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The first **E**uropean **D**igital **Health Technology Assessment** framework co-created by all stakeholders in the European Health Ecosystem

Deliverable 7.1
EDiHTA Website

WP 7 – EDiHTA Outreach

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Partner short names

UCSC	Università Cattolica del Sacro Cuore
EHMA	European Health Management Agency
accelCH	accelopment Schweiz AG

Abbreviations

CMS	Content Management System
D	Deliverable
DoA	Description of Action
DHT	Digital Health Technology
EC	European Commission
EU	European Union
HEU	Horizon Europe
HTA	Health Technology Assessment
KPI	Key Performance Indicator
M	Month
MS	Milestone
PDEC	Plan for the dissemination and exploitation, including communication activities
VI	Visual Identity
WP	Work Package

Executive summary

Background

As part of Work Package (WP) 7: EDiHTA Outreach, this deliverable presents the EDiHTA project website, describing its main aims and objectives, technical implementation as well as structure and plans for evaluating the impact of the website.

Objectives

The EDiHTA website serves as a crucial tool for communicating, informing, and raising awareness about the project's efforts and progress. It provides up-to-date, consistent, and comprehensive information to a diverse range of audiences. This deliverable is structured in and covers the following chapters: 1 Introduction, 2 Roles and responsibilities, 3 Strategy, 4 Visual identity, 5 Website (including technical implementation, responsiveness and website structure), 6 Outreach and evaluation and 7 Outlook.

Methodology and implementation

The EDiHTA website, www.edihta-project.eu, was launched in January 2024, with the start of the project. The website was developed using WordPress and Elementor to ensure easy maintenance and a user-friendly platform. The social media channels of EDiHTA, as well as the websites of all partners, will help to further disseminate information to existing audiences.

Outcomes

This deliverable describes the initial set-up of the EDiHTA website, providing background information on the strategy, including objectives and target audiences, as well as highlighting the different sub-pages of the website. The website serves as the primary source of information for all stakeholders on the project, and together with the project's social media channels and visual identity, builds a foundation for the consistent outreach and visibility of the project. The website will be updated continuously to maintain relevant content.

Impact

The EDiHTA website is expected to have a significant impact on the project, including increased stakeholder activation, further reach and uptake of results, and heightened awareness about the importance of a European digital health technology assessment (HTA) framework. The website serves as a crucial platform for showcasing the project's innovations and achievements.

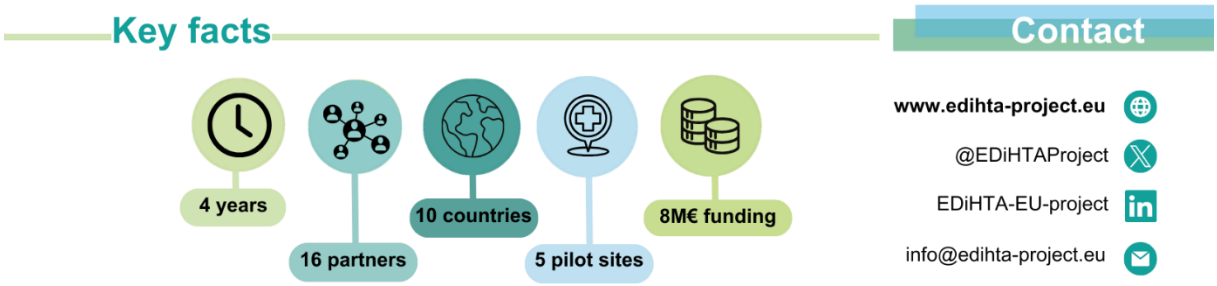
Next steps

The next steps include the creation of individual pages for all EDiHTA partners as well as other relevant and informative sub-sections on the website. In the upcoming Deliverable 7.2 – Plan for the dissemination and exploitation including communication activities (PDEC), the metrics to evaluate the performance of the website will be defined to further assess the overall impact.

1 Introduction

EDiHTA is a 4-year Horizon Europe Research & Innovation project dedicated to developing the first European digital Health Technology Assessment (HTA) framework co-created by all stakeholders in the European health ecosystem.

In a world where health systems worldwide are under constant pressure to provide high-quality services, digital health technologies (DHTs) like telemedicine, mHealth apps or AI-based tools emerge as potential game-changers. Digital health technologies are expected to improve both the quality and delivery of healthcare services while ensuring the sustainability of Europe's healthcare systems. EDiHTA aims to be the first **flexible, inclusive, validated** and **ready-for-use** European HTA framework reaching Technology Readiness Level (TRL) 6-7, allowing the assessment of different DHTs (e.g. telemedicine, mApps, AI) at different TRLs, territorial levels (national, regional and local) and perspectives (e.g. payer, society, hospital). Implementing a co-creation approach, all relevant stakeholders will contribute to its design, development and validation. The digital framework will be piloted in real healthcare settings in five major European hospitals and through an open piloting scheme with European DHT developers.



