



Project LLP/LdV/TOI/RO/2010/006  
E-LEARNING EDUCATIONAL CENTER IN  
MEDICINE / E-EDUMED

# INTERIMS Quality Assurance Report on the organisation, management and dissemination of the project

---

Document identifier: **e-EDUMED-WP3-DOC03 INTERIMS QAR V-01**

Date: **23/02/2012**

Activity: **A1: Project Management  
A1QA2: QA Reports**

Lead Partner: **UCV**

Document status: **Draft\_V\_01**

---

*This project has been carried out with the support of the European Community. The content of this project does not necessarily reflect the position of the European Community or the National Agency, nor does it involve any responsibility on their part.  
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.*

**Delivery Slip**

	<b>Name</b>	<b>Partner/Activity</b>	<b>Date</b>	<b>Signature</b>
<b>From</b>	Catalina Sitnikov	UCV/A1_A1QA2	23.02.2012	
<b>Reviewed by</b>	Moderator:  Reviewers:			
<b>Approved by</b>				

**Document Log**

<b>Issue</b>	<b>Date</b>	<b>Comment</b>	<b>Author/Partner</b>
<b>V_01</b>	23.02.2012	First draft uploaded on the project website for review and comments	Sitnikov Catalina / UCV

## Table of Contents

Section 1.	Introduction	4
Section 2.	Executive Summary	4
Section 3.	Evaluation Scheme and Actions	7
	Project internal evaluation	8
Section 4.	Evaluation of Interims Results and Products of the Project	
	Training program evaluation	11
	e-EDUMED transnational meetings	14
Section 5.	Work Plan Monitoring	14
Section 6.	Conclusions of project management and organization evaluation	15
Section 7.	Dissemination of the project	16

## 1. Introduction

*The purpose of the Interims QA Reports is to inform about the progress and implementation of the processes and activities within the e-EDUMED project. This report provides an overview of the current status of e-EDUMED project after the first year of development and implementation.*

### Identification

The submitted report describes the current status of the e-EDUMED project at mid-term of its execution. The reporting period implies the time from January 2011 to January 2012. The title of the project is **E-Learning Education Center in Medicine (e-EDUMED)** and its focuses on the various needs of the health sector such as improvement of training and LLL, harmonisation in higher education, continuous medical education and EBM (evidence based medicine).

The report about the current status includes also the description of the project objectives, the current achievements and the adherence of the work plan. Any deviations of the achievements from the objectives as well as any changes within the work plan are mentioned.

Furthermore the so far executed and also the planned dissemination activities are described within this report.

### INTERIMS QA Report Contents

The Interim QAR is divided into the following sections:

- **Section 1** (*Introduction*) introduces the QA Report, its applicability and contents.
- **Section 2** (*Executive Summary*) short description of the project, project objectives and results based on which project objectives are fulfilled.
- **Section 3** (*Evaluation Scheme and Actions*) is focused on the evaluation of the overall project management and organization activities.
- **Section 4** (*Evaluation of the project outcomes and products*) is focused on the evaluation of the project outcomes and products.
- **Section 5** (*Work Plan monitoring*) identifies the adherence of the project deliverables to the work plan.
- **Section 6** (*Conclusions*) overviews the general image of the project management and organization
- **Section 7** (*Dissemination of the project*) is focused on the dissemination strategy, activity and results.

## 2. Executive Summary

The project aims to answer the needs of medical staff in improvement/updating/accessibility/equal chances to knowledge and harmonization in

training, by transfer of innovation from 2 previous LdV projects, recte MEDITOP and PEDITOP (the HELSINKI AWARD, as one of the best projects in Europe).

