

D6.8 / Update on the Dissemination, Exploitation and Communication Plan

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List of abbreviations

AI	Artificial Intelligence
DoA	Description of Action
EU	European Union
FAIR	Findable, Accessible, Interoperable, and Re-usable
HRB	Horizon Results Booster
IPR	Intellectual Property Rights
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
MDR	Medical Device Regulation (EU) 2017/745
PDPID	PsA Digital Phenotyping and Inflammation Drivers Study
PsA	Psoriatic Arthritis
SEO	Search Engine Optimisation
WP	Work Package

Executive summary

This document, D6.8, "Update on the Dissemination, Exploitation, and Communication Plan", provides an update on the strategic framework for dissemination, communication, and exploitation within the iPROLEPSIS project. As an update to D6.2, it incorporates key developments, lessons learned, and refinements to ensure that project outcomes remain visible, impactful, and effectively shared with stakeholders.

To enhance outreach and engagement, iPROLEPSIS has expanded its communication approach by incorporating new media formats, such as participation in the Digital Rheumatology Network Podcast and article in Psoriasispatiënten Nederland Psoriasis Magazine to reach patient communities. Digital engagement has evolved with the introduction of a LinkedIn newsletter, the use of Google Ads to boost website visibility, and the adoption of Bluesky as an alternative platform following changes on X. To further strengthen audience engagement, the project has introduced Instagram Reels and Stories, alongside short-form videos promoting Psoriatic arthritis (PsA) education materials.

To strengthen networking and collaboration, the project has leveraged Booster services, focusing on structured support for clustering, networking, and joint dissemination efforts, while supporting sister projects at their events. iPROLEPSIS has established a cluster with AI-PROGNOSIS, HIPPOCRATES, REBECCA, and AutoPiX, with a strategic Booster roadmap that includes Portfolio Analysis, Dissemination Support, and Networking Support. These efforts are expected to enhance visibility, stakeholder engagement, and alignment with EU research priorities. Additional collaborations with patient advocacy groups and industry stakeholders further reinforce knowledge exchange and maximise impact.

iPROLEPSIS has actively contributed to the scientific community through peer-reviewed publications and conference presentations, ensuring broad dissemination of research findings. The project has been featured in high-impact journals, while research has been presented at scientific conferences, reinforcing iPROLEPSIS's position in AI-driven healthcare innovation. Engagement in workshops and industry events has further expanded interactions with healthcare professionals and technology stakeholders.

A significant milestone has been the completion of the PsA Patient Handbook and infographics, now available in English, Dutch, Greek, and Portuguese. These resources support patient education and self-management. To ensure accessibility, they have been promoted through social media campaigns and short-form videos and will be integrated into the miPROLEPSIS app.

iPROLEPSIS has improved the accessibility of its communication by tailoring content for different audiences, including patients, healthcare professionals, researchers, and the general public. Patient-facing materials use clear and simple language, avoiding technical jargon to enhance understanding. The project website has been translated into Dutch, Greek, and Portuguese, with additional translations under review to further expand accessibility. Communication styles have been adjusted across platforms to suit different audiences, ensuring scientific publications maintain academic rigor, while social media and outreach materials remain engaging and easy to understand.

The exploitation strategy has been updated to support commercialisation and long-term sustainability. Twenty-nine exploitable results (ERs) were identified, and eight were selected as Key Exploitable Results (KERs) based on the criteria of innovation, exploitability and impact.

Plans for individual and joint exploitation outline potential adoption routes in healthcare and industry. Regulatory considerations, including MDR classification and GDPR compliance, have been assessed to facilitate market entry. Market positioning strategies define key stakeholders, potential business models, and adoption pathways. Horizon Results Booster (HRB) recommendations have been considered to further enhance the exploitation strategy. Further details are provided in D6.4, "Exploitation and Regulatory Approval Plan (Initial Version)".

As part of its commitment to Open Science, iPROLEPSIS continues to prioritise FAIR data management principles, making research outputs openly accessible through Open Access publishing and sharing of research assets on platforms such as Zenodo.

The project has maintained a KPIs tracking framework to monitor progress and assess impact, showing steady progress in publications, conference presentations, business event participation, and social media reach. While some areas, such as website traffic, remain below target, lessons learned from fluctuations in social media engagement and digital advertising performance have informed strategic refinements. Adjustments include the expanded use of alternative platforms like Bluesky and improved content structuring to enhance accessibility and visibility.

D6.8 serves as an update to D6.2, incorporating progress, refinements, and new insights while ensuring alignment with ongoing dissemination, exploitation, and communication efforts. It is closely connected to other WP6 deliverables, including those focused on project visibility, engagement activities, and exploitation planning, ensuring a coherent and integrated approach.

Moving forward, iPROLEPSIS will continue to monitor dissemination, exploitation and communication efforts making further adjustments if needed to maximise project impact and ensure that results are effectively communicated and adopted.

1 Introduction

1.1 Document scope

This deliverable, D6.8, “Update on the Dissemination, Exploitation, and Communication Plan” updates the strategic framework for dissemination, communication, and exploitation within the iPROLEPSIS project. It builds upon the foundations set in D6.2, “Dissemination, Communication, and Exploitation Plan”¹, incorporating progress, emerging challenges, and lessons learned to maximise visibility, engagement, and impact.

D6.8 provides an updated approach that ensures alignment with project developments, external trends, and stakeholder needs. It covers the dissemination, exploitation, and communication strategy, including stakeholders’ analysis, plan, language, and impact evaluation, ensuring that dissemination efforts remain measurable, adaptable, and effective.

The original strategy outlined in D6.2 established a structured approach to:

- Inform and promote the project and its results,
- Ensure accessibility and usability of outputs, and
- Support the uptake and sustainability of innovations developed within iPROLEPSIS.

D6.8 refines and expands on this approach where needed by strengthening dissemination, exploitation, and communication strategies, reinforcing stakeholder engagement, and advancing exploitation planning to align with evolving project needs.

Key updates in this version focus on three core pillars:

- **Dissemination actions** to enhance outreach and knowledge transfer.
- **Exploitation planning** to advance sustainability strategies and regulatory preparedness, and
- **Communication efforts** to increase project visibility and strengthen collaborations.

D6.8 ensures continuity and alignment with WP6, “Dissemination, Communication, and Exploitation”, which aims to:

- **Enhance dissemination impact** through refined strategies and structured KPIs tracking.
- **Advance PsA-related educational content development**, ensuring accessibility for patients and healthcare professionals.
- **Refine exploitation pathways**, supporting the adoption and regulatory preparedness of iPROLEPSIS innovations.
- **Leverage networking and clustering initiatives**, fostering collaboration with sister projects², industry stakeholders, and research networks.
- **Evaluate dissemination effectiveness**, ensuring continuous improvements based on analytics and stakeholder feedback.

This deliverable is closely linked to other WP6 deliverables, ensuring coherence across the project’s dissemination, communication, and exploitation efforts:

¹ D6.2 Dissemination, exploitation and communication plan, https://www.iprolepsis.eu/_files/ugd/981fae_d1f0626279144617be58c38ed29117f9.pdf

² Sister projects, <https://www.iprolepsis.eu/networking>

- D6.4, “Exploitation and Regulatory Approval Plan (Initial Version)” and D6.7, “Exploitation and Regulatory Approval Plan (Final Version)”, defining commercialisation and regulatory approval pathways.
- D6.5, “Midterm Report on Project Visibility and Educational Material” and D6.6, “Final Report on Project Visibility and Educational Material”, evaluating project visibility, stakeholder engagement, and dissemination effectiveness.

D6.8 provides a strategic roadmap for optimising dissemination efforts, enhancing communication effectiveness, and strengthening stakeholder relationships to support iPROLEPSIS’s long-term impact on digital health and AI-driven healthcare innovations.

1.2 Document structure

This document provides an overview of updates to the dissemination, exploitation, and communication strategy for the iPROLEPSIS project. It presents refinements made in response to project progress, engagement insights, and evolving stakeholder needs. While building on the framework established in D6.2, this update integrates lessons learned and adjustments to enhance outreach, visibility, and long-term impact.

The document is structured as follows:

- **Executive Summary** provides a summary of the whole document.
- **Section 1** defines the document’s scope and structure, its role within the iPROLEPSIS project, and its connection to other deliverables.
- **Section 2** reviews the original dissemination and communication strategy and presents updates in key areas, including publications, conference participation, media presence, digital outreach, educational content development, open science practices, and impact assessment. It also describes refinements to communication platforms and engagement tactics to optimise visibility and interaction with target audiences.
- **Section 3** details refinements to the exploitation strategy, integrating insights from project developments and Horizon Results Booster recommendations.
- Finally, **Section 4** concludes the document with relevant findings, lessons learned, and next steps for sustaining engagement and ensuring long-term impact.

2 Updates on dissemination and communication strategy

2.1 Overview of the original strategy

The iPROLEPSIS dissemination, exploitation, and communication strategy, as outlined in D6.2, aims to maximise project visibility, engage diverse stakeholders, promote knowledge exchange, and facilitate the uptake of project outcomes.

The approach integrates scientific outreach, industry engagement, and public communication, using multiple channels such as publications, events, media, and educational content related to Psoriatic Arthritis (PsA) to ensure broad engagement and long-term impact.

2.1.1 Objectives

The original strategy focuses on the following objectives set out in the Description of Action (DoA):

- Informing stakeholders about the project’s results and clinical innovation potential.

- Promoting the availability of project outputs for research and business purposes.
- Fostering active engagement and uptake of project outcomes by target communities.
- Building awareness and trust in PsA-related technologies among patients and healthcare professionals.
- Establishing a forum and community for healthcare professionals and policymakers to support the development of new guidelines and standards.

To achieve these goals, dissemination and communication activities have been designed to run throughout the project lifecycle, relying on partner networks and leveraging publications, participation in key events, media outreach, and educational materials.

2.1.2 Stakeholders' analysis

As defined in D6.2, stakeholders in iPROLEPSIS are grouped into six key categories:

- **Research community** – Biologists, biochemists, pharmacists, AI scientists, and engineers.
- **Clinical community** – Rheumatologists, dermatologists, primary care providers, cardiologists, and physical/occupational therapists.
- **Biomedical technology and pharmaceutical industry** – Companies involved in medical innovation and commercial application.
- **Patients and their associations** – Individuals living with or at risk of PsA, as well as caregivers and patient advocacy groups.
- **Policymakers** – Government authorities, regulators, and decision-makers influencing healthcare policies and digital health adoption.
- **General public** – Broader audiences, including those interested in health technologies and patient-centered research.

Engagement strategies for these groups include scientific publications, conference presentations, workshops, clinical focus groups, business events, networking activities, and digital outreach via the project website, newsletters, and social media.

