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Author(s):	Rainer Herzog
Partner(s) Contributing:	HCPB

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Project Co-ordinator

Company name: Ericsson Enterprise AB
Name of representative: Jennie Weingartner
Address: Ericsson GmbH
Fritz-Vomfelde-Str. 26, D-40547 Düsseldorf,
Germany
Phone number: +49 211 534 2234
Fax number: +49 211 534 3744
E-mail: Jennie.Weingartner@ericsson.com
Project WEB site address: www.healthservice24.com

Dissemination workshop

On September 05, 2006 Ericsson organized and carried out the second dissemination workshop as it is foreseen in the HealthService24 project plan.

The workshop's title was:

**“HealthService24 – Mobile Health auf dem Weg in die Praxis.
Ein EU-Forschungsprojekt vor der Markteinführung”**

**“HealthService24 – Mobile Health on its way to implementation.
An EC project leading the way to market introduction”**

The title reflects very much the goal and intention of the session, which clearly was to present the very encouraging HealthService24 trial results on the one hand and on the other hand to bring representatives together from all relevant members of the healthcare value chain.

In order to further enhance the credibility and value of the HealthService24 results, Ericsson also invited two “external” speakers from the hospital and pharmaceutical sector respectively, who presented their experiences with the HealthService24 mobile solution or explained their requirements with regards to a full commercial implementation of mobile health services and the integration of the latter into daily routines and business processes. This further piece of evidence outside the project scope was very well received by the participants.

Invitations were sent out in advance to health insurers, mobile network operators, media companies and medical service providers. As these players are interested in a commercial deployment, the certified product Ericsson Mobile Health (EMH), which is based on the HS24 concept, was presented. Furthermore, the benefits of the research system were explained for carrying out medical research. In the future, applications can be tested in the research environment and if judged successful in pilots, they could be integrated into future releases of the commercial version.

The different speakers were selected to cover as many parties, interests and experiences within the healthcare value chain as possible:

- Jennie Weingartner, Ericsson GmbH, Duesseldorf, Germany:
The HealthService24 project – an important innovation on its way to the market
- Fredrik Skoglund, Ericsson Enterprise AB, Stockholm, Sweden:
Ericsson Mobile Health – an easy-to-use, interactive and mobile patient management solution
- Albert Alonso, Hospital Clínic, Barcelona, Spain:
The HealthService24 validation trials – results from three different hospital trial sites

- Rainer Herzog, Ericsson GmbH, Ismaning, Germany:
Technology is not enough – factors for a successful market introduction
- Christian Lovis, University Hospital Geneva, Switzerland:
Mobile Health is not an isolated decision – the hospital experience and resulting requirements for an integrated healthcare approach
- Jon Wildin, AstraZeneca, Manchester, United Kingdom:
The use of EMH in the pharmaceutical industry – results from a patient compliance trial

Present in the audience were amongst others, representatives from mobile network operators, pharmaceutical companies, health insurers and hospitals. Both the private as well as the compulsory sector of health insurers we present, representing some of Germany's biggest health insurance companies.

In comparison to other workshops and symposia in this area, Ericsson/HealthService24 managed to bring together the most relevant parties when it comes to implementing telemedicine in the healthcare market place. The different roles, responsibilities, processes, requirements and value propositions were discussed intensively and analyzed with regard to establishing factors for a successful market entry and penetration, as well as to establishing sustainable business models.

The discussions and exchange of opinions re-confirmed the approach of HealthService24 and Ericsson (as the prime industrial partner) to create value propositions and clear benefits for everyone involved in the healthcare value chain and to conduct a thorough analysis of the respective underlying processes that tie together the different parties. In this respect, the results directly link into the proposed draft business model framework and to the assumptions onto which the business model is based upon (please also see D2.4 – Final Business Plan).

Special emphasis has been given to the fact that payers/health insurers should be properly included in validation scenarios to secure health economic outcomes and impacts can be deducted from the trials, as these are a major prerequisite for payers to use telemedicine solutions in a routine setting.

The dissemination workshop has been accompanied by a press conference and resulting press releases issued by Ericsson in Germany.

Respective articles were placed in "Aerztezeitung" (daily medical newspaper or GP's) and in "Krankenhaus IT Journal" (monthly publication for hospital managers and IT staff, not yet published).

Enclosures

1. Invitation related material
 - a. Early announcement letter of workshop (Terminankündigung)
 - b. Workshop Invitation brochure, incl. Agenda
 - c. Invitation letter (unpersonalised version as electronic copy. This letter was sent together with the invitation brochure)

2. List of participants

3. Speakers' presentations
 - a. J.Weingartner, Ericsson GmbH, Duesseldorf, Germany: HealthService24 – innovation on its way to the market
 - b. F. Skoglund, Ericsson Enterprise AB, Stockholm, Sweden: Ericsson Mobile Health – an easy-to-use, interactive and mobile patient management solution
 - c. Albert Alonso, Hospital Clínic, Barcelona, Spain: The HealthService24 validation trials – results from three different hospital trial sites
 - d. Rainer Herzog, Ericsson GmbH, Ismaning, Germany: Technology is not enough – factors for a successful market introduction
 - e. Christian Lovis, University Hospital Geneva, Switzerland: Mobile Health is not an isolated decision – the hospital experience and resulting requirements for an integrated healthcare approach

* Please note that we do not have the permission to distribute AstraZeneca's presentation.

4. Background information for the participants' and press folder
 - a. Executive Summary: HealthService24 – Innovative Services for Mobile Health Care
 - b. Press release
 - c. Press background text
 - d. Speakers' CVs
 - e. HealthService24 Project Brochure

5. Article from "Ärtze Zeitung", 13.09.2006