D2.4 Scirocco Website

WP 2 Communication and Dissemination
D2.4 Scirocco website

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Delivery date - 19 August 2016

Dissemination level
P Public

Version history

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Changes made</th>
<th>By</th>
<th>Sent to</th>
</tr>
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<tr>
<td>V0.1</td>
<td>22 July 2016</td>
<td>Template for the deliverable</td>
<td>Andrea Pavlickova</td>
<td>Marc Lange, Stephan Schug, Donna Henderson</td>
</tr>
<tr>
<td>V02</td>
<td>2 August 2016</td>
<td>First content based on requirements description + Screenshots of SCIROCCO website</td>
<td>Marc Lange</td>
<td>Andrea Pavlickova, Stephan Schug, Donna Henderson</td>
</tr>
<tr>
<td>V03</td>
<td>10 August 2016</td>
<td>Content update based on lessons learned from development</td>
<td>Stephan Schug</td>
<td>Marc Lange, Andrea Pavlickova, Donna Henderson</td>
</tr>
<tr>
<td>V04</td>
<td>11 August 2016</td>
<td>Review of proposed changes and update</td>
<td>Marc Lange</td>
<td>Andrea Pavlickova, Stephan Schug, Donna Henderson</td>
</tr>
<tr>
<td>V05</td>
<td>18 August 2016</td>
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<td>Andrea Pavlickova</td>
<td>Donna Henderson</td>
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<tr>
<td>V1.0</td>
<td>19 August 2016</td>
<td>QA &amp; final approval</td>
<td>Donna Henderson</td>
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Statement of originality
This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
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1 Introduction

1.1 Project goal to be promoted by the web site

SCIROCCO aims to develop the Maturity Model\(^1\) into a validated and tested self-assessment tool that will facilitate the successful scaling up and transfer of good practices in integrated care across European regions. The project will explore how matching the complementary strengths and weaknesses of regions can deliver two major benefits:

- A strong basis for successful twinning and coaching that facilitates shared learning;
- A practical support for the scaling up of good practices that promote active and healthy ageing and participation in the community.

SCIROCCO will help regions to identify:

- The contextual requirements of a good practice that is being considered for adoption;
- The level of maturity required for the health and social care system to adopt a particular good practice;
- The actions that more progressive regions have taken in order to be successful;
- Lessons learned from these pioneers to overcome barriers and accelerate results;
- The process of information sharing on lessons learned to help other aspiring regions to speed up their own adoption.

1.2 Objective of the project website

The objective of Scirocco website is to:

- Promote the project goal and explain how Scirocco can help regions in scaling-up integrated care solutions;
- Be a reference point for dissemination of project findings and networking;
- Host resources and project deliverables.

Scirocco website targets readership of:

- Community of the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA);
- Decision makers (CEO, CMO and middle management) in health and social care delivery organisations, public administrations, voluntary and third sector;
- Policy makers.

1.3 Key elements of website

The url link to Scirocco website is [http://www.scirocco-project.eu/](http://www.scirocco-project.eu/)

Key elements of Scirocco’s website are:

- The Maturity Model in its initial and refined versions;
- Information about project partners;
- Good practices on integrated care in 5 Scirocco European regions;
- Results of maturity assessment of good practices;
- Methodology for self-assessment process;
- Results of twinning/coaching activities in 5 Scirocco regions;

\(^1\) The first version of the Maturity Model was developed by the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)’s B3 Action Group on Integrated Care.
2.4 Scirocco website

Grant Agreement 710033 (CHAFEA)

Online self-assessment tool.

The website will also include:

- All project deliverables and other relevant documents produced by project;
- Information on dissemination activities to provide visitors with an insight on project activities and progress;
- Direct access to social networks to encourage and enable visitors to easily interact with the project;
- Links to other related websites from to enable visitors to learn more about the project and its environment.

2 Functional requirements

2.1 Project requirements

The following requirements have been established to accommodate project’s objectives and standards for an EU project website:

- Balanced, inviting homepage, attracting visitors’ interest in project concept and deliverables;
- Responsive web design, making the website accessible from various devices, including mobile devices;
- Flexible repository for resources and deliverables;
- Social media buttons and an option to display recent project related tweets;
- Efficient search facility;
- A contact form for other experts / organisations interested in project updates;
- Extra “doormat” navigation (the bottom part of Figure 1) to support an easy access to website content;
- Easy and extensible navigation allowing quick access to all sections of the website.

A mock-up below provides an example of the overall layout and functionality of homepage (not intended as a visual reference for the actual design of the website).