The project **partner institutions** are:

- **Co-ordinating** institution: University of Craiova, Romania
- **Partner** institutions:
  - ECOMEDICA, Romania
  - Consorzio FOR.COM, Italy
  - INNOVAMED, Hungary
  - Profi-Media, Hungary
  - Sunymed, Bulgaria

The **overall project objectives** were stated as follows:

*“- to transfer the Virtual Learning Environment of MEDITOP towards other EU countries, supporting development of a comprehensive virtual medical education system, adding new modules - echography, nurse and patient health education, according to LEO-OpObj-6.*

*- to implement the medical modules as part of a curriculum in medical VET*

*- to assure technical support for further extending the e-learning platform to other medical specialisations, extending to a Virtual Training Centre and Educational Network, valuing and enriching the transfer of innovation and developing the quality and attractiveness of VET systems and practices (LEO\_Trainno\_2)*

*- to offer a more unified European quality standard in medicine.”*

These main goals are fulfilled through the following **results**:

### **National Reports**

Country reports analysing the training needs in medicine and state of art of medical e-learning in participant countries. They will comprise introduction, scope, methodology, sample, analysis, results and conclusions.

### **Survey**

To determine the profile, training and development needs, learning methods, and skills and competencies of the target group

### **e-Learning Medical Education in SE Europe Report**

Comparative study identifying the specific needs of the target groups through identification of the medical fields where e-learning is requested and definition of the professional competences as well as the means and ways the competencies and/or qualifications can be recognized and attained (description of reference levels, common certification principles and common VET methods and programmes in the field of echography). It will comprise introduction, scope, methodology, sample, analysis, results and conclusions. The report will analyse, summarise, compare and contrast the results of the completed questionnaires and interviews carried out in each participating country.

### **Project Management Handbook**

It will describe management strategy and plan, comprising implementation plan, valorisation plan, communication plan, quality assurance plan, sustainability plan and appropriate tools for achieving the tasks.

### **Project Quality Assurance Methodology**

It describes quality criteria, quality standards and key activities for monitoring and assessing project outcomes and progress accordingly.

### **Project Quality Assurance Reports**

Focus on project progress and results achievement; added value; management; dissemination survey. They will consist of QAR on the organisation and management of the project - 2 reports (interim, final) and QAR on dissemination - 2 reports (interim, final)

### **Quality Assurance Support Reports (Evaluation Reports)**

Each report contains scope, objective, evaluation methodology, results of evaluation and a general overview of the evaluation process for the proposed topic.

They will consist of Evaluation report or the WEB site – 2 reports (internal, external), Evaluation report on echographic module – 2 reports (internal, external), Evaluation report for the e-learning health education centre – 2 reports (internal, external), Survey for perception of beneficiaries and stakeholders for the project outcomes and the service delivery by the project promoter.

### **e-EDUMED Website**

It will be a gateway for information on European e-learning medical training programmes and a communication, management and dissemination tool. It contains:

A. a public interface, designed for target group/potential users providing useful information on medical and medical related topics (articles, reports produced by the project; medical events); PubMed search on the published literature (without time limits) dealing with e-learning tools and applications in the health sector with specific reference to nurses education and echography. Links with medical societies/ congresses/publications, blog and wiki resources allowing users to edit and comment on the information presented, forum, news and announcements

B. a private section (project partners section) for internal use and communication.

### **Adapting MEDITOPEU Products Report**

It describes the main steps and methodology for e-learning platform development.

### **e-Learning Health Education Center e-EDUMED for innovative education**

A Virtual Training & Communication Center accessed via a standard web browser, which provides an integrated on-line learning environment. It will be used as a method of dynamic distribution of course information, but with innovative and more interactive uses, by including a lifelong learning platform consisting of three main components:(a) *E-Learning*, (b) *E-Communicating* and (c)*E-Mentoring*. It covers the following outcomes:

- 1. e-learning platform E-EDUMED**
- 2. Curricula**

- 3. Training modules
- 4. Methodology for platform self-evaluation
- 5. Methodology for participants increased knowledge

**Marketing Material – Promoting and Disseminating Products** according to the project dissemination plan.

### 3. Evaluation Scheme and Actions

The evaluation scheme for the e-EDUMED project is focused on the overall project management and organization activities. The term “evaluation” refers to the whole process of planning, controlling and assessing the results of a project in a systematic manner. It involves the determination of project objectives and requirements, the continuous control of the project as it proceeds and the assessment of its results. The quality based approach focuses on:

- 1. The general project management structure, tools, communication
- 2. The achievement of the overall project goals, in terms of deliverables, milestones, partner satisfaction
- 3. The quality management strategy effectiveness
- 4. The task and project effectiveness and efficiency, in terms of respect of timing and deadlines.
- 5. The participation, satisfaction and mutual learning of project partners.

