

xShare

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

WP8

D8.9 v2024-05-31 Quarterly Multimedia Newsletter “in the hub”-WP8-ECHAlliance

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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Table of Contents

Deliverable description.....	1
Statement of originality.....	2
Disclaimer	2
Change History	2
List of abbreviations	3
List of Tables	3
List of figures	4
Executive summary	5
1. Project overview	6
2. Introduction	7
3. Newsletter development and distribution	8
4. Newsletter timeline	11
5. Allocation of responsibilities.....	12
6. Next steps and future developments	13
7. Risk and mitigation plan	14
8. Conclusion	15
9. Annex 1 – 1st newsletter	16

List of abbreviations

Please refer to the xShare Glossary: <https://glossary.ramit.be/public/home.cfm?pid=11>

Abbreviation	Term
EEHRxF	European Electronic Health Record Exchange Format
EHRxF	Electronic Health Record Exchange Format
WP	Work Package

List of Tables

Table 1: Newsletter timeline	11
Table 2: Allocation of responsibilities	12

List of figures

Figure 1: 1st xShare multimedia newsletter	7
Figure 2: Mobile device preview	9
Figure 3: Desktop preview.....	9
Figure 4: xShare newsletter subscription form	9
Figure 5: Newsletter footer	10

Executive summary

Within Work Package 8 (WP8) of the xShare project, the ECHAlliance (WP8 Leader) conceptualised and developed the xShare multimedia newsletter.

The first version was developed in M6 (May 2024) and will be published in M7 (June 2024).

The xShare multimedia newsletter aims at engaging project audiences and the to be established EEHRxF Community of Excellence with its activities, the newsletter will be published on a quarterly basis. The EEHRxF Community of Excellence, to be established by the xShare project, will focus on engaging with XpanDH, Data Saves Lives, EIT Health, EDAH, post-TEHDAS, DSSC, DHS, 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.

The newsletter has been designed in a user-friendly way, aiming to keep readers engaged and direct them to the project website for more information. Coordinated by the WP8 lead, ECHAlliance, the newsletter will be a collaborative effort of all partners and will serve as a platform to regularly about key project developments.

1. Project overview

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

To realise its vision, xShare project will:

- Demonstrate the **xShare Yellow Button** and its capabilities across continuity of care, clinical research, and population health
- Build the **European EHRxF Standards and Policy Hub**
- Facilitate the movement and expansion of digital health services across Europe and globally through standards
- Explore feasibility of the **xShare Label** indicating capability to work with EHRxF data

The **xShare Yellow Button**, which will be featured across health portals and patient apps, will enable people to share their health data in European Electronic Health Record Exchange Format (EEHRxF) with a click-of-a-button. In a simple and straightforward way, individuals will be able to share their health data in harmonised, structured and coded formats across digital health services and the possibility to engage in citizen science sharing their data, possibly anonymized, with population/public health dashboards.

The **European EHRxF Standards and Policy Hub**, to be established by the project, will be 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 and securely share personal health data. The project will explore 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 displayed in portals and apps of xShare partners to indicate the capability of producing or consuming structured coded health data in the EEHRxF. Data collected throughout the process will be used to offer tools and data to further accelerate adoption of the EEHRxF Health Information Domains (HIDs).

2. Introduction

The xShare multimedia newsletter aims at engaging relevant stakeholders and the to be established EEHRxF Community of Excellence with the project and its activities. The newsletter is to be published on a quarterly basis, communicating and disseminating project activities and developments, as well as other relevant content to the xShare audiences and the EEHRxF Community of Excellence. The 1st newsletter is to be published in May 2024.



Figure 1: 1st xShare multimedia newsletter

The xShare multimedia newsletter will include different sections related to key project concepts and topics, such as:

- The xShare Yellow Button
- The xShare Label
- The European EHRxF Standards and Policy Hub
- The Adoption sites
- The European Health Data Space
- The European EHRxF
- Health Information Domains (HIDs)

3. Newsletter development and distribution

The 1st version of the xShare multimedia newsletter aims at increasing project awareness and includes 8 sections:

1. Cover
2. Welcome
3. Our vision
4. The xShare Yellow Button
5. Project highlights
6. Upcoming events
7. The xShare consortium
8. Funding statement
9. Footer

For future versions, sections can be increased or decreased based on the content to be included in each version, following the course of project developments and activities.