In the European Union alone, the number of internet users has grown from 505 million in 2013, to 744 million in 2024[1], making project websites of EU-funded research projects indispensable and powerful tools. This has also been recognised by the European Commission under Horizon Europe, making the project website a mandatory activity to inform about the project and results. These project websites function as dynamic instruments for communication, ensuring the seamless dissemination of timely, relevant, and comprehensive information to diverse stakeholders. By leveraging the extensive reach of the internet, project websites become central hubs for raising awareness, engaging specific demographics, and adapting to evolving project dynamics to ensure a lasting impact of the project efforts.

The EDiHTA website was launched in January 2024 with the start of the project and is available at www.edihta-project.eu. The website will remain the central point of information on the EDiHTA project, and will be updated throughout the project and maintained for four years after project completion. This deliverable describes the project website strategy, structure, and evaluation approach.

[1] https://www.statista.com/forecasts/1145081/internet-users-in-europe

2 Roles and responsibilities

The creation and maintenance of the EDiHTA project website is part of Work Package (WP7): EDiHTA Outreach **Task 7.2: Multi-channel and multi-media communication**. The task is led and overseen by EDiHTA partners EHMA and accelCH.

EDiHTA partner and WP7: EDiHTA Outreach lead accelCH is an expert in the management, communication and dissemination of EU-funded projects and was responsible for the creation of the project website, as well as for securely hosting it on their server. accelCH is also the first point of contact for the technical maintenance of the website. For the content of the EDiHTA website, accelCH is closely collaborating with WP7 co-lead EHMA, with its extensive experience in the dissemination of European research projects and close links to stakeholders in the European health ecosystem. Overall, maintaining and updating the EDiHTA website is a joint effort of all partners, who provide content for relevant updates as well as contribute their input and feedback throughout the duration of the project. An overview of roles and responsibilities is described in Table 1 below:

Table 1: Roles and responsibilities of the EDiHTA website.

Structure	The structure of the website was drafted by accelCH and EHMA in collaboration with the project coordinator UCSC, all partners are encouraged to provide input on structure changes.
Design	The design of the website is based on the visual identity of the project (see section 4) which has been selected by UCSC and implemented by accelCH.
Content	The content of the website is based on the EDiHTA Description of Action (DoA). The website text has been re-written in a laymen-friendly language by accelCH and reviewed and edited by EHMA and UCSC. All partners continuously provide new input for the website.
Technical maintenance	accelCH is responsible for the technical implementation and maintenance of www.edihta-project.eu

3 Strategy

The EDiHTA website strategy serves as a plan of action to help the project maximise its impact by using the website as a main source of information on the project for all EDiHTA stakeholders. The strategy encompasses the EDiHTA target audiences, objectives, approach and key performance indicators (KPIs).

The following considerations are crucial for crafting an effective website outreach strategy: What do we want to achieve with our website? (Objectives), Who do we want to reach (target audiences) How do we achieve our objectives (approach) and how will we measure our success? (KPIs). More information on our approach to assessing the impact of the project website can be found in chapter 6: Outreach and evaluation.

3.1 Objectives and approach

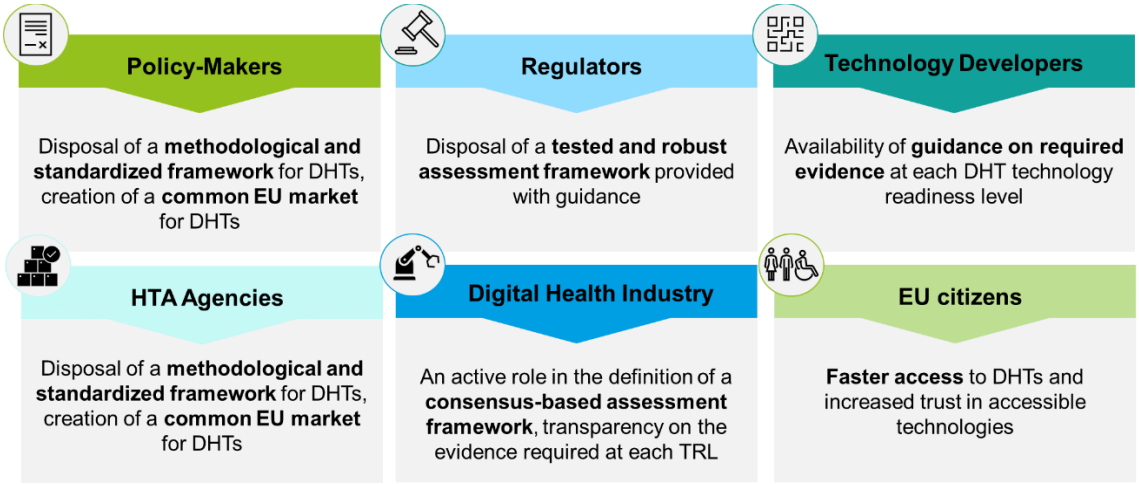
The objectives and approach of the EDiHTA website have been defined as follows:

Raise awareness about the need and benefits of the EDiHTA project and framework and keep the target groups interested in the project's progress and results throughout the project.		Serve as the main source of updated information and point of contact for all target groups.
Attract visitors by cross-linking to the project website, consortium websites and social media channels.	Provide a user-friendly and appealing platform by making use of the EDiHTA Visual identity and engaging images.	Support the project's overall aim and outreach objectives by defining a clear strategy and plan for the implementation of the website.