At this stage, no significant updates have been made to the stakeholder groups, as the original segmentation remains effective in targeting the right audiences. However, engagement tactics continue to evolve based on project progress and dissemination needs.

2.1.3 Dissemination and communication approach

The iPROLEPSIS dissemination and communication approach is designed to be dynamic and adaptable, evolving based on stakeholder feedback and project developments.

Key aspects of the approach include:

- **Multi-faceted strategy** – Combining traditional academic dissemination with innovative communication methods to reach diverse audiences.
- **Targeted messaging** – Tailoring communication for researchers, healthcare professionals, patients, and the general public to ensure relevance and clarity.
- **Consistency and branding** – Ensuring a cohesive and recognisable visual identity across all platforms, including logos, infographics, and EU funding acknowledgements.
- **Diverse communication channels** – Utilising publications, conferences, social media, the project website, newsletters, and Open Science platforms to reach stakeholders effectively.
- **Engaging materials** – Developing infographics, short videos, and interactive educational materials to improve awareness and understanding of PsA.

- **Synergies and networking** – Strengthening partnerships with sister projects, and key stakeholder groups (i.e., healthcare professionals, PsO and PsA organisations patient organisations, and industry stakeholders) to expand dissemination impact.
- **Impact measurement** – Tracking and evaluating dissemination activities through structured KPIs to ensure effectiveness and adaptability.

The dissemination strategy is built on three primary pathways:

- **Scientific publications** – Publishing results in high-impact journals and business magazines to communicate findings to academic and industrial audiences.
- **Events** – Organising and participating in clinical, research, and business conferences, workshops, and special sessions to present project outcomes and exchange ideas.
- **Media presence** – Ensuring visibility through newsletters, website/blog posts, social media campaigns, and traditional media (e.g., TV and radio).

Additionally, PsA-specific educational materials have been developed with clinical partners to engage patients, healthcare professionals, and the general public. These efforts contribute to a broader knowledge-sharing ecosystem and support the long-term impact of iPROLEPSIS.

This comprehensive approach ensures effective stakeholder engagement, broad dissemination of project outcomes, and alignment with Open Science principles while remaining flexible to adapt to evolving needs.

2.2 Dissemination and communication strategy updates

As the project progresses, a structured dissemination approach has been introduced to ensure outreach efforts align with key milestones and stakeholder engagement needs. While D6.2 outlined the project's overall dissemination, communication, and exploitation strategy, this three-phase approach provides a clearer roadmap for scaling activities throughout the project's lifecycle.

The phased approach has been introduced to:

- Ensure a structured and adaptable dissemination plan that evolves alongside project advancements.
- Optimise impact by integrating targeted communication efforts at different stages.
- Leverage additional measures, such as Booster services, to enhance outreach and engagement.

Table 1 outlines the key objectives and key activities for each phase of the dissemination and communication strategy.

Table 1 A phased approach to the dissemination and communication strategy

Phase	Timeline	Objectives / Key activities
Phase 1: Awareness & Community Building	M1-M18 (Completed)	• Launched project branding and communication channels, including the project website, social media platforms (LinkedIn, X, Facebook, YouTube, Instagram), and visual identity (logo, templates, banners, animated logo video). • Developed the Dissemination, Communication, and Exploitation Plan (D6.2) to outline key strategies, tools, and stakeholder engagement approaches.

Phase	Timeline	Objectives / Key activities
		- Established a stakeholder network through initial engagement activities, including clinical focus groups, conferences, and industry events. - Created the first version of PsA educational content, including a handbook and 18 infographics, to enhance patient awareness. - Initiated networking activities by collaborating with the DHU project and other Horizon-funded initiatives.
Phase 2: Active Dissemination & Engagement	M18–M36 (Ongoing)	- Expand project visibility through dissemination of scientific publications, industry outreach, and digital communication initiatives. - Strengthen strategic collaborations with EU-funded projects and integrate Horizon Results Booster services for joint dissemination activities. - Increase engagement by maintaining a strong social media presence with regular updates and targeted content, while also growing the newsletter subscriber base. - Maximise knowledge transfer by actively participating in key scientific and industry events, workshops, and media initiatives. - Advance PsA educational content by translating materials into four project languages, developing a Learning Hub on the project website, and integrating content into the PsA digital application. - Align with Open Science principles by ensuring that research data, methodologies, and publications are accessible via open-access platforms.
Phase 3: Sustainability & Long-Term Impact	M36–M48 (Upcoming)	- Publish final project results and ensure open access to key findings in peer-reviewed journals, business magazines, and digital platforms. - Facilitate clustering and networking activities to strengthen collaboration and maximise the project's long-term impact. - Ensure the long-term availability of PsA educational content by maintaining and promoting materials through digital platforms and relevant dissemination channels. - Continue Open Science efforts, promoting transparency and accessibility in research dissemination while fostering long-term engagement with scientific and industry communities.

By following this structured approach, dissemination and communication efforts remain aligned with key milestones, while also evolving to meet emerging stakeholder needs and engagement priorities.

2.2.1 Incorporation of Booster services into the dissemination strategy

To strengthen dissemination efforts and maximise impact, iPROLEPSIS applied for the Horizon Results Booster³ (HRB), covering both dissemination (Service 1 – Module A) and exploitation (Service 2 – Module C) services. As part of this process, the project formed a cluster that includes iPROLEPSIS, AI-PROGNOSIS⁴, HIPPOCRATES⁵, REBECCA⁶, and AutoPiX⁷.

Following the transition from Horizon Results Booster to Booster, the service delivery began in M24. Two initial meetings were conducted on 5 December 2024 and 8 January 2025. These meetings introduced the Dissemination and Exploitation ecosystem, aligned project expectations with Booster services, and initiated the Readiness Assessment process to evaluate key dissemination priorities and stakeholder engagement strategies.

As a result, a Service Roadmap was developed to outline the best set of Booster services tailored to iPROLEPSIS' dissemination needs. The roadmap includes:

- **Portfolio analysis (Modules A, B, C)** – Scheduled for February–April 2025, focusing on clustering activities, joint dissemination, and networking with relevant projects.
- **Dissemination support** – Planned from May 2025, aimed at refining and executing dissemination strategies to enhance project visibility.
- **Networking support** – Planned from June 2025, facilitating collaborations and stakeholder engagement for improved outreach.

The readiness assessment identified key areas requiring support, including planning and strategic improvement, review of the Dissemination and Exploitation plan, and clustering activities. Given the project's emphasis on joint dissemination with other EU-funded projects, dedicated Booster services are being leveraged to reinforce networking opportunities and engagement with relevant stakeholders.

By leveraging Booster services, iPROLEPSIS ensures that its dissemination strategy aligns with broader EU innovation goals, enhancing visibility and fostering sustained collaboration beyond the project's duration.

Booster services supporting exploitation-related aspects are outlined in **Section 3.2** and further detailed in D6.4 “Exploitation and Regulatory Approval Plan (Initial Version)”.

2.2.2 Strategic updates in the dissemination approach

Building upon the dissemination strategy outlined in D6.2, iPROLEPSIS continues to refine its approach to maximise research visibility, stakeholder engagement, and scientific impact. The focus remains on increasing publication reach, strengthening participation in key events, expanding networking opportunities, and leveraging diverse media channels. These efforts aim to ensure broad accessibility of project outcomes, fostering collaboration among researchers, healthcare professionals, industry stakeholders, and patient communities. Relevant details are provided in sections **2.2.2.1-2.2.2.6**.

2.2.2.1 Publications

The iPROLEPSIS project continues to advance its dissemination efforts, aligning with the strategy outlined in D6.2. The publication approach remains focused on high-impact peer-

³ Booster, <https://www.horizonresultsbooster.eu/>

⁴ AI-PROGNOSIS, [AI-PROGNOSIS | novel AI models](#)

⁵ HIPPOCRATES, [Home | HIPPOCRATES](#)

⁶ REBECCA, [Home - REBECCA](#)

⁷ AutoPiX, [IHI-AUTOPIX - IMAGING FOR PATIENT BENEFIT IN ARTHRITIS | AutoPiX](#)

reviewed journals and business magazines to maximise visibility and accessibility among scientific, clinical, and industry stakeholders.

The project targets to publish at least:

- **20 scientific publications** to communicate findings in peer-reviewed journals;
- **4 publications in business magazines** to inform industries (medical devices, pharma, etc.) about the project's vision.

To date, nine (9) publications have already been published in peer-reviewed journals and conference proceedings, covering key iPROLEPSIS innovations such as serious games for Psoriatic Arthritis, AI-driven nutrition recommendations, and federated learning applications.

iPROLEPSIS partners are actively preparing additional scientific publications to contribute to advancing digital health and PsA research. Planned publications include:

- Determinants of Patient's Intention to Use Serious Games in Psoriatic Arthritis: A Partial Least Squares Structural Equation Modelling Approach (journal to be determined).
- Digital Phenotyping: Opportunities and Challenges in Psoriatic Arthritis (journal to be determined).
- European Advances in Digital Rheumatology: Explainable Insights and Personalized Digital Health Tools for Psoriatic Arthritis (targeted for Lancet eClinicalMedicine).
- Co-designing Mobile Serious Games to Support Psoriatic Arthritis Patients with Chronic Pain (JMIR Serious Games journal).

A full list of published and planned publications is provided in **Annex I Publications**.

Publications up to M18 were reported in D6.3, "First report on project visibility and educational material", while those published beyond M18 will be included in D6.5, "Midterm report on project visibility and educational material" (M32) and D6.6, "Final report on project visibility and educational material" (M48). To ensure widespread accessibility, the project prioritises Green and Gold Open Access publishing, with preprint versions made available on Zenodo⁸ or institutional repositories when necessary.

To further extend reach, iPROLEPSIS is exploring submissions to additional high-impact journals, including *The Trials* and *Therapeutic Advances in Musculoskeletal Disease (Sage Journals)*. Topics under consideration focus on the iPROLEPSIS-PDPID protocol and the role of the iPROLEPSIS app in advancing personalised Psoriatic Arthritis care, ensuring that project innovations are widely disseminated.

Beyond academic publications, iPROLEPSIS has expanded its outreach to patient communities. An article has been published in *Psoriasispatiënten Nederland Psoriasis Magazine (Figure 1)*. While this is not a scientific or business publication, it represents an important step in broadening awareness. Additional industry-focused articles will be developed in the coming months to ensure engagement with relevant stakeholders and alignment with the project's dissemination goals.

⁸ Zenodo, <https://zenodo.org/me/uploads?q=&l=list&p=1&s=10>



Figure 1 Article in the Psoriasispatiënten Nederland Psoriasis Magazine

The project remains on track to meet its publication targets, ensuring continuous knowledge dissemination and visibility within scientific and industry networks.

