

Important: Press F2 to save title in document property (for accessibility reasons)

xShare

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

WP8

D8.1 v2024-05-13 xShare website-WP8-ECHAlliance

Date: 31.05.2024



Project title: xShare - Expanding the European EHRxF to share and effectively use health data within the EHDS.

Grant Agreement: 101136734

Call identifier: HORIZON-HLTH-2023-IND-06-02

Dissemination level: Public



This project has received funding from the European Health and Digital Executive Agency (HADEA) under grant agreement no. 101136734.

Deliverable description

Number and name of deliverable:	D8.1 v2024-05-09 xShare website-WP8-ECHAlliance
Publishable summary:	D8.1 presents the xShare website, constituting the main platform for external communication and presentation of the project results.
Status:	Final
Version:	1.0
Last update:	27.05.2024
Deadline:	31.05.2024
Actual delivery:	31.05.2024
Lead beneficiary:	ECHA
Contact:	karolina@echalliance.com
Contributors:	Dimitris Georgoulis, dimitris@echalliance.com Karolina Mackiewicz, karolina@echalliance.com

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Disclaimer

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 European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

Change History

Version	Date	Author	Organisation	Description
0.1	22.04.2024	Dimitris Georgoulis	ECHA	Opening the document, ToC
0.2	30.04.2024	Dimitris Georgoulis	ECHA	1 st draft
0.3	30.04.2024	Karolina Mackiewicz	ECHA	Internal revision
0.4	06.05.2024	Mie H Matthiesen	MedCom	Consortium partners revision
		Thomas Botther	MedCom	
		Daniella Manassero	DIGITALEUROPE	
		Nathan Carvalho	DIGITALEUROPE	
0.5	07.05.2024	Dimitris Georgoulis	ECHA	Incorporating review comments
1.0	27.05.2024	Janne Rasmussen	MedCom	Quality & compliance control
1.0	31.05.2024	Mie H Matthiesen	MedCom	Submission

Table of Contents

List of abbreviations	3
List of figures	3
Executive summary	4
Project overview.....	5
Introduction.....	6
Full website design and development.....	7
Next steps and future developments.....	10
Risk and mitigation plan	11
Ethical considerations	12
Privacy & Cookie Policy	12
Accessibility	12
Collection of data through forms	12
Conclusions.....	13

List of abbreviations

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

Abbreviation	Term
EHRxF	Electronic Health Record Exchange Format
MVP	Minimum Viable Product
WP	Work Package

List of figures

Figure 1. Home page top section and menu items	7
Figure 2. xShare Yellow Button section.....	8
Figure 3. News archive	8
Figure 4. Newsletter subscription form, footer	8
Figure 5. Contact form.....	9
Figure 6. xShare rollup, QR code leading to the project website.....	10

Executive summary

Within Work Package 8 (WP8) of the xShare project, the ECHAlliance (WP8 Leader) conceptualised and developed the project's website.

An MVP version was developed in M2 (January 2024) of the project, to serve as the basis for project communications until the delivery of the full website version, in M4 (March 2024).

The xShare website includes essential elements to communicate about the project (Home, About us, Partners, Communication, Contact). During the first year of the project, new sections will be added to the website (Community of Excellence, Blog, Podcasts, Newsletter). This iterative approach underpins the WP Leader's commitment to align dissemination and communication with the various WPs, to drive more impact through the C&D activities.

1 Project overview

xShare is a Horizon Europe project, co-funded by the European Union under the European Health and Digital Executive Agency (HADEA), grant agreement no. 101136734, envisioning everyone sharing their health data in European EHRxF with a click-of-a-button.

The mission of xShare is to advance the position of Europe in global standards with the EU-xShare industry label, supported by the European EHRxF Standards and Policy Hub for people to receive better and safer healthcare, health systems to be more resilient, and the European digital health industry to be more competitive in the EHDS.

2 Introduction

As the leader of the task responsible for communication and dissemination of the project's results (T8.1), ECHAlliance (ECHA) developed the wireframe, as well as the content for the website during the first 3 months of the project. An MVP version was made available during M2, to serve as the basis for project communication and awareness (e.g. during the public launch event at the Athens Digital health Week in January 2024), until the delivery of the full website in M4 (March 2024).

At this stage, the website informs about the project, its vision and objectives, as well as the partners, and it will be further developed following the course of project activities. Pages such as Community of Excellence, Blog, Podcasts and Newsletter will be added to the website during the first year of the project. The website will be maintained and updated regularly by ECHAlliance. All partners will contribute for content creation, according to their background and expertise.