The evaluation consists of information collection, elaboration and reporting. As for information collection, it is based on the following actions, each one aimed at monitoring a specific project aspect.

<i><b>EVALUATION ACTION</b></i>	<i><b>AIMED TO</b></i>
<b>Partner meetings observation (when applicable)</b>	<ul style="list-style-type: none"> <li>• monitor partners’ participation, cooperation, goal and information sharing</li> <li>• assess partners’ satisfaction, their perception of overall project quality</li> <li>• pinpoint possible project criticality from the partners’ point of view</li> </ul>
<b>Questionnaires to partners (collected during meetings or through website means)</b>	<ul style="list-style-type: none"> <li>• assess partners’ satisfaction, their perception of overall project quality</li> <li>• pinpoint possible project criticality from the partners’ point of view</li> </ul>

The evaluation has been focusing on three main areas:

- 1. The internal project evaluation
- 2. The evaluation of interim results and products of the project
- 3. Work plan monitoring

A strict separation of the e-EDUMED project evaluation as evaluation of the internal processes and the evaluation of the project products and services which are proposed to the target group and other stakeholders. The reasons for a separating approach can be summarized as follows:

The two mentioned fields of evaluation have different objectives, different logics, they use different instruments and they are rather independent from each other.

### **Project internal evaluation**

The e-EDUMED project evaluation from quality assurance perspective has the following goals:

- assistance of the project management in its tasks to handle all processes in an effective way and provision of information about potential risks and also about the strengths of cooperation in regular periods;
- provision of the European Commission and NA with information about the project development;
- a summative evaluation focusing on the achievements of the project in order to make the lessons learned available and to provide an information and orientation resource for future projects.

To that purpose, from the questionnaires developed and submitted to partners the following topics were covered:

- Administration
- Reporting and Documentation
- Internal Communication and Cooperation
- External Communication and Representation of the Project
- Information Flow, Communication and Cooperation Tools
- Work Packages, General Satisfaction with e-EDUMED.

As the present document is the midterm report, the information was collected during the first year of activity; the questionnaires were collected during the three scheduled project meetings and, via website, based on questionnaires, forum discussions and other specific means.

Until 2011, Project Evaluation from Quality Assurance perspective was conducted, in parallel with the Project implementation and development. Also, the evaluation was envisioned in two phases: the first and second half of 2011.

The results were gathered in the table below, which presents the main results of evaluation activity. It focuses on the percentage of participants stating a “high to very high level of satisfaction”. That means that a percentage lower than 100% indicates that one or more partners stated a level of satisfaction of else “neutral”, “low,” or “very low”. A percentage of 75% means that three-quarter of the partnership is content with a particular aspect of the project, while one quarter is not. Accordingly a percentage of 50% means that half of the partnership is content with the aspect, while the other half is not. To the purpose of indicating possible problems as early as possible, the project management is recommended to check all percentages around 70% and lower in detail, and to clarify which of the lower categories were ticked how

often and why. While it may be acceptable then, if a lower value is caused by partners stating a “neutral” level of satisfaction, the situation would be rather more critical at values indicating a “low” or “very low” level of satisfaction.