2.2.2.2 Events

Events remain an important part of the iPROLEPSIS dissemination and communication strategy, facilitating stakeholder engagement, visibility, and collaboration across multiple stakeholder groups. These activities also generate valuable content for dissemination via the project website, social media, and newsletters, ensuring broad outreach.

Following D6.2, the project continues to prioritise four event categories:

- **Scientific conferences** – Presenting research findings and gathering expert feedback.
- **Business/industry events** – Engaging with industry stakeholders and promoting technology adoption.
- **Workshops/seminars/special sessions** – Encouraging academic and professional discussions.
- **Clinical focus groups** – Ensuring patient and healthcare professional involvement in the co-creation of digital health tools.

Targeted participation includes:

- **20** scientific conferences,
- **10** business and industry events,
- **8** workshops and seminars, and
- **6** clinical focus groups with patients.

To maximise impact, iPROLEPSIS prioritises high-profile conferences that align with its research and innovation goals, alongside events focusing on digital health, AI, and rheumatology. This approach ensures continued engagement with key stakeholders, strengthens scientific and industry networks, and expands public and patient involvement while paving the way for scalability beyond the project duration.

As of M26, the project remains on track to meet its event-related KPIs, having participated in 10 scientific conferences, 10 business and industry events, 6 workshops and seminars, and 9 focus groups with patients.

The full list of events is provided in **Annex II**.

Looking ahead, iPROLEPSIS will participate in several high-impact events, further reinforcing its role in digital health and AI-driven innovation:

- **Health Data Summit 2025** (Brussels, 19-20 March 2025) – iPROLEPSIS will be presented at this major event focused on digital health, data governance, and AI applications in healthcare. As part of this, iPROLEPSIS will collaborate with AI-PROGNOSIS, TRUSTroke, SmartCHANGE, and STRATIFYHF in a dedicated workshop on "Trustworthy AI in Digital Health: From Guidelines to Practice". The session will explore practical approaches for ensuring data quality, addressing bias, and applying ethical AI principles in digital health tools.
- **HiTech 2025 Program** – iPROLEPSIS Games has been selected as one of 16 teams for HiTech 2025, an immersive deep-tech training program organised by HiSeedTech. This program will provide expert mentorship, commercialisation training, and industry engagement opportunities. Participation aligns with the project's goal of bridging the gap between research and real-world applications, refining commercialisation strategies, and strengthening ties with potential industry partners.

Participation in scientific conferences, business/industry events, workshops, and patient focus groups remains consistent with the dissemination plan outlined in D6.2. The project ensures visibility, fosters collaboration, and engages key communities to enhance long-term impact.

2.2.2.3 Clustering and networking activities

iPROLEPSIS continues to strengthen its clustering and networking efforts to enhance collaboration, knowledge exchange, and stakeholder engagement. The focus remains on building synergies with relevant EU-funded projects, engaging key stakeholders, and leveraging support mechanisms such as the Booster services. These efforts aim to increase the visibility of project outcomes, ensure broader adoption of research innovations, and support policy discussions in digital health.

Key updates include:

- **Integration of Booster services** – iPROLEPSIS has leveraged Booster services to enhance networking and joint dissemination efforts. As part of this initiative, the project has formed a cluster with AI-PROGNOSIS⁹, HIPPOCRATES¹⁰, REBECCA¹¹, and AutoPiX¹² projects. Following the transition from HRB to Booster, two personalised support meetings in December 2024 and January 2025 were conducted by Booster experts, leading to an assessment of networking priorities and a structured service roadmap to enhance joint dissemination, networking, and clustering efforts. The roadmap includes Portfolio Analysis (February–April 2025), Dissemination Support (May 2025), and Networking Support (June 2025), focusing on strengthening project visibility, fostering collaborations, and engaging policymakers and industry stakeholders. These efforts ensure a structured and sustainable clustering approach, reinforcing its role in EU research collaboration. Further details on the Booster services and their role in the dissemination strategy are provided in **Section 2.2.1**.
- **Expanded stakeholder engagement efforts** – iPROLEPSIS has expanded its collaboration with patient organisations and industry stakeholders to align project outcomes with real-world needs. Recent activities include discussions with the Greek Patients' Association¹³ as part of ongoing stakeholders' engagement.

⁹ AI-PROGNOSIS, <https://www.ai-prognosis.eu/>

¹⁰ HIPPOCRATES, <https://www.hippocrates-imi.eu/>

¹¹ REBECCA, <https://rebeccaproject.eu/>

¹² AutoPiX, <https://www.autopix-project.eu/>

¹³ Greek Patient's Association, <https://greekpatient.gr/en/>

- **Strengthening knowledge exchange with other EU-funded initiatives** – iPROLEPSIS has enhanced collaboration with projects such as the RAISE project¹⁴ and participated in the AI-PROGNOSIS 4th Plenary Meeting to share findings and foster knowledge exchange.
- **Strengthening knowledge exchange with sister projects** – iPROLEPSIS reinforces long-term knowledge exchange and joint dissemination efforts with sister projects. Actions taken so far include cross-promotion via a dedicated networking section on project websites, joint outreach initiatives (e.g., a Europe Day social media campaign in May 2024), and engaging in joint dissemination and communication planning activities such as the Stay Healthy Cluster meeting (January 2025). As the next steps, organising a joint workshop at a targeted conference and a collaborative webinar are being considered to further align research efforts and maximise impact.

By reinforcing these strategic updates, iPROLEPSIS ensures that its networking and clustering activities remain aligned with evolving project goals and broader European research priorities. This approach enhances knowledge transfer, strengthens visibility, and supports the long-term sustainability of research collaborations.

2.2.2.4 Media

Media-based communication remains a key pillar of iPROLEPSIS's dissemination strategy, ensuring broad visibility, awareness, and stakeholder engagement. The project continues to follow a multi-channel dissemination approach that integrates newsletters, website updates, social media engagement, and major media outreach. Since the initial strategy outlined in D6.2, media outreach has evolved to incorporate new formats and targeted dissemination efforts, ensuring adaptability to changing engagement trends.

Key updates include:

- **Expanding media formats** – In addition to newsletters, website updates, and social media, iPROLEPSIS has broadened its dissemination approach by introducing audio-based engagement, participating in a Spotify episode of the Digital Rheumatology Network Podcast¹⁵. In this podcast, Patty de Groot (Erasmus MC) discussed the role of digital biomarkers in rheumatology care, highlighting how iPROLEPSIS contributes to early diagnosis and personalised treatment (**Figure 2**).



Figure 2 Digital Rheumatology Network Podcast on Spotify

- **Strengthening presence in patient-oriented media** – To enhance communication with patient groups, an article was published in Psoriasispatiënten Nederland¹⁶

¹⁴ RAISE, <https://raise-science.eu/>

¹⁵ Digital Rheumatology Network Podcast, <https://open.spotify.com/episode/6MFmz5GtcP40au2kAWGF3N>

¹⁶ Psoriasispatiënten Nederland, <https://psoriasispatientennederland.nl/>

Psoriasis Magazine, broadening engagement with patients and healthcare professionals involved in PsA care.

- **Enhancing EU-level media presence** – iPROLEPSIS aims to increase its visibility at the European level by engaging with HaDEA-managed communication platforms, including Horizon Magazine¹⁷, Project Briefs¹⁸, and Project Profiles¹⁹, particularly around key awareness days related to Psoriatic arthritis. These platforms offer opportunities to communicate project results to EU policymakers, funding bodies, and broader research networks.
- **Sustaining core digital communication efforts** – The iPROLEPSIS website continues to serve as a primary hub for project updates, publications, and event reports, with regular content updates ensuring visibility among key stakeholders. Quarterly newsletters, launched in M3 and expanded with a LinkedIn newsletter format in M15, have significantly grown the audience, reaching 325 subscribers across platforms. Social media presence remains a key component, with active engagement across LinkedIn, X, Facebook, Instagram, YouTube, and Bluesky. As of M26, total social media followers reached 710, with LinkedIn (486 followers) being the most active platform. Due to changes on X, Bluesky was introduced to maintain outreach among digital health professionals.
- **Ongoing digital media engagement** – While major media engagement (TV, radio) is planned for M36 onward, current efforts remain focused on strengthening digital visibility, refining communication tactics based on performance analytics, and exploring new formats to expand audience engagement.

By broadening its media presence and adopting diverse communication channels, iPROLEPSIS ensures that its research and innovations remain accessible, visible, and impactful across scientific, industry, patient and general communities.

2.2.2.5 PsA educational content development

Since D6.2, iPROLEPSIS has made significant advances in developing and disseminating educational materials to support individuals living with PsA, their families, and caregivers. These resources aim to enhance health literacy, promote self-management, and provide clear, accessible information about PsA symptoms, treatment options, and lifestyle adjustments.

Key updates in educational content development include the following:

- **Finalisation of the Psoriatic Arthritis Patient Handbook and infographics**
 - The English version of the Patient Handbook and 18 infographics have been completed and made available on the website²⁰.
 - Dutch, Greek, and Portuguese versions of the Patient Handbook and infographics have been finalised and will be published on the website once the Learning Hub section is upgraded.
 - The handbook covers PsA causes, symptoms, diagnosis, and drug treatments, along with non-pharmacological interventions such as diet, physical therapy, and

¹⁷ Horizon Magazine, <https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine>

¹⁸ Project Briefs, https://hadea.ec.europa.eu/news/discover-cancerless-eu-funded-project-aimed-serving-people-experiencing-homelessness-2024-02-02_en

¹⁹ Project Profiles, https://www.linkedin.com/posts/european-health-and-digital-executive-agency-hadea_endometriosisawarenessmonth-endometriosis-activity-7188911351593914368-J4mx/?utm_source=share&utm_medium=member_desktop

²⁰ iPROLEPSIS Learning Hub, <https://www.iprolepsis.eu/learning-hub>

occupational therapy. Additional sections address PsA's impact on sleep, fatigue, emotional well-being, relationships, pregnancy, and work accommodations.

- **Integration into the digital health ecosystem**
 - The handbook and infographics will be made accessible on the miPROLEPSIS app via a direct link to the website.
- **Dissemination and engagement**
 - The educational content is shared through the project website, social media, and newsletters to ensure broad accessibility. Additionally, integration into the mobile app will further enhance outreach and usability.
- **Assessment of an RSS²¹ feed as additional educational content for the website**
 - The feasibility of integrating an RSS feed for regularly updated, evidence-based PsA research and news is under review. Possible sources include: [Nature Reviews Rheumatology](#), [MedlinePlus](#) and [Journal of Psoriatic Arthritis \(SAGE\)](#)
- **Promotion through multimedia content**
 - A series of short videos highlighting key sections of the handbook has been created and promoted via social media to increase engagement.