3.2 Target audiences

Any communication and dissemination strategy can only be effective if it is clear in what it wants to achieve and who it wants to reach. Therefore, it is critical for the consortium to define the key stakeholders who form the target audience for all communication, dissemination and exploitation activities. Stakeholders are defined as "an individual, group, or organisation that may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project, program, or portfolio"[2]. The key stakeholder groups for EDiHTA, as defined in the project's DoA, include the following groups and sub-groups: Policymakers, regulators, technology developers, HTA agencies, the digital health industry and lastly, patients and EU citizens (see Figure 1).

Figure 1: The EDiHTA stakeholder groups and how they benefit from EDiHTA.

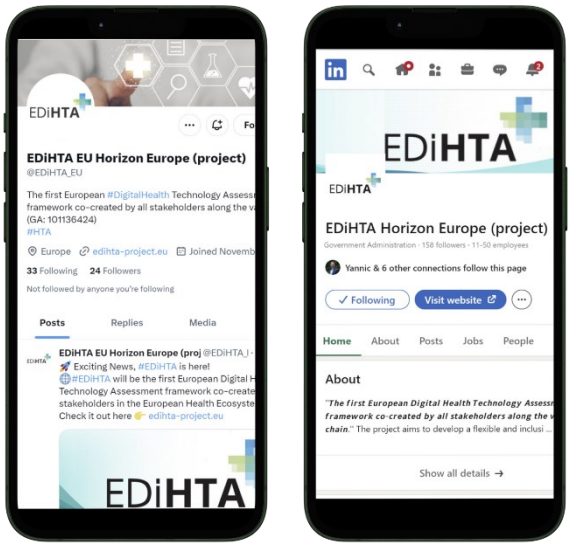


[2] A guide to the project management body of knowledge (PMBOK guide). Project Management Body of Knowledge (Fifth ed.). Newtown Square, PA: Project Management Institute. 6 September 2017. p. 589.

EDiHTA follows a co-creation approach, involving all stakeholders in the development of the framework. To support this approach in offering relevant, targeted stakeholder-specific information, the EDiHTA website includes a dedicated “Stakeholder hub” webpage. More information on the page can be found in section 5.3.3.

3.3 Social media channels

Figure 2: The EDiHTA social media channels.



Together with the project website, the EDiHTA social media channels are an integral part of the project’s online presence and function as a main source of information on the project and its developments. The EDiHTA social media channels on X (formerly Twitter) (@EDiHTA_EU) and LinkedIn (EDiHTA-EU-project) have been set up prior to the start of the project and are continuously updated by WP7 co-lead EHMA. The website and social media channels cross-link each other, mutually increasing their reach and accessibility. Another main objective of the EDiHTA social media channels is to further contribute to community building around EDiHTA and open the opportunity for two-way exchange with all project stakeholders. The social media channels will be used to regularly share call to action to sign up to the EDiHTA Newsletter, another key resource to keep stakeholders informed about the project.

4 Visual identity

A visual identity is a cohesive and distinct visual representation of a project, encompassing its logo, colour palette, typography, and design elements. For a research project, visual identity is essential to foster recognition and visibility and establish a memorable and consistent image across various communication channels, ensuring a strong and unified presence in the academic and public spheres.

EDiHTA’s visual identity has been created to achieve a recognisable design for the project across its communication channels. It was defined based on the project logo and fed into the design of the website. The visual identity includes a colour guide, font and a “mood board”, a collection of visuals that represent the essence of the project and that are used throughout various communication materials that come out of the project.

Figure 3: The EDiHTA Visual identity.

The fonts used on the website are, as defined in the visual identity “Cousin bold” and “Cousin regular” as well as “Arial regular” which is also used for documents, presentations and reports, since it is easily accessible and interchangeable between all partners. The top image of the mood board has since been set as the EDiHTA header image, used on the project website’s landing page as well as in the form of the project’s social media banners. All communication materials, digital and print, are created in line with the EDiHTA visual identity.

5 Website

The EDiHTA project website was set up in January 2024 with the start of the project and is available under www.edihta-project.eu. This chapter presents the technical implementation of the EDiHTA website, web responsiveness, as well as its separate webpages.

The EDiHTA website serves to provide relevant, accessible and up-to-date information about the project for all interested stakeholders. Attracting (new) visitors and providing a user-friendly platform is crucial for achieving our aim to maximise the impact of the website.

