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EURECA

**Enabling information re-Use by linking clinical
Research and CAre**

IP

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PP	Restricted to other programme participants (including the Commission Service	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (excluding the Commission Services)	

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1 Introduction

EURECA aims to build IT solutions that assist healthcare professionals and their supporting teams to deliver improvements in patient care as effectively as possible.

Despite improvements in healthcare IT infrastructures, a gap remains in the ability of these systems to deliver knowledge and insight back to the researchers, clinicians and patients they are intended to support. To close this gap software services will be built that will interconnect existing data systems, such as clinical trials and electronic health records (EHR). Semantic interoperability between these systems is of utmost importance.

The solutions developed by EURECA will deliver several benefits for the healthcare community and ultimately for patients. These include early detection of patient safety issues and more efficient recruitment of eligible patients to clinical trials. The systems will also enable long-term follow up of patients to establish outcomes such as levels of recurrence or late morbidity. Oncology research will benefit greatly from improved interoperability and the ability to reuse the vast amounts of data collected within care.

In order for the EURECA project to be successful, the benefits of these new tools must be successfully communicated to the oncology community.

This deliverable deals with the creation and population of a one stop shop where EURECA's developments are housed. Hosting these resources on ecancer's open-access educational platform, www.ecancer.org, gives them access to ecancer's existing audience, helping to ensure the information is widely disseminated across Europe (and globally).

2 ecancer.org

ecancer.org is a free online platform for oncology professionals incorporating an open-access journal, news, video and education. Through this platform ecancer disseminates information to the global oncology community. We also utilise the reach and leverage of social media and other educational platforms to provide the latest news and information on reach and developments in the world of cancer to an active and engaged audience.

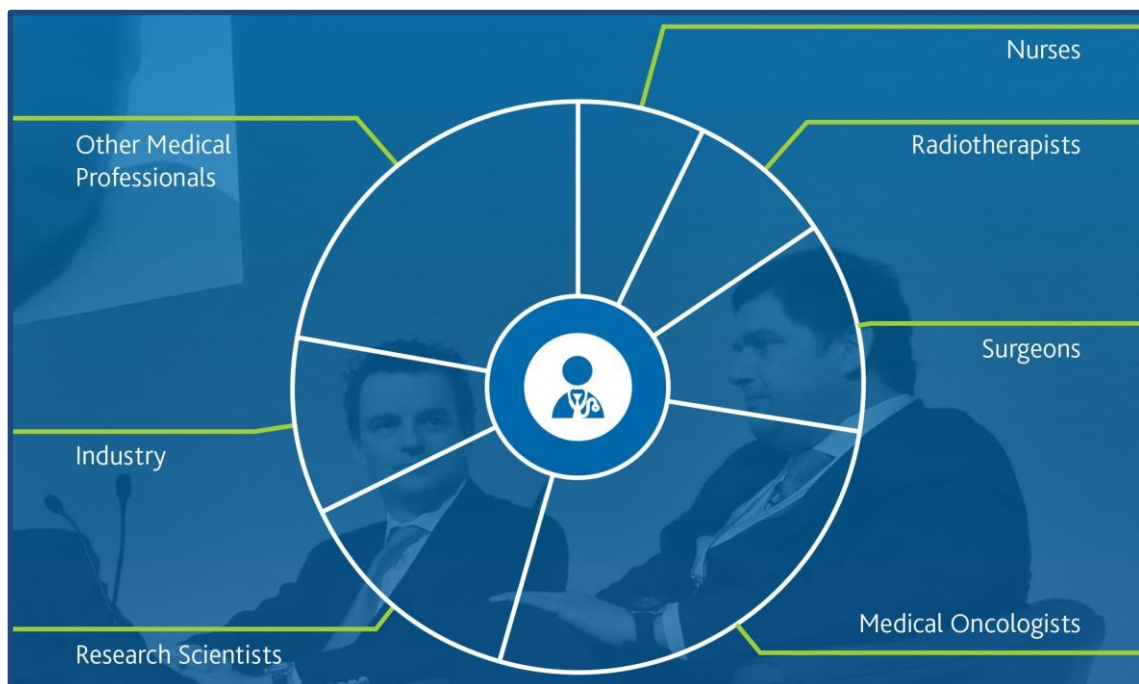
2.1 ecancer's audience

Hosting the EURECA resources on ecancer's leading educational platform, ecancer.org gives the materials a guaranteed audience of multidisciplinary oncology professionals.

