

xShare

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

WP8

D8.3 v2024-12-13 xShare Communication, Dissemination and Stakeholder Engagement Report – 1-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

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Executive summary

Report D8.3 outlines the progress and achievements of the xShare project's Communication, Dissemination, and Stakeholder Engagement (CDSE) activities during its first year. These efforts are guided by the project's Communication, Dissemination, and Stakeholder Engagement Plan (CDSEP), developed in the initial six months and designed to create awareness, build interest, and engage stakeholders across the healthcare ecosystem. This strategic plan includes a staged approach—Awareness, Consideration, Decision, and Loyalty—that has successfully guided activities to date.

During Year 1, CDSE activities have focused on expanding the reach of xShare's message through a multi-channel communication strategy, targeted workshops, and regional collaborations. These efforts have raised visibility, while initial stakeholder engagement has created a foundation of support and interest. The project has also actively collaborated with partners and aligned with other relevant initiatives to amplify its impact.

As the project enters its second year, the CDSE plan will be updated to incorporate findings from this report, enhancing strategies for broader reach and stronger engagement. A primary area for improvement is increasing active participation from consortium partners, whose networks and resources will be instrumental in strengthening stakeholder loyalty, amplifying project advocacy, and sustaining long-term engagement.

In summary, xShare's CDSE activities have met their objectives for the first year, positioning the project for even greater impact. By expanding partner engagement and refining outreach strategies, xShare will further its mission to support digital healthcare transformation and achieve lasting project sustainability.

1. Introduction

Report D8.3 presents the progress made during the first year of the xShare project, in relation to its Communication, Dissemination, and Stakeholder Engagement (CDSE) activities. The CDSE activities are guided by the project's Communication, Dissemination and Stakeholder Engagement Plan, which was developed during the first 6 months of the project. The CDSE plan will be updated in M12, based on the findings of this report.

As outlined in the first version of the CDSE plan, to ensure a broad dissemination of results 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

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 tailored through the project's stages and degree of advancement. **In this context, the project:**

- **Introduces** the project to stakeholders, demonstrating its objectives, benefits and innovative approach;
- **Defines**, 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.

2. Methodological approach

The CDSE plan encompasses four stages that strategically guide stakeholder engagement and participation:

- **Awareness:** In this stage, our objective is to create awareness among stakeholders about the identified need that xShare activities aim to address.
- **Consideration:** Once stakeholders have become broadly aware of the problem or need, they enter the consideration stage. Here, their focus shift towards clearly defining their own requirements and determining whether xShare's solutions align with their needs.
- **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 emphasise 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.
- **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**:

- Identification of key messages
- Use of multi-channels
- Leverage of xShare partners networks
- Monitoring and evaluation
- Events/workshops
- 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 project's success. Leveraging their established communications platforms and channels, including websites, social media accounts, newsletters, and industry connections will support CDSEP. These platforms 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 maximise 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.

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 monitoring and analysis of results achieved in this document, the CDSE Plan will be revised and updated accordingly to build upon learnings and deliver even greater impact.

2.1 Allocation of responsibilities

For the reasons above, the xShare consortium has clearly defined and allocated CDSE 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:	ECHAlliance

Collection from partners, English revision and publication on the project website	
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
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 1: Allocation of responsibilities for CDSE activities

2.2 Monitoring and reporting

A tool for monitoring and reporting of dissemination and communication activities was provided to all partners in the format of a spreadsheet shared in the SharePoint.

xShare Communication and Dissemination activities reporting template		1			
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 2. For participation in Events, you will have to 3. For any question please			
Partner (Choose from the drop-down list)	Activity (Choose from the drop-down list)	1. Social media		2. Newsletter (where xShare is mentioned)	
		No. of posts	Total Impressions	No. of sent newsletters	Total number of recipients
ECHAlliance	1.2 LinkedIn	2	135		
MEDIQ	2. Partner's Newsletter			1	1000
HL7 Europe	3. Partner's Direct Mailing				
DIGITALEUROPE	4.2 Partner's News article				
ECHAlliance	5.2 Conference participation				
TIC Salut	1.2 LinkedIn	4	1947		
TIC Salut	5.1 Conference organisation				
TIC Salut	4.2 Partner's News article				
TIC Salut	4.2 Partner's News article				
TIC Salut	2. Partner's Newsletter			5	8373

Figure 1: xShare CDSE monitoring tool

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 EC as from the project's Grant Agreement.

Based on the present report, 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 reviewed in November 2024, in order to provide the value to the project in the upcoming year.

3. Stakeholders' groups and target audiences

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

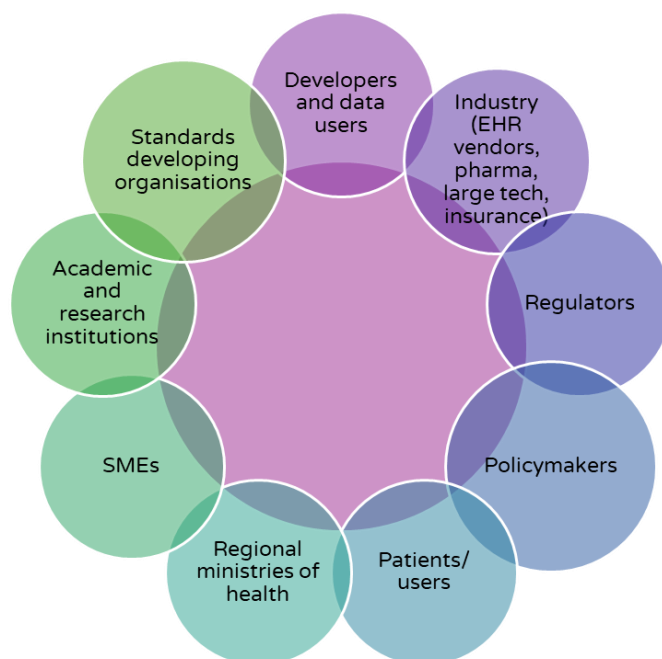


Figure 2: xShare stakeholders' groups

For this plan, the potential stakeholders and interest groups were identified. 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

3.1 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, 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).	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • 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	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events

	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.	
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 toward 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-centered 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	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events

	infrastructure, facilitating better-informed decision-making and enhancing the quality of care for citizens.	• 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 cross-border healthcare solutions, supporting local innovation while expanding their potential to reach new customer bases across the EU.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events
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	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.	• Website articles and blog posts • Social media • Newsletter • Explainer videos • Infographics • Podcasts • Events • Scientific articles

Table 2: Expected impact and C&D activities

4. An in-depth look at the C&D activities

With a strategic selection of digital communication channels, tactics, and Key Performance Indicators (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 CDSE Plan foresees 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 comprehensive 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.