3 Full website design and development

The xShare website: <https://xshare-project.eu/>

The current website consists of the following sections:

- Home (The starting point where the user gets a core introduction to the website and chooses the direction of further journey around it)
- About us (Allows users to get quickly informed about the project background)
 - Challenge
 - Mission
 - Project Timeline
 - Target Groups
 - xShare Glossary
- Partners (Showcases the xShare partners and contains links to the partners' organisational pages)
- Communication (Includes the main communication activities of the project)
 - News
 - Events
- Contact (Shows how the user may contact the xShare project team)

The Matomo Analytics function was added to the website. This will allow ECHA to monitor the number of visitors of the website, their geographical location, as well as the time spent on the website and its specific sections.

A subscription form for the project newsletter has been added to the website footer. This subscription form collects emails from subscribers and automatically adds them in the xShare Mailchimp account audience.

A contact form has been added to the "Contact" page, to facilitate contact requests between end users and the xShare consortium.

The following figures present key aspects of the website as on 30 April 2024 (M5):

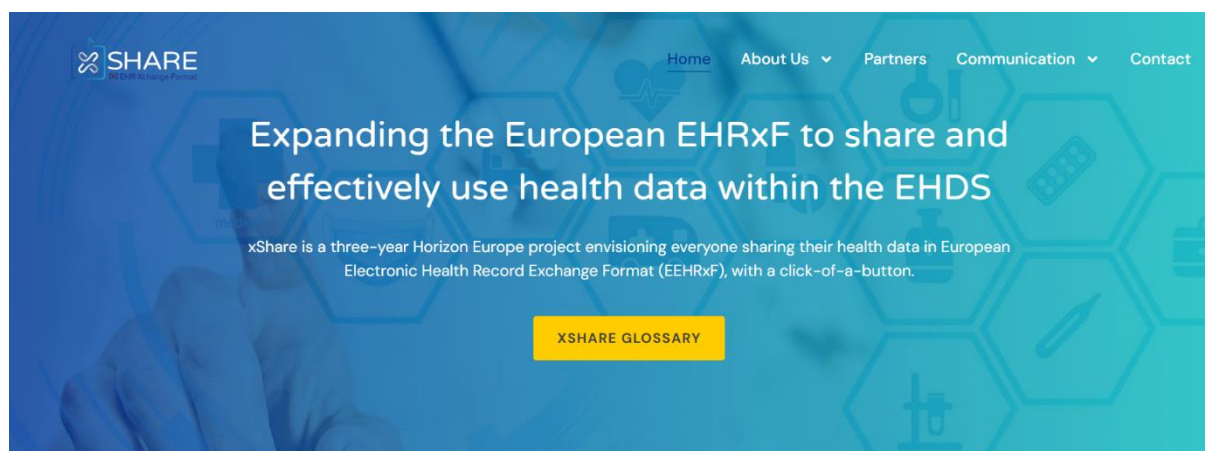


Figure 1. Home page top section and menu items

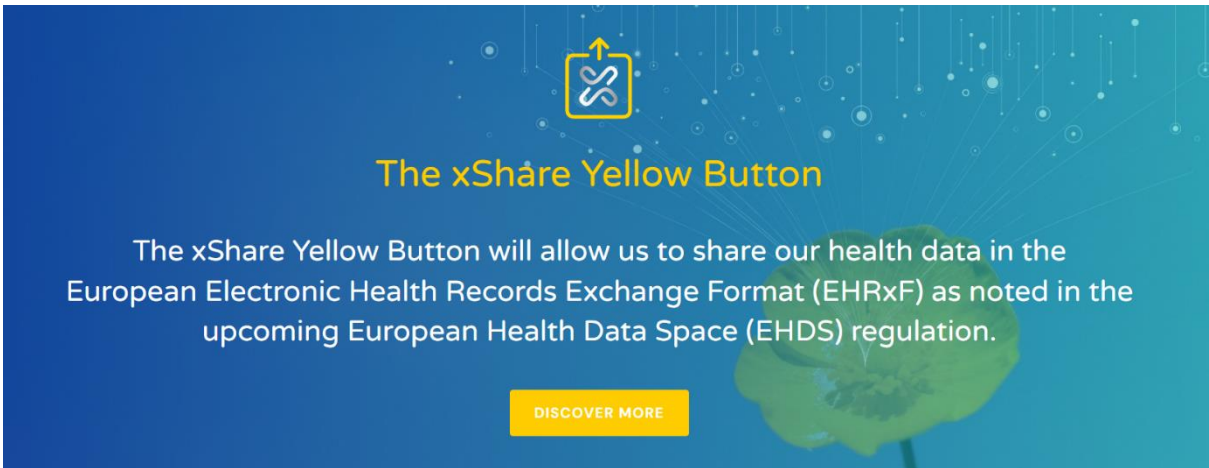


Figure 2. xShare Yellow Button section

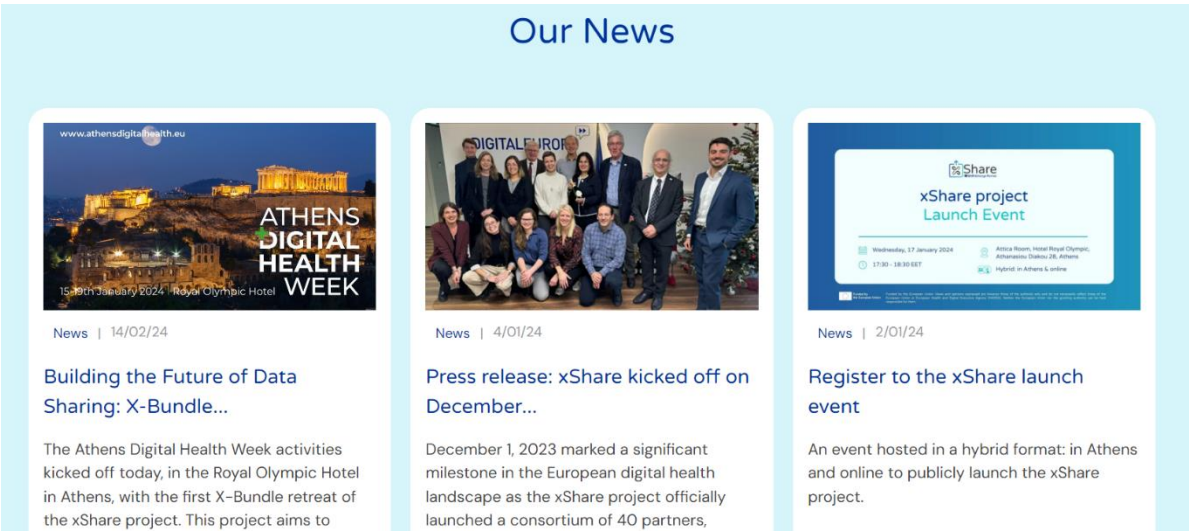


Figure 3. News archive



Figure 4. Newsletter subscription form, footer



[Home](#) [About Us](#) [Partners](#) [Communication](#) [Contact](#)

Name

Last name

Email

Subject

Message

☐ I agree to share my data with the Xshare Team. I also agree with the privacy policy

SEND

Figure 5. Contact form

4 Next steps and future developments

The website is considered as a living product and will be further developed following the course of project developments and activities. The following sections will be added to the website:

- Achievements on the Home page
- Resources, incl. Publications and Public deliverables
- Community of Excellence
- Blog
- Podcasts
- Newsletter

The website is being promoted widely through social media posts, and through the project's visuals and printed materials, with the use of QR codes, for users' convenience.



Figure 6. xShare rollup, QR code leading to the project website

5 Risk and mitigation plan

The xShare project is complex, as there are 40 partners involved and many different stakeholders targeted, while the ambitions regarding impact go beyond the scope and duration of the project. To make communication effective, the website and the communication materials used uphold a clear and minimalistic style, to relay clear and coherent messages for all stakeholders.