ecancer.org statistics:

- 40,000 visitors per month
 - From 191 countries
- 11,200 returning visitors per month
- 11,000+ registered members

Registered members by discipline:



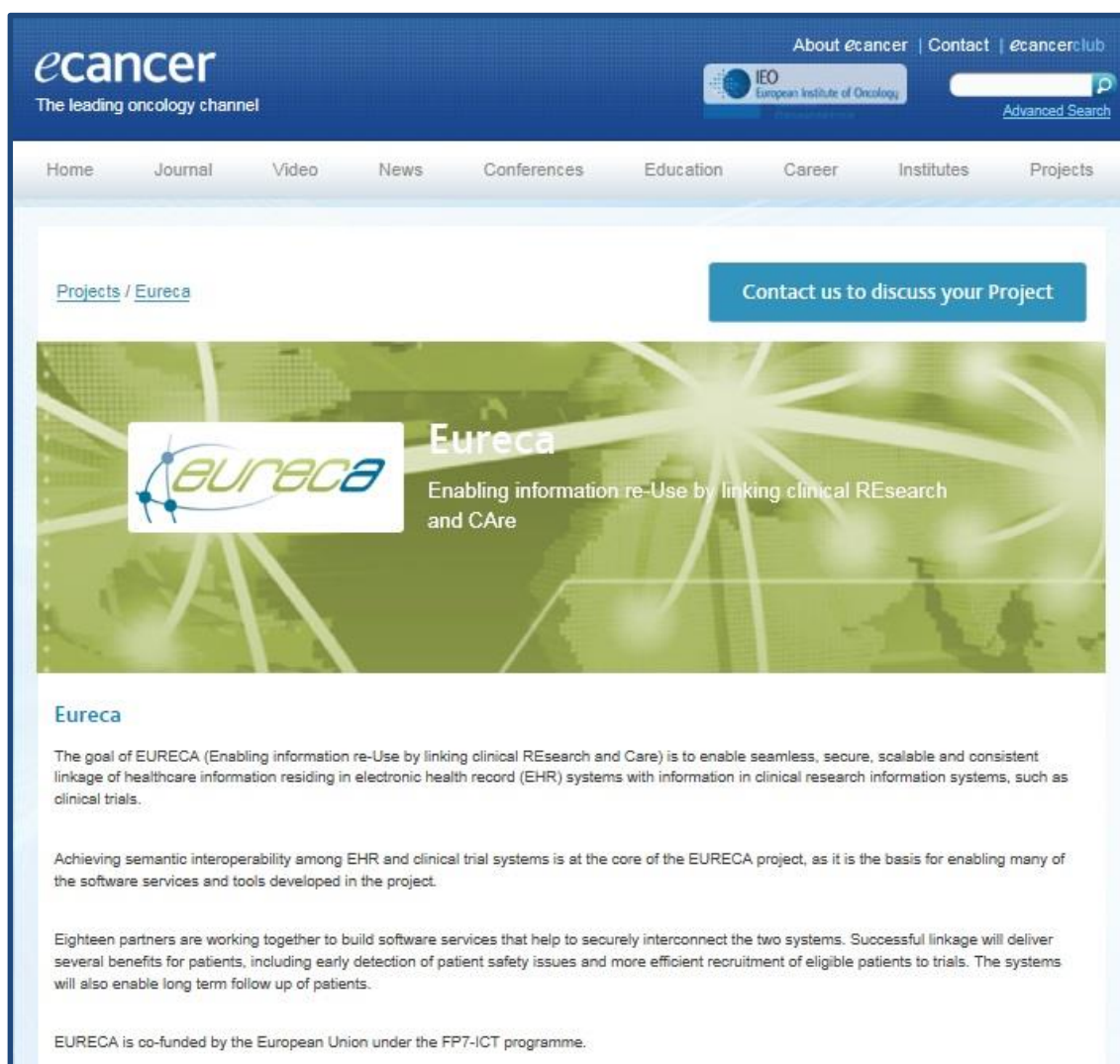
3 The EURECA Project One Stop Shop

A specific area has been developed within the ecancer environment to enable interested stakeholders to access all of the information available on the EURECA Project. The area has its own direct-access url which can be used on marketing materials as appropriate (<http://ecancer.org/projects/eureca.php>).

Additional benefits of hosting the material on ecancer.org are that it ensures the information can be accessed by interested stakeholders after the project has been completed and there could be future issues around who will maintain and run any project website. The material also benefits from the search engine optimisation built into the architecture of the ecancer platform.

3.1 One stop shop design

The one stop shop is an information resource for the EURECA project showing visitors the project logo as well as giving background information on the project as well as linking to the full website of the project (<http://eurecaproject.eu/>).