5.1 Technical implementation

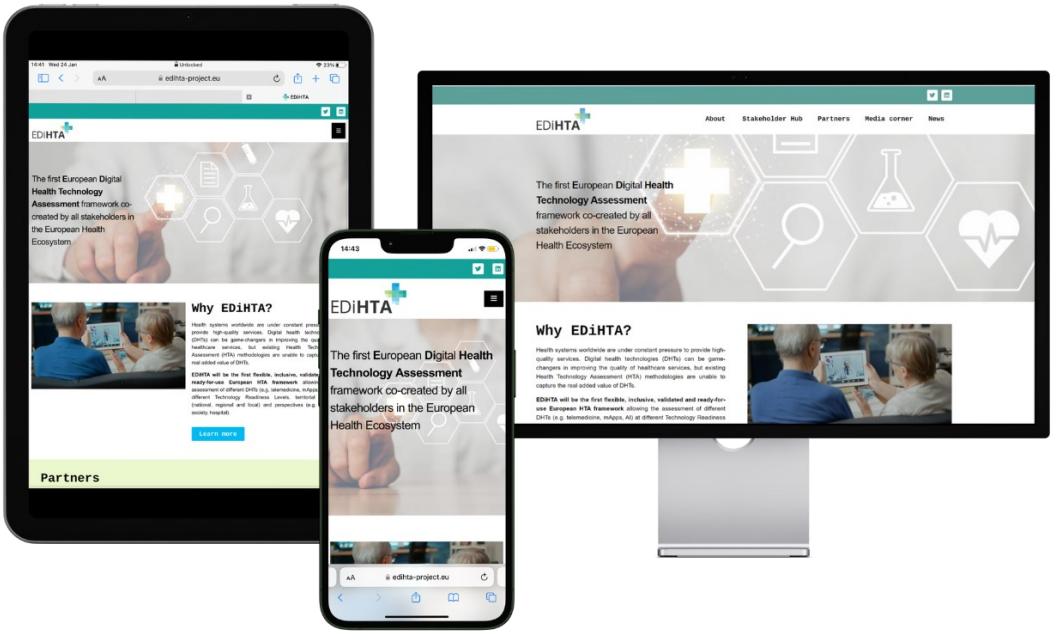
www.edihta-project.eu was established and is currently managed by accelCH, securely hosted on their webserver. The site was configured using the WordPress content management system (CMS) and the "Elementor" plugin, a leading platform for constructing WordPress websites. This tool incorporates an intuitive visual builder, allowing the creation of professional and precise websites. Additionally, it provides adaptable and professional layouts, along with various supplementary plugins to incorporate interactive features and tailor the website to the project's requirements. It also includes responsive designs, ensuring that the website adjusts seamlessly to different screen sizes.

The site uses a scroll-down movement for easy navigation through all website content that will be available in the future. Posts are presented in reverse chronological order, ensuring the latest news entry is prominently featured at the top of the page. As the number of posts increases, specific tags like the month of publication or the topic will be appended to each post, enabling users to filter content based on their preferences and interests.

5.2 Responsiveness

Responsive web design is an approach to designing and building websites that ensures optimal viewing and interaction across a variety of devices and screen sizes. The key principle of responsive design is to create a flexible layout and adapt the website's elements proportionally, allowing it to seamlessly adjust to different screen resolutions, from desktop monitors to tablets and smartphones. This adaptability is crucial in today's diverse digital landscape, where users access websites using a wide array of devices. The EDiHTA website was created implementing responsive web design to enhance the user experience by eliminating the need for separate designs for each device, making the website more accessible and user-friendly. accelCH will continuously monitor the functionality of the design to ensure that the EDiHTA website remains a well-working resource on all platforms and devices.

Figure 4: The responsive design of the EDiHTA website.



5.3 Website structure

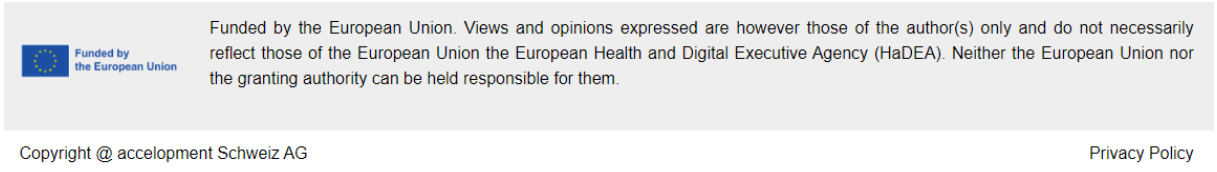
The website structure of the EDiHTA project is designed to provide a comprehensive overview of the project and its objectives. The landing page provides a brief introduction to the project, highlighting its significance and relevance to the European health ecosystem. The *About* page provides detailed information about the project, including its goals, objectives, and expected outcomes. The Work Plan page describes the structure and content of the framework, which will be co-designed and co-created in WPs 3 and 4 and digitalised in WP5. The *Stakeholder Hub* page provides a platform for stakeholder involvement and engagement across the full life cycle and all WPs of the project. The *Partners* page lists all the partners involved in the project, highlighting their contributions and expertise. Finally, the *News* page provides updates on the project's progress and achievements.

Figure 5: The EDiHTA website navigation menu.

To ensure compliance with our obligation to acknowledge financial support from the EU and to release the European Commission (EC) from any responsibility regarding the information we provide, we include a disclaimer and display the EU badge in various dissemination activities, including our website. The footer on the EDiHTA website (see Figure 6) contains the EU funding acknowledgment and disclaimer statement, as defined in the project's Grant Agreement. This disclaimer states that the views expressed are solely those of the author and that the EC bears no responsibility for any use of the information contained therein.

The footer also provides links to the privacy policy page, which outlines how the website collects, uses, and protects personal data. It also explains users' rights with respect to personal data and how to exercise them.

Figure 6: The EDiHTA website footer.



