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Deliverable 10.2

Updated dissemination materials (1)

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Ending Date: 31st October 2019

Partner responsible for this deliverable: Lynkeus

Version: 2.0



D10.2 Updated dissemination materials (1)	MHMD-H2020-ICT-2016 (732907)
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Document Classification

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Authors	Anna Rizzo
Work Package	10
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Nature	R
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Anna Rizzo	First Version	1.0	03/05/18
Anna Rizzo, Edwin Morley-Fletcher	Second Version	2.0	10/05/18

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Table of contents

1	Introduction.....	4
2	Branding.....	5
2.1	<i>Logos.....</i>	<i>5</i>
2.2	<i>Banners for acknowledgment to the EC.....</i>	<i>5</i>
2.3	<i>Architecture infographic.....</i>	<i>6</i>
2.4	<i>Presentation template.....</i>	<i>7</i>
3	Web channels	8
3.1	<i>Website.....</i>	<i>8</i>
3.2	<i>Twitter.....</i>	<i>9</i>
3.3	<i>Facebook.....</i>	<i>10</i>
3.4	<i>ResearchGate.....</i>	<i>10</i>
3.5	<i>LinkedIn</i>	<i>11</i>
3.6	<i>Vimeo and YouTube.....</i>	<i>12</i>
3.7	<i>Zenodo</i>	<i>13</i>
4	Print-based materials.....	14
4.1	<i>Brochure #1 – MyHealthMyData overview.....</i>	<i>14</i>
4.2	<i>Poster #1 – general project overview</i>	<i>15</i>
4.3	<i>Presentations.....</i>	<i>16</i>
4.4	<i>European Commission factsheet on Blockchain and MHMD</i>	<i>19</i>
5	Publications	20
5.1	<i>Ground level publications.....</i>	<i>20</i>
5.1.1	<i>Press-releases</i>	<i>20</i>
5.1.2	<i>Newspaper and magazine articles</i>	<i>21</i>
5.1.3	<i>White papers and books.....</i>	<i>22</i>
5.1.4	<i>Newsletter #1: “Shaping our data future”</i>	<i>24</i>
5.2	<i>Peer reviewed publications.....</i>	<i>26</i>
5.3	<i>Media coverage.....</i>	<i>27</i>

1 Introduction

This deliverable is meant to provide an overview of all the dissemination materials produced throughout the First Reporting Period (M1-M18), ranging from November 2016 to April 2018, taking base from the first preliminary materials produced in the first months after the project inception, and reported in *D10.1 Dissemination strategy plan and preliminary materials*.

Dissemination materials reported hereby include branding (logos, infographics, etc.), print-based showcase materials (brochures, posters, factsheets, presentations, etc.), and publications, accounting for both ground level (newspaper and magazine articles, press-releases) and academic, peer-reviewed publications (scientific journal articles, conference proceedings), but also, considering a broader definition, web-based channels such as website, social media accounts and web archives.

2 Branding

2.1 Logos



The three versions of the project logo (coloured, black and white, here highlighted with light blue background) in HR-print (.eps, .jpg) and web format (.png), have been made available on the project website, with a download password to be given upon request.

2.2 Banners for acknowledgment to the EC



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732907



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732907

The two versions (.jpg) of the banners for acknowledgment of EU funding are at all Consortium members' disposal on the project management platform (Atlassian).

2.3 Architecture infographic



The infographic illustrating the project general structure, in HR-print (.pdf) and web format (.png), has been made available upon request for communication professionals and officers wishing to produce news, articles and other materials about the project.

2.4 Presentation template



TESTO PER TITOLO SLIDE ARIAL BOLD 21pt

Testo per sottotitolo slide Arial Bold 18 pt

Esempio di slide realizzata con solo testo e senza i bullet point. La font utilizzata, che sarà quello standard per tutto il testo corrente, è Arial corpo 12. Il testo potrà essere lungo a seconda delle esigenze dell'operatore, rimanendo però all'interno di questo box.



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TESTO PER TITOLO SLIDE ARIAL BOLD 21pt

Testo per sottotitolo slide Arial Bold 18 pt

- **Punto 1 Arial Bold 12 pt**
Questo è il testo esplicativo, utilizzare Arial corpo 12pt
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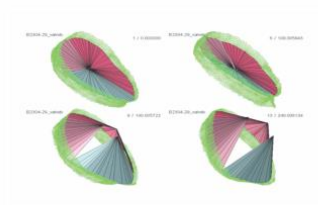


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TESTO PER TITOLO SLIDE ARIAL BOLD 21pt

Testo per sottotitolo slide Arial Bold 18 pt

Esempio di slide realizzata con solo testo e senza i bullet point. La font utilizzata, che sarà quello standard per tutto il testo corrente, è l'Arial corpo 12. Il testo potrà essere lungo a seconda delle esigenze dell'operatore, rimanendo però all'interno di questo box.



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- **TITOLO PARAGRAFO 3: ARIAL 12 PT**
Questo è il testo esplicativo, utilizzare Arial corpo 12pt
Questo è il testo esplicativo, utilizzare Arial corpo 12pt
- **TITOLO PARAGRAFO 4: ARIAL 12 PT**
Questo è il testo esplicativo, utilizzare Arial corpo 12pt
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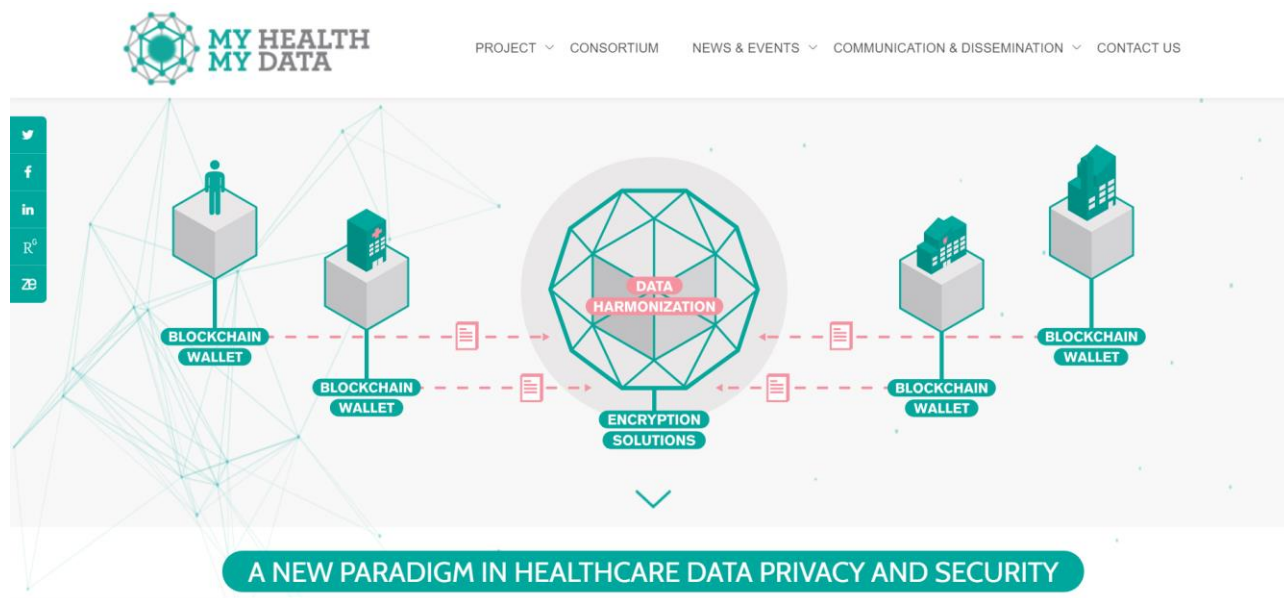


3

The template for presentations has been extensively employed in all public presentations of the project and is available for all Consortium partners within the project management platform.