4.1 Digital communications

4.1.1 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 and provide a draft for content, rationale for publication and alignment with the ongoing project activities.
- Further support 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 placed in the Teams collaborative working space of the project.

4.1.2 Project website

Just after the project started, 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 xShare website is 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.

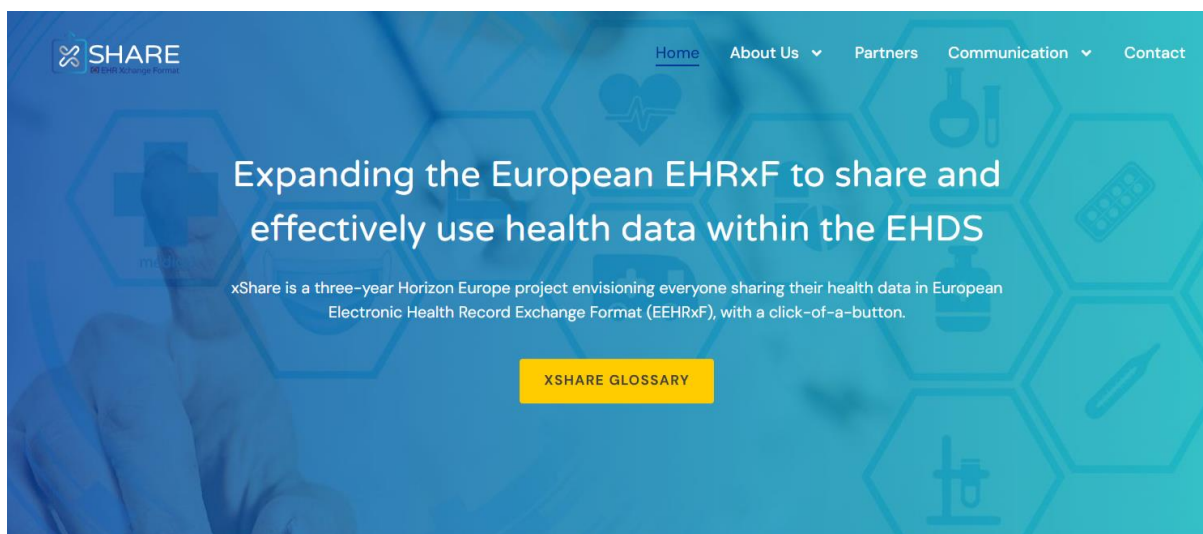


Figure 3: xShare website

The launch of the website was communicated widely through xShare’s social media, as well as partners’ social media and other channels. The information was also further spread within the relevant partners’ communications to their networks and audiences.



Figure 4: Social media post - example

ECHAlliance, WP8 Leader, conducts regular performance checks on the website, as well as analysis of visitors’ behaviour, in order to identify ways of better engaging with our audience or corrective measures needed.

In M12 (November 2024) the following results could be mentioned:

- 675 users have visited the website, and the average engagement time being 1m 04s. This shows that new users are effectively attracted, and their average engagement is satisfactory. This time is low and we need to take actions so that visitors stay longer.

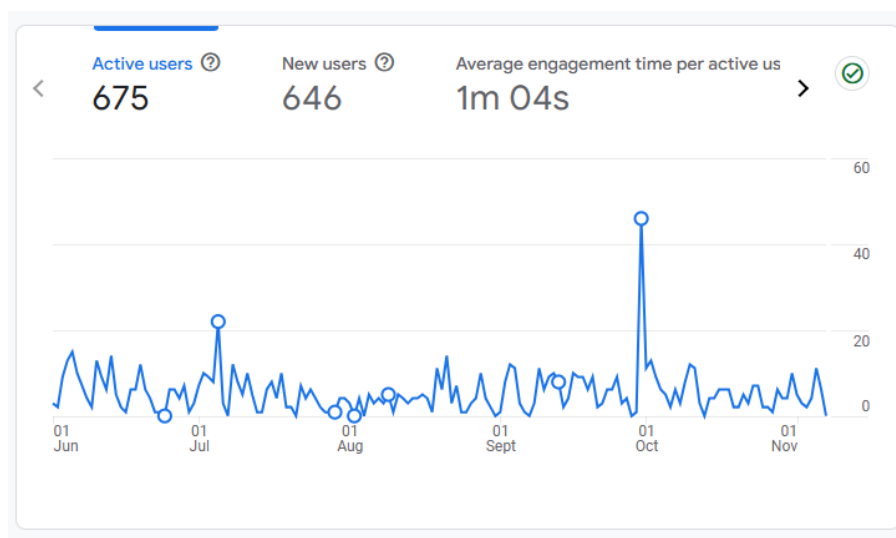


Figure 5: Website users during the last 6 months

- Active users are well distributed among EU and third countries, with the project achieving a global reach from its early stages. This is illustrated by the relatively high number of visitors from the United States and United Kingdom. Moving forward we would like to see higher engagement from European Union member states.



Figure 6: Geographical distribution of users

- The average engagement time per user varies depending on the content being made available, and the reading time needed. With more content being available, the average engagement time is expected to increase.

