



**STREAMLINED GERIATRIC AND ONCOLOGICAL EVALUATION BASED ON  
IC TECHNOLOGY  
FOR HOLISTIC PATIENT- ORIENTED HEALTHCARE MANAGEMENT  
FOR OLDER MULTIMORBID PATIENTS**

HORIZON 2020 PROGRAMME – TOPIC H2020-SC1-BHC-24-2020  
Start date : 01/04/2021 - Duration : 60 months

**DELIVERABLE D7.2 : Dedicated Website, Twitter and LinkedIn  
accounts live**

**Lead Beneficiary : 1-UBx**

**Involved Beneficiaries : 3-DIAK, 9-SIOG**

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<b>Project Coordinator</b>	Université de Bordeaux Prof. Pierre SOUBEYRAN

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4	Oslo University Hospital	OUS	NO
5	University College Dublin	UCD	IE
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7	MyPL SAS	MyPL	FR
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9	International Society of Geriatric Oncology	SIOG	CH
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Consortium Board	All

## History of Changes

Version	Date	Author	Description of change
V1.0	30/06/2021	Cecile Bacles [UBx]	First draft
V1.1	30/06/2021	Najia Musolino [SIOG]	First review – minor editing
V1.2	30/06/2021	Pierre Soubeyran [UBx]	Formal review – minor editing
V1.3	15/09/2021	Cecile Bacles [Ubx]	Section 2.1.1 on website content and functionality added; proofreading for Consortium Board review for dissemination at public level
V1.4	24/01/2023	Eléonore Lehn [UBx]	Modifications following Expert opinion

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## Executive Summary

### Deliverable work status

Deliverable	Completion status in %	Deviation	Data complete or to be updated
D7.2 Dedicated Website, Twitter and LinkedIn accounts live	100%	Deviation of timeline justified below	Data complete
Associated Deliverables	D7.1 project personalized visual identity		
Associated Objectives	ALL		

### Description of deliverable

This deliverable provides a first version of a GERONTE project dedicated website and associated Twitter and LinkedIn accounts that will be managed continuously for wide communication of project and other related information. The objective was to create a first version of the website and publish it live by M3 that would be regularly fed with updates throughout the lifetime of the project. Deliverable D7.2 is strongly linked to the design of GERONTE Visual Identity presented in D7.1 also publicly available

This deliverable is connected to D7.1, project personalized visual identity, as the visual identity of the project fed the design of the project's dedicated website, as well as the creation of the Twitter and LinkedIn accounts.

The deliverable is associated to all objectives as it sets the graphic charter to be respected by all WPs.

### Attainment of the objectives and explanation of deviations

The objectives related to this deliverable have been achieved in full and as described in Annexe 1 (Description of the Action Part A) of the Grant Agreement N°945218.

### Justification for delay in deliverable submission

The objectives related to this deliverable have been achieved on time and as scheduled in Annexe 1 (Description of the Action Part A) of the Grant Agreement N°945218. While the objectives of publishing live a website and associated social media accounts has been met on time. Public dissemination of the deliverable requires validation by the consortium board as per GERONTE consortium agreement. V1.2 was submitted on 30/06/2021 for confidential dissemination pending approval. The current version (V1.3) has been approved by GERONTE consortium board for dissemination at public level on 20/09/2021, the minutes of that consortium board meeting can be found in the annexes of the project's first periodic report as it is confidential in status.

This deviation had no impact on the project objectives, impact nor timeline. No risk mitigation measures were necessary.

This current version of the deliverable was delivered at M23 and covers modifications requested following the project's first review. No further updates to this deliverable are planned.