3 Web channels

3.1 Website



UPDATE: in respect to the first version reported in D10.1, the current website has been enriched with

1. a **social media bar**, linking to the main project social channels and Zenodo archive, highly visible in the home page;
2. a **communication & dissemination** section, which includes
 - a. a **dissemination materials** subsection, including *logos* (password protected), *brochures* and *posters*, as well as *presentations* from dissemination events where the project has been showcased;
 - b. a **publications** subsection, including project *newsletter*, *ground-level publications* (*press-releases, books, articles, white papers*) and *peer-reviewed publications*;
 - c. *to come*: when multimedia will be available, a third multimedia **subsection** (already arranged but currently not visible) will contain project *videos* and *photos*;
3. a **subscription form** available at the bottom of the home page, where website visitors are now able to insert their credential to receive our newsletter, and other updates from the news & events section;
4. also, events and news posts have been correlated with **social media icons** at the bottom of the article, to allow sharing of the post on social media, and a **photo credit banner** at the top, to allow proper credit to the authors of the creative commons (CC) photos we use, when applicable.

3.2 Twitter

MyHealthMyData_EU
@myhealthmydata

A Horizon 2020 project developing a blockchain-based health data platform enabling privacy-preserving consented data sharing and big data analytics.
myhealthmydata.eu

Iscritto a dicembre 2016

44 foto e video

Tweet **Tweet e risposte** **Contenuti**

MyHealthMyData_EU @myhealthmydata · 24 feb 2017
MHMD is a H2020 project developing a blockchain-based platform for secure and privacy-preserving consented health data sharing! @EU_H2020

Traduci il Tweet

A NEW PARADIGM IN HEALTHCARE DATA PRIVACY AND SECURITY

3 replies 22 retweets 37 likes

Le tue interazioni Tweet
I tuoi Tweet hanno ottenuto **2.673 impressioni** negli ultimi **28 giorni**
[Visualizza i tuoi Tweet più popolari](#)

Chi seguire · [Aggiorna](#) · [Visualizza tutto](#)

Banashree Palit @banashr...
[Segui](#)

Kathleen Delano @kdelan...
[Segui](#)

[Trova amici](#)

Tendenze in Italia · [Modifica](#)

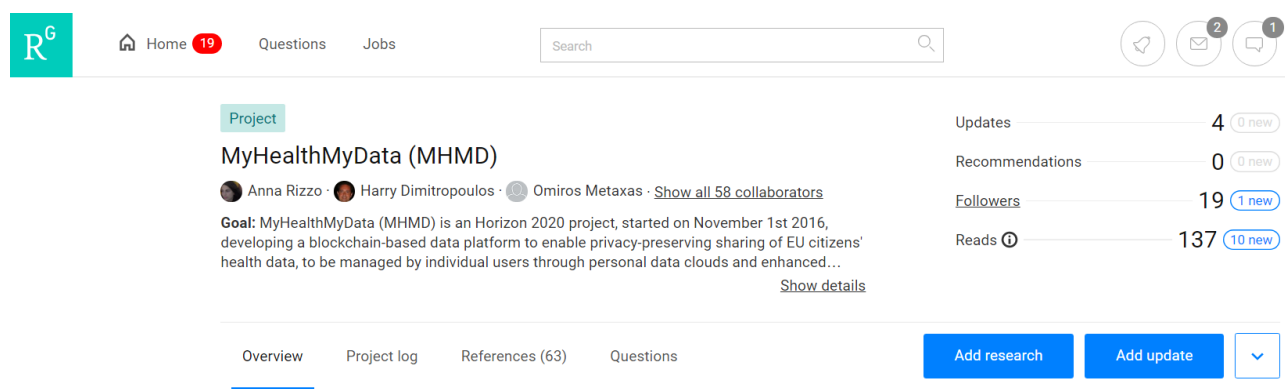
The twitter profile has been updated on a weekly/daily basis with project updates (project meetings and public events attended) and relevant news and initiatives in the field of healthcare and personal data, blockchain, ICT for health, AI, reaching 644 followers (retrieved 04/05/18).

3.3 Facebook



The Facebook page has been updated on a weekly/daily basis with analogous materials, reaching a total of 109 followers (retrieved 04/05/18).

3.4 ResearchGate



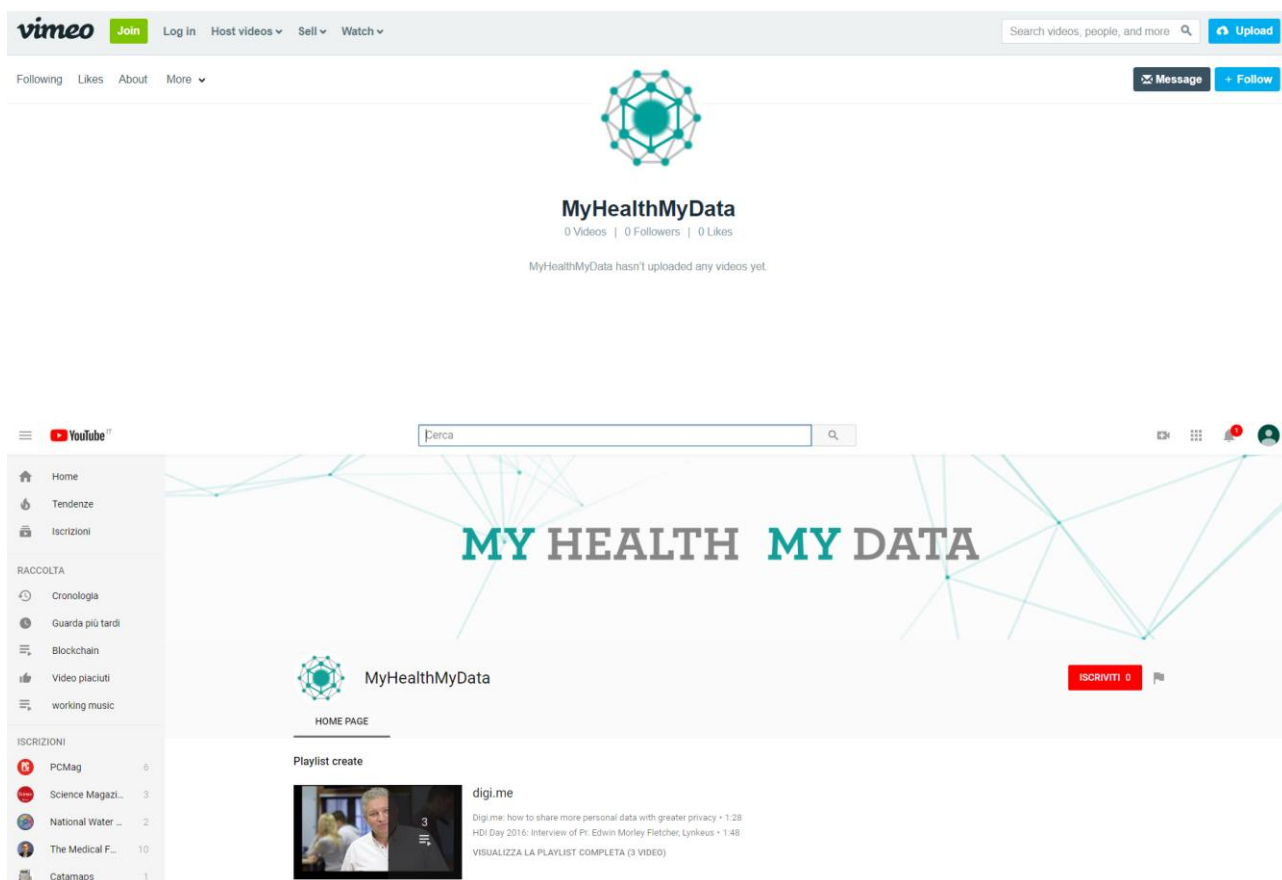
The ResearchGate project page has been updated with new publications from our Consortium members and other updates, reaching 137 reads and 19 followers (retrieved 04/05/18).