**Table 1: Main results of the project evaluation**

	Percentage of Participants stating a “high to very high level of satisfaction”		Trend
	1st Evaluation Phase	2nd Evaluation Phase	
<b>Administration</b>			
Organisations of Consortium Meetings	71	88	up
Financial Matters	85	100	up
Project Plan	75	100	up
<b>Reporting and Documentation</b>			
Timing, sequences and quality of outputs already produced	100	100	constant
Submission of periodic progress reports	67	86	up
State of consortium agreement	63	not applicable	-
<b>Internal Communication and Cooperation</b>			
Communication among the consortium members	75	86	up
Co-operation of the project coordinator and the WP leaders	86	100	up
Decision-making and consultation	75	100	up
Getting support from co-ordinator	75	89	up
Getting support from WP leaders	50	75	up
<b>External Communication and Representation of the Project</b>			
Communication towards other related projects	75	57	down
Communication towards potential users	57	85	up
Communication towards public	67	67	constant
Communication towards European Commission and NA	43	85	up
Image of Project	50	80	up
<b>Information Flow</b>			
Access to Data	63	88	up
Circulation of Strategic Information	63	88	up
Clarity of Tasks	78	88	up
<b>Communication and Cooperation Tools</b>			
Mailing List	67	75	up
File Management System	50	75	up

e-EDUMED Website	50	95	up
<b>Work Packages</b>	<b>1st Evaluation Phase</b>	<b>2nd Evaluation Phase</b>	<b>Trend</b>
Amount of Work	56	63	up
Keeping to Overall Project Plan	75	89	up
Relevance Between Stated Objectives and Activities Carried Out	75	88	up
Satisfaction of achieved results	75	85	up
WP 1: Project Management	78	88	up
WP 2: Project dissemination and exploitation of results	75	75	constant
WP 3: Quality Assurance	100	100	constant
WP 4: Conducting of Research and Reporting highlighted needs in medical education	100	90	down
WP 5: Setting up tools and methodologies for transfer of innovation from MEDITOP to e-EDUMED and creation of the new virtual center (support for educational activities and products)	not applicable	95	-
WP 6: Development of the e-learning educational center in medicine	not applicable	86	-
<b>General Satisfaction with e-EDUMED</b>	<b>1st Evaluation Phase</b>	<b>2nd Evaluation Phase</b>	<b>Trend</b>
Added Value of the Project Participation for the partner	89	95	up
General Level of Satisfaction	89	93	up

In the first project evaluation phase, the partnership stated good to acceptable levels of satisfaction with most of the aspects. A more detailed analysis showed that the partners, who did not choose the categories “high” and “very high level of satisfaction” usually have chosen the category “good”. The results were discussed and based on them decisions were made for the further management of the project.

In the second evaluation phase, some levels of satisfaction were significantly higher than in the first phase. The main reason for that ascent is one partner ticking quite often the category “satisfied” or “very satisfied”, while all other partners stated “neutral”, “good” or “very good” levels of satisfaction.

**In summary:** Both evaluation phases largely expressed high levels of satisfaction. All aspects that were more critical were addressed and discussed on the two project meetings in Budapest and Rome. Accordingly, decisions were made among the partnership for the continuous improvement of the project in all its aspects.

## **4. Evaluation of interims results and products of the project**

The evaluation of the project products has the main goal to assure that they fully match with the project main aims and outcomes.

**Three main products** were evaluated:

1. Training programme
  - 1.1. Topics for PATIENT MODULE
  - 1.2. Ultrasound training module
2. First version of the training materials
  - 2.1. Curricula for ULTRASOUND MODULE
  - 2.2. Curricula for NURSES MODULE
3. Project website
  - 3.1. e-learning platform E-EDUMED

Also, **supportive results** were to be presented and, some of them, assessed:

1. National reports: technically, the project partners, based on the Reports Evaluation Questionnaires, evaluated the reports as products with a high quality from various criteria perspective. From content point of view, the reports had to be modified extending the research to all regions in each country, while Innovamed National Report had to become harmonised to the template structure.
2. Report regarding e-learning medical Education in the SE of Europe
3. Management documents
  - 3.1. Management handbook
  - 3.2. Interim Management report
  - 3.3. Interim Dissemination report
4. Methodology of Quality Assurance and Quality Plan
  - 4.1. Interim QAR on the organisation, management of the project and dissemination of the project
  - 4.2. Internal evaluation report on the WEB site
  - 4.3. External evaluation report on the WEB site
5. Report for principle of adaptation of MEDITOPEU products
6. Documentation for accreditation of US Module
7. Health Screen Cast
8. Dissemination materials: mailing list; newsletter 1,2; leaflet 1,2,3; poster 1,2; brochure; presentations in scientific events; articles

### **Training program evaluation**

The evaluation of the training program followed a formative approach, as a method for judging the worth of the program, while the program content definition is still forming (in progress). This part of the evaluation focused on the process of training definition in order to permit the project partners to monitor how well the instructional objectives can be met with the developed training concept and foreseen contents.