As the project progresses, iPROLEPSIS will continue to expand the reach and accessibility of its educational content, ensuring it remains a reliable resource for patients, caregivers, and healthcare professionals.

2.2.2.6 Open science practices

iPROLEPSIS continues to strengthen its commitment to Open Science, ensuring that research is transparent, accessible, and reproducible. The project focuses on expanding open access, increasing research visibility, and reinforcing FAIR (Findable, Accessible, Interoperable, and Reusable) data management principles²².

To maximise accessibility, iPROLEPSIS prioritises open-access publishing. The consortium targets Green and Gold Open Access journals, ensuring that all project publications remain freely available. When full open access is not feasible, preprint versions of manuscripts are shared on Zenodo²³ under Creative Commons Attribution (CC BY) licensing or institutional repositories. The Open Research Europe²⁴ platform remains an option for future publications. To support compliance, partners receive regular updates on open access policies, and the Journal Checker Tool²⁵ has been provided to assist in selecting compliant publishing venues.

To increase research visibility, teams are encouraged to publish in high-impact journals. Currently, selected journals have an impact factor above 3, reinforcing iPROLEPSIS's commitment to disseminating research through reputable sources. More specifically, the impact factor of Scientific Reports (Nature) is 3.8 and Nutrition (Elsevier) is 3.2.

The project further promotes open data sharing through FAIR principles. A comprehensive Data Management Plan (DMP)²⁶, developed as a public deliverable, ensures the proper storage, sharing, and preservation of research data. The DMP will be updated throughout the project lifecycle and has been uploaded on the European Open Science Cloud (EOSC)

²¹ RSS feed, <https://en.wikipedia.org/wiki/RSS>

²² FAIR data management principles, <https://www.openaire.eu/how-to-make-your-data-fair>

²³ Zenodo: <https://zenodo.org/me/uploads?q=&l=list&p=1&s=10&sort=newest>

²⁴ Open Research Europe: <https://open-research-europe.ec.europa.eu/v>

²⁵ Journal Checker Tool: <https://journalcheckertool.org/>

²⁶ iPROLEPSIS DMP: https://www.iprolepsis.eu/_files/ugd/981fae_d795e4e6a07043b88f2dcd419db08cb5.pdf

ARGOS²⁷ service.

As part of its strategic updates, iPROLEPSIS has enhanced the structured sharing of research assets, including clinical study protocols, design reports, and algorithms. Study protocols were registered early on the ClinicalTrials.gov platform. Data analysis algorithms and machine learning workflows will be uploaded to open repositories like GitHub or GitLab, with appropriate licenses that respect intellectual property rights. Additionally, co-creation and design sprint reports will be available via Zenodo.

By continuously refining its Open Science approach, iPROLEPSIS ensures that its research remains transparent, widely accessible, and impactful within both scientific and patient communities.

2.2.3 Strategic updates in the communication approach

iPROLEPSIS has refined its communication approach to enhance clarity, engagement, and outreach across different audiences. Updates focus on language adaptation, branding consistency, platform-specific messaging, and engagement tactics. Relevant details are provided in **Sections 2.2.3.1 – 2.2.3.4.**

2.2.3.1 Language

iPROLEPSIS prioritises clear, accessible, and engaging communication, ensuring that information is tailored to the needs of patients, healthcare professionals, researchers, and the general public. Communication materials have been refined as outreach expands to enhance readability, inclusivity, and impact.

Key updates include:

- **Adapting language for different audiences**
 - For the general public and patients, content is written in simple, clear language, avoiding complex medical terms.
 - For healthcare professionals and researchers, communication includes more detailed information but remains clear and to the point.
- **Presenting research findings concisely**
 - Scientific findings are summarised clearly and concisely, highlighting key results and their relevance before linking them to the full publication.
- **Keeping messages clear and easy to read**
 - On LinkedIn and X, messages are short and focus on key points, making it easy for readers to quickly understand the main idea.
 - On Instagram and Facebook, posts are written in a friendly and engaging way, often using storytelling to make the content more relatable.
 - Website content has been improved to make sure key updates and research findings are presented clearly and easy to follow.
- **Providing multilingual content**
 - The website's main sections have been translated into Dutch, Portuguese, and Greek to ensure broader accessibility, with German translations currently in progress.

²⁷ EOSC Argos: <https://argos.openaire.eu/splash/>

- For patient resources, the English version of the Patient Handbook and infographics is currently available, with Dutch, Portuguese, and Greek versions in development.
- **Emphasising positive and inclusive language**
 - iPROLEPSIS prioritises a positive and patient-centred tone in all communication, particularly in material directed at patients and the general public. This approach ensures that messaging remains engaging, inclusive, and supportive of patient well-being.

By implementing these refinements, iPROLEPSIS ensures that communication is informative, meaningful, and accessible. Future updates will continue prioritising clarity, inclusivity, and engagement to maximise outreach and impact.

2.2.3.2 iPROLEPSIS branding and communication kit

The iPROLEPSIS branding and communication kit ensures consistent, professional, and recognisable communication across all channels. While no major refinements have been made since the initial development, the existing materials continue to support project visibility, engagement and outreach.

The project's brand identity includes the logo, colour palette, templates, and an animated logo video, all of which are central to maintaining a strong visual presence. The communication kit developed at the beginning of the project, including a flyer, poster, and roll-up banner, remains in use at various events, conferences, and dissemination activities. These materials provide essential project information and maintain a cohesive visual identity for iPROLEPSIS.

All materials are accessible via the internal repository and the project website under the Knowledge Base section in Promo Materials²⁸. While no updates have been required so far, adjustments will be made if necessary to align with project developments and stakeholder needs.

By maintaining a strong and recognisable visual identity, iPROLEPSIS ensures that its messaging remains clear, impactful, and easily identifiable to key audiences.

2.2.3.3 Communication platforms

iPROLEPSIS uses multiple communication platforms to share project updates with researchers, healthcare professionals, and the public. The project continuously evaluates and enhances its communication strategy to align with stakeholder needs and evolving digital trends.

The iPROLEPSIS website (<https://www.iprolepsis.eu>) remains the central hub for project updates, publications, and event reports. Following the initial design outlined in D6.1 and D6.2, the website underwent a major upgrade in M6 to improve user experience and content clarity (**Figure 3**). New sections, such as Learning Hub²⁹, Publications³⁰, Deliverables³¹ and Apps for Download³² were introduced to present all project updates in a more structured way.

²⁸ iPROLEPSIS Communication kit, <https://www.iprolepsis.eu/promo-materials>

²⁹ iPROLEPSIS Learning Hub, <https://www.iprolepsis.eu/learning-hub>

³⁰ iPROLEPSIS Publications, <https://www.iprolepsis.eu/publications>

³¹ iPROLEPSIS Deliverables, <https://www.iprolepsis.eu/deliverables>

³² iPROLEPSIS Apps for download, <https://www.iprolepsis.eu/apps-for-download>

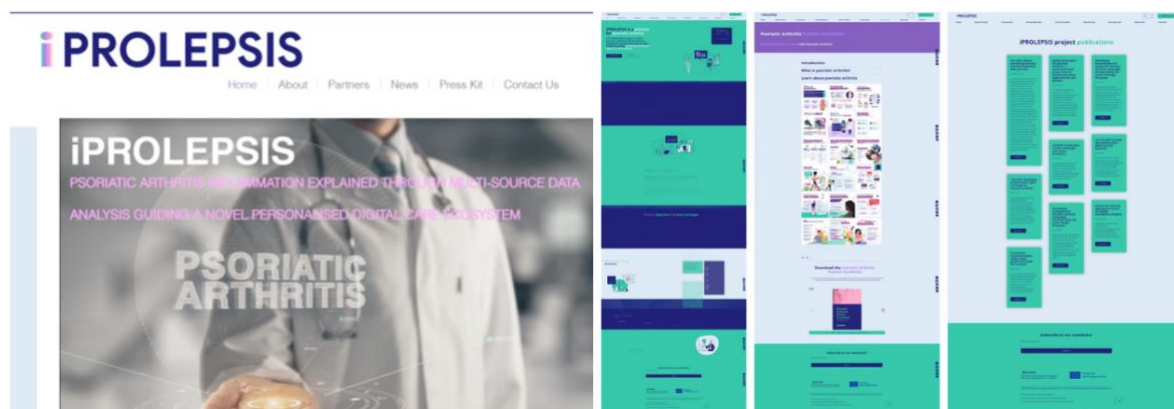


Figure 3 iPROLEPSIS website – before and after the upgrade

Website accessibility and engagement

To increase accessibility, key website content has been translated into Dutch³³, Portuguese³⁴, and Greek³⁵, with German currently under review. This multilingual approach ensures that stakeholders from different regions can easily access project-related information.

Website traffic analysis shows the highest engagement from the UK, Greece, Lithuania, and Portugal, with the most visited sections being the Homepage, About the Consortium, Learning Hub and Project Vision & Impact Maximisation (**Figure 4**).

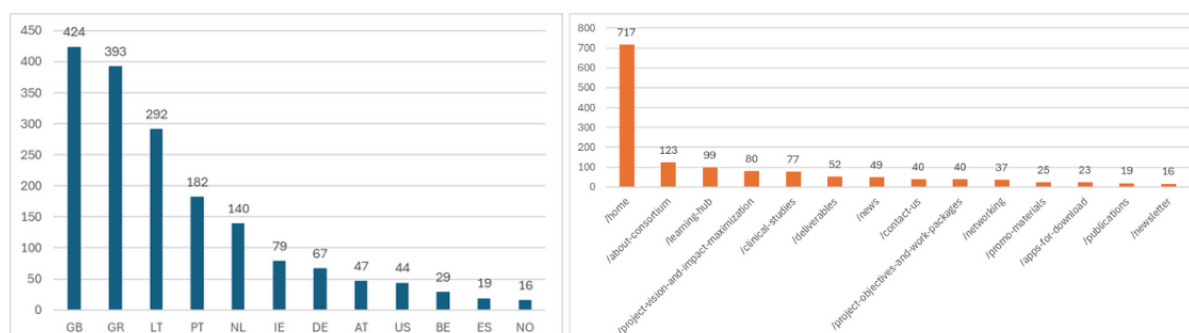


Figure 4 Website page views by country and page path 2024 02 21 - 2025 02 01

Despite website upgrades and regular content updates (averaging two posts per month), overall website traffic remains below the KPI target of 1000 visitors per month, averaging 172 visitors per month (**Figure 5**). A potential factor influencing this is the cookie consent policies on the Wix platform, which limit full visitor tracking.