3.5 LinkedIn

The screenshot shows the LinkedIn group page for 'MyHealthMyData (MHMD)'. The group has 51 members. The page features a green header with the LinkedIn logo and navigation links. Below the header, there's a section for starting a conversation with the group. The main content area displays a post by Anna Rizzo, Group Owner, titled 'When Blockchain Meets The Right To Be Forgotten: Technology Versus Law'. The post includes a link to an article and a small image of a blockchain network. On the right side, there's a section titled 'ABOUT THIS GROUP' describing the project as a Horizon 2020 project developing a blockchain-based health data platform. Below this, there's a 'MEMBERS' section showing 51 members and an 'Invite others' button.

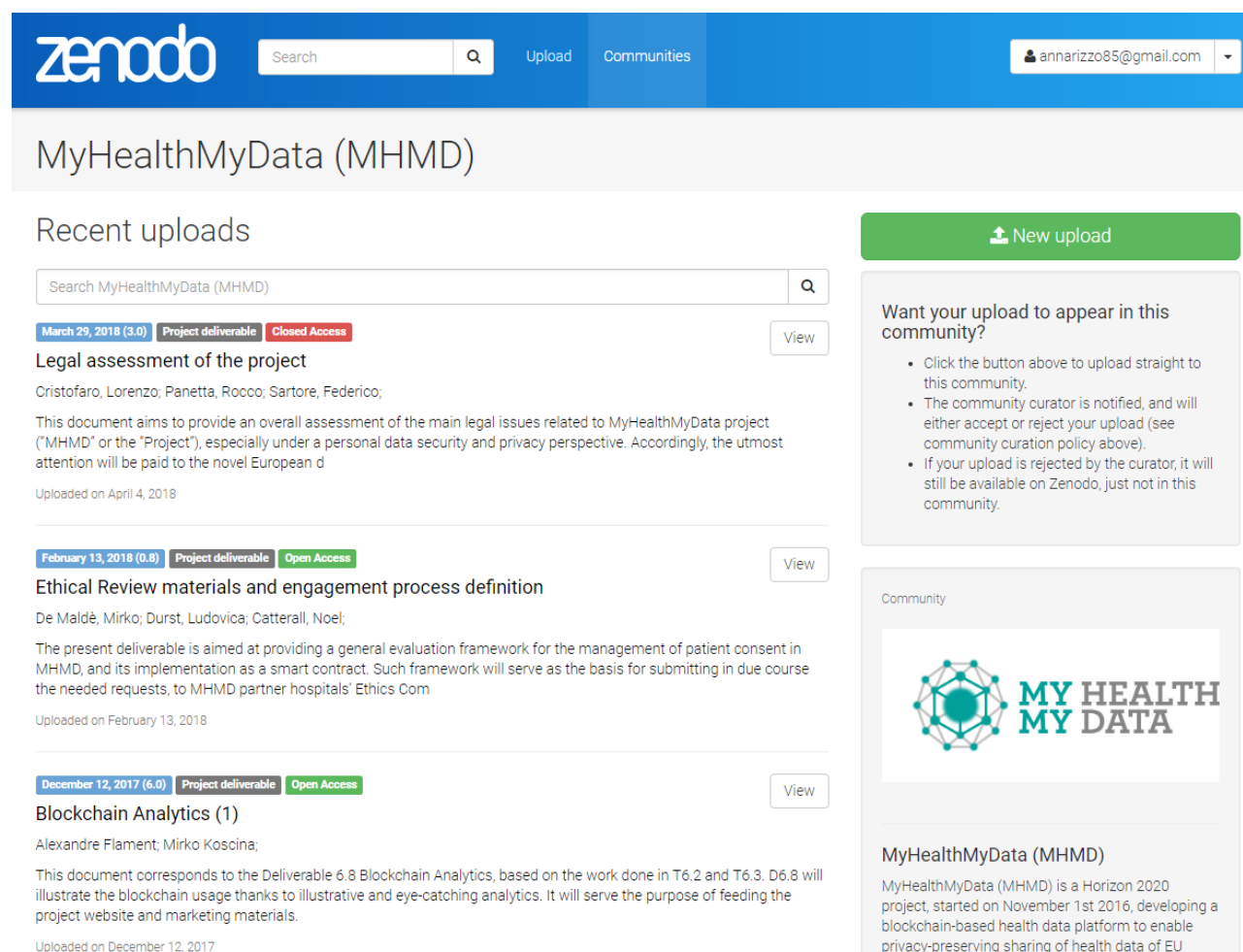
Due to the impossibility of creating a project profile or page on LinkedIn, main project updates, presentations and publications have been shared through Consortium members profiles. A LinkedIn group, though, has been created to share relevant news and publications (produced by the Consortium, but not limited to). The group invitation had been initially sent only to Consortium members, but other external members have progressively requested to join, reaching a current total of 51 members (retrieved 04/05/18).

3.6 Vimeo and YouTube



Due to unavailability of video material at the moment, the two channels are currently inactive. Some video dissemination materials, though, will be ready for the First MHMD demo to be held at *Digital Assembly 2018* (Sofia, 25-26 June 2018, see also D10.4) and will be soon made available on the relevant channels.