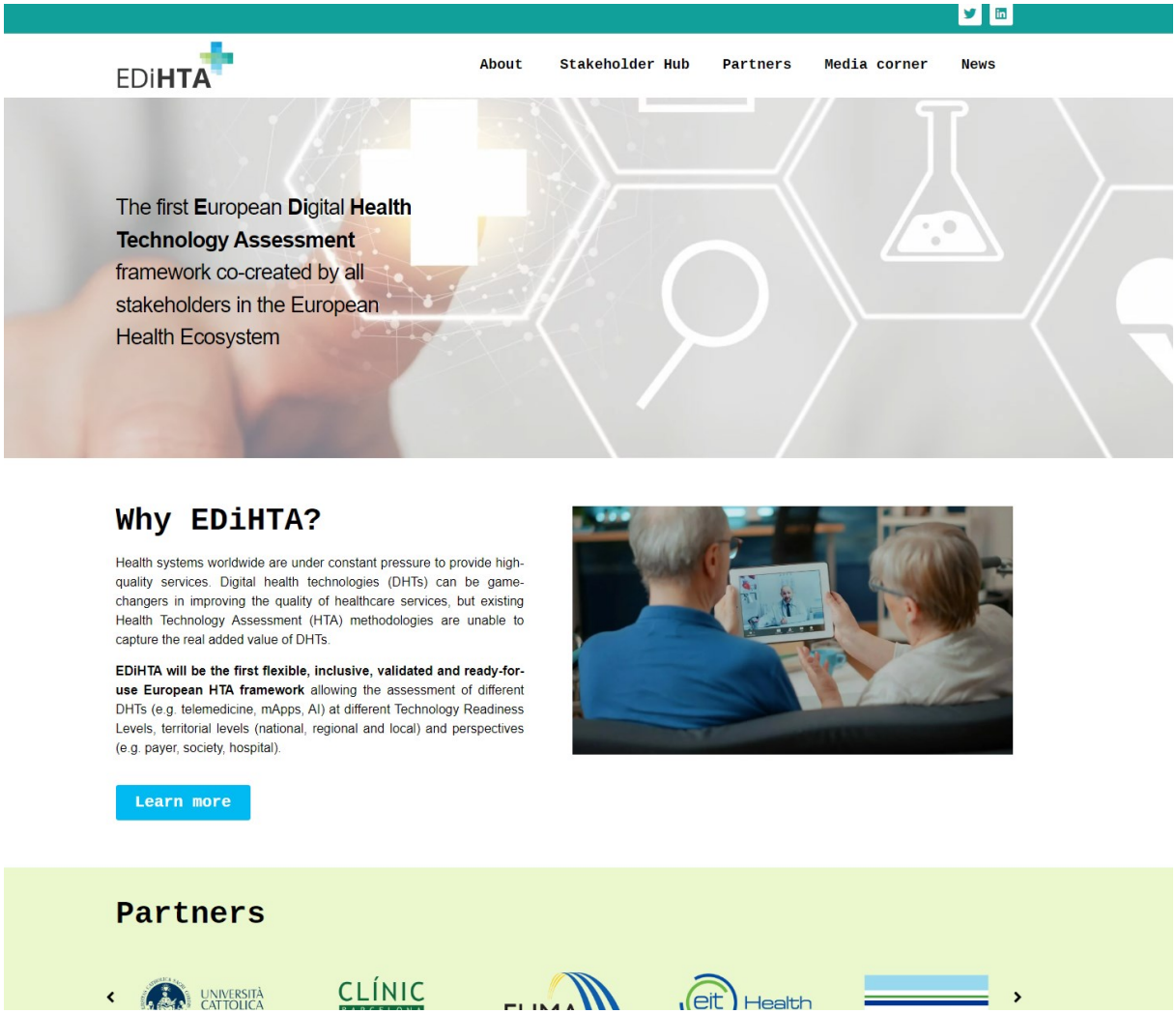
The chapters below provide a brief overview of each page, including screenshots of specific sections and functionalities. For the full website experience, please visit www.edihta-project.eu

5.3.1 Landing page

The landing page is the first page visitors see when accessing www.edihta-project.eu through their web browsers (e.g., Google Chrome) or search engines (e.g., Google). The main purpose of the landing page is to attract visitors (including potential stakeholders), provide information about the project in a concise manner, and enable visitors to access the different (sub)-pages easily. The landing page also includes an animated banner with logos of all EDiHTA partners,

supporting their central role in the EDiHTA project and ensuring visibility (see Figure 7). The EDiHTA Newsletter sign-up is located at the bottom of the page and is consistently present on several pages, underscoring its significance as a primary communication tool for the project.