## 1. Introduction

### 1.1. GERONTE and its objectives

GERONTE is a 5-year research and innovation project (April 2021 to Mars 2026) funded by the European Union within the framework of the H2020 Research and Innovation programme, in response to the health societal challenge topic SC1-BHC-24-2020 “Healthcare interventions for the management of the elderly multimorbid patient”. The overall aim of GERONTE is to improve quality of life - defined as well-being on three levels: global health status, physical functioning and social functioning- for older multimorbid patients, while reducing overall costs of care. To this end, GERONTE will co-design, test, and prepare for deployment an innovative cost-effective patient-centred holistic health management system, hereafter referred to as the GERONTE intervention. GERONTE intervention will rely on an ICT based application for real-time collection and integration of standardised clinical and home patient-reported data. GERONTE intervention will be demonstrated in the context of care of multimorbid patients having cancer as a dominant morbidity, and be versatile to any other combination of morbidities.

#### Objectives

**O1: INFORMATION** - gather the stakeholders and data needed for patient-centred and multi-actor complex decision-making process and management

**O2: TOOLS** - develop ICT tools for the GERONTE intervention to be implemented

**O3: METHODS** - develop socio-economic methods for evaluating the impacts of the implementation of the GERONTE intervention

**O4: DEMONSTRATION** -demonstrate in real-life across 16 study sites from three EU countries the feasibility and effectiveness of the GERONTE intervention

**O5: REPLICATION** - develop recommendations for the replication of GERONTE best practices in all European health systems

**O6: ENGAGEMENT** - engage all stakeholders by co-designing the GERONTE intervention

### 1.2. Rationale

Deliverable D7.2 is part of work-package 7 communication, dissemination and exploitation which by definition supports all of GERONTE objectives. Indeed, its main purpose is to ensure a powerful and continuous online presence for the presentation of GERONTE community, objectives and outputs for maximum impact.

## 2. GERONTE Online presence

## 2.1. GERONTE project website

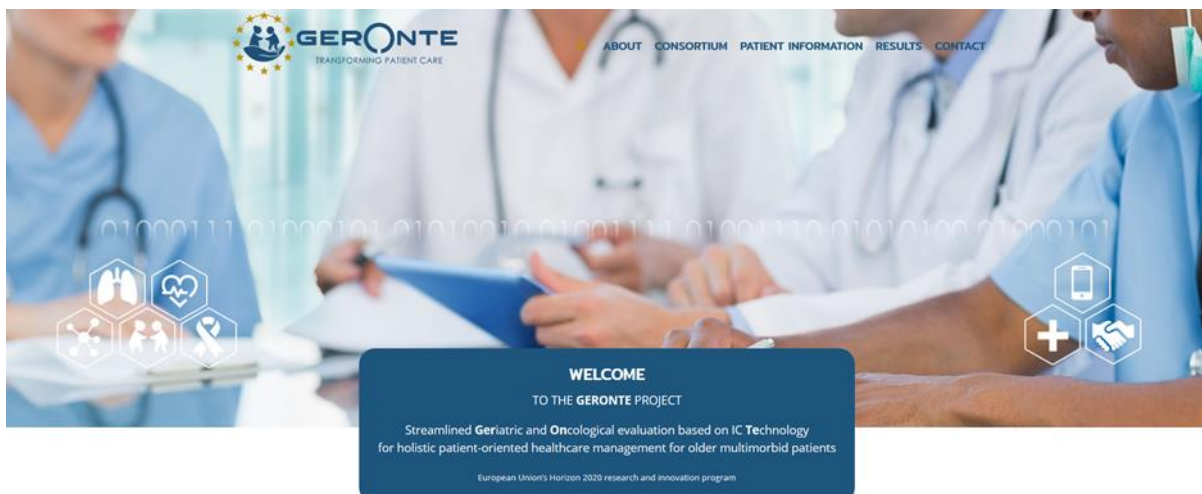
The design of the GERONTE project website is fully embedded in the definition of the GERONTE project visual identity (see D7.1 for details). A co-creation process was operated over the first three months of the project to do so. A conceptual starting point was presented to the GERONTE partners and discussed in a session dedicated to WP7 at the GERONTE kick off meeting (session II) held online on 29/04/2021. This served as a basis of a pitch for an introductory meeting with four professional designers and follow up discussion in project steering committee meetings. Following this selection process completed on 20/05/2021, work began with [Argonautt](#) on 25/05/2021 with three successive feedbacks, on a range of designs, from the GERONTE consortium board (who met remotely for extraordinary and dedicated sessions on 03/06/2021; 10/06/2021 followed by a final vote on 14/06/2021) to leave enough time to create the full graphic charter and associated online media by the expected deadline of 30/06/2021 (M3).