3.7 Zenodo



zenodo Search Upload Communities annarizzo85@gmail.com

MyHealthMyData (MHMD)

Recent uploads

Search MyHealthMyData (MHMD) View

March 29, 2018 (3.0) Project deliverable Closed Access

Legal assessment of the project

Cristofaro, Lorenzo; Panetta, Rocco; Sartore, Federico;

This document aims to provide an overall assessment of the main legal issues related to MyHealthMyData project ("MHMD" or the "Project"), especially under a personal data security and privacy perspective. Accordingly, the utmost attention will be paid to the novel European d

Uploaded on April 4, 2018

February 13, 2018 (0.8) Project deliverable Open Access

Ethical Review materials and engagement process definition

De Maldé, Mirko; Durst, Ludovica; Catterall, Noel;

The present deliverable is aimed at providing a general evaluation framework for the management of patient consent in MHMD, and its implementation as a smart contract. Such framework will serve as the basis for submitting in due course the needed requests, to MHMD partner hospitals' Ethics Com

Uploaded on February 13, 2018

December 12, 2017 (6.0) Project deliverable Open Access

Blockchain Analytics (1)

Alexandre Flament; Mirko Koscina;

This document corresponds to the Deliverable 6.8 Blockchain Analytics, based on the work done in T6.2 and T6.3. D6.8 will illustrate the blockchain usage thanks to illustrative and eye-catching analytics. It will serve the purpose of feeding the project website and marketing materials.


Uploaded on December 12, 2017

New upload

Want your upload to appear in this community?

- Click the button above to upload straight to this community.
- The community curator is notified, and will either accept or reject your upload (see community curation policy above).
- If your upload is rejected by the curator, it will still be available on Zenodo, just not in this community.

Community



MyHealthMyData (MHMD)

MyHealthMyData (MHMD) is a Horizon 2020 project, started on November 1st 2016, developing a blockchain-based health data platform to enable privacy-preserving sharing of health data of EU

The Zenodo archive has been updated with all project deliverables and publications, taking advantage of the possibility to adopt the *Closed* (for not open access articles and confidential deliverables), *Restricted*, *Embargoed* or *Open* (for open access publications and public deliverables) Access.

4 Print-based materials

4.1 Brochure #1 – MyHealthMyData overview

MY HEALTH MY DATA

A NEW PARADIGM IN HEALTHCARE DATA PRIVACY AND SECURITY

MyHealthMyData (MHMD) aims at fundamentally changing the way sensitive data are shared through an innovative blockchain-based model enforcing consent and peer-to-peer data transactions between healthcare stakeholders in a probative, secure, open and decentralized manner. By fostering the development of a true information marketplace, MHMD will fuel European future information economy and implement new mechanisms of trust and direct, value-based relationships between EU citizens, hospitals, research centres and businesses.

KEY INNOVATIONS

OBJECTIVES

- To protect personal data by implementing a blockchain infrastructure equipped with anonymisation and pseudonymisation procedures.
- To empower EU citizens to exercise full control over their data and leverage their value through the use of dynamic consent interfaces, personal data accounts and smart contracts.
- To enhance the value of big data in healthcare by allowing lawful data access to a plurality of stakeholders, and developing advanced analytics and model-based clinical applications.

CONSORTIUM

LYNKEUS, ATHENA, CIBR, digi.me, gnúbila, Hes, HVC, PANETIA ASSOCIATES, SBA Research, SIEMENS Healthineers, TRANSLINK, CHARITÉ, Bambino Gesù, Queen Mary, UCL.

WHY MHMD?

With its 150 exabytes of stored data worldwide per year, healthcare is a bright example of the much discussed "data explosion", playing a fundamental role in fostering innovation and improving clinical outcomes.

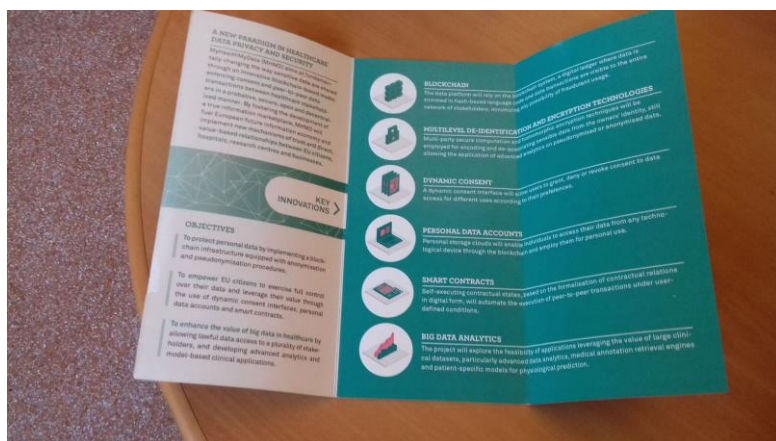
At the same time, though, acquiring and storing patient information imposes high costs and liabilities on hospitals, biomedical research centres and businesses, slowing down the pace of new discoveries, all in a sector where identity theft and privacy breaches are rampant.

Meanwhile, no incentive to share data is available for those producing the data, the patients, who remain disenfranchised of their right to control who uses their personal information and for what purposes.

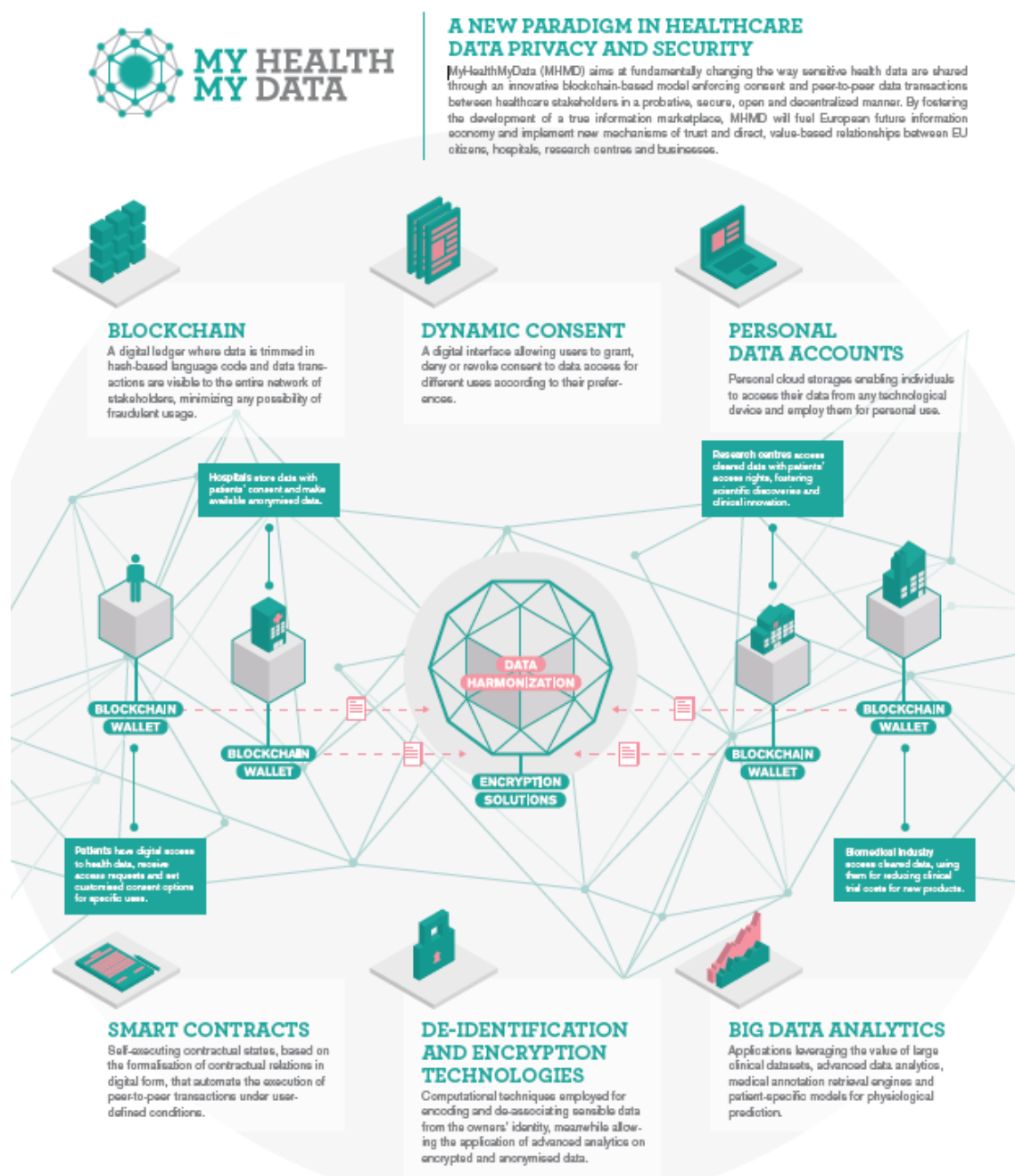
In this context, MHMD stems from the urgency of securing patient data, reducing "by design" the risk of identity theft and privacy breaches, and introducing a new way to share private information empowering their primary owners, the patients.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732907