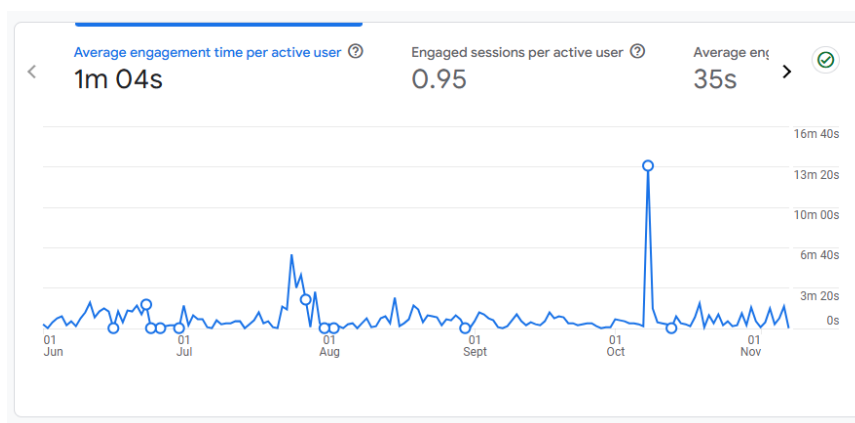


Figure 7: User engagement time per active user

- The views of website pages during the first year of the project are more than 2,200. Website views per day relate to social media posts during the same days, as social media are the main channel used for reaching to our audiences (for example, the peak that can be noticed on 05 July 2024, is due to 5 social media posts published at that day – [a video testimonial by Monasterio](#), a post for the [Public and Population health datasets survey](#), a [Datawizard post for the xShare project on their own social media channels](#)). The latest example highlights how partners can amplify project reach by sharing project content through their own channels.

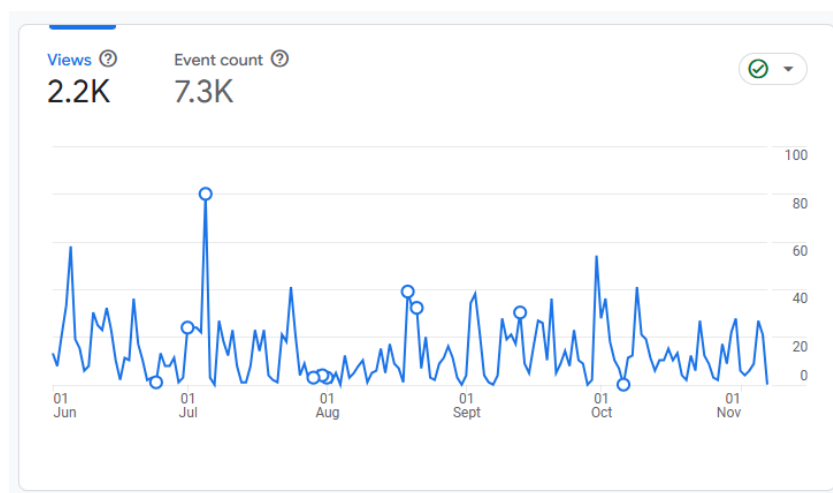


Figure 8: Page views during the last 6 months

During year 1, 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). Moreover, ECHAlliance will coordinate with all partners for timely communication and dissemination of content, through their own organisational channels and networks, aiming to widen the project's reach and effectively engage stakeholders around the EU.

4.2 Social media

Social media channels play a crucial role in generating interest among audiences for the xShare project, maximising audience and stakeholder engagement. Through these channels, the project shares concise and engaging updates, announcements, and developments, optimised for each platform to cater to diverse target audiences across various social media platforms.

The project uses a LinkedIn page, an X account and a YouTube playlist.

4.2.1 LinkedIn

The [xShare LinkedIn](#) page has reached 951 followers at M12. This number is higher than the number of visits to the xShare website. This can be attributed to the fact that the linked in page of xShare was available from project start and project partners are keen to contribute posts related to project activities.

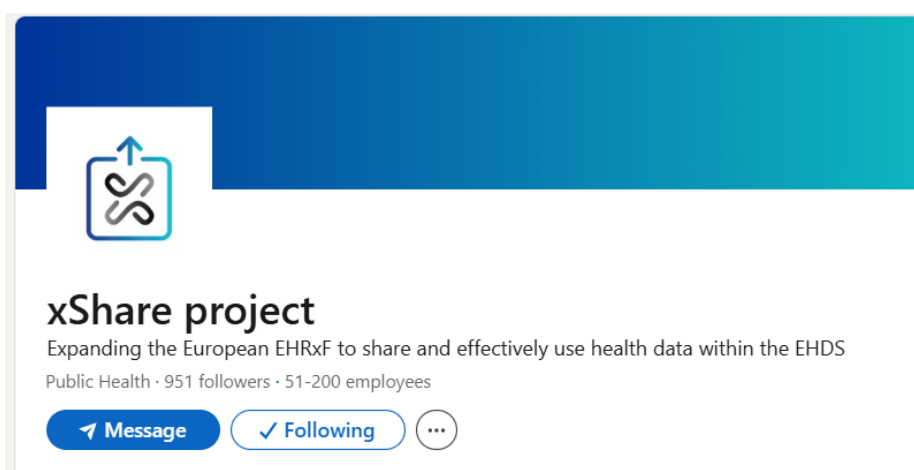


Figure 9: xShare LinkedIn page

- Clicks on LinkedIn posts lead to the links provided (either from the project website, or from YouTube). This also indicates how engaging these posts are. Posts regarding upcoming activities (i.e. events, webinars) have the highest rate in this metric.