The newsletter is designed in a user-friendly way, with a minimalist style, aiming to keep readers engaged, without overloading them. Each individual section includes a title, a short text description, a visual and a call to action – button, linking to articles published on the project website.

The newsletter is to be developed using the Stripo platform. This allows the development of fully responsive email templates, that render and display correctly on all kinds of mobile and desktop devices, and in most email clients.

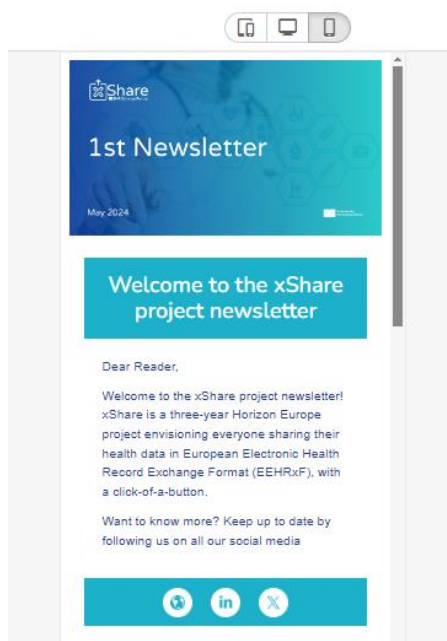


Figure 2: Mobile device preview

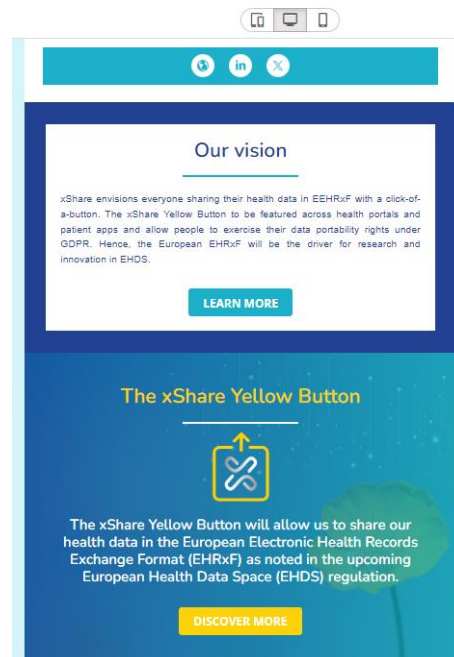


Figure 3: Desktop preview

The email templates are then exported to Mailchimp, to be sent as an automatic email to the respective xShare audience segment. The xShare project uses a Mailchimp account as a marketing tool for publishing and distributing its newsletter. A subscription form has been created for collecting email addresses of interested persons and organisations. These contacts are stored in the Mailchimp account.

Figure 4: xShare newsletter subscription form

The newsletter is sent to the email addresses of the subscribers automatically. Subscribers have the option to unsubscribe at any time.

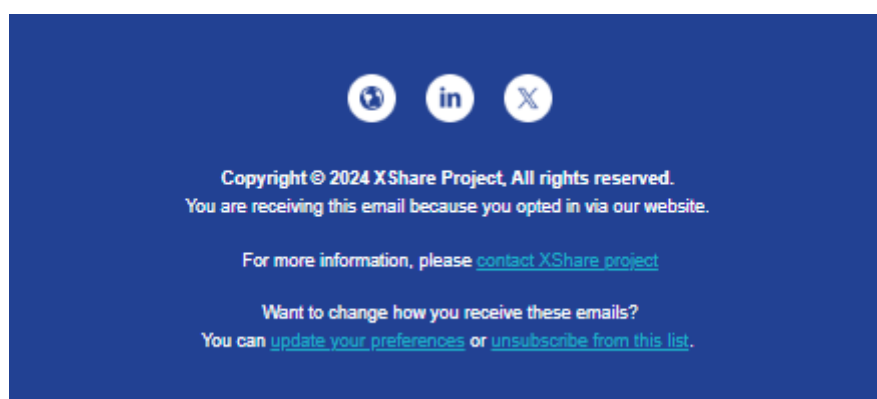


Figure 5: Newsletter footer

4. Newsletter timeline

The newsletter is to be published on a quarterly basis, starting from M7 (June 2024). 11 versions are foreseen in total, as per the below timeline:

Table 1: Newsletter timeline

2024	2025	2026
V1 - June 2024 (M7)	V4 - March 2025 (M16)	V8 - March 2026 (M28)
V2 - September 2024 (M10)	V5 - June 2025 (M19)	V9 - June 2026 (M31)
V3 - December 2024 (M13)	V6 - September 2025 (M22)	V10 - September 2026 (M34)
	V7 - December 2025 (M25)	V11 - December 2026 (M36)

For the preparation of each version, ECHAlliance will be reaching out to partners one month in advance, to coordinate content creation.