Figure 1: Mock-up to guide the development of website

Bespoke graphic design is used to translate the concepts of the project into visual messages. These visualisations will be used throughout the website and shall - along with the project’s logo and colour schema - define a unique, recognisable visual language for the project. Adding to the accessibility and usability of the homepage, these visualisations will also serve also as quick navigation buttons (cf. (Figure 1); examples labelled “Maturity Dimension” and “Good Practice”).
3 Technical requirements

3.1 Off-the-shelf tools

To minimise setup and programming costs, the website is built on a standard CMS (WordPress) supported by a carefully selected basic template and additional plugins where needed.

3.2 Responsive web design for mobile devices

The website team (WP2) has ensured that the website has been designed to be accessible from various devices, including mobile devices:

![Figure 2: Scirocco home page on PC](image1)

![Figure 3: Home page on tablet](image2)

![Figure 4: Home page on smartphone](image3)
4 Editorial Policy

4.1 General principles

Governed by the principles of networking and sharing between the participating regions, the majority of content elements of website will be provided by SCIROCCO project partners.

The website team (WP2) are responsible for:

- Collecting and reviewing the various input elements, e.g. good practices, lessons learned, events and relevant news.
- Publishing the content elements both on the homepage as well as within the thematic sections (channels) of the website. The intention is to make the website appealing to regular visitors by placing new elements temporarily on the homepage, as well as locating them in the respective section of the website for long-term access.

Overall, the website should be recognisable by a unique look and feel across all content.

5 Homepage

5.1 Specification

The website specification defines the following elements of homepage:

- Visual teaser elements
  - Short statements from 5 Scirocco regions on their expectations from project;
  - 12 dimensions of Maturity Model;
- Access to all sections (“Channels”) of website;
- About the project and project goals - aligned to the project leaflet;
- News and Events will be added at a later stage.
- Social Media Buttons (and display of latest tweets)
- Site wide full text search.
5.2 Released by M3

Figure 5: Scirocco homepage released by M3
6 Website sections ("Channels")

6.1 "About" section

Figure 6: "About" section released by M3

6.2 "Maturity Model" section

6.2.1 Specification

The Maturity Model section includes

- A section home page with the overall picture of Maturity Model with a new graphical visualisation of the project;
- 12 sub-sections providing details on each of the 12 dimensions of Maturity Model; the initial content of these sub-sections was provided by B3 Action Group on Integrated Care and will be refined on the basis of the Scirocco findings.

The results of the self-assessment (connected to the section "Scirocco European Regions") and access to online tool will be added over time.
6.2.2 Released by M3

Figure 7: Homepage of the “Maturity Model” section released by M3

Figure 8: Example of a sub-section of the “Maturity Model” section released by M3
Citizen Empowerment

Objectives:
Health and social care systems are under increasing pressure to respond to demands which could otherwise be handled by citizens and carers themselves. The evidence suggests that many individuals would be willing to do more to participate in their own care if easy-to-use services, such as appointment booking, self-monitoring of health status, and alternatives to medical appointments, were available to them. This means providing services and tools which enable convenience, offer choice, and encourage self-service and engagement in health management.

Indicators of maturity:
At-scale use of tele-services; multi-channel ways to access care services; citizen portals offering booking & prescriptions refill; online access to health records; recommended apps and health management services, which are also integrated with medical records.

Assessment:
0 - No systematic plan for empowerment
1 - Citizens are not involved in decision-making processes and do not participate in the co-design of their services
2 - Policies to support citizens' empowerment and protect their rights, but may not reflect their real needs
3 - Incentives and tools to motivate and support citizens to co-create health and participate in decision-making processes
4 - Citizens are supported and involved in decision-making processes, and have access to information and health data
5 - Citizens are involved in decision-making processes, and their needs are frequently monitored and reflected in service delivery and policy-making.

Figure 9: Example of a sub-section of the “Maturity Model” section released by M3

Innovation Management

Objectives:
Many of the best ideas are likely to come from clinicians, nurses and social workers who understand where improvements can be made to existing processes. These innovations need to be recognised, assessed and, where possible, scaled up to provide benefit across the system. All the same time, universities and private sector companies are increasingly willing to engage in open innovation, and innovative procurement, in order to develop new technologies, test process improvements, and deliver new services that meet the needs of citizens. There is also value in looking outside the EU system to other regions and countries that are dealing with the same set of challenges, to learn from their experiences. Overall, this means managing the innovation process to get the best results for the systems of care, and ensuring that good ideas are encouraged and rewarded.