The conceptualisation of this website anticipates that online end users will decide to stay on or leave the website based on the initial look and tone they perceive. The Home page is a strong example of this idea. With the clear structure and in the future added “Achievements”, website visitors will be able to understand the project easily. However, the WP8 Leader, as well as the whole consortium, understand that reaching and engaging the various stakeholders requires much more effort. Thus, the information provided on the website will be amplified through communications on social media, newsletters, YouTube videos, publications and presence at key events.

The communication provided on the website must be of high quality, easily accessible and relevant to the stakeholders and the current developments in the field of interoperability. This requires a constant monitoring of the field as well as engagement of all partners to contribute to the publications, news and events.

6 Ethical considerations

Privacy & Cookie Policy

The xShare consortium is committed to safeguarding the privacy of our website visitors. A Privacy Policy has been developed and is available publicly through the page [Privacy Policy](#). This page includes the Cookie Policy in place as well.

Accessibility

The xShare project has been designed taking into consideration accessibility issues and addressing these through specialised tools, to ensure that all our visitors have a seamless experience.

Accessibility has been considered based on the Web Content Accessibility Guidelines (WCAG) set forth by the World Wide Web Consortium. Based on WCAG, there are four main principles, which xShare website incorporates:

- Perceivable
- Operable
- Understandable
- Robust

The website content accessibility will be regularly reviewed by ECHAlliance, with the use of accessibility testing tools.

Collection of data through forms

The xShare website includes 2 forms:

- A newsletter subscription form
- A contact form

These forms have been created using Mailchimp and fully respect the data collection and storage requirements under GDPR. Subscribers have the option to unsubscribe or modify their preferences at any moment.

7 Conclusions

Thanks to the smooth collaboration between the WP9 leader, the coordinator and the consortium in the first months of the project, the website published at the end of M4 is more than a simple minimum viable product (MVP) - it is a channel that can be used to disseminate the messages of xShare right away. With the future improvements, we believe that it will be a platform that will gather all stakeholders relevant to and interested in joining the project towards the vision of everyone sharing their health data in European EHRxF with a click-of-a-button.