³³ iPROLEPSIS website in Dutch, <https://www.iprolepsis.eu/nl>

³⁴ iPROLEPSIS website in Portuguese, <https://www.iprolepsis.eu/pt>

³⁵ iPROLEPSIS website in Greek, <https://www.iprolepsis.eu/el>

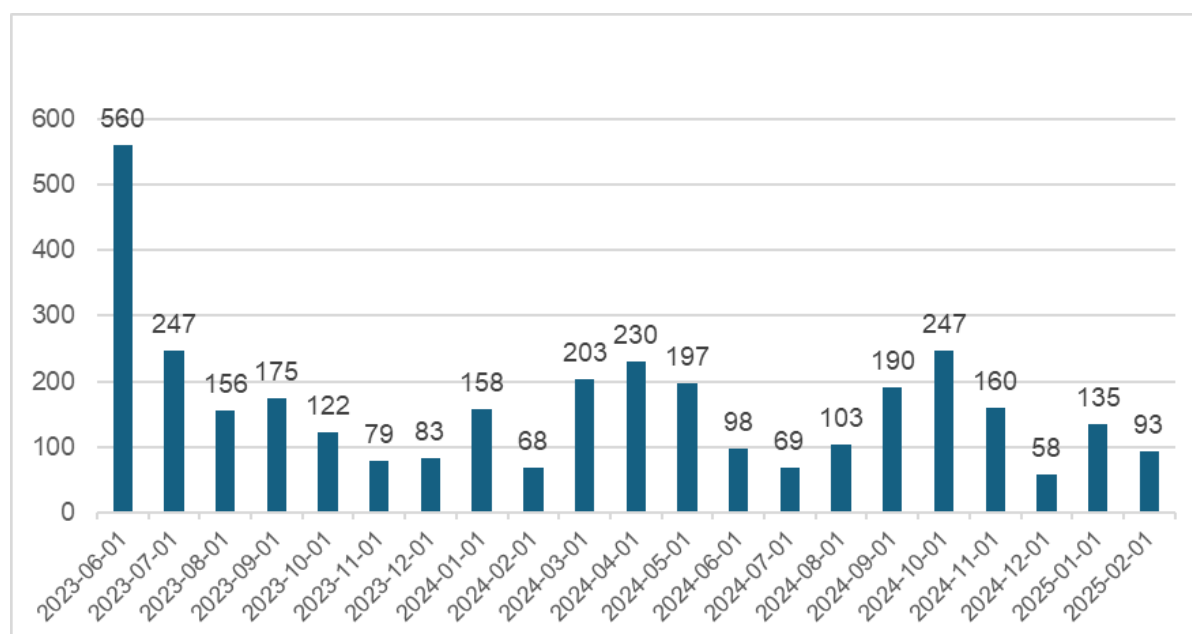


Figure 5 Website page views 2023 06 01 – 2025 02 01

To address visibility challenges, two Google Ads campaigns were launched in M15 (March 2024) and M16 (April 2024) resulting in increased impressions and clicks (**Figure 6**). Additional strategies, including SEO³⁶ optimisation and further targeted promotions, are under consideration to improve site discoverability and engagement.

Campaign report 18 March 2024 - 22 March 2024				Campaign report 01 April 2024 - 05 April 2024			
Campaign	Clicks	Impr.	Bid strategy type	Campaign	Clicks	Impr.	Bid strategy type
iProleptis	135	5416	Maximise conversions	iProleptis	252	1907	Maximise conversions
	135	5416			252	1907	
	135	5416			252	1907	

Figure 6 Google ads campaign results, June 2023 - May 2024

Social media presence

Alongside the website, social media remains a key communication channel, with an active presence on LinkedIn³⁷, X³⁸, Facebook³⁹, Instagram⁴⁰, YouTube⁴¹ and recently introduced Bluesky⁴². As of M26, total social media followers have grown to 704 (with a target of 2000 followers by M48), with LinkedIn being the most active channel, reaching 485 followers.

Due to algorithm changes and bot removal on X, fluctuations in follower numbers were observed in M26 (**Figure 7**). As a response, Bluesky was introduced to maintain engagement with digital health professionals and researchers, with initial efforts focusing on community-building and cross-platform content sharing.

³⁶ Search Engine Optimisation, <https://searchengineland.com/guide/what-is-seo>

³⁷ iPROLEPSIS LinkedIn, <https://www.linkedin.com/company/iproleptis/>

³⁸ iPROLEPSIS X, <https://x.com/iproleptis>

³⁹ iPROLEPSIS Facebook, <https://www.facebook.com/iPROLEPSIS>

⁴⁰ iPROLEPSIS Instagram, <https://www.instagram.com/iproleptis/>

⁴¹ iPROLEPSIS YouTube, <https://www.youtube.com/@iPROLEPSIS>

⁴² iPROLEPSIS Bluesky, <https://bsky.app/profile/iproleptis.bsky.social>

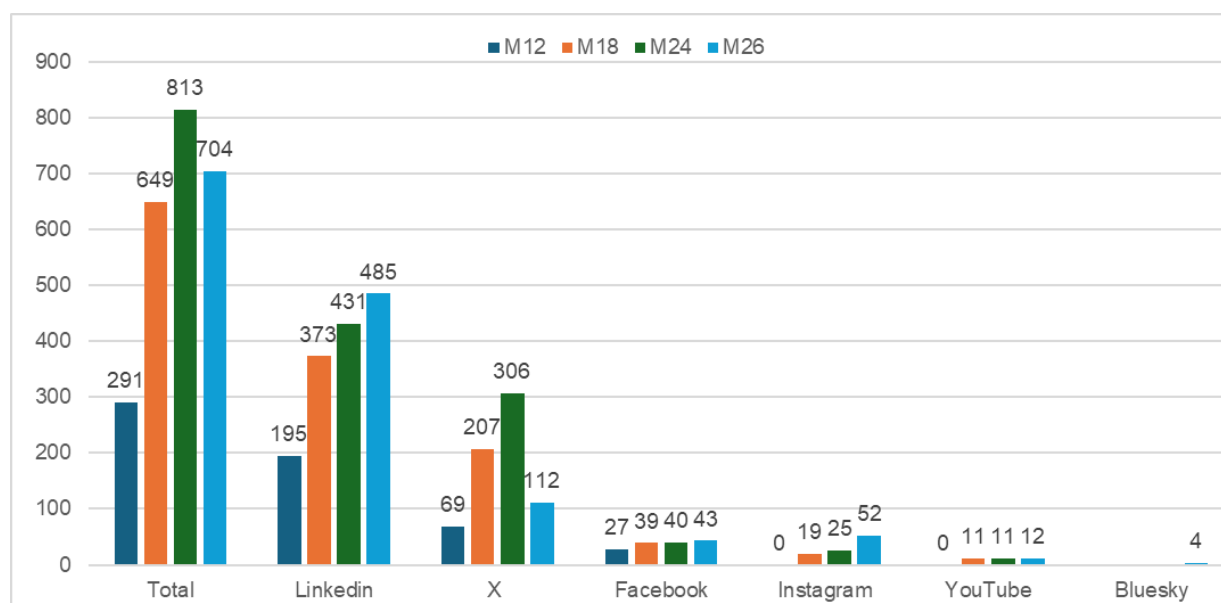


Figure 7 Number of followers on social media accounts

An analysis of LinkedIn follower demographics shows that the majority of followers come from sectors including higher education, research services, hospitals and healthcare, IT consulting, and software development. This aligns well with the project's target audience, as detailed in **Section 2.1.2**. Geographically, the largest follower base is in Thessaloniki, Athens, Lisbon, Randstad and Munich reflecting the project's strong presence in Greece, Portugal, Netherlands and Germany (**Figure 8**).

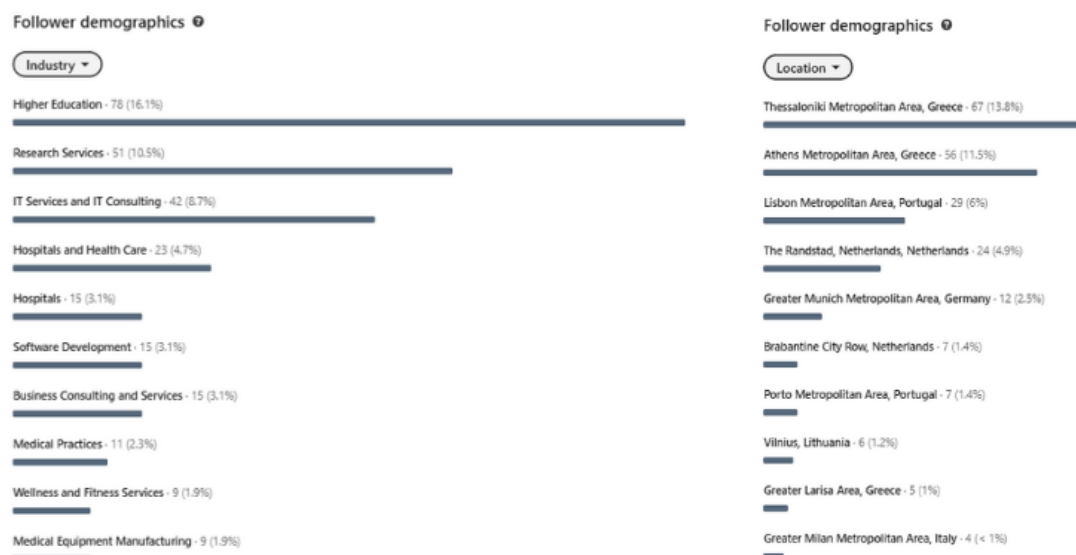


Figure 8 iPROLEPSIS LinkedIn followers demographics by industry and location

Future communication priorities

Moving forward, iPROLEPSIS will continue to prioritise its website and social media platforms as primary communication tools, while refining content strategy, audience engagement, and outreach initiatives.

Future efforts will focus on enhancing website discoverability, expanding LinkedIn outreach, and leveraging targeted digital advertising (e.g., Google Ads) to increase engagement and

visibility. Complementary dissemination opportunities through HaDEA-managed communication channels, as outlined in **Section 2.2.2.4**, will also be explored.

By continuously evaluating and optimising its communication platforms, iPROLEPSIS ensures that its communication efforts remain dynamic, data-driven, and aligned with stakeholder needs.

2.2.3.4 Engagement tactics

Since D6.2, iPROLEPSIS has strengthened its engagement efforts by incorporating data-driven insights, refined content formats, and expanded outreach methods. This structured approach leverages performance analytics and audience behaviour to enhance stakeholder interaction and broaden digital outreach.