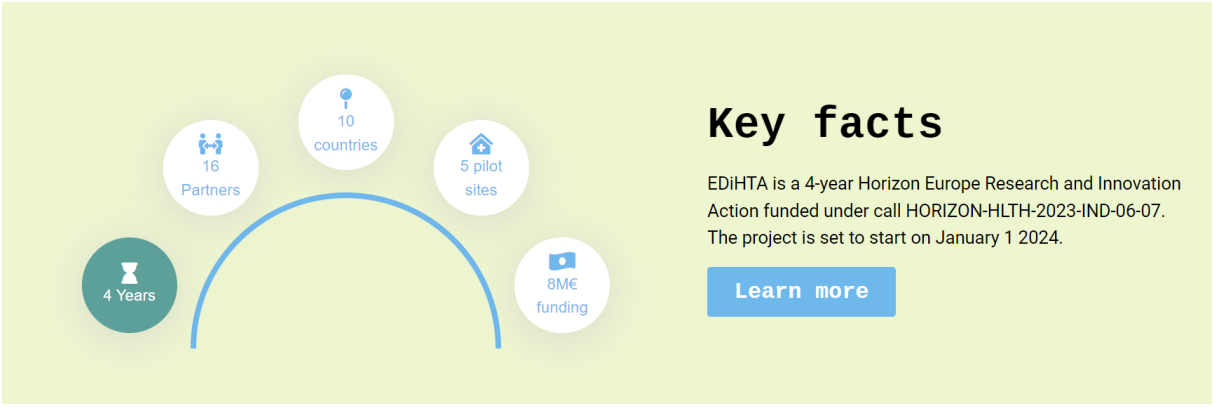
Figure 7: The EDiHTA landing page.



5.3.2 About

The *About* page is the first page listed in the central navigation menu of the website and is divided into three sections dedicated to the need for EDiHTA, the EDiHTA solution and an interactive infographic showing key facts about the project (see Figure 8). The central aim of the page is to inform interested readers about the core of the project and provide them with all necessary information on the mission of EDiHTA. The “Learn more” button at the bottom of the page allows visitors to jump to the sub-page *Work Plan*, which includes a more in-depth description of the project’s methodology and work packages.

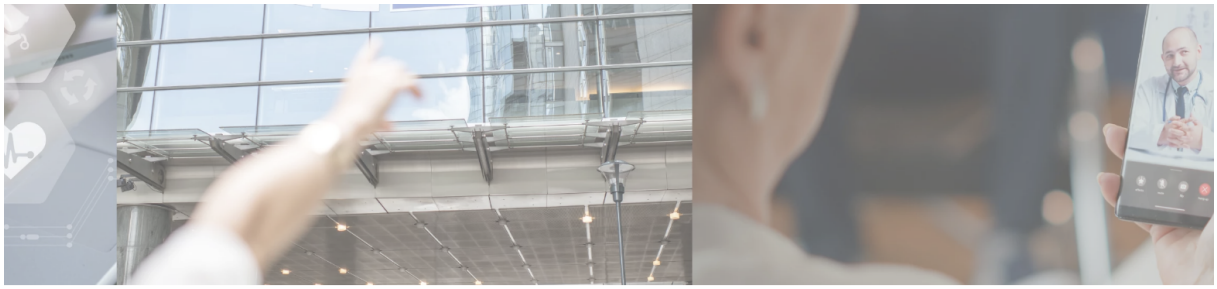
Figure 8: EDiHTA Key facts infographic.



5.3.3 Stakeholder hub

The *Stakeholder Hub* is a central page on the EDiHTA website and was created to establish a section on the website dedicated to firstly, providing targeted information tailored to each stakeholder group (see Figure 9), and secondly to address stakeholders and encourage groups and individuals to support the project in co-creating the EDiHTA solution. As the project progresses, the stakeholder hub will include multi-media resources dedicated specifically to individual stakeholder groups (brochures, training materials, etc.).

Figure 9: The benefits of EDiHTA per stakeholder group.



HTA Agencies

HTA Agencies play a pivotal role in shaping the future of healthcare assessments. **EDiHTA will provide a robust and validated assessment framework specifically tailored to new emerging DHTs** – elevating the standards of assessments and fostering more informed decision-making in the rapidly evolving field of digital health technology.

Policymakers

With EDiHTA, policymakers will have the opportunity to access invaluable insights that inform **evidence-based** decision-making. We are committed to equipping policymakers with **the tools necessary to adeptly navigate the dynamic landscape of healthcare policy**, ensuring that decisions are both well-informed and impactful.

Patients and Citizens

Patients are at the core of all HTAs. The EDiHTA framework will be specifically designed and validated to fully assess and capture the added value of new DHTs for patients and society. We focus particularly on AI-specific elements, **ensuring that the benefits and potential risks are thoroughly understood in the context of your health.**