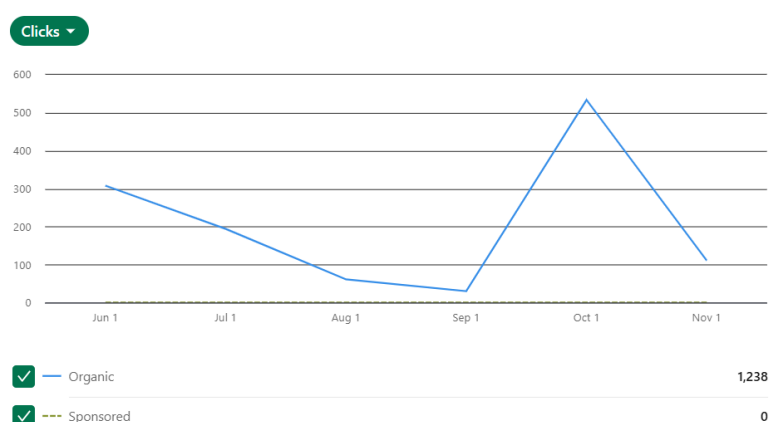


Figure 10: Clicks on links included in LinkedIn posts

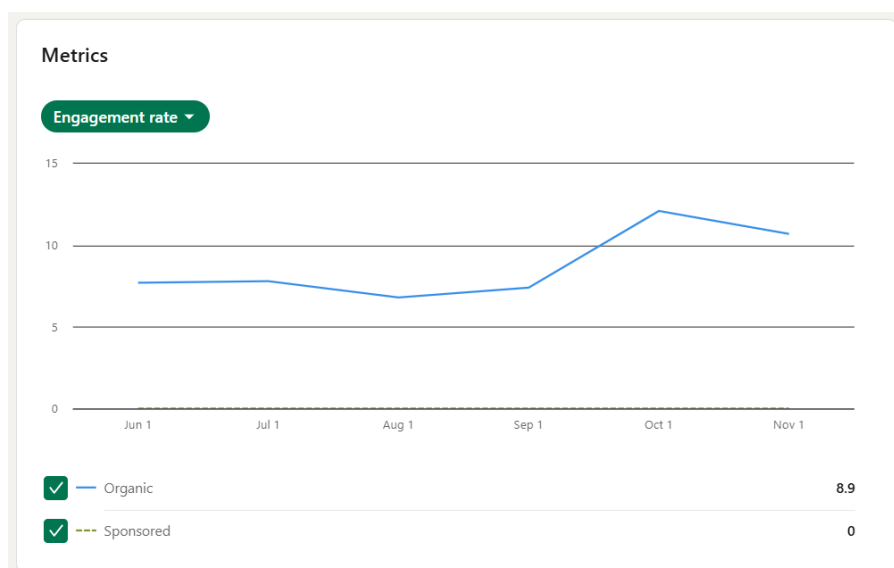


Figure 11: Engagement rate chart

- Engagement is associated with the type of content shared and is also affected from the use of visual content on the platform (i.e. post visuals, embedded content). The high engagement in November 2024 can be attributed to the high visibility of the 2nd EEHRxF Summit.

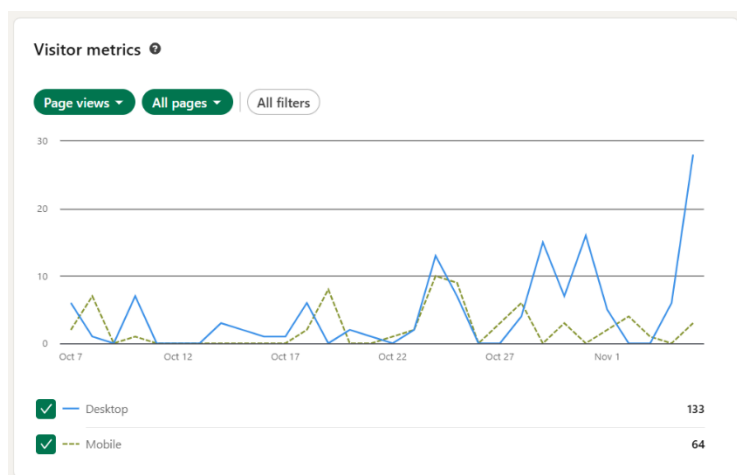


Figure 12: Visitors and devices used

- Follower metrics demonstrate a steady growth of followers, with an average of 79 new ones attracted every month.

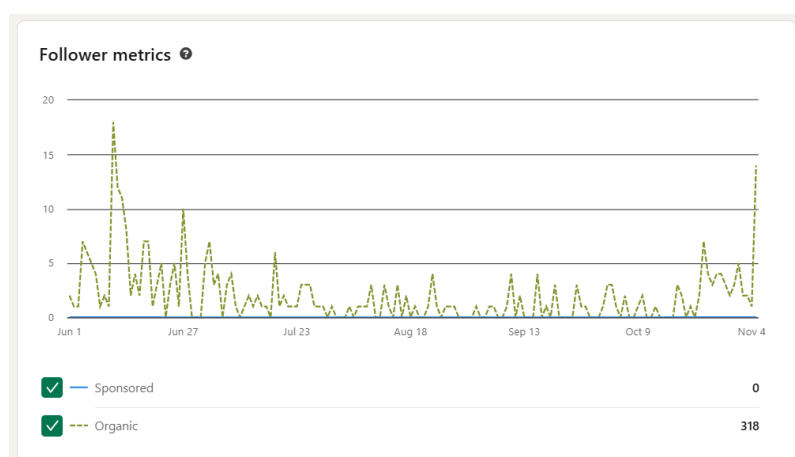


Figure 13: LinkedIn follower metrics

- Visitors' demographics showcase a wide representation of different sectors, ranging from Hospitals and Health care to Software development, Government Administration and Research Services. This indicates a satisfactory reach to and interest by the different stakeholders' groups mentioned earlier in this document.

Visitor demographics

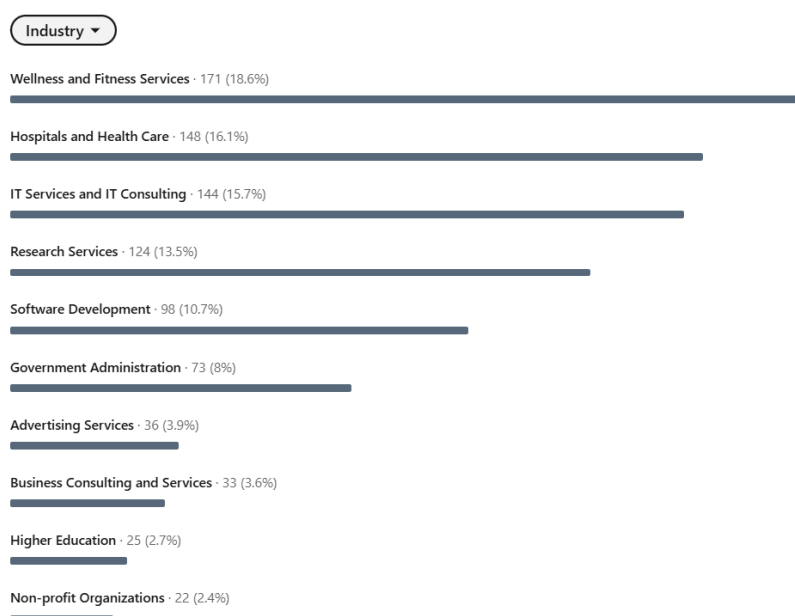


Figure 14: Visitor segmentation based on the industry of activity

4.2.2 X (formerly Twitter)

The [xShare X](#) account has reached 153 followers, having published 95 posts during Year 1 of the project.