To maximise engagement, iPROLEPSIS has implemented the following tactics across multiple channels:

- **Social media campaigns** aligned with awareness days, featuring tailored content and videos.
- **Cross-promotion** with related projects and networks to expand visibility.
- **Infographics** designed as user-friendly educational materials.
- **Short-form videos** highlighting key resources such as the Patient Handbook.
- **QR codes** embedded in materials for easy access to project content.
- **Instagram Reels & Stories** to present updates in engaging formats.
- **Video content** shared across platforms to ensure message consistency and broaden reach.
- **Promotion of publications** through accessible summaries for wider audiences.
- **External content sharing** to reshare scientific and research publications, extending project visibility.

Social media campaigns and cross-promotion

Social media campaigns have been a core engagement element aligning with key awareness days. Campaigns have included tailored videos and content for Psoriatic Arthritis Awareness Day in 2023⁴³ and 2024⁴⁴, and Psoriasis Awareness Month in 2024⁴⁵, helping to increase visibility and strengthen engagement.

The project has also expanded cross-platform promotion, collaborating with projects such as HIPPOCRATES⁴⁶, AI-PROGNOSIS⁴⁷ and sister projects⁴⁸. Shared posts and joint campaigns broaden audience reach and foster knowledge exchange. Project partners have further amplified visibility by reposting and sharing content across their networks.

Social Media Performance

⁴³ Video for PsA Awareness Day 2023, <https://www.youtube.com/watch?v=l0-za00SkAc>

⁴⁴ Video for PsA Awareness Day 2024, <https://www.youtube.com/shorts/33u4qxtNRHQ>

⁴⁵ LinkedIn post for Psoriasis Awareness Month, <https://www.linkedin.com/feed/update/urn:li:activity:7229064775178027008>

⁴⁶ https://www.linkedin.com/posts/iprolepsis_psoriaticarthritis-healtheducation-ugcPost-7292820324050493440-gJNP?utm_source=share&utm_medium=member_desktop&rcm=ACoAABe6cHcBNRXqcEFPJDT3EhdYPdzHGAKZ3zE

⁴⁷ AI-PROGNOSIS post, <https://www.linkedin.com/feed/update/urn:li:activity:7295354744921821184>

⁴⁸ IMMEDIATE EU post, https://www.linkedin.com/posts/immediate-eu-project_immediate-chronicinflammation-healthresearch-activity-7290311922841784320-dKGI?utm_source=share&utm_medium=member_desktop&rcm=ACoAABe6cHcBNRXqcEFPJDT3EhdYPdzHGAKZ3zE

Engagement efforts are reflected in social media performance, where LinkedIn impressions⁴⁹ reached 55,905 over the past year (**Figure 9**).

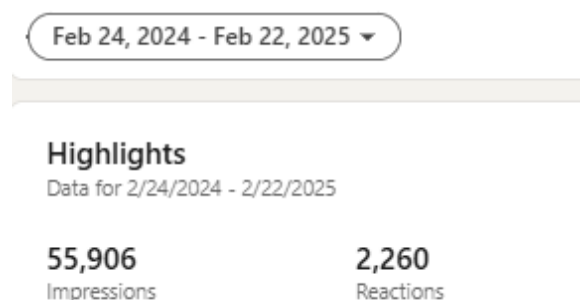


Figure 9 LinkedIn impressions, 24 02 2024 – 22 02 2025

Project updates, research presentations, and awareness campaigns generated the highest levels of interaction. Posts related to plenary meetings, such as the 4th and 5th Plenary meetings in Munich and Athens, recorded engagement rates⁵⁰ above 50%, indicating strong interest from stakeholders.

Similarly, scientific conference presentations, such as at IEEE MELECON 2024 and the DSAI 2024, received significant impressions, reinforcing the importance of positioning iPROLEPSIS within key research communities. Audience engagement was also notably high for awareness-related content. Posts featuring the Psoriatic Arthritis Patient Handbook performed well too, reflecting audience interest in educational content and patient-centered resources (**Table 2**).

Table 2 Engagement metrics for individual posts on LinkedIn

Post	Post link	Impressions	Engagement rate
iPROLEPSIS 5th Plenary Meeting in Athens, Greece.	https://www.linkedin.com/feed/update/urn:li:activity:7269647113343430656	768	53%
iPROLEPSIS 4th Plenary in Munich, Germany.	https://www.linkedin.com/feed/update/urn:li:activity:7213564042714505216	2118	51%
iPROLEPSIS 4th Plenary in Munich	https://www.linkedin.com/feed/update/urn:li:activity:7213919362867470336	3105	50%
iPROLEPSIS 5th Plenary meeting in Athens, Greece	https://www.linkedin.com/feed/update/urn:li:activity:7269286561446338560	2176	48%
Psoriasispatiënten Nederland information afternoon for World Psoriasis Day	https://www.linkedin.com/feed/update/urn:li:activity:7264187351021539328	416	41%
iPROLEPSIS Games at the Pitch Competition	https://www.linkedin.com/feed/update/urn:li:activity:7260210380830867457	458	39%

⁴⁹ Impressions, <https://www.linkedin.com/pulse/do-you-know-what-impressions-how-measured-viewability-gostory-media/>

⁵⁰ Engagement rate, <https://www.linkedin.com/pulse/linkedin-engagement-rate-eric-siew/>

Post	Post link	Impressions	Engagement rate
during the PhD Open Days			
AINIGMA Technologies at InnoHealth Forum 2024	https://www.linkedin.com/feed/update/urn:li:activity:7244627832792903681	376	38%
IEEE MELECON 2024.	https://www.linkedin.com/feed/update/urn:li:activity:7212333308393750530	1809	33%
iPROLEPSIS Games presented at the European Researchers Night	https://www.linkedin.com/feed/update/urn:li:activity:7246426271830659072	353	30%
HUMAN Lab meetup	https://www.linkedin.com/feed/update/urn:li:activity:7219966106977861633	907	23%
Psoriasis Awareness Month	https://www.linkedin.com/feed/update/urn:li:activity:7229064775178027008	445	20%
The iPROLEPSIS Psoriatic Arthritis Patient Handbook	https://www.linkedin.com/feed/update/urn:li:activity:7292820376043032577	391	20%
The iPROLEPSIS Psoriatic Arthritis Patient Handbook	https://www.linkedin.com/feed/update/urn:li:activity:7265280411503652864	364	12%

On Instagram, recent engagement data shows that 74% of views come from followers, with posts accounting for 45.2% of total views, reels for 34.3%, and stories for 20.6% (**Figure 10**).

Account insights

Last 30 days

Views ⓘ

184

Views

Followers 78.8%

Non-followers 21.2%

Accounts reached 27

By content type

All Followers Non-followers

Reels 39.7%

Posts 36.4%

Stories 23.8%

Followers Non-followers

Figure 10 iPROLEPSIS Instagram metrics

Expanding digital accessibility

The PsA Patient Handbook has been integrated into the website as interactive material, with accompanying user-friendly infographics⁵¹. A social media campaign featuring short-form videos was launched to further increase engagement. Website metrics showed that the incorporation of the Handbook on the website in October 2024 had a positive impact on website visitors (**Figure 5**).

To improve accessibility and direct engagement, QR codes have been embedded in social media posts and newsletters, providing quick access to key resources (**Figure 11**).



Figure 11 Examples of QR codes

Video content and research promotion

Video content continues to play a key role in engagement. YouTube⁵² videos featuring interviews and short explanatory videos are shared across platforms to maintain message consistency and expand audience reach.

Additionally, project publications are uploaded on Zenodo⁵³ and the website⁵⁴ with accessible summaries to facilitate broader outreach. These publications are also promoted through social media and newsletters.

Furthermore, iPROLEPSIS regularly shares external research and scientific publications on LinkedIn and X, reinforcing its presence within the digital health landscape.

Future engagement focus

Communication activities related to different engagement tactics up to M18 were reported in D6.3, while others will be included in upcoming deliverables D6.5 (M32) and D6.6 (M48).

Future efforts will focus on:

- Monitoring engagement trends and adapting strategies based on analytics.
- Expanding LinkedIn and Instagram reach with targeted campaigns.
- Enhancing cross-promotion with research and patient networks.

By continuously analysing engagement performance and adapting tactics, iPROLEPSIS ensures a dynamic and impactful communication strategy aligned with project objectives and best practices in digital outreach.

⁵¹ iPROLEPSIS Learning Hub, <https://www.iprolepsis.eu/learning-hub>

⁵² iPROLEPSIS YouTube, <https://www.youtube.com/@iPROLEPSIS>

⁵³ iPROLEPSIS Zenodo, <https://zenodo.org/me/uploads?q=&l=list&p=1&s=10&sort=newest>

⁵⁴ iPROLEPSIS Publications, <https://www.iprolepsis.eu/publications>

2.3 Dissemination and communication impact assessment

Assessing the impact of dissemination and communication activities is essential to ensure that iPROLEPSIS meets its outreach and engagement objectives. The project follows a structured approach to impact assessment, using KPIs to monitor progress, identify challenges, and refine strategies. This section outlines the updates in tracking methods and key lessons learned to enhance future efforts.

2.3.1 KPI tracking methods

To systematically monitor dissemination and communication activities, iPROLEPSIS has strengthened its KPI tracking framework, ensuring active contributions from all project partners. Recent refinements in tracking methods include:

- **Regular data collection and reporting** – A structured D&C KPIs tracking form (Figure 12) remains in use to gather data on publications, event participation, media presence, and networking activities. The form has been adjusted to meet evolving reporting needs and ensure consistent documentation of dissemination actions. Regular reminders via email notifications and bi-weekly WP6 meetings encourage timely updates.

