - Proactive engagement with representatives from SMEs, public health entities, and clinical research organisations to foster participation.

9 Conclusions and next steps

The CDSEP plays a crucial role in fulfilling the ambitious core objectives of xShare project. By establishing the main audiences, key messages, communication activities, as well as processes and tools, the document provides the guidance for the WP8 leader and the whole consortium towards the successful promotion of its progress and results.

This update of the Plan encompasses a range of activities designed to support the project vision, engage with the interoperability and health data ecosystem, gather widespread support, communicate progress to diverse audiences, maximise the impact of project results, and ensure project sustainability. These objectives are addressed throughout the project's stages and tailored according to its degree of advancement.

To achieve these goals, the CDSEP lists the activities that introduce the project to stakeholders, emphasizing its objectives, benefits, and innovative approach. It also defines a consistent xShare identity. The plan includes raising awareness and fostering stable interactions with the project's target audience, liaising with other relevant national, European, and international initiatives, disseminating project achievements and innovative progress, and actively engaging stakeholders in project activities.

Through these strategic actions, the CDSEP ensures that the xShare project is recognised as one of the pivotal steps in establishing the health data sharing infrastructure in the European Union and an important building block of the European Health Data Space.

Annexes

Annex 1: xShare News template

xShare News template

Title	
Excerpt (200 characters)	
Article body	
Keywords	
Featured image	
Comments	

Table 6: xShare news template

Annex 2: xShare partners' digital communication channels

No.	Partner	Website	Social media channels	
			LinkedIn	X
1	MedCom	https://medcom.dk/	@medcom	
2	HL7 Europe	https://www.hl7.eu/	@hl7 europe	@hl7europe
3	MEDIQ	http://www.mediq.dk/	@mediq - Medical Informatics and Quality Development	
4	IHE-Europe	https://www.ihe-europe.net/	@ihe-europe	@ihe_europe
5	IHE Catalyst	https://ihe-catalyst.net/	@ihe-catalyst	
6	empirica Communication and Technology Research	https://empirica.com/	@empirica Communication and Technology Research	@empirica_Bonn
7	i-HD	https://www.i-hd.eu/	@The European Institute for Innovation Through Health Data	@iHD_HealthData
8	Gnomon Informatics SA	https://www.gnomon.com.gr/	@gnomon informatics sa	@gnomonsa
9	EHTEL - Collaborating for Digital Health and Care in Europe	https://www.ehtel.eu/	@EHTEL - Collaborating for Digital Health and Care in Europe	@ehtel_ehealth
10	DNV	https://www.dnv.com/	@DNV	@DNV_Group
11	IEEE	https://www.ieee.org/	@ieee	@IEEEorg
12	CEN/TC 251 Health Informatics	https://www.ehealth-standards.eu/	@CEN/TC 251 Health Informatics	
13	Governo dos Açores	https://portal.azores.gov.pt/	@Governo dos Açores	
14	DIGITALEUROPE	https://www.digitaleurope.org/	@DIGITALEUROPE	@DIGITALEUROPE
15	Charité - Universitätsmedizin Berlin	https://www.charite.de/	@Charité - Universitätsmedizin Berlin	@ChariteBerlin
16	Foundation for Research and Technology - Hellas (FORTH)	https://www.forth.gr/en/home/	@Foundation for Research and Technology - Hellas (FORTH)	@FORTH_ITE

17	ECHAlliance - The Global Health Connector	https://echalliance.com/	@ECHAlliance - The Global Health Connector	@ECHAlliance
18	ISCTE - Instituto Universitário de Lisboa	https://www.iscte-iul.pt/	@ISCTE - Instituto Universitário de Lisboa	@ISCTEIUL
19	TIC Salut Social Foundation	https://ticsalutsocial.cat/	@TIC Salut Social Foundation	@ticsalut
20	UNINOVA	https://www.uninova.pt/	@UNINOVA	@UNINOVA
21	Telemedicine Technologies	https://tentelemed.com/	@Telemedicine Technologies	
22	CDISC	https://www.cdisc.org/	@CDISC	@CDISC
23	CINECA	https://www.cineca.it/	@CINECA	@Cineca1969
24	BRIDG OU	http://bridg-ou.com/		
25	NeHA	https://www.neha.gov.cy/		@eHealthcy
26	University of Cyprus	https://www.ucy.ac.cy/	@University of Cyprus	@UCYOfficial
27	IDIKA SA - e-Government Center for Social Security Services	https://www.idika.gr/	@IDIKA SA - e-Government Center for Social Security Services	
28	Fondazione Gabriele Monasterio Regione Toscana CNR	https://www.monasterio.it/	@Fondazione Gabriele Monasterio Regione Toscana CNR	
29	Department of Health - Ireland	https://www.gov.ie/en/organisation/department-of-health/	@Department of Health - Ireland	@roinnslaite
30	Health Service Executive	https://www.hse.ie/	@Health Service Executive	@HSELive
31	Sciensano	https://www.sciensano.be/en	@Sciensano	@sciensano
32	University of Valencia	https://www.uv.es/	@University of Valencia	@UV_EG
33	Datawizard	https://datawizard.it/	@Datawizard	
34	EUCROF	https://www.eucrof.eu/	@eucrof	
35	Ministerio de Sanidad	https://www.mscbs.gob.es/	@Ministerio de Sanidad	@sanidadgob
36	Sanofi	https://www.sanofi.com/	@Sanofi	@SanofiFR
37	Danish Health Data Authority	https://sundhedsdatastyrelsen.dk/da/english	@Sundhedsdatastyrelsen	

38	MedTech Europe	https://www.medtecheurope.org/	@MedTech Europe	@medtecheurope
39	Ministerie van Volksgezondheid, Welzijn en Sport	https://www.rijksoverheid.nl/ministeries/ministerie-van-volksgezondheid-welzijn-en-sport	@Ministerie van Volksgezondheid, Welzijn en Sport	@MinVWS
40	SNOMED International	https://www.snomed.org/	@SNOMED International	@SnomedCT