After the first, preliminary version (see D10.1), the final project overview brochure has been produced making use of all the project graphics, encountering MHMD premises, rationale and goals, as well as the main technological innovations under development, Consortium and relevant contacts. This has been widely distributed at public dissemination events to interested people on request, constituting an important and agile mean of dissemination for the project general contents. It is available on the project website ("COMMUNICATION & DISSEMINATION") in pdf format, and the print file is available upon request.



4.2 Poster #1 – general project overview



CONSORTIUM

Starting Date: 1 November 2016
Duration: 36 months
Total EU Contribution: 3 456 160,00 €

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732907

LYNKEUS

ATHENA

ICT

digime

gnúbila

Hes-SO

HMC

PERCELA

SBA Research

SIEMENS Healthineers

TRANSOMER

CHARITÉ

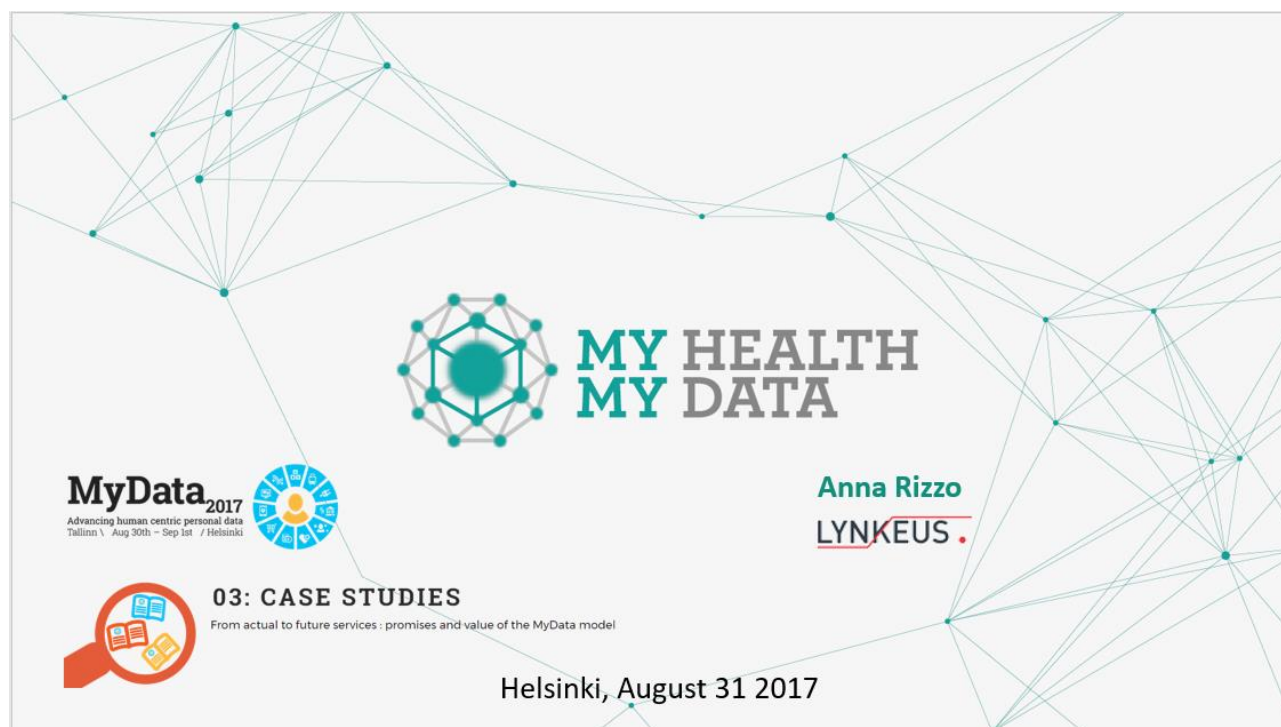
Bambino Gesù

Queen Mary

AUGA

This first poster, prepared in line with the brochure and website graphics, gives a comprehensive overview of the project structure and users' role, as well as of the different project innovations under development. As for the brochure, it is available from the project website ("COMMUNICATION & DISSEMINATION").

4.3 Presentations



A vast number of presentations has been produced to showcase the project at different *dissemination events, encounters and talks* attended during this first reporting period, the majority of which has been made available on the website (“COMMUNICATION & DISSEMINATION”). You can find below a comprehensive list of all presentations produced so far and relevant meetings, including both (1) presentations specifically focused on the project, as well as (2) presentations on relevant topics containing specific mention to the project. The complete list of dissemination events, encounters and talks is reported in detail in the dedicated deliverable, *D10.3 First dissemination event*.

N	When	Where	Who	Event
1	17 Nov	Paris, France	Edwin Morley-Fletcher, Lynkeus	Healthcare Data Institute
2	30 Nov – 2 Dec 2016	Valencia, Spain	Edwin Morley-Fletcher, Lynkeus	BDVA Valencia Summit 2016
3	17-18 Jan 2017	Luxembourg	Edwin Morley-Fletcher, Lynkeus	Big Data PPP INFO DAY 2017
4	21 Mar 2017	Geneva, Switzerland	David Manset, Gnùbila	First United Nations’ ITU Workshop on “Security Aspects of Blockchain”
5	21 Mar 2017	Venice, Italy	Edwin Morley-Fletcher, Lynkeus	EDBTICDT 2017 – Euro Pro Workshop —
6	10 May 2017	Malta	Edwin Morley-Fletcher, Lynkeus	eHealth Week 2017
7	11 May 2017	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus, and David Manset, Gnùbila	1 st Joint EU Blockchain Conference, EU Commission - EU Parliament