The screenshot shows the 'Eureca' project page on the ecancer website. The page features a blue header with the ecancer logo and navigation links. The main content area has a green background with a network diagram. It includes the EURECA logo, a 'Contact us to discuss your Project' button, and a detailed description of the project's goal and objectives. The text describes the project's aim to link clinical research and care through EHR systems, highlighting the importance of semantic interoperability and the involvement of 18 partners.

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Eureca
Enabling information re-Use by linking clinical REsearch and CAre

Eureca

The goal of EURECA (Enabling information re-Use by linking clinical REsearch and Care) is to enable seamless, secure, scalable and consistent linkage of healthcare information residing in electronic health record (EHR) systems with information in clinical research information systems, such as clinical trials.

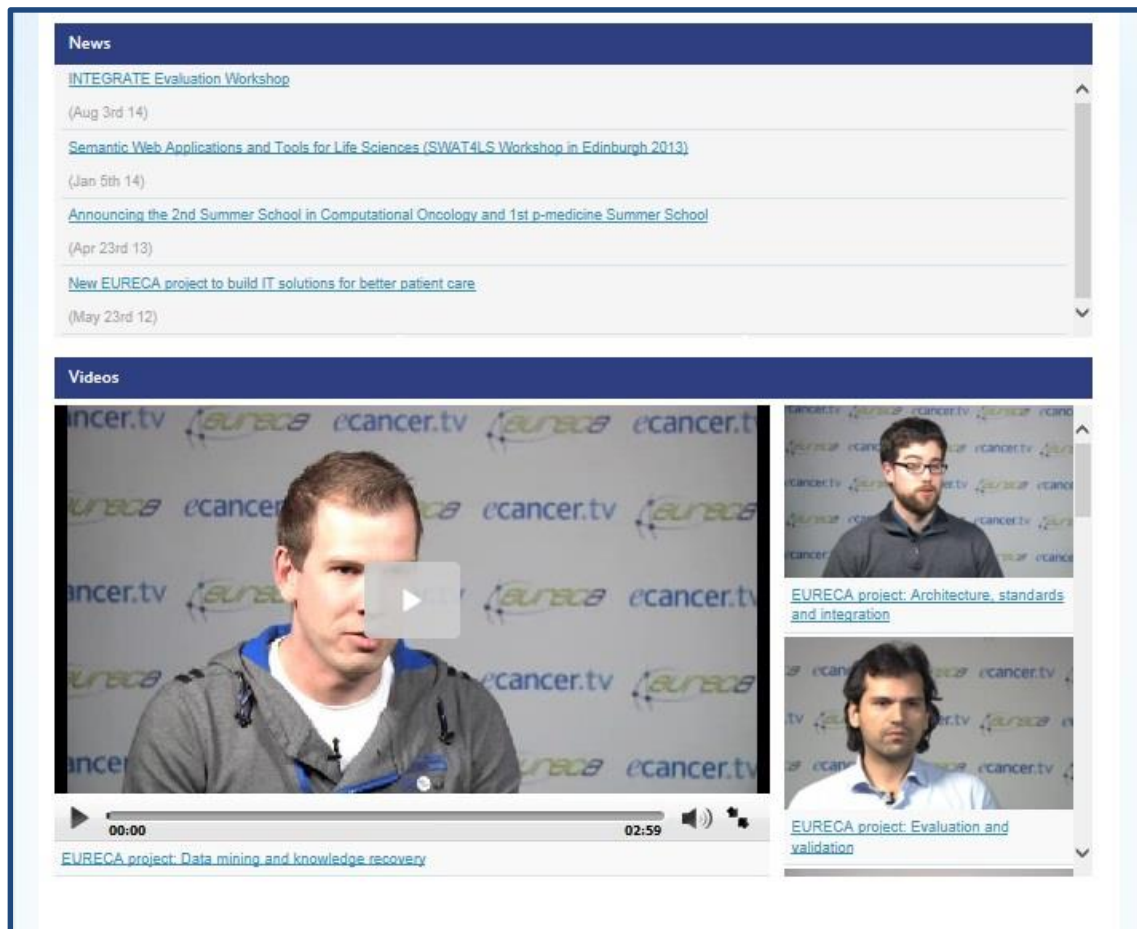
Achieving semantic interoperability among EHR and clinical trial systems is at the core of the EURECA project, as it is the basis for enabling many of the software services and tools developed in the project.