At this stage the evaluation basically focused on the following questions:

1. Is the proposed training material in accordance with basic training needs?
2. Is the proposed training material in accordance with the training need analyses results?
3. Are the proposed training items coherent with the overall aims of the project e-EDUMED?
4. Can the proposed training materials be extended to other countries (scalability of the training system)?

1. Is the proposed training material in accordance with basic training needs?

Basic training needs (BTN) are defined as all information that should always be a part of all training activities independently from the training topic itself. Three main areas have been identified: information on training organisation, theoretical background on the training topics and basic understanding for the beneficiaries of the training (target group). In the following table this basic training needs are set in relation to the defined results and outcomes.

**Table 2: Needs and outcomes relation**

Identifier	Need	Results and outcomes
BTN.1	Information on training organisation	WEBSITE
BTN.2	Theoretical background on the training topics	Topics for PATIENT MODULE Ultrasound training module Curricula for ULTRASOUND MODULE Curricula for NURSES MODULE
BTN.3	Understanding the context and the beneficiaries	National Reports

**Conclusion:** The three main aspects have been included in the e-EDUMED training programme.

2. Is the proposed training material in accordance with the training need analyses (TNA) results?

In all countries involved in the TNA the majority of survey participants expressed in certain degrees the need for specific training and information. The results of this issue assessment were obtained from the on-line Teaching Assessment and Instructor and Peer Interaction Assessment Questionnaires.

**Conclusion:** The proposed training programme reflects the main results of the training needs analysis (TNA).

In case the e-EDUMED project partners see some difficulties regarding financial (e.g. for translation) and personal resources for the realisation of this modules, these modules could be to a certain extend reviewed in order to find the appropriate connection between their content development and the necessary resources.

**3. Are the proposed training items coherent with the overall aims of e-EDUMED?**

e-EDUMED objective	Comment
Transfer the Virtual Learning Environment of MEDITOP towards other EU countries, supporting development of a comprehensive virtual medical education system, adding new modules - echography, nurse and patient health education	All modules relate and intensively focus on this objective
Implement the medical modules as part of a curriculum in medical VET	All training modules relate to this aspect
Offer a more unified European quality standard in medicine	To promote the awareness of a more unified standard in the context of the medicine is a central aspect of the project.

**Conclusion:** The training curriculum is in line with the objectives of the e-EDUMED project.

**4. Can the proposed training materials be extended to other countries (scalability of the training system)?**

As far as it was possible to evaluate at the training programme stage, the training can be extended to other countries (other as the ones foreseen for piloting in the project life time), although the localisation process might require much more efforts than just translation and provision of examples. The development of a short implementation guide to support the localisation process can be a recommendation.

**Overall conclusion:** The training programme matches the basic training needs, the outcomes of the training needs analysis and it is in line with the project objectives.

**Evaluation of training modules**

The evaluation of the training modules follows a formative approach, as a method for judging the worth of the modules, while the development of the materials is still in progress. This part of the evaluation focused on the process of training materials development in order to permit the project partners to monitor how well the instructional objectives can be met with the developed training contents. In addition, the evaluation aimed at producing recommendations and suggestions for a quality enhancement of the training materials. The comments and improving suggestions were meant to be a supportive instrument for a continuous improvement of the quality of the e-EDUMED learning materials.

**Evaluation approach**

All modules will be evaluated according to the same scheme: Structure and inclusion of compulsory sections, content relevance, relevance and practical guidance for the target group, relevance for the e-EDUMED project. In addition language, design, exercises, introduction, summary and glossary aspects will be analysed, and suggestions for improvement will be fed backed to the Educational Team.