5. Allocation of responsibilities

The xShare multimedia newsletter is to be published on a quarterly basis, engaging audiences in project developments and activities. This requires regular content creation and coordinated efforts by all partners. ECHAlliance will coordinate the production of the different versions, reaching out to all partners for content creation, based on their expertise and background. All partners will also contribute to promoting the newsletter and further distributing it through their networks.

Table 2: Allocation of responsibilities

Activity	Responsible partner(s)
Newsletter template development	ECHAlliance
Mailchimp account set up	ECHAlliance
Subscription form and audience set up	ECHAlliance
Content creation coordination	ECHAlliance with the support of all partners
Content creation	All partners
Newsletter promotion	ECHAlliance with the support of all partners

6. Next steps and future developments

The 1st version of the xShare project newsletter aims at raising awareness about the project and communicating key aspects. The next versions will include different sections on the following indicative topics, as well as other relevant topics, following the course of project developments and activities:

- The xShare Yellow Button
- The xShare Label
- The European EHRxF Standards and Policy Hub
- The Adoption sites
- The European Health Data Space
- The European EHRxF
- Health Information Domains (HIDs)

A social media campaign promoting the xShare multimedia newsletter and its exclusive content, inviting subscribers will be running from May till September 2024. All partners will contribute by inviting contacts to subscribe to the project newsletter.

7. 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 newsletter and the communication materials used will uphold a clear and minimalistic style, to relay clear and coherent messages to all stakeholders.

The conceptualisation of this newsletter anticipates that online end users will decide to stay on or leave based on the initial look and tone they perceive. With the clear structure and in the future added sections, newsletter readers will be able to understand the project and follow project developments and activities easily. However, the WP8 Leader, as well as the whole consortium, understand that reaching and engaging the various stakeholders requires much more effort. Thus, all partners will be involved in content creation and promotion of the newsletter, aiming to reach maximum engagement with target audiences and stakeholders.

The communication provided on the newsletter 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.

8. Conclusion

The xShare multimedia newsletter aims at engaging project audiences and the EEHRxF Community of Excellence with the project and its activities and will be published on a quarterly basis. The newsletter has been designed in a user-friendly way, aiming to keep readers engaged and direct them to the project website for more information.

The first version of the newsletter will be published in June 2024, focusing on raising project awareness and engaging audiences with the project. The following versions will build on the same template to include various topics, following the course of project developments and activities.

9. Annex 1 – 1st newsletter

xShare

1st Newsletter

May 2024

Welcome to the xShare project newsletter

Dear Reader,

Welcome to the xShare project newsletter! xShare is a three-year Horizon Europe project envisioning everyone sharing their health data in European Electronic Health Record Exchange Format (EEHRx), with a click-of-a-button.

Want to know more? Keep up to date by following us on all our social media

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Our vision

xShare envisions everyone sharing their health data in EEHRx with a click-of-a-button. The xShare Yellow Button to be featured across health portals and patient apps and allow people to exercise their data portability rights under GDPR. Hence, the European EEHRx will be the driver for research and innovation in EHDS.

[LEARN MORE](#)

The xShare Yellow Button

The xShare Yellow Button will allow us to share our health data in the European Electronic Health Records Exchange Format (EEHRx) as noted in the upcoming European Health Data Space (EHDS) regulation.

[DISCOVER MORE](#)

Project highlights

- European trade associations take the lead in EEHRx with the xShare Yellow Button
- Monitoring adoption of the EEHRx and Capacity Building for the Digital Decade 2030
- Creating the European EEHRx Standards and Policy Hub to support the xShare Label
- Early Adopters take Action to Empower Individuals, Health Systems and Businesses

[READ MORE](#)

Upcoming events

High-level Digital Health Interoperability Workshop - EDHS Compliance

[Read more](#)

Joint meeting on Semantics, the EEHRx, and communities of (interoperable) practice

[Read more](#)

The xShare consortium

The xShare consortium, co-led by MedCom (DK) and HL7 Europe (BE), comprises standards developing organizations, industry associations, national and regional ministries of health, government agencies, and SMEs as early xShare adopters in eight European Member States.

[MEET OUR PARTNERS](#)

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