The project website went live on 25/06/2021 and can be visited at : <https://www.geronteproject.eu>

### 2.1.1. Website content and functionality

The **homepage** houses a heading banner which integrates the menu to specific pages and summarises the project objectives thanks to purposefully chosen images and icons, including:

- A background photograph representing a meeting of health professionals using a digital tablet
- GERONTE, the acronym of the action written in binary code (i.e. a succession of 0 and 1) at the centre of the banner
- Icons relevant to most common morbidities experienced by multimorbid elderly patients and to the proposed patient-centred organisation of the GERONTE intervention
- The logo of the GERONTE project.



The main body is divided into 4 sections linking to dedicated pages, and each providing a pitch summary, respectively of the project topic (**about**), the consortium partners (**consortium**), information for clinical trials participants (**patient information**) and project outputs (**results**)

## ABOUT

### GERONTE in a nutshell

 **10 PARTNERS**  
CONSORTIUM

 **7 COUNTRIES**  
INTERNATIONAL

 **2 TRIALS**  
PROOF OF CONCEPT

GERONTE is a 5-year research and innovation project (April 2021 to March 2026) funded by the European Union within the framework of the H2020 Research and Innovation programme. The overall aim of GERONTE is to improve quality of life - defined as well-being on three levels : global health status, physical functioning and social functioning- for older multimorbid patients, while reducing overall costs of care. To this end, GERONTE will co-design, test, and prepare for deployment an innovative cost-effective patient-centred holistic health management system, hereafter referred to as the GERONTE intervention.

LEARN MORE

With an EU contribution of 5.9Mio euros,  
GERONTE sets to transform care pathways of older multimorbid patients with cancer,  
from a disease-centered approach to a patient-centred approach

The **about** page then gives a more detailed account of the project objectives, with key project facts (<https://geronteproject.eu/about/>)

## CONSORTIUM

### Partners · Stakeholders

GERONTE is led by an interdisciplinary high-skilled consortium of European experts in oncological and geriatrics medical research, health economics and healthcare management, as well as stakeholders represented by a civil association for digital literacy and active aging and an international learned society, and completed with a start-up company specialised in developing ICT smart data visualization solutions in healthcare.

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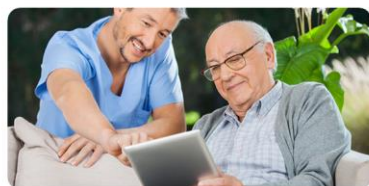
SIOG  
INTERNATIONAL SOCIETY  
OF GERIATRIC ONCOLOGY



LEARN MORE

Similarly, the **consortium** page describes the main actors of the project, with a first section dedicated to the consortium partners linking to institutional websites, and a second presenting the role and current nominated members of the external stakeholders' advisory board (<https://geronteproject.eu/consortium/>)





**PATIENT INFORMATION**

[Trials](#) • [Download](#)

[LEARN MORE](#)



**RESULTS**

[Work-Packages](#) • [Output](#)

[LEARN MORE](#)

The **patient information** page is dedicated to the conduct of the two clinical trials and will evolve to include all relevant information for potential trial participants in their mother tongue. Similarly the **results** page currently gives a brief overview of the implementation of the project with a link to a short video introducing each of eight work-packages housed on a dedicated Youtube channel (see below) as well as links to the open access repositories for project outputs, along with a dedicated Youtube channel, a dedicated ZENODO community (see below). The website structure has been chosen to keep the website interactive and current with minimum intervention on the website itself.

The bottom banner remains visible on all pages and houses three separate areas. On the left-hand side, an option to sign up to GERONTE bi-annual newsletter. Upon form submission, the details will be emailed to a dedicated email address which has been created for this and the **contact** page: [contact@geronteproject.eu](mailto:contact@geronteproject.eu). On the right hand side, information on how to contact the consortium and to stay informed of the latest activities with links to GERONTE social media and open access repositories (see below). At the centre, features acknowledgement of EU funding.