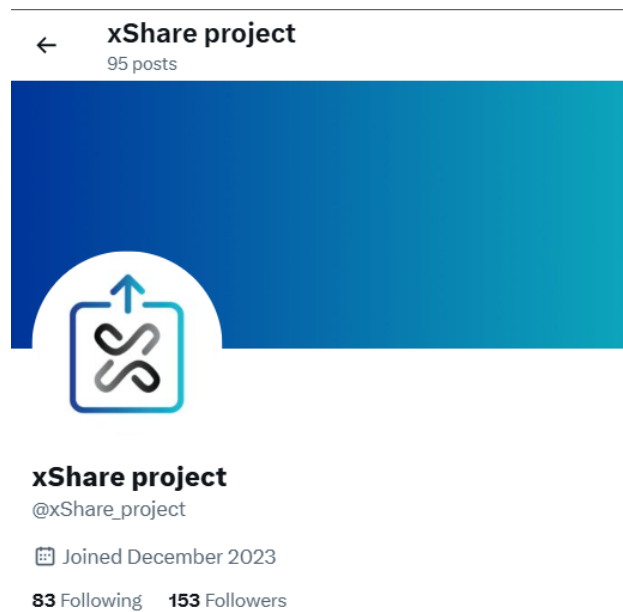


Figure 15: xShare X account

- X posts in relation to events prove to be highly engaging, contributing to connecting with new users and expanding our audience.



Figure 16: X post example

4.2.3 YouTube

The [YouTube playlist](#) contains 11 videos, including explanatory content, testimonials by the xShare Adoption Sites, presentations of project partners and the key takeaways from the High-level Digital Health Interoperability Workshop, organised in May 2024, by DIGITALEUROPE.

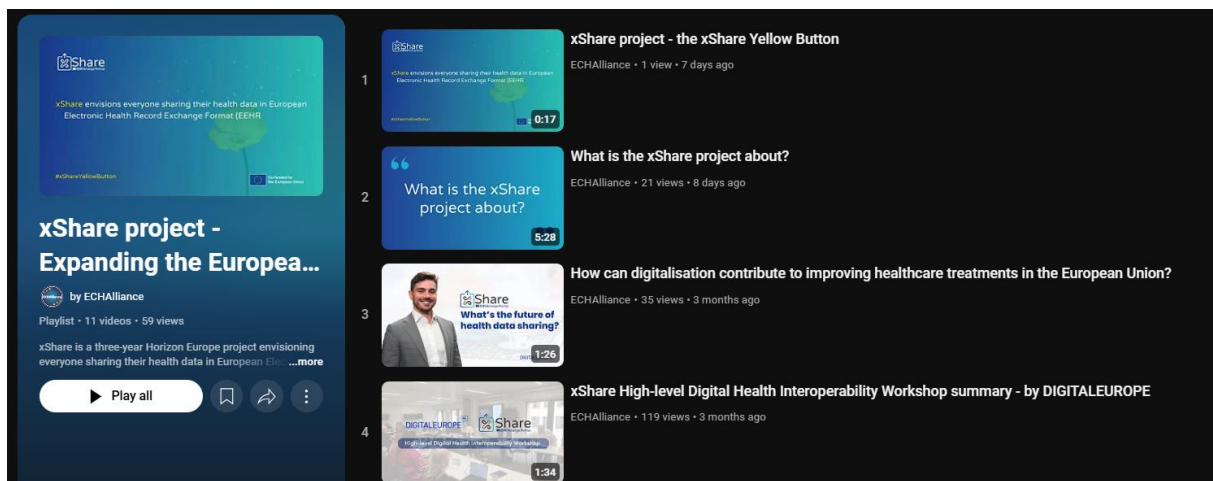


Figure 17: xShare YouTube playlist

The videos included in the playlist have reached 459 views, indicating interest for the content shared, and increased engagement with our target audiences with views of the videos produced increasing over time.

During year 1, 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. To achieve this, coordinated efforts by all partners are required, further communicating and disseminating project content through their own organisational channels.

4.3 Newsletter

The [project newsletter](#) is published quarterly, with 2 issues already published in M12.

- The newsletter has reached 621 subscribers, with the 585 of them joining us during the last 6 months.

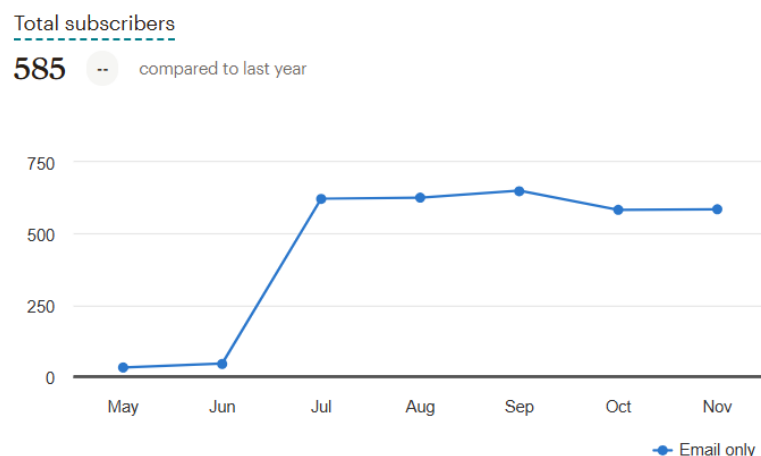


Figure 18: Newsletter subscribers in the last 6 months

- The campaign for October's newsletter reached 593 recipients, with satisfying open (41%) and click rates (11%). While the project progresses and more engaging content is shared through the newsletter, these numbers are expected to significantly increase.