D10.2 Updated dissemination materials (1)	MHMD-H2020-ICT-2016 (732907)
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8	14 June 2017	Göteborg, Sweden	Edwin Morley-Fletcher, Lynkeus	RDA meets Nordic researchers -
9	16 June 2017	Luxembourg	Edwin Morley-Fletcher, Lynkeus	CTIE and Infrachain
10	19 June 2017	Vienna, Austria	Edwin Morley-Fletcher, Lynkeus	EHRA EUROPACE-CARDIOSTIM Congress
11	6 July 2017	Athens, Greece	Omiros Metaxas, Athena RC	Athens eHealth: Digital Health Meetup
12	27 July 2017	Rome, Italy	Edwin Morley-Fletcher and Ludovica Durst, Lynkeus, Rocco Panetta and Lorenzo Cristofaro, P&A	Meeting with F. Modafferi, Director of the Department “Public Liberty Rights and Health” within the Italian Data Protection Authority
13	23 August 2017	Reykjavik, Iceland	Edwin Morley-Fletcher, Lynkeus	Department of Health and Dattacalabs
14	30 Aug – 1 Sept 2017	Tallinn, Estonia and Helsinki, Finland	Anna Rizzo, Lynkeus	MyData 2017
15	18 September 2017	Luxembourg	Edwin Morley-Fletcher, Lynkeus	Info request on MHMD by Malte Bayer-Katzenberger, DG Connect, for speaking about our project at the Impact of Big Data Analytics on Healthcare conference, Elixir Luxembourg, 4-5 October, 2017
16	21 September, 2017	Montreal, Canada	Edwin Morley-Fletcher and Ludovica Durst, Lynkeus	BoF on Blockchain in Health within the Health Data IG at RDA 10
17	16-18 Oct 2017	Tallinn, Estonia	Mirko De Maldè, Lynkeus	eHealth Tallinn
18	23 October, 2017	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus, David Manset and Aurélie Bayle, Gnùbila, and Rocco Panetta, P&A	Stakeholder Workshop on GDPR Implementation and Health Data,
19	22 Nov 2017	Versailles, France	Edwin Morley-Fletcher, Lynkeus	European Big Data Value Forum
20	29 Nov 2017	Florence, Italy	Edwin Morley-Fletcher, Lynkeus	12th Forum on Risk Management in Health
21	December 2017	London, UK	Edwin Morley-Fletcher, Lynkeus	Encryption, Anonymisation, and Artificial Intelligence, at the EMA Workshop on Data Anonymisation – a Key Enabler for Clinical Data Sharing
22	30 Jan 2018	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus	RDA EU Data Innovation Forum
23	27 Feb 2018	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus	EIP AHA Conference of Partners 2018

D10.2 Updated dissemination materials (1)	MHMD-H2020-ICT-2016 (732907)
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24	9 March 2018	Brussels, Belgium	David Manset, Gnùbila	EIH High-Level Symposium "Insuring a healthy health: The winning model"
15	12 March 2018	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus	Meeting on MHMD at DG Connect with Ilias Iakovidis, Benoit Abeloos, Chiara Mazzone, and Pierre Marro
26	13 March 2017	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus	Towards a Health Research and Innovation Cloud – Challenges and Opportunities, workshop organised by the Health Directorate of DG RTD.
27	15 March 2018	Milan, Italy	Mirko De Maldè, Lynkeus	Wired Health
28	19-23 March 2018	Geneva, Switzerland	David Manset, Gnùbila	World Summit on the Information Society (WSIS) Forum
29	10 April 2018	Brussels, Belgium	Edwin Morley-Fletcher, Lynkeus	Digital Day 2018
30	13 April 2018	Paris, France	David Manset, Gnùbila	IBM MEDICEN

4.4 European Commission factsheet on Blockchain and MHMD

Despite not being produced by the Consortium but by the European Commission, this factsheet is worth to mention, as it will constitute an important mean of dissemination for the forthcoming dissemination events. Produced in occasion of the *Digital Day 2018* (10 April 2018, Brussels, Belgium), where the Project Coordinator attended and held a public presentation on MHMD, the factsheet illustrates premises, rationale and goals of the project, particularly in regard to the context of the Digital Single Market.



The factsheet features a header with the European Commission logo, 'DIGITAL DAY 2018', 'BLOCKCHAIN', and 'MyHealthMyData'. It includes a map of Europe on a tablet. The main text explains the challenges of medical data storage and the goals of the MHMD project. A diagram illustrates the blockchain system with nodes and a central ledger. A 'Project in brief' box lists budget, period, and countries. 'KEY FIGURES IN THE EUROPEAN UNION' are presented in three boxes. The 'POLICY CONTEXT' section discusses the Digital Single Market and blockchain's role. A footer provides more information.

Medical data is generally stored in separate locations, and is not always easily accessible to patients and research institutions. It can be vulnerable to security breaches and identity theft – and at the same time scientists do not always have access to data for biomedical research and the development of new treatments. My Health My Data (MHMD) aims to use blockchain technology to enable medical data to be stored and transmitted safely and effectively. MHMD project is centred on the connection between organisations and individuals, encouraging hospitals to start making anonymised data available for open research, while prompting citizens to become the ultimate owners and controllers of their health data.

MyHealthMyData will create a platform relying on the blockchain system, a digital ledger where data transactions are visible to the entire network of stakeholders, minimizing any possibility of fraudulent usage. A dynamic consent interface will allow users to grant, deny or revoke consent to data access for different uses according to their preferences. The project will explore the feasibility of applications leveraging the value of large clinical datasets, particularly advanced data analytics, medical annotation retrieval engines and patient-specific models for physiological prediction.

Project in brief

- Total budget: EUR 3 455 190 funded by the EU's Horizon 2020 research and innovation programme
- Period: 11/2016 – 10/2019
- Countries involved: Italy (coordinator), Austria, France, Germany, Greece, Romania, Switzerland and the UK (hospitals, universities and private companies)

KEY FIGURES IN THE EUROPEAN UNION

- 150 exabytes of data is stored by the healthcare industry worldwide every year
- More than 193 million personal records were open to fraud and identity theft in 2015
- Medical records are worth up to ten times more on the black market than other information

POLICY CONTEXT

The Digital Single Market creates opportunities for new start-ups and allows technological development of existing companies in a market of over 500 million people. The digital transformation brought by the Big data will give to the EU businesses and society an enormous growth potential. Blockchain is the best known distributed ledger technology. Blockchain is the best known distributed ledger technology. A ledger is a database which keeps a final and definitive record of transactions. Records, once stored, cannot be tampered without leaving behind a clear track. Blockchain enables a ledger to be held in a network across a series of nodes, which avoids one centralised location and the need for intermediaries' services. This is particularly helpful for providing trust, traceability and security in systems that exchange data or assets. There is a lot of potential for blockchain to be used in many different areas such as financial services, supply chains or healthcare.

More info: www.myhealthmydata.eu/

On April 10, the factsheet was published on the EC website, within the Digital Single Market initiative, accompanied by an introductory article (*PROJECTS STORY: Blockchain to enable medical data to be stored and transmitted safely and effectively*).

5 Publications

5.1 Ground level publications

5.1.1 Press-releases

5.1.1.1 Press release: *“MyHealthMyData: blockchain and smart contracts enhance utmost privacy and security in healthcare”*

FOR IMMEDIATE RELEASE

MyHealthMyData: Blockchain and Smart Contracts enhance utmost privacy and security in healthcare
An EU project to empower citizens with regard to the usage of their own health data

MyHealth-MyData (MHMD), a H2020 EU-funded research and innovation project, is poised to be the first open biomedical information network centred on the connection between organisations and the individual, aiming at encouraging hospitals to start making anonymised data available for open research, while prompting citizens to become the ultimate owners and controllers of their health data.