**NEWSLETTER**

Sign up to receive our newsletter, once subscribed, you can opt-out any time

Your name

Your email

[SEND](#)



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**CONNECT WITH US**

[Twitter](#) [LinkedIn](#) [YouTube](#) [Zenodo](#)

**EMAIL US**



[contact@geronteproject.eu](mailto:contact@geronteproject.eu)

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The project website will be updated continuously throughout the life of the project to stay relevant and compliant to national and European ethics regulations, give more detail about the participants of the project, and house up-to-date information about the project objectives and results to maximise its impact.

## 2.2. GERONTE project twitter account

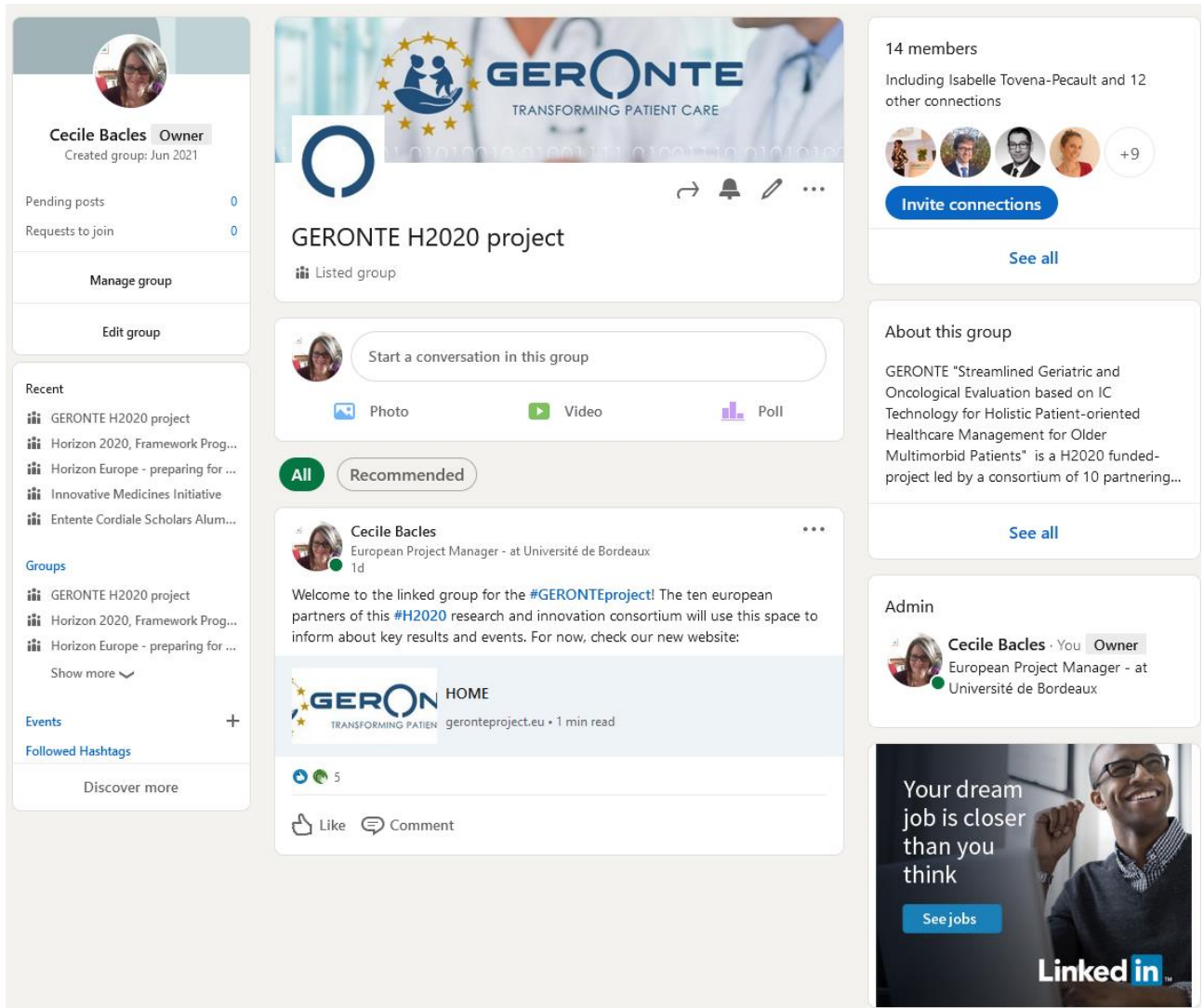
The twitter account of the project [@GERONTEproject](https://twitter.com/GERONTEproject) was created at the start of the project in April 2021 prior to the GERONTE kick off meeting and updated with the co-designed GERONTE Visual Identity on 29/06/2021:



Fig 2.1: GERONTE twitter account profile preview

## 2.3. GERONTE Project LinkedIn Group

Similarly, a GERONTE LinkedIn group page was created and harmonised with GERONTE Visual Identity which will be one of the online media used by the GERONTE consortium partners to communicate project key objectives, results and relevant communication or dissemination events. Please visit: <https://www.linkedin.com/groups/12539909/>



**Cecile Bacles** Owner  
Created group: Jun 2021

Pending posts 0  
Requests to join 0

Manage group  
Edit group

Recent

- GERONTE H2020 project
- Horizon 2020, Framework Prog...
- Horizon Europe - preparing for ...
- Innovative Medicines Initiative
- Entente Cordiale Scholars Alum...

Groups

- GERONTE H2020 project
- Horizon 2020, Framework Prog...
- Horizon Europe - preparing for ...

Show more

Events +  
Followed Hashtags  
Discover more

**GERONTE H2020 project**  
Listed group

14 members  
Including Isabelle Tovenca-Pecault and 12 other connections

Invite connections  
See all

About this group  
GERONTE "Streamlined Geriatric and Oncological Evaluation based on IC Technology for Holistic Patient-oriented Healthcare Management for Older Multimorbid Patients" is a H2020 funded-project led by a consortium of 10 partnering...  
See all

Admin  
**Cecile Bacles** · You · Owner  
European Project Manager - at Université de Bordeaux

Start a conversation in this group

Photo Video Poll

All Recommended

**Cecile Bacles**  
European Project Manager - at Université de Bordeaux  
1d

Welcome to the linked group for the #GERONTEproject! The ten european partners of this #H2020 research and innovation consortium will use this space to inform about key results and events. For now, check our new website:

**GERON HOME**  
TRANSFORMING PATIEN geronteproject.eu • 1 min read

5

Like Comment

Your dream job is closer than you think  
See jobs  
LinkedIn

Fig 2.2: GERONTE linkedIn group page preview

#### 2.4. Other online presence : Platforms for project outputs in open access

Public and open access whenever possible is important to GERONTE consortium partners and greatly contributes to objective O6 Engagement in particular. To facilitate the open access for relevant project outputs, two dedicated platforms have been created and harmonised with the project Visual Identity, A ZENODO community (open-access archive) and a Youtube channel for video outputs, which will be used as preferred communication and dissemination repository by consortium partners for all project outputs.

Online presence will be made most effective as the Consortium partners will be using all the created tools in response to one another dynamically to keep the interest of the GERONTE online community alive. For up-to-date information on GERONTE project results and other activities, please visit:

- ZENODO community – GERONTE H2020 Project :  
<https://zenodo.org/communities/geronte/>
  
- YOUTUBE channel – GERONTE H2020 Project:  
[https://www.youtube.com/channel/UCeitlmhJi\\_eudIXtdBjzxnw](https://www.youtube.com/channel/UCeitlmhJi_eudIXtdBjzxnw)



[www.geronteproject.eu](http://www.geronteproject.eu)



[contact@geronteproject.eu](mailto:contact@geronteproject.eu)



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