### **e-EDUMED transnational meetings**

The e-EDUMED partnership was established at the kick-off meeting in Craiova in February 2011. All project partners attended this meeting, discussed the first steps required in the different work packages, agreed on a time schedule, on internal deadlines and on the allocation of tasks. During this meeting, the project aims and outcomes were further defined. The meeting was held in the spirit of mutual respect and cooperation and collaboration. The meeting was very well organised by the coordinator. All fundamental information was passed to the partners, open questions could be discussed and ideas from the partners could be integrated in the project development.

In month 5 of the project, a second meeting was held in Budapest, Hungary. The current status of activities and tasks were reviewed and the features of the project website were demonstrated. The meeting was very well organised by the local partner and by the coordinator. The first outcomes of the project were analysed and all topics for the proceeding of the project could be discussed. Tasks and deadlines were agreed and allocated amongst all partners. The results of the first internal evaluation round were presented by the evaluator. The results were positive, some critics stated were discussed and actions to take appointed.

A third meeting on month 11 – NA audit meeting - was held in Rome, Italy. The current status of activities and tasks were reviewed and the blended learning concept as well as the course evaluation methodology was discussed and a consensus could be found. The meeting was very well organised by the local partner and by the coordinator. Tasks and deadlines were agreed and allocated amongst all partners. The results of the second internal evaluation round were presented by the evaluator. The results were positive, some critics stated were discussed and actions to take appointed. The audit team from NA made also a report which was presented to the project partnership.

## **5. Work plan monitoring**

Almost all tasks have been fulfilled in-line with the initial work plan included in the e-EDUMED bid (as can be mentioned from the GANTT graph below).

Two changes can be stated:

1. Due to contract signing on 15.01.2011 instead of 01.01.2011, the dates of materials uploading were postponed with 2 weeks.
2. Due to unfavourable weather during 02.2012, some materials were uploaded with a 1 week delay from the already established schedule.

e-EDUMED		LLP 2011 - Leonardo da Vinci - TOI																							
		1st YEAR												2nd YEAR											
WP development and evolution		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
<b>Task WP 1 PROJECT MANAGEMENT &amp; WP3 QUALITY MANAGEMENT 01/2011 - 12/2012</b>																									
1.	Organisation of the kick-off meeting, Craiova																								
2.	Transnational project meeting, Budapest																								
3.	Transnational project meeting, Rome																								
4.	Elaboration and implementation of the project WEB site and its links in partner web pages																								
5.	Elaboration of Project Management Handbook, QA Methodology and uploading on the website																								
6.	Contractual management and management of human resources- final form of PSC, ET,TT,QAT, AT;																								
7.	<b>DELIVERABLES</b>																								
7.1	Project management evaluation - questionnaire																								
7.2	Evaluation of web site effectiveness and impact by satisfaction questionnaires (on line)																								
7.3	Internal Reporting by partners																								
7.4	Interim reporting																								
<b>WP 2 DISSEMINATION AND EXPLOITATION 01/2011 - 12/2012</b>																									
8.	Elaboration of the first newsletter 1, leaflet 1, poster 1																								
9.	Elaboration of dissemination contacts lists/websites in Romania (mailing list)																								
10.	Elaboration of leaflet 2																								
11.	Elaboration of the newsletter 2, leaflet 3, poster 2																								
12.	Registration in Adam/EVE data base; submitted e-Edumed to dmoz.org																								
<b>WP 4 RESEARCH AND REPORTING NEEDS IN MEDICAL EDUCATION 04/2011 - 07/2011</b>																									
13.	Setting up the guidelines for the research on needs assessment and the research group																								
14.	Carrying on the research in participant countries																								
15.	Elaborate national reports																								
16.	Elaborate comparative report regarding e-learning medical education and needs of target groups																								
<b>WP 5 TOOLS AND METHODOLOGIES TO TRANSFER FROM MEDITOP 07/2011 - 10/2011</b>																									
17.	Set up guidelines for adaptation of MEDITOP platform																								
18.	Curricula, technical and pedagogical teams for modules, specific content and certification																								
19.	Elaboration of Report for principle of adaptation MEDITOP products																								
<b>WP 6 DEVELOPMENT OF e-LEARNING CENTER IN MEDICINE 10/2011 - 07/2012</b>																									
20.	Elaborate new e-learning platform E-EDUMED																								
21.	Selection of trainers																								
22.	Selection of target group and test group																								
23.	e-mentoring: Tutor training and guide to use the system																								
24.	Design and develop functional prototype of center as full working sample for US module																								
25.	Starting pilot testing																								