MHMD profiles and classifies sensitive data based on their informational and economic value, and assesses the most suitable and robust de-identification and encryption technologies needed to secure different types of information, while still allowing advanced knowledge discovery through analytics and deep learning applications running on a growing amount of anonymised or pseudonymised data.

MHMD develops new mechanisms of trust and of direct, value-based relationships between people, hospitals, research centres, and businesses, by making use, for the very first time in healthcare, of a blockchain system, i.e. a digital ledger where information relating to the distributed storage of the health data is trimmed in hash-based language code, making it possible to describe exactly what type of data are available, referring to what cohorts of patients, and data transactions are continuously validated to the entire network of stakeholders, avoiding any possibility of fraudulent usage.

A dynamic consent interface will allow users to grant, deny and revoke data access for different uses according to their preferences through personal data accounts, storage clouds enabling individual access from any personal device. In this way, patients will be able to fully leverage the value of their clinical information, turning to different healthcare professionals for second opinion, or searching for profiles of similar patients and contact them upon their permission. Physicians, in turn, will have the possibility to retrieve medical annotations or execute queries to identify patients with analogous features to find cues about a specific clinical case.

Smart contracts, self-executing contractual states in digital form, will regulate data transactions between users, allowing the permission to access, and stakeholders, who will be enabled to make direct requests and offer incentives in exchange of access rights. This system will be checking its applicability as an operational infrastructure, and will represent an innovative challenge within the EU General Data Protection Regulation entering in force in 2018. On this basis, MHMD has the ambition to foster the development of a true information marketplace for healthcare.

MHMD will also analyse users' behavioural patterns alongside ethical and cultural orientations, to identify hidden dynamics in the interactions between humans and complex information services, and will assess the overall security of its multi-modular architecture by testing it through dedicated self-hacking simulations and public hacking challenges, performed on synthetic data sets.

"MyHealthMy Data is an exciting project which aims at fundamentally changing the propensity to share sensitive data between clinical institutions while facilitating the transition towards a patient-centric approach based on the direct engagement of citizens" declared Edwin Morley-Fletcher, the Project Coordinator. "Blockchain and Smart Contracts will play a key role in providing the maximum degree of privacy protection and security by making trust digitally self-enacted when accessing health data".

MHMD officially started on 1st November 2016, and is now online at www.myhealthmydata.eu. The project, is coordinated by Lynkeus (an Italian SME, based in Rome), and involves 4 other SMEs (from Austria, France, and the UK), 4 research centres and academia (Greece, Italy, Romania, Switzerland), 4 clinical centres (Germany, Italy, UK), a legal firm (Belgium/Italy), and 1 industry (Siemens).

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About Lynkeus Srl - Lynkeus is an independent strategy and business consultancy company with a significant track-record of successful large-scale EU-funded projects. Its core expertise focuses on eHealth solutions, data analytics applied to healthcare, relevant privacy and security issues, and blockchain and smart contracts development. Lynkeus works on identifying and promoting the best cutting-edge technological solutions to complex socio-economic problems in a variety of areas related to technological applications in public policies, with a particular focus on e-Health. Website: www.lynkeus.eu.

This first press release was launched in January 2017 to announce the project inception and boost press coverage through relevant channels and is available in the website ("COMMUNICATION & DISSEMINATION").

5.1.2 Newspaper and magazine articles

5.1.2.1 SiemensWelt: “My Health, My Data – safely sharing patient data”

SiemensWelt

Innovation

My Health, My Data – safely sharing patient data

Apr 11, 2018 | SHS - Siemens Healthineers Tobias Heimann



My Health, MyData (MHMD) is a project of Horizon 2020, the biggest research and innovation funding program in the European Union (EU). It aims at introducing a new way of sharing private information in healthcare. MHMD will establish an open information network based on a trusted data exchange between hospitals, individuals, research

On 11 April 2018, an article dedicated to MHMD was published within *SiemensWelt*, the internal online magazine of Siemens Healthineers, reaching up to its 45,000 employees. This was achieved thanks to a fruitful collaboration with Florian Hein (Marketing Manager at Siemens Healthineers).

5.1.3 White papers and books

The project has been also illustrated in a series of ground level publications (books, white papers and books) pertinent to the digital health industry and ICT for health and big data research sector, reported below. All open access but (1), these have been made available on the website and in Zenodo, and disseminated through social media channels upon publication, particularly Twitter and LinkedIn.

5.1.3.1 BOOK CHAPTER: *Big Data and Privacy Fundamentals: Toward a “Digital Skin”, in The Digitization of Healthcare, Springer*

Consortium authors: David Manset, Gnùbila



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The Digitization of Healthcare

New Challenges and Opportunities

Editors: **Menvielle**, Loick, **Audrain-Pontevia**, Anne-Françoise, **Menvielle**, William (Eds.)

palgrave
macmillan

The book, published in 2017, provides overview of IT in the healthcare sector, explores the influence of IT in areas such as value chain, business models and patient technology, particularly focusing particularly upon patient communities such as PatientLikeMe and DockCheck.

5.1.3.2 WHITE PAPER: *Innovation in Healthcare: What is the Point?*, GenSearch

Consortium authors: David Manset, Gnùbila



GenSearch is a European Executive Search and HR services consultancy dedicated to the Life Sciences, with focus on the Pharmaceutical, Medical Devices and Biotech industries. Over the years, the firm has gradually

acquired a profound interest and insight into the transformation of the European healthcare systems and their stakeholders. Each year GenSearch holds the Life Science Talks from which a white paper is written. The conference focuses on the challenges and current changes in healthcare by showcasing actual examples and experiences from key stakeholders.

5.1.3.3 WHITE BOOK: Blockchain for better care, Healthcare Data Institute

Consortium authors: David Manset, Gnùbila and Edwin Morley Fletcher, Lynkeus



The white book, edited in October 2017 by the Healthcare Data Institute, explores how blockchain has the potential to revolutionize healthcare delivery and improve patient care around the world. The book encompasses some basic concepts regarding blockchain, relevant legal aspects and some use case applications, including MHMD.

5.1.4 Newsletter #1: “Shaping our data future”

The first issue of the project newsletter, not yet published due to internal rearrangement of the project action map, is under development and will be released by the end of May 2018. Beside distribution of printed copies at relevant dissemination events, the online version will be made available online on the website and disseminated through social media, and meanwhile distributed in the form of a web newsletter to all subscribers who have filled in their contacts through the “subscription box” place at the bottom of the website home page. A preview of the external cover, summary of contents and some page previews are shown below.