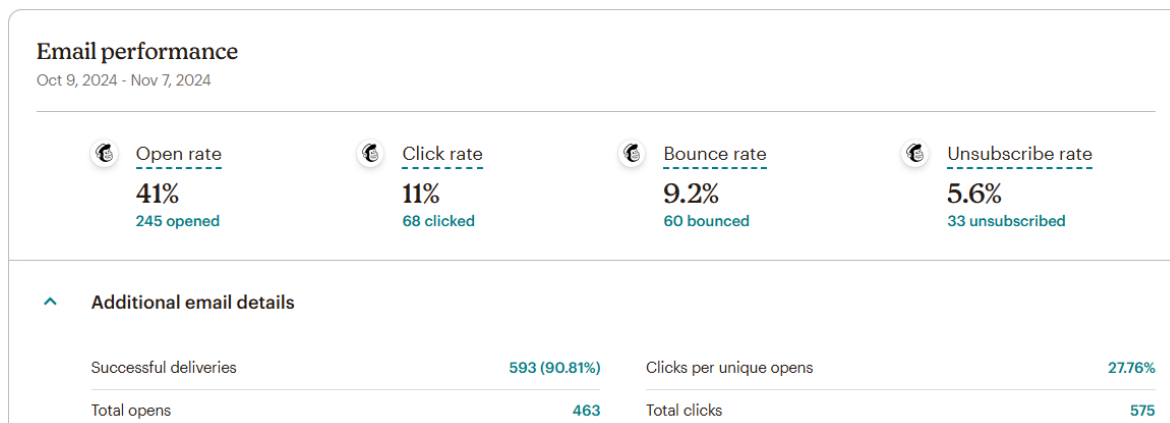


Figure 19: Campaign insights

- According to the feedback provided by MailChimp, the October's newsletter campaign performed significantly better compared to peer's average performance of similar topics. This indicated increased engagement and interest for the xShare project.

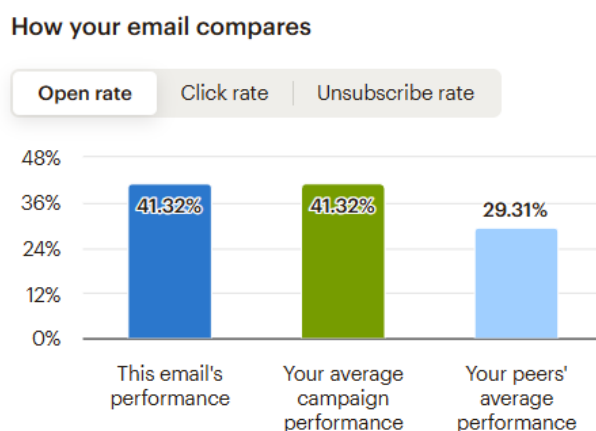


Figure 20: Comparison of performance towards the performance of peer newsletters

During year 1, 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.

4.4 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. These events are selected continuously according to the focus and stage of the project. To keep the Dissemination Lead (ECHAAlliance) informed and aware about the partners' commitments to the events, the special reporting form has been provided to the consortium.

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



Figure 21: xShare in EPHC 2024



Figure 22: xShare in HLTH Europe 2024

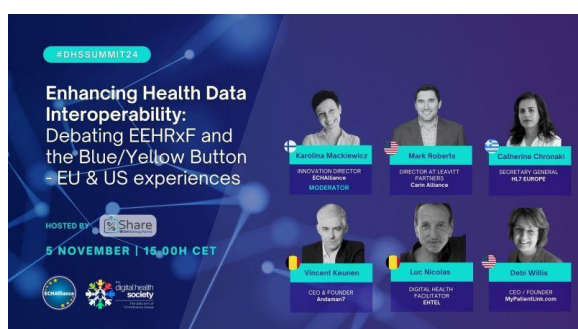


Figure 23: xShare in DHSS2024

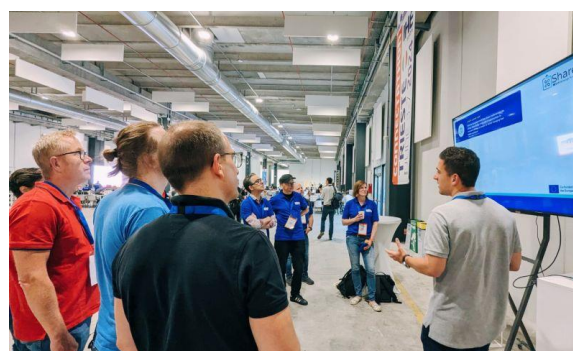


Figure 24: xShare in IHE Connectathon 2024

During Year 1 of the project, 19 events had been identified by different project partners, based on their field of activity and expertise. Partners report their participation in events through the dedicated form. A list of the events in which xShare project was engaged during Year 1 is presented below:

Event	Date	Audience	Activity
Athens Digital Health Week	15-19 Jan 2024	Multistakeholder	Official Launch jointly with xt-EHR and XpanDH
Digital Health Nordic	14 Feb 2024	Multi-stakeholder from Nordic countries	Presentation on yellow button related topics under the title: "Towards Citizen-Centric Data Sharing: Getting Value"
4YFN	28 Feb 2024	National Public Authorities, Health Professionals, Private Health Companies.	Presentation in a panel: the blue button Catalan use case and the European xShare project.
UNICOM Final event	26 Apr 2024	The medicinal products value chain (EU, EMA, NCAs, SDOs, Research and clinical Reps)	Presentation in a panel: Reusing UNICOM inputs to support EEHRxF implementation and supporting patient access to data (GravitateHealth and Potential will also be in the panel). Dipak will need to make the link with the campaign. He intends to invite an industry partner to represent xShare.
Public Health Week - SCIENSA NO webinar	13 May 2024	Public and Population Health experts, Public Health Data analysts and Health Data Agencies	<i>Presentation on xShare and the use of the Yellow Button to connect Primary and secondary use of data; 'Building Trust in the EHDS'</i>
HaDEA InfoDay	14 May 2024	HaDEa representatives, academics, SMEs, etc.	Presentation of xShare
Parallel SNOMED EVENT	21 May 2024	CIO, CMIO, CMO of Hospitals, Semantics experts, MoH, EHR vendors	XpanDH, xShare, SNOMED international, HL7 Europe and the CSCT asbl joint meeting to share experience around semantics and health data interoperability, as a prelude to the SNOMED CT in Europe May 22-23 Congress.
Radical Health Helsinki	22 May 2024	"Entire European health innovation ecosystem"	This session explores the transformative potential of the European Health Data Space (EHDS) emphasizing data-driven strategies for prevention, precision, and equity.
HIMSS Europe	29-31 May 2024	Government officials, healthcare CIOs and senior executives, providers, IT professionals, startup	Presentation on xShare and the use of the Yellow Button to connect Primary and secondary use of data; 'Building Trust in the EHDS'