## 6. Conclusions of project management and organization evaluation

The level of satisfaction within the project e-EDUMED is high. All aspects that were more critical were addressed and discussed; suggestions for improvement were made among the partnership for the continuous improvement of the project in all its aspects. The coordinators get good assessments for their work. This leads in the motivation to realize this project the best way possible.

The developed products -Training programme and first version of training materials have been carefully evaluated, suggestions for improvement were properly addressed and discussed among the partners. Needed actions were taken.

The e-EDUMED project is following carefully the initially developed work plan; changes in the start of the pilot and frequency of the internal evaluation process are seen positive, since it re-locates resources for the development of high quality learning materials.

The e-EDUMED meetings were very well prepared and organised by the coordinator as well as by the partners. The level of cooperation and collaboration is high.

## **7. Dissemination of the project**

In order to successfully promote the project, a comprehensive Dissemination Plan was produced and implemented to strategically involve all partners in dissemination and exploitation activities throughout the project. Dissemination materials such as multilingual brochures, posters and e-newsletters were distributed among the target group and stakeholders over the first year of the project. In order to constantly promote the project, the e-EDUMED website was created featuring a multilingual public area and a private area [www.e-edumed.ro](http://www.e-edumed.ro). The project is also published on the ADAM portal (Advanced Data Archive and Management System), featuring the project's results and products <http://www.adam-europe.eu/adam>.

From dissemination perspective and in order to guarantee that the project responds to target group's needs, the continuous and active involvement of professionals (nurses, doctors, students and other stakeholders) within the project activities was foreseen as follows: circulation of project website, brochures, posters, e-newsletters and participation in national and international conferences.

### **Dissemination and Exploitation strategy**

The project partnership agreed on a specific and structured strategy for dissemination and exploitation activities, with the aim of making the progress of the e-EDUMED project accessible to the most extensive audience possible. The dissemination strategy was designed to obtain major project results and increase project visibility among the target group and stakeholders, in terms of promoting the project objectives, mid-term results and the state of the art of the project. The project Dissemination Plan details the multiple dissemination strategies addressing different types of target groups through the use of diverse tools:

1. *Paper strategy*: multilingual brochures and posters were produced to illustrate the project's objectives and activities. Since these tools provide instant information and are easy to distribute, they are mainly target local, regional and national healthcare authorities, associations providing healthcare services and potential course participants in order to promote their participation to the e-course. Meanwhile, papers and articles containing more technical language address the target group interested in the application of ICT in the field of medical education. Some papers and articles have been written by the partners and published in national and international magazines.
2. *Internet strategy*: aimed at promoting the project through the official multilingual project website, the production of the e-EDUMED multilingual e-learning platform and quarterly e-newsletters promoted the project to stakeholders.
3. *Event strategy*: aimed at promoting partner participation in key thematic national and international events. The partnership has participated in different national and international conferences to present the e-EDUMED project, through the submission of detailed papers and articles.



*e-EDUMED INTERIMS QAR Version 1/02-2012*

---

From dissemination perspective, the added value of the transnational dimension of the partnership is considered as follows: effective dissemination and exploitation strategies to present the e-EDUMED project results targeting a wide audience at EU level. The partnership involved the target group throughout the project in order to promote their pro-active participation, and establish cooperation relationships with the main stakeholders whose activities are complementary to the e-EDUMED project.