Dissemination pillar	Report No	Partner	Event title	Type of event	Date of event	Place of event	Link to event	Link to ppt / material of presented	Number of people reached (No of attendees/visitors/participants)	Outreach level (International / European / Regional)
Event participation	Scientific conference presentations/poster									
	WP1	2	UPR	9th Congresso Português de Reumatologia	Scientific conference presentations/poster	25/10/2023 to 15/10/2023	Aldubora, Portugal	https://www.congressospt.org/pt/9th-congresso-portugues-de-reumatologia	Approximately 700 participants	Regional
	WP1	2	IBER	IBER International Conference on Imaging Systems and Techniques				https://www.iber-conference.org/		
	WP1	3	LCMP	British Society for Rheumatology Annual Conference 2024						
	WP1	4	LCMP	PPA Conference 2024						
	WP1	1		Paris 2024		2024 06 26	Cette, Greece			
	WP1	6	FMH	IBER MELIBCON 2024		25-27 June 2024	Porto, Portugal			
	WP2	7	AUTH	10th Panhellenic Conference of EPEN	Scientific conference presentations/poster	16 October 2024	Nassau, Greece	https://www.epen.gr/2024/		
	WP2	8	AUTH	2nd Healthy Longevity Symposium		21-22 November 2024	Abu Dhabi			
	WP2	9	AUTH	ESAR 2024		12-13 November 2024	Abu Dhabi			
	WP2	10	PLUX	IBER EMRC 2024		15-19 July 2024	Orlando, Florida, USA			
	Business/Industry events, and EXPOs stands/booths									
	WP1	2	PLUX	2024 HIMES European Health Conference	Business/Industry events, and EXPOs stands/booths	2024 05 30	Rome, Italy	https://www.himes.eu/	26.3	European
	WP1	2	PLUX	MEDICA 2023	Business/Industry events, and EXPOs stands/booths	2023 11 15	Düsseldorf, Germany	https://www.medica.de/	26.3	European
	WP1	3	LCMP	Meeting with representatives of ERI July in the	Business/Industry events, and EXPOs stands/booths	November 2023	Netherlands			
	WP1	4	AUTH	Meeting with the Center of Digital Innovation	Business/Industry events, and EXPOs stands/booths	February 2024	Greece	https://www.cdi.gr/		
	WP1	5	AUTH	Meeting with ARBIO	Business/Industry events, and EXPOs stands/booths	June 2024	Greece	https://www.arbio.gr/		
	WP2	6	PLUX	IBER EMRC	Business/Industry events, and EXPOs stands/booths	2024 07 17	Florida, USA	https://www.iber-emrc.org/	N/A	International
	WP2	7	AUTH	Meeting with Simula International	Business/Industry events, and EXPOs stands/booths	September 2024	Greece	https://www.simula.no/		
	WP2	8	AUTH	Meeting with ARBIO	Business/Industry events, and EXPOs stands/booths	2024 09 03	Greece	https://www.arbio.gr/		
	WP2	8	AUTH	Meeting with EUPH pharma company	Business/Industry events, and EXPOs stands/booths	2024 12 03	Greece			Regional
	WP2	10	ANG	InnovateHealth Forum 2024	Business/Industry events, and EXPOs stands/booths	20-21 September 2024	Greece			
	Workshops/Special sessions/ Seminars									
	WP1		CERTH, AUTH, FMH	ASSENT - Multimodal Signal Sensing/Analysis, Innovative Interactive Environments and Personalized Behavioral Modeling for Improving Quality of Life in PETRO 24 conference	Workshop/Special sessions/ Seminar	2024 06 20	Cette, Greece	https://www.ascent.gr/		International
	WP1	2	FMH	International Open in ICT Day - September 2024						
	WP1	2	EMC	AI-Driven Healthcare Technology Summit						
	WP2	3	FMH	AI-Driven Healthcare Technology Summit		9 November 2024	Netherlands			
	WP2	4	FMH	AI-Driven Healthcare Technology Summit		9 November 2024	Portugal			
	WP2	3	FMH	European Researchers' Night		27 September 2024	Oporto, Portugal			
	WP2	6	FMH	HUMAN Lab meetup		18 July 2024	Lisbon, Portugal			
	Networking/clustering initiatives									
	WP2	1	AUTH	Meeting with Greek Patients' Association	Networking/clustering initiatives	2024 11 11	Virtual			Regional
	WP2	2	AUTH	Clustering with RISC project	Networking/clustering initiatives	2024 12 03	Greece			International
	WP2	7	AUTH	AI-PROLEPSIS 4th Plenary meeting	Networking/clustering initiatives	10-12/12/2024	London, Germany			

Figure 12 iPROLEPSIS D&C KPIs tracking form

- **Cross-platform analytics for better insights** – In addition to manual reporting, data from website analytics, social media metrics, and newsletter performance data are systematically reviewed to assess outreach effectiveness.
- **Strategic alignment with project phases** – KPIs tracking is now closely aligned with the three-phase dissemination strategy outlined in **Section 0**. Early-stage efforts focused on awareness-building, while mid-stage tracking emphasises engagement and measurable impact, preparing for long-term sustainability in later project stages. Current efforts also target long-term sustainability, including increasing scientific publications and expanding participation in key industry and research events.

Progress towards KPI targets up to M28 is summarised in **Table 3**.

Table 3 Target and reached KPIs for M1-M26

Dissemination and communication actions	What	When	Target KPIs	Reached KPIs M1-M26
Publications	Peer-reviewed journals	From M18, when solid scientific results are available	20 publications	9
	Business Magazines		4 publications	1 article in the Psoriasispatiënten Nederland Psoriasis Magazine
Event participation	Scientific conference presentations/posters	From M12, when initial scientific results are available	20 presentations/posters	10
	Business/Industry events and EXPOs stands/booths		3 events	10
	Workshops/Special sessions/Seminars	From M18, when solid scientific results are available	8 events 50 attendees expected	6
	Clinical focus groups with patients	From M14, when the study applications are available	6 focus groups	9 focus groups, 1 one-on-one interview
Media presence	Newsletters	From M3 every three months	1000 subscribers	7 newsletters; 328 subscribers
	Website/blog posts	From M1	2 posts/month 1000 visitors/month	Av. 2 posts per month; Av. 182 visitors/month
	Social media posts	From M1	2 posts/month 2000 followers	Av. 3 post/month 710 followers
	Major media (TV/radio) presence	From M36, when tangible results are produced	5 presences in national media	0
			2 presences in EU-level media	1 Digital Rheumatology

Dissemination and communication actions	What	When	Target KPIs	Reached KPIs M1-M26
				Network podcast on Spotify
Networking and clustering events			≥4 networking/joint initiatives	3 partners-led networking meetings 1 joint social media campaign with sister projects

KPIs tracking remains an ongoing process, ensuring that dissemination efforts are continuously monitored and adjusted based on project developments and stakeholder engagement. Achievements up to M18 were reported in D6.3 “First report on project visibility and educational material”, while upcoming assessments will be included in D6.5 (M32) and D6.6 (M48).

By systematically evaluating KPIs, iPROLEPSIS ensures that its communication and dissemination efforts remain measurable, data-driven, and aligned with project objectives. Future updates will focus on addressing KPIs gaps, improving reporting efficiency, and refining outreach strategies to maximise engagement and impact.

2.3.2 Challenges and lessons learned

Throughout the implementation of the dissemination and communication strategy, several challenges have emerged, providing valuable insights for future improvements:

- **Ensuring timely updates from partners** – Tracking dissemination activities across multiple partners has been a recurring challenge. To improve reporting consistency, regular reminders have been reinforced through plenary meetings and email notifications (**Figure 13**).

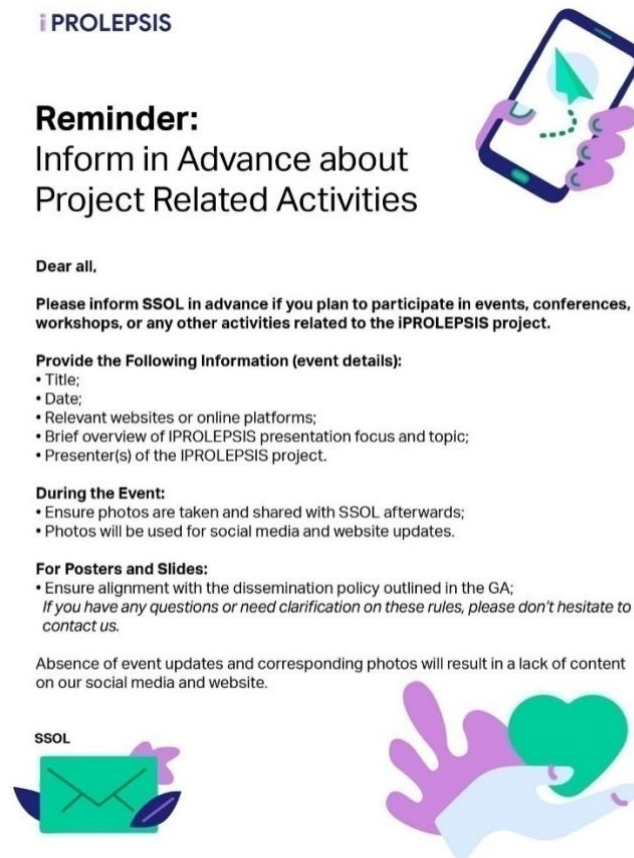


Figure 13 Reminder for project updates

- **Fluctuations in social media engagement** – Algorithm changes and the removal of inactive accounts on X impacted engagement rates. In response, iPROLEPSIS expanded its presence by introducing Bluesky, ensuring continued engagement with health professionals and the general public.
- **Website traffic below target KPIs** – Despite regular content updates, website traffic has remained below the target of 1,000 visitors per month. To improve visibility, Google Ads campaigns were implemented, and SEO strategies are under consideration to enhance search engine discoverability.

These challenges have provided valuable insights, leading to several refinements:

- **Diversifying outreach efforts to maintain engagement** – Expanding social media channels and refining content formats have helped sustain audience interaction despite platform changes. Future efforts will focus on strengthening LinkedIn engagement and exploring additional promotional strategies.
- **A multi-channel approach enhances outreach resilience** – Relying solely on one platform limits reach. Expanding newsletter distribution and leveraging alternative platforms like Bluesky have ensured broader stakeholder engagement.
- **Clear, engaging content drives better interaction** – Visually compelling and interactive content consistently performs better than text-heavy updates. Moving forward, iPROLEPSIS will prioritise clarity, relevance, and user-friendly formats to maximise audience engagement.

By applying data-driven insights and adapting engagement strategies, iPROLEPSIS ensures that its dissemination and communication efforts remain effective, dynamic, and aligned with

project goals. Future efforts will focus on refining engagement tactics and optimising content formats to further enhance outreach and visibility.

3 Updates to the exploitation strategy

3.1 Overview of the original exploitation strategy

The initial exploitation strategy and activities to assess the commercialisation and applicability of the concepts and ideas central to the evolution of the project results were presented in deliverable D6.2.

The approach followed four main steps:

- Specification of Key Exploitable Results (KERs) and evaluation of the exploitation potential of these outcomes.
- Definition of target stakeholders, market, clients and users.
- Identification of the most appropriate IPR strategies.
- Preparation of business plans (where relevant) for the innovations that have been implemented.

Several individual KERs were originally outlined in D6.2, including:

- Datasets
- AI models and (digital) biomarkers
- Software (SW) applications
- Hardware (HW) components, and
- An integrated healthcare platform (ecosystem).

Additionally, indirect KERs such as clinical validation results, infrastructure, and methodology frameworks were recognised as valuable project outcomes.

Since the original strategy was defined, the exploitation approach has evolved, integrating regulatory, market, and sustainability considerations. Key updates include:

- Expanded identification of 29 ERs and selection of 8 KERs based on criteria of innovation, exploitability and impact.
- Development of initial individual and joint exploitation plans, defining pathways for commercialisation, licensing, or further research integration.
- Regulatory alignment, ensuring compliance with GDPR, MDR, and CE certification to support market readiness.
- Market positioning analysis, identifying potential partnerships in healthcare, pharmaceuticals, and AI-driven medical technologies.