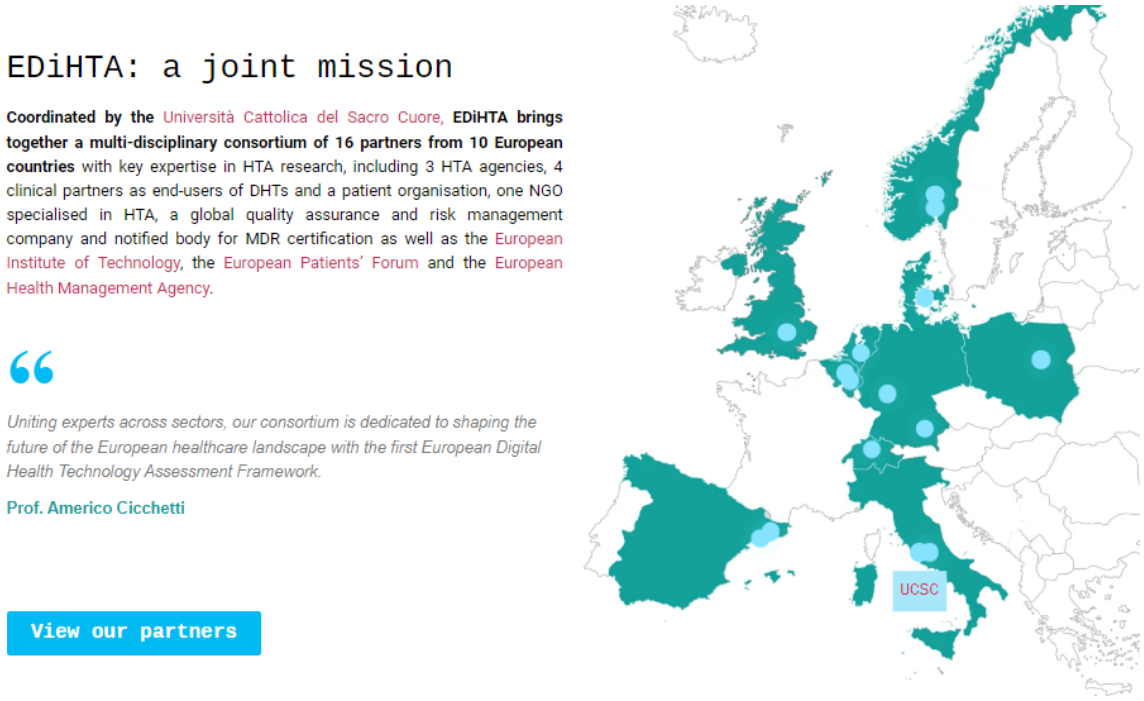
Developers

We aim to support technology developers by **accelerating the path to market access for DHTs.** EDiHTA will provide relevant guidance on the requisite evidence for each DHT and TRLs – contributing to the goal of providing European citizens with faster access to **safe and effective technologies**, while also increasing trust in these innovations.

5.3.4 Partners

The EDiHTA *Partners* page is the third item on the central navigation menu and is dedicated to providing an overview of all partners and institutions involved in the project. The page is separated into two sections. The first section includes a description of the consortium composition next to an interactive map. The map was created utilising the Elementor "Hotspot" widget, which enables the creation of interactive images to help highlight relevant information, e.g. in the form of clickable links. The hotspots (see Figure 10), list the short names of each partner and hyperlink to the specific institutional websites. In this way, visitors can interactively navigate through the map and explore the EDiHTA consortium. As a next step, we foresee the creation of individual partner pages, which will be linked on the map. The lower section of the page lists all organisations individually and includes contact information of all PIs involved.

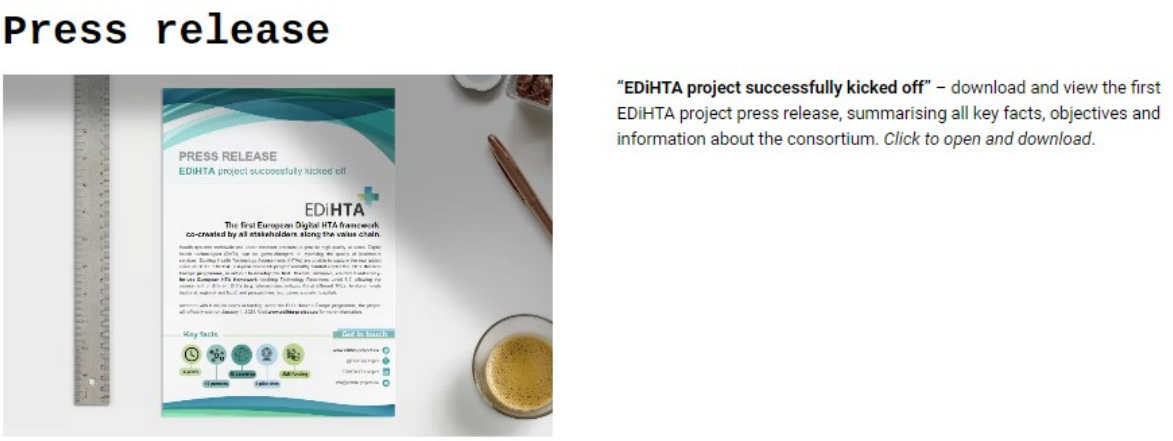
Figure 10: EDiHTA partner page and interactive map.



5.3.5 Media corner

EDiHTA is committed to maximising the impact of the project by delivering a variety of communication and dissemination activities. These efforts will include the creation of a number of communication materials and resources to inform about the project and raise awareness about the importance of a European HTA framework. This is reflected in the creation of the *Media corner* on the project website, which will continuously be updated with digital resources on the project (e.g., the project factsheet, banner, roll-ups) as well as links to any media coverage about the project.