- Adopting proven ideas faster.
- Enabling an atmosphere of innovation from top to bottom, with collaboration and diffusion of best practice.
- Learning from inside the system, as well as from other regions, to expand thinking and speed up change.
- Involve universities and private sector companies in the innovation process (i.e., open innovation).
- Using innovative procurement approaches (Pre-Commercial Procurement, EPI, PPP, Shared Risk, Outcome-Based Payment).
- Using European projects (e.g., Horizon 2020, EPP, CEI).

Indicators of maturity:
Innovation management methods: outreach to regions; creative involvement of academic & industry relations; innovative procurement methods.

Assessment:
0 - No plan for innovation management
1 - Isolated innovations across the region/country, but limited visibility
2 - Innovations are captured and published as good practice
3 - Innovation is governed and encouraged at a region/country level
4 - Formalised innovation management process in place
5 - Extensive open innovation combined with supporting procurement & the diffusion of good practice.

Figure 10: Example of a sub-section of the “Maturity Model” section released by M3
Structure & Governance

Objectives:
The broad set of changes needed to deliver integrated care at a regional or national level presents a significant challenge. It needs multi-year programmes with excellent change management, funding and communications, and the power to influence and [sometimes] mandate new working practices. This means agreement of purpose across diverse organisations and professions, and the willingness to collaborate and put the interest of the overall care system above individual incentives. It also means managing the introduction of eHealth services to enable integrated care in a way that makes them easy to use, reliable, secure, and acceptable to care professionals and citizens alike.

- Establishing properly funded programmes, including a strong programme, project management and change management.
- Establishing ICT or eHealth competence centres to support reflected, distributed leadership, to reduce dependency on a single heroic leader, and effective communication of goals, progress, and successes.
- Managing successful eHealth innovation within a properly funded, multi-year transformation programme.
- Establishing organisations with the mandate to select, develop, and deliver eHealth services.

Indicators of maturity:
Evidence of effective planning and management of change, including stakeholder involvement, collective decision-making; benefits realisation; regular communication of progress; establishment or re-orientation of eHealth competence centres, usability labs etc.

Assessment:
0 - No overall attempt to manage the move to integrated care
1 - Change underway, but with fragmented organisations & plans
2 - Formation of task forces, alliances and other informal ways of collaborating
3 - Governance established at a regional or national level
4 - Roadmap for the change programme defined and broadly accepted
5 - Full integrated programme established, with funding and a clear mandate.

Figure 11: Example of a sub-section of the “Maturity Model” section released by M3
6.3 “Partners” section

**Figure 12: “Partners” section (part 1) released by M3**
The specification foresees the following elements for Scirocco European Regions section:

- Description of health and social care environment of five regions;
- Description of the selected Good Practices and their maturity requirements. It is expected that this section will undergo dynamic updates in the course of the project.
- Local / regional events will play a crucial role for the networking and exploitation of Scirocco findings. Events will regularly be published on the website - here the content will include also national languages besides English.

This section will be developed after M3 and will be released as appropriate during Y2.
6.5 “Resources and Deliverables” section

The following elements are foreseen to be included in a “Resources and Deliverables” section:

- Project Leaflets;
- Recommended reading;
- Articles and other scientific materials;
- EC documents and other project-related documentation;
- Project presentations; This subsection will hold generic project presentations and other relevant presentations by project partners at international, national and regional events;
- Deliverables; Final, public deliverables will be available for download.

This section will be developed after M3 and will be released as appropriate during Y1.

6.6 “Network” section

The following elements are foreseen to be included in a “Network” section:

- Policy Advisory Board and Stakeholder liaison
  The section will inform about policy advisory board activities once the board has been launched in the second part of the project.
- EIP on AHA, AER, CORAL, EUREGHA and other networks
  Scirocco operates in the environment of EIP on AHA and other relevant European networks. Some content will be copied for convenience of the website visitors; other content will be made available via annotated links. For convenience and a streamlined user experience, iFrames will be applied for displaying third party content inline within the site as feasible.

This section will be developed after M3 and will be released as appropriate during Y2.

6.7 “News and Updates” section

The specification foresees the display of “News and Updates” on the homepage. This section will include:

- Results of workshops, conferences and other public events organised by Scirocco;
- News about the release of deliverables and other relevant dissemination materials.

This functionality will be developed after M3 and will be released as appropriate during Y1.

6.8 “Events” section

The specification defines the display of Events as an upcoming functionality of the website.

This functionality will be developed after M3 and will be released as appropriate during Y1.