A comprehensive exploitation strategy is presented in D6.4, "Exploitation and Regulatory Approval Plan (Initial Version)" which provides a structured roadmap for translating project results into sustainable outcomes.

3.2 Integration of Horizon Results Booster recommendations into exploitation approach

As part of iPROLEPSIS's efforts to strengthen its exploitation strategy, the consortium applied for the Horizon Results Booster (HRB) services. Under HRB Service 2—Module C, an Exploitation Strategy Seminar was conducted on June 26, 2024.

The HRB recommendations provided valuable insights, and a structured approach specifically aimed at refining the exploitation roadmap for the iPROLEPSIS Digital Health Ecosystem. Key areas addressed included:

- **Operational integration** – Defining clear pathways for AI-driven solutions to be adopted in clinical practice and healthcare systems.
- **Partnership development** – Strengthening collaborations with hospitals, industry partners, and policymakers to drive adoption.
- **Value proposition refinement** – Clearly defining the clinical benefits and market differentiation of iPROLEPSIS solutions for PsA diagnosis and management.
- **Technology and compliance** – Implementing robust data protection measures in compliance with GDPR, MDR, and regulatory standards, ensuring secure and ethical AI deployment in healthcare.
- **Commercialisation strategy** – Developing tailored strategies for market entry, business models, and potential licensing opportunities.
- **Risk mitigation** – Addressing challenges related to regulatory barriers, data privacy, and AI model validation.

These recommendations have been detailed in Section 2.8 of D6.4. Overall, the deliverable outlines a clear roadmap for commercialisation, clinical adoption, and regulatory compliance of the iPROLEPSIS innovations, including:

- A detailed analysis and prioritisation of the Key Exploitable Results (KERs), identifying their commercialisation potential and strategic positioning.
- Regulatory approval pathways, including MDR classification considerations.
- Proposed commercialisation models and go-to-market strategies for AI-driven solutions.
- A risk assessment framework for addressing exploitation challenges.

The iPROLEPSIS consortium remains committed to leveraging these insights to enhance the project's impact, ensuring that its innovations transition effectively from research to practice.

Conclusions

D6.8 outlines the refinements made by the iPROLEPSIS consortium to strengthen dissemination, communication, and exploitation efforts. This update reflects key developments, lessons learned, and strategic adjustments to enhance project visibility, engagement, and long-term impact. Key updates include:

- **Refinement of dissemination and communication strategy** – iPROLEPSIS has expanded its media and engagement formats, incorporating podcast participation, patient-oriented publications, and enhanced digital strategies such as LinkedIn newsletters and Google Ads campaigns. These efforts ensure a more targeted, data-driven approach aligned with evolving stakeholder needs.
- **Integration of Booster Services** – iPROLEPSIS has leveraged Booster services to enhance networking and joint dissemination efforts. The project has established a cluster with AI-PROGNOSIS, HIPPOCRATES, REBECCA, and AutoPiX, with Booster support focusing on Portfolio Analysis, Dissemination Support and Networking Support. This structured approach is expected to enhance visibility, strategic partnerships, and engagement with policymakers and industry stakeholders.
- **Expanded stakeholder engagement** – Strengthened collaboration with sister projects, patient organisations, and industry stakeholders supports the project's long-

term positioning. Joint workshops and webinars are under discussion, with engagement efforts evolving based on stakeholder needs.

- **Development and PsA education content** – The PsA Patient Handbook and infographics have been finalised in English and translated into Dutch, Greek, and Portuguese. To maximise accessibility and impact, these resources will be integrated into the miPROLEPSIS app and promoted via social media campaigns.
- **Open Science and research visibility** – iPROLEPSIS continues to prioritise Open Science, making research outputs accessible through high-impact journals, FAIR data management, and platforms such as Zenodo.
- **Refinement of the exploitation strategy** – A structured commercialisation framework has been established to ensure the sustainability of project outcomes. Eight KERs have been prioritised based on the criteria of innovation, exploitability and impact. Joint and individual exploitation plans define tailored commercialisation routes, while regulatory considerations, including MDR classification and GDPR compliance, have been integrated to facilitate adoption. Horizon Results Booster recommendations have been taken into consideration to further enhance the exploitation strategy. Full details are provided in D6.4, which outlines commercialisation, regulatory approval, and risk mitigation strategies.
- **Performance monitoring and KPIs tracking** – A structured KPI tracking approach has been reinforced, integrating partner reporting, cross-platform analytics, and impact assessment. While progress has been strong in publications, networking, and event participation, website traffic remains below target. Adjustments such as targeted advertising are being considered to improve visibility.
- **Challenges and adaptation** – Lessons learned from engagement fluctuations, evolving digital trends, and dissemination challenges have informed data-driven adjustments. The introduction of Bluesky has helped sustain engagement with digital health professionals following changes on X. Google Ads campaigns and refined content strategies have also been implemented to support outreach.

Moving forward, the iPROLEPSIS consortium will continue to focus on expanding its reach, sustaining engagement across key stakeholder groups, and leveraging emerging opportunities for impact maximisation. Future reports, including D6.5, “Midterm Report on Project Visibility and Educational Material”, and D6.6, “Final Report on Project Visibility and Educational Material”, will provide further insights into the project's evolving impact and long-term dissemination efforts.

Annexes

Annex I Publications

List of published publications:

1. Chatzikonstantinou, C., et al. (2023, October). Federated Learning Aggregation based on Weight Distribution Analysis. In 2023 IEEE International Conference on Imaging Systems and Techniques (IST) (pp. 1-6). IEEE.
2. Ramalho, B., et al. (2024, June). Developing Exergames for Psoriatic Arthritis using Agile Storyboarding and Game Design Processes. In Proceedings of the 17th International Conference on Pervasive Technologies Related to Assistive Environments (pp. 569-575).
3. Ramalho, B., et al. (2024, June). "The Kite" Breathing Serious Game: Agile Co-Design for Psoriatic Arthritis. In 2024 IEEE 22nd Mediterranean Electrotechnical Conference (MELECON) (pp. 1036-1041). IEEE.
4. Papastratis, I., et al. (2024). Can ChatGPT provide appropriate meal plans for NCD patients? *Nutrition*, 21, 12291.
5. Papastratis, I., et al. (2024). AI nutrition recommendation using a deep generative model and ChatGPT. *Scientific Reports*, 14(1), 14620.
6. Tsiantis, V., et al. (2024, June). ChatGPT in Nutrition: Trends, Challenges, and Future Directions. In Proceedings of the 17th International Conference on Pervasive Technologies Related to Assistive Environments (pp. 548-553).
7. Ramalho, B., et al. (2024). Developing Sensorimotor Art Games for Psoriatic Arthritis using Agile Storyboarding and Game Co-Design Processes.
8. Vivekanantham, A., et al. (2024). Proceedings of the 7th IFPA WPPA Conference: Hot topic debate: preventing psoriatic arthritis in patients with psoriasis. Proceedings of the 7th IFPA-WPPAC.
9. de Groot, P., et al. (2024). Digital biomarkers for psoriatic arthritis: a qualitative focus group study on patient-perceived opportunities and barriers. *RMD Open*, 10:e004699. BMJ.

List of planned publications:

1. Determinants of Patient's Intention to Use Serious Games in Psoriatic Arthritis: A Partial Least Squares Structural Equation Modelling Approach (journal to be determined).
2. Journal to be determined: Digital Phenotyping: Opportunities and Challenges in Psoriatic Arthritis (journal to be determined).
3. European advances in digital rheumatology: explainable insights and personalized digital health tools for psoriatic arthritis (under second review at the *Lancet eClinicalMedicine*).
4. Co-designing Mobile Serious Games to Support Psoriatic Arthritis Patients with Chronic Pain (submitted to *JMIR Serious Games* journal).

Annex II List of events

List of attended conferences:

1. XXV Congresso Português de Reumatologia (October 2023) – Presented research findings to an audience of 700+ participants, engaging the rheumatology community in Portugal.
2. IEEE International Conference on Imaging Systems and Techniques (October 2023) – Showcased technological advancements in AI-driven medical imaging solutions.
3. British Society for Rheumatology Annual Conference (April 2024) – Discussed the prevention of psoriasis transition to psoriatic arthritis in collaboration with HIPPOCRATES IMI.
4. IFPA Conference 2024 (June 2024, Stockholm, Sweden) – Engaged with global experts on the latest research in psoriatic diseases.
5. PETRA 2024 Conference (June 2024, Crete, Greece) – Highlighted project innovations in pervasive healthcare technologies.
6. IEEE MELECON 2024 (June 2024, Porto, Portugal) – Addressed AI applications in healthcare and digital medicine.
7. 16th Panhellenic Conference of EPEMY (October 2024, Ioannina, Greece) – Presentation of iPROLEPSIS advancements in musculoskeletal health research.
8. 2nd Healthy Longevity Symposium (November 2024, Abu Dhabi) – Engagement with aging and digital health experts.
9. DSAI 2024 (November 2024, Abu Dhabi) – Presentation on AI-driven healthcare applications.
10. IEEE EMBC 2024 (July 2024, Orlando, Florida, USA) – Participation in discussions on biomedical engineering and healthcare technology.

List of business and industry events:

1. HIMSS European Health Conference & Exhibition (May 2024, Rome, Italy) – Demonstrated iPROLEPSIS innovations in digital healthcare.
2. MEDICA 2023 (November 2023, Düsseldorf, Germany) – Engaged with industry representatives in the medical technology sector.
3. InnoHealth Forum 2024 (September 2024, Greece)
4. Meetings with Pharma & HealthTech Companies: Engaged with Eli Lilly, Pfizer's Center for Digital Innovation, AbbVie, Sonova International, and ELPEN Pharma to discuss project applications and commercial pathways.

The list of attended Workshops, seminars, and special sessions:

1. AGENT Workshop at PETRA 2024 (June 2024, Crete, Greece) – A dedicated event focusing on multimodal AI and assistive technologies.
2. International Girls in ICT Day – GirlSteam 2024 (April 2024) – Introduced iPROLEPSIS digital health tools to young professionals in STEM.
3. Psoriasispatiënten Nederland Information Afternoon (November 2024, Nijkerk, Netherlands) – Engagement with patient advocacy groups.
4. PhD Open Days 2024 (November 2024, Portugal) – Presenting iPROLEPSIS research to PhD students and academia.
5. European Researchers' Night (September 2024, Oeiras, Portugal) – Public outreach event highlighting scientific advancements.
6. HUMAN Lab meetup (July 2024, Lisbon, Portugal) – Discussion on human-centered AI applications in digital health.