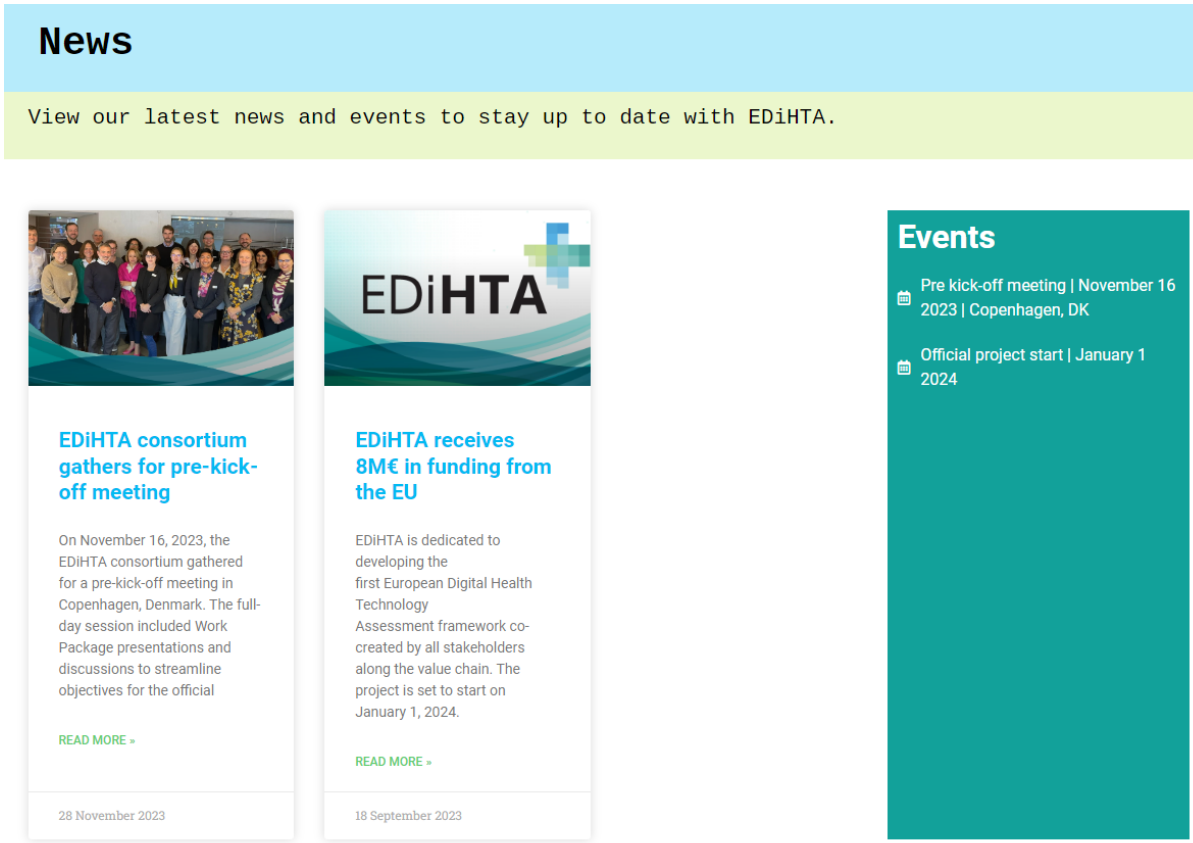
Figure 11: Communication material to download in the EDiHTA media corner.



5.3.6 News

The *News* page is the main resource for updates on the project progress, consortium insights as well as new results and publications. The page contains a sorted list of news items in reverse chronological order and is continuously updated and maintained to ensure a constant and up-to-date representation of the project status, highlights as well as past and upcoming events.

Figure 12: The EDiHTA news page.



6 Outreach and evaluation

The impact of the EDiHTA website will be monitored and assessed by accelCH using Google Analytics, which offers the possibility to track website traffic (e.g., page views, unique visitors, duration of stay, content downloads), and detect immediate performance of dissemination activities that lead to more page views, for example when a partner presents its results at a conference, we expect to see an increase of new visitors. The outreach will then be evaluated to see if targets have been reached and, if necessary, to identify new outreach measures. Key Performance Indicators (KPIs), targets and detailed means of monitoring will be defined in Deliverable D7.2 – Plan for dissemination and communication activities as part of the project's comprehensive strategy.

7 Outlook

Maintaining the content and features of the EDiHTA website is crucial for enhancing the project's outreach and impact. Therefore, updating the website content and functionalities, and expanding the resources on www.edihta-project.eu will be a central responsibility of WP7, with contributions from all EDiHTA partners. As the project progresses, the website will be adapted and dedicated pages will be added to showcase the latest results, address frequently asked questions, further share communication activities implemented by the partners and accommodate any new items that will be of relevance to share with the project's stakeholders. A number of future additions to the website have been preliminarily defined as follows:

- *Output* page: listing findings and results from the EDiHTA project e.g., in the form of publications, conference participations but also policy briefs and webinars.
- *Collaborations* page: We foresee collaboration with other EU-funded projects dedicated to HTA and the European health ecosystem. A dedicated sub-page on the website will highlight our joint efforts and support awareness raising.
- *FAQ:* Keeping all EDiHTA stakeholders engaged and informed is crucial to the success of the project. For this reason, we will co-create a dedicated FAQ (Frequently asked questions) section on the website, covering the most important questions on the EDiHTA framework.

The upcoming deliverable of WP7, D7.2 Plan for the dissemination and exploitation including communication activities (PDEC) will present a thorough plan and roadmap for all upcoming EDiHTA communication and dissemination activities, including their evaluation metrics, to effectively use these to maximise the impact and uptake of the EDiHTA results.