Eighteen partners are working together to build software services that help to securely interconnect the two systems. Successful linkage will deliver several benefits for patients, including early detection of patient safety issues and more efficient recruitment of eligible patients to trials. The systems will also enable long term follow up of patients.

EURECA is co-funded by the European Union under the FP7-ICT programme.

Visitors to the one stop shop are able to see the latest project news as well as videos of the project partners discussing the latest project developments and news. The area has been designed to allow elearning materials, published research and other

resources to be accessed from this area if appropriate. Once the project tools have been launched, we will also be able to display additional information and links to these tools and solutions as appropriate.



The key videos and news are displayed to visitors immediately with scroll bars on the right hand side that gives access to additional content if required.

3.2 Increased video views

In order to demonstrate the effect on audience reach that hosting content has on the EURECA project materials, we can compare video views on the project website versus ecancer.org. The videos that are currently accessible through the one stop shop have been viewed 6,856 times through ecancer.org and have been viewed 917 times through the EURECA project website over the same period of time.

4 Promotion

4.1 Internal promotion

ecancer promoted the existence of the one stop shop through the ticker tape section on ecancer.org home page. This is one of the most effective internal drivers of traffic on the website.



4.2 Social media promotion

ecancer used its facebook, linkedin and twitter profiles to help promote the EURECA content. We currently have over 9,000 social media followers of which 6,100+ are on twitter.



5 Summary

The videos, news and general information on the EURECA project have been collated and hosted in a single area within the ecancer environment in order to give the oncology community a 'one stop shop'. By hosting these resources through ecancer, the project's resources are exposed to a much larger audience and will live on past the lifetime of the project.

As additional resources are developed throughout the lifetime of the project, more information and links will be added to the one stop shop to reflect the progress. Once all of the tools and solutions have been developed and additional information on these is publicly available, this will be reflected by the upload and linking as appropriate. By creating this one stop shop the project's resources have the maximum opportunity to be viewed by the members of the oncology community who are the ultimate target customers of the tools and solutions. By raising awareness in this target group the one stop shop aims to contribute to the success of the project as a whole.