		founders, consultants, academics, and market suppliers	
IHE Connectathon	3-7 Jun 2024	Decision-makers across providers, digital health professionals, industry leaders, and government representatives	Presentation on 4 June, presentation at the VIP Tour
MedCom webinar	13 Jun 2024	MedCom's stakeholders	Presentation of xShare overall and the Danish and Catalan adoption sites + open call opportunities
HLTH24 Europe	17-20 Jun 2024	Decision-makers across providers, payers, government, pharma, startups, investors, and health tech.	Presentation at the session "Research to reality: scale up, deployment and investment opportunities" on 17 June
Madeira Digital Transformation Week	20-28 Jun 2024	Academic experts, industry professionals from both large corporations and SMEs, representatives from the European Commission and governmental bodies.	Workshop "Towards individual's empowerment over own health data", presentation, booth (we can operationalise it, need to find a solution for costs: 3k)
EUCROF conference in Hungary	19 September 2024	Clinical Research Organizations	Presentation of xShare focusing on IPS and IPS for research
EUCROF webinar "Standards in Clinical Research"	25 Sep 2024	Service Providers for Clinical Research, investigational sites, Vendors of EHR systems for hospitals, The Data Management / Engineering community, Pharma Industry (Sponsors)	Webinar by EUCROF for its members and adherents to the EUCROF GDPR Code aiming to promote the development and use of interoperability standards in clinical research and present the objectives and timelines of the xShare project.
Data Working Group of ECHO	1 Oct 2024	Paediatric hospitals	Introduction on EHDS primary use of data with xShare slides about EEHRxF and Standardisation and Policy Hub
Digital Health Society Summit	5 Nov 2024	Academic experts, industry professionals from both large corporations and SMEs, representatives from the European Commission and governmental bodies.	Session "Enhancing Health Data Interoperability: Debating EEHRxF and the Blue/Yellow Button - EU & US experiences"

European Public Health Conference xShare pre-event	6 Nov 2024	Academic experts, industry professionals from both large corporations and SMEs, representatives from the European Commission and governmental bodies.	Presentation of the xShare Yellow Button
EEHRxF 2nd Summit	13 Nov 2024	Service Providers for Clinical Research, investigational sites, Vendors of EHR systems for hospitals, The Data Management / Engineering community, Pharma Industry (Sponsors)	Presentation of the xShare Yellow Button
European Public Health Conference	13-15 Nov 2024	PH Institutes, Ministries of Health, PH network organisation, EHDS2 ecosystem	Participation in panel discussion led by Sciensano, participation by empirica
Hospitals On FHIR Users Days	25-26 Nov 2024	Healthcare providers, industry	Presentation of the xShare Yellow Button
I~HD Conference	27-28 Nov 2024	Continuity of Care stakeholders	Presentation of the xShare Button

Table 3: List of events identified

xShare partners have effectively engaged in various events, with a big variety of target audience, raising project awareness and engaging stakeholders in project developments. A subset of the events is shown in the Table above. This table does not include contracts with industry associations and regulators (e.g. COCIR, MedTech Europe, etc). 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.

4.5 Networking and synergies with relevant projects

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 related 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 already been 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
- Gravitare-Health, (IHI project, 2020-2026), led by the University of Oslo and Pfizer.
- Connect4Children (Clinical trials research network), which has resulted in a non-for-profit association.
- TEHDAS2 – create bridges to secondary use of data.

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).

4.6 Horizon Europe C&D guidance and 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 maximise 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 activities and outcomes by stakeholders, policymakers, researchers, and innovators who are interested in the advancements and contributions of Horizon Europe-funded projects.

5. Campaign 1: xShare Yellow Button campaign

xShare organised its first Campaign, on the xShare Yellow Button, from May until June 2024. The xShare campaign 1 had the following objectives:

- **Increase awareness:** Reach at least 5000 individuals across Europe about the project, the xShare Button/Label, and its mission.
- **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 for xShare Label.

The table below presents the activities and performance of the Campaign 1 “xShare Yellow Button”:

Activity	Reach (approximately)
Project website • Blog post by Luc Nicolas • The xShare Yellow Button page • Blog post by Victor Barberà • Cancer Research Data Exchange Summit blog post • Blog post by Robert Stegwee	223 new users 32 views 41 views 19 views 8 views 12 views
LinkedIn • The #xShareYellowButton • #xShare blog series 1 • Poll: Primary demands from customers regarding health data interoperability • xShare at RHFH • xShare Adoption Sites testimonials (NeHA) • #xShare blogpost series 2 • Poll: What is the most important impact the EHDS will have on health professionals? • xShare Adoption Sites Testimonials (TTSA) • #xShare at #IHEEUCAT2024 • xShare blog series 3 • xShare blog series 4 • xShare Adoption Sites testimonials (TIC Salut Social) • Interview with Alexander Berler at #IHEEUCAT2024 • xShare at HLTH Europe • Wrap up #IHEEUCAT2024 • xShare Adoption Sites testimonials (Governo Regional da Madeira)	760 followers, 1148 page views 2,056 impressions 811 impressions 315 impressions 419 impressions 386 impressions 962 impressions 527 impressions 705 impressions 590 impressions 1094 impressions 157 impressions 802 impressions 1203 impressions 783 impressions 629 impressions 430 impressions 429 impressions