Section	Authors	Topic
The patient at the centre	Panetta&Associati	<i>GDPR explained</i>
	HWC	<i>User interface</i>
	Digi.me	<i>Patient centricity, PDA</i>
	Lynkeus	<i>Social study</i>
Privacy and security of data	Gnùbila, Lynkeus	<i>Blockchain and smart contracts</i>
	Athena RC, UTBV	<i>Privacy preserving and data security solutions</i>
	IEIIT-CNR, SBA	<i>Hacking challenge</i>
Leveraging the value of big data in healthcare	HES-SO	<i>Data harmonisation solutions</i>
	Siemens	<i>Data exploration and case-based reasoning</i>
	UTBV	<i>Personalized physiological modeling</i>
	Athena RC	<i>AITION KDD platform</i>
	HES-SO	<i>Data value estimation model</i>

PATIENT CENTRICITY: PUTTING CITIZENS BACK IN CONTROL WHILE DRIVING INNOVATION AND RESEARCH

 Dan Byler, Emma Firth
7/10/16



Figure 1 Individual's personal data is contained in one database and the machine is difficult to access and integrate information, so a barrier to the transparency and innovation, which comes with using and cross-referencing data in the cloud

Personal Data Access (PDA) is the key to patient control.

MDx2 is working to launch a technology ecosystem, from health, insurance, and research, that will give patients the ability to control their own data and control of their own care. They do this through the Personal Data Access (PDA), a personal database that allows the aggregation of personal data from disparate sources (social media, clinical data repositories, personal devices, wearable devices, etc.) in a simple, user-oriented manner, so anyone from the generated data, within MDx2, the PDA will be provided through digital's secure personal data library and research secure platforms. Digital's has two distinct and fundamental areas within MDx2's ecosystem. Firstly, the PDA connects individuals to securely share their various data sources, including health and financial, in one

IF EACH PATIENT HAS A COMPLETE COPY OF THEIR RECORD, THEY CAN
RECEIVE THE CARE THEY WANT
INSTANTLY. NO MATTER WHAT PART
OF THE WORLD THEY ARE IN.



The vast and sprawling nature of today's healthcare systems, spanning large numbers of disciplines and medical professions, presents a huge interoperability challenge, as diagnostic and treatment data is not held in one single place, neither is it. It must integrate in one dimension to the patient's data and either use as a resource and/or. Patient-oriented access to individuals. This is the single requirement from the healthcare sector that would make a difference to the quality of each patient's care. It's complete copy of their record, they can manage the care they need, receive the best part of the world they live in. Properly Use. For/In/On/Cloud (FOIC) can provide the patient autonomy or the healthcare community to safely participate in a rich and broad health, research and innovation ecosystem.

[illegible][illegible]

5.2 Peer reviewed publications

The first peer-reviewed publications have been produced by the end of Y1, while others are still under review. The complete list is reported below.

Title	Field	Authors	Partner	Journal	Release	Open Access
<i>MHMD: My Health, My Data</i>	Information technology	Morley-Fletcher, E.	Lynkeus	Workshop Proc. of the EDBT/ICDT 2017 Joint Conference	March 2017	By default ('green')
<i>Remotely Exploiting AT Command Attacks on ZigBee Networks</i>	Information security	Vaccari, I., Cambiaso, E. & Aiello, M	CNR	Security Communication Networks	Oct 2017	By default ('green')
<i>A closer look at the EU-funded My Health My Data project</i>	Legal	Panetta, R. & Cristofaro, L.	Panetta & Associati	Digital Health Legal	Nov 2017	Embargoed
<i>Privacy Preserving Consensus Algorithm for Private Blockchain Schemes</i>	Information technology	Koscina, M., Manset, D., & Naccache, D.	Gnùbila	Proceedings of the 23rd International Conference, FC 2019	Under review	By default ('green')
<i>A New E-Voting Protocol Based on Permissioned Blockchain and Zero Knowledge Proof</i>	Information technology	Koscina, M., Manset, D., Flament, A., Bayle, A., Lombard-Platet, M., Couzinie, M., & Naccache, D.	Gnùbila	Proceedings of the Nordic Conference on Secure IT Systems, NordSec 2018	Under review	By default ('green')
<i>When Blockchain Meets the Right to be Forgotten: Technology Versus Law</i>	Information technology	Bayle, A., Koscina, M., Manset, D., & Naccache, D.	Gnùbila	Proceedings of the 2018 Special Session on BlockChain and its Applications, BlockChain 2018	Under review	By default ('green')

5.3 Media coverage

Besides focused articles, the project has been mentioned in a series of other publications including newspapers and online magazines, mainly focusing on blockchain, ICT for health, personalised medicine and personal healthcare data, whose list (with most relevant items highlighted in light blue) is reported below.

Publication	Title	Date	Channel (printed, online)	Language
Global Engage	When Blockchain Meets The Right To Be Forgotten: Technology Versus Law	02/05/18	Online	English
23 consulting	5 leaders shaping the future of healthcare with blockchain	30/04/18	Online	English
Mind Health	Blockchain: Quelques clés pour mener un projet pilote Translated title: <i>Blockchain: Some keys to conducting a pilot project</i>	20/03/18	Online and printed	French
EHalliance	Putting people at the heart of big data	20/03/18	Online	English
Horizon	Putting people at the heart of big data	12/03/18	Online	English
New Europe	Blockchain for Europe , by Mariya Gabriel, European Commissioner for Digital Economy and Society	26/02/18	Online	English
Mobile Ecosystem Forum	Empowering real consumers in the personal data maze – #MyData2017	14/09/17	Online	English
Blockchainalive.com	A keen eye on blockchain: an interview with the European Commission's Benoit Abeloos	07/09/17	Online	English
Treasury XL	The EU and blockchain: taking the lead?	03/07/17	Online	English
Finextra	The EU and blockchain: taking the lead?	22/06/17	Online	English
CoinGeek.com	European Commission launches study group for non-financial blockchain applications	12/06/17	Online	English
Brave New Coin	European Commission 'actively monitoring' blockchain developments	17/02/17	Online	English
Blockchain News	European Commission working on blockchain – plans actively seeking pilot partners	16/02/17	Online	English
BitcoinNews.gr	Η Ευρωπαϊκή Επιτροπή θα υποστηρίξει έργα σχετικά με το blockchain - Translated title: <i>The European Commission plan to boost support to blockchain projects</i>	16/02/17	Online	Greek
Bitcoinonline.cz	Evropská komise plánuje podporu blockchainových technologií Translated title: <i>The European Commission plan to boost support to blockchain projects</i>	16/02/17	Online	Czech
Blockchain.hk	欧盟委员会：计划加大对区块链项目的支持 Translated title: <i>The European Commission plan to boost support to blockchain projects</i>	16/02/17	Online	Chinese
19BTC	欧盟委员会：计划加大对区块链项目的支持 Translated title: <i>The European Commission plan to boost support to blockchain projects</i>	16/02/17	Online	Chinese
Coindesk	EU Commission: we plan to boost support for blockchain projects	15/02/17	Online	English
HeyBTC.com	EU Commission will boost support for blockchain projects	15/02/17	Online	English
DSIH	Le Healthcare Data Institute entreprend de vulgariser la technologie Blockchain - Translated title: <i>The EU plans to launch a chain-chain public service project, but has not yet changed its ratio</i>	12/02/17	Online	French
Cercle de réflexion de l'industrie pharmaceutique	Hébergement des données de santé et blockchain, quel avenir? - Translated title: <i>Health data hosting and blockchain, which future?</i>	13/01/17	Online	French
DSIH	Le Healthcare Data Institute entreprend de vulgariser la technologie Blockchain - Translated title: <i>the Healthcare Data Institute commits to spread the blockchain technology</i>	12/02/17	Online	French