• xShare at ECHAlliance Health & Data Thematic Innovation Ecosystem • xShare HLTH Europe • MDTWeek2024 is on • Health Dat at the MDTWeek2024 • xShare Adoption Sites testimonials (MedCom + MEDIQ)	729 impressions 416 impressions 1,071 impressions 690 impressions
X platform • The #xShareYellowButton • #xShare blog series 1 • xShare at RHFH • xShare Adoption Sites testimonials (NeHA) • TIC Salut Social post • xShare blog series 2 • xShare Adoption Sites Testimonials (TTSA) • i-HD post • xShare blog series 3 • xShare Adoption Sites testimonials (TIC Salut Social) • Interview with Alexander Berler at #IHEEUCAT2024 • xShare at HLTH Europe • Wrap up #IHEEUCAT2024 • xShare Adoption Sites testimonials (Governo Regional da Madeira) • MDTWeek2024 is on! • Health Day at the #MDTWeek2024 • xShare Adoption Sites testimonials (MedCom + MEDIQ)	1,500 impressions, 99 followers 150 impressions 104 impressions 127 impressions 87 impressions 142 impressions 308 impressions 145 impressions 76 impressions 39 impressions 121 impressions 1100 impressions 66 impressions 67 impressions 53 impressions 45 impressions 27 impressions 23 impressions
YouTube • xShare Adoption Sites testimonials (NeHA) • xShare Adoption Sites Testimonials (TTSA) • xShare Adoption Sites Testimonials (TIC Salut Social) • xShare Adoption Sites Testimonials (Governo Regional da Madeira) • Interview with Alexander Berler • xShare Adoption Sites Testimonials (MedCom + MEDIQ)	145 views 44 views 15 views 25 views 26 views 23 views 12 views
Events • EIT Health Summit Rotterdam • UNICOM Final event • Webinar on Trust in Data Exchange under the EHDS during the European Public Health Week • Radical Health Festival Helsinki • Joint meeting on Semantics, the EEHRxF, and communities of (interoperable) practice • SNOMED CT in Europe	825 participants 60 in person 60 in person 45 online 75 in person 40 online 120 in person, 150 online

• HIMSS Europe • IHE Connectathon • HLTH24 Europe • MDTWeek 2024	65 in person 90 in person 40 in person 80 in person
Printed material • Post cards distributed in HIMSS (250 pcs) • Pens (200 pcs) • Pins (100 pcs) • Roll up (1 pcs) distributed in IHE Connectathon	550 persons 250 items 200 items 100 items 1 item
Total reach of xShare Campaign 1 “xShare Yellow Button”	19,829

Based on the above, the 1st xShare campaign 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 2nd xShare campaign, on the xShare Industry Label is planned for May and June 2025 (for more, please see D8.5 - xShare Communication, Dissemination and Stakeholder Engagement Plan -2. Taking into consideration the great potential created by the 1st campaign, ECHAlliance will coordinate with all partners, organising content creation, providing supporting material, and coordinating activities to ensure even wider reach among target groups around Europe.

6. Performance towards KPIs

The xShare project has set ambitious CDSE KPIs, included in the Description of Action. 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 more people) and M30 Release of Adoption Roadmap (goal: to sustain project results)	KPI: 3	3 (ADW, HLTH 2024, Madeira DTW)
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, MedTech 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.

¹ Gokce Banu Laleci Erturkmen, Ali Anil Sinaci, Tuncay Namli, Machteld J Boonstra, Karim Lekadir, Polyxeni Gkontra, Catherine Chronaki, Rhonda Facile, Rebecca Baker, Rebecca Kush, [An assessment of the European Patient Summary for clinical research: a case study in cardiology](#), Frontiers 11, 2024

7. Challenges, Risks, Mitigation plan and lessons learned

The purpose of this report is to serve as a means of identifying both accomplishments and obstacles that have an impact on achieving maximum communication activities' effectiveness, requiring attention in the coming months. The subsequent challenges are outlined as valuable insights that the CDSE Leader (ECHAlliance) will utilise, to enhance the visibility, reach, stakeholder engagement, and ultimately, the sustainability potential of the xShare project.

7.1 Performance so far

The Communication and Dissemination and Stakeholder Engagement Plan (CDSEP) for the xShare project has been executed successfully during its year 1, effectively aligning with our goals to share the project's objectives, progress, and solutions with a broad audience. The CDSE plan outlines a staged approach—Awareness, Consideration, Decision, and Loyalty—that has successfully guided stakeholder engagement so far. CDSE activities have thus effectively raised awareness, created interest, and facilitated positive initial engagement.

At the Awareness stage, the first of the four stages of the CDSE plan, the project has achieved satisfactory levels of visibility, sparking initial interest among stakeholders by highlighting the needs xShare addresses. Moving through Consideration and Decision stages, xShare aims to communicate a compelling value proposition to stakeholders, encouraging consideration and uptake of project outputs.

The use of multi-channel communication, along with targeted workshops and regional collaborations, has enhanced the reach and accessibility of xShare's message, helping to cultivate a supportive community.

7.2 Steps forward

While the communication performance has been solid, there is an opportunity to strengthen engagement by further involving consortium partners. Increased active participation from partners could amplify our collective impact, particularly in the areas of stakeholder loyalty and long-term engagement. By harnessing the full breadth of our partners' networks, communication resources, and expertise, we can deepen our reach, increase stakeholder buy-in, and inspire ongoing advocacy for xShare.

In summary, while xShare communication, dissemination and stakeholder engagement efforts have met their objectives, expanding partner engagement will be essential for fostering sustained, meaningful relationships with stakeholders and amplifying the project's long-term impact.

Based on the findings of this report, ECHAlliance will update the xShare CDSEP (D8.5, due in M12).

8. Conclusion

Report D8.3 provides a comprehensive overview of the progress made in the xShare project's Communication, Dissemination, and Stakeholder Engagement (CDSE) activities during its first year. The structured approach, guided by the CDSEP plan, 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 of communicating project objectives, demonstrating innovation, and building a network of engaged stakeholders.

As the project moves into its next phase, updating the CDSE plan will allow xShare to incorporate the insights and lessons learned from the past year. Deliverable D8.5 (xShare Communication, Dissemination and Stakeholder Engagement Plan – 2), due in M12, will include all plans, methods and tools to be used. 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. 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.