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EXPLOITATION PLAN

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<i>This Deliverable reports the plan of the actions for future exploitation of the TELL-ME results and concepts towards the end-user. It has been drawn out on the basis of the shared strategy of making the TELL-ME outcomes easily used and adopted by non-expert users.</i>	

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1. INTRODUCTION

The TELL-ME project is a research project which aims at developing a complete practical course for teaching Medical English, Spanish and German to medical staff thanks to the implementation and integration of an e-learning platform. The TELL-ME project, therefore, is supposed to provide the possibility of exploiting its outcomes, outside of the Consortium and beyond the actual duration of the project.

Accordingly, the exploitation plan must be addressed to involve the following potential users, grouped in the following:

- medical professionals wishing to learn a language in order to work abroad;
- medical professionals wishing to learn a language in order to treat foreign patients in their home country;
- patients whose native language is not the language of the country in which they are seeking treatment.

Accordingly, the deliverable is organized as follows. Section 2 reports briefly the description of the WP5 with details about the management of the exploitation activities. Section 3 draws briefly the strategy to be adopted for the exploitation of TELL-ME outcomes, followed by the description of the two main action-lines, the exploitation carried out by the partners of the project and outside the TELL-ME Consortium.

2. WORKPLAN

The exploitation activities are carried out in the framework of WP5 Exploitation.

WP5 foresees four deliverables:

- Deliverable 5.1 Exploitation Plan, conditioned by the development of the tools of the project.
- Deliverable 5.2 Prototype showcases. Presentation of provisional learning materials and support tools to medical users.
- Deliverable 5.3 User feedback report. Report about user feedback received at the prototype showcases including recommended changes to be incorporated into the final version of the learning materials and support tools.
- Deliverable 5.4 Intellectual Property Rights Agreement.

2.1. MANAGEMENT OF THE EXPLOITATION ACTIVITIES

Exploitation activities involve all the partners. UMA is the lead partner and co-ordinator (but all partners will be actively involved).

2.2. DELIVERABLES

The deliverables expected for the exploitation activities are:

- the present report D5.1. "Exploitation plan";
- the Prototype showcases (D5.2.);
- the User feedback report (D5.3.) and
- the IPR Agreement (D5.4.).

3. EXPLOITATION STRATEGY

The exploitation plan has to set up some processes which enable end users to make use of the TELL-ME outcomes straightforwardly. The exploitation activities benefit from the significant results arising from both the research and technological development, and from the demonstration activities aiming to show the feasibility of the proposed solutions. The exploitation activities are strictly related to the ones of the dissemination and represents the next step with respect to the dissemination activities (WP6). .

The TELL-ME Exploitation strategy is based on the following issues:

- Direct involvement of end-users in the project;
- Promotion of the TELL-ME concepts and results to the end-user community;
 - Exploitation of the TELL-ME results as the basis for subsequent initiatives in the field of the research and knowledge transfer.

The TELL-ME exploitation activities have been mainly addressed towards two main modalities

- Exploitation of the TELL-ME results carried out by the partners of the project;
- Exploitation and promotion of the TELL-ME outcomes outside, towards the different platforms of end-users.

3.1. EXPLOITATION OF THE TELL-ME OUTCOMES CARRIED OUT BY THE TELL-ME CONSORTIUM

The direct involvement of end-users and partners having a strong expertise in research and knowledge transfer will permit a ready exploitation of the TELL-ME results.

TELL-ME results are of relevant and general interest for a long term period due to the need of language training in medical environments.

3.2. PROMOTION AND EXPLOITATION OF THE TELL-ME OUTCOMES OUTSIDE THE CONSORTIUM

Different modalities will be adopted for the promotion and exploitation of TELL-ME as listed below and after detailed

- TELL-ME website and e-learning platform.
- Promotion of the TELL-ME project in national and European forums (mainly conferences and research papers).

3.2.1. TELL-ME website

The TELL-ME website has been already described several times, but it is important now to point out its role also in the exploitation plan. The TELL-ME website has to be considered as “physical and virtual place” where the TELL-ME related information can be exchanged. On the basis also of our experience, the formal TELL-ME website has been constituted in order to improve a bidirectional information-knowledge/exchange between the TELL-ME partners and the end-users community. The TELL-ME website has the challenging role of promote the TELL-ME results towards potential users but also widen the set of users in order to create and trigger a chain of demand-offer of innovative products and services implemented in the TELL-ME frame. The TELL-ME website should play a key role in individuating new applications of the TELL-ME approach and in enlarging the set of users. Moreover it should be able to individuate the best way to transform the scientific outcomes into operational services.

In fact, continuous interaction with the end-users implemented by means of the website, will allow both a fast and capillary diffusion of TELL-ME strategies and a direct access of TELL-ME outcomes. On the other hand, the TELL-ME website allows the active participation of users and partners which can be very useful in terms of suggesting and driving the requirements and the needs in order to improve the effectiveness and the suitability of the system developed in the TELL-ME Project.

The e-learning platform powered by Moodle is going to be the main focus of the exploitation activities. Since the e-learning platform is still in process of development, the information about its exploitation is not possible to be detailed. It can be pointed out that the e-learning platform is going to integrate an intelligent dictionary, an interactive picture-based dictionary, core medical dictionaries, interactive patient experience, written dialogue based on common “first contact situations”, a selection of medical texts, videos based on common “first contact” situations, audio recordings based on common “first contact” situations, exercises designed to test language skills and MCQs designed to test language skills.

3.2.2. Promotion of the TELL-ME project in national and European forums

The TELL-ME results and activities will be promoted at several national and European conferences. These promotion actions will be implemented by means of workshops, meetings and presentations/participation to events organised by the Consortium (i.e. Brussels event) or external scientists. The other main promotion modality is concerned with the transfer of the TELL-ME knowledge directly through the actions of the TELL-ME partners.

Another possibility is to promote the results by means of research papers, which is a more easily achievable solution for every partner.

Annex I contains a list of conferences taking place in 2013 and scientific journals which can be useful to publish results related to TELL-ME.

4. CONCLUSIONS

This exploitation plan is addressed to enhance the TELL-ME approach and to promote the TELL-ME outcomes. The exploitation of the TELL-ME results is focused to the development of services that can be easily managed by users, too. The exploitation activities are performed by the Consortium both inside and outside the Consortium itself.

The future challenge is to enlarge the set of users that adopt the TELL-ME approach and to identify new application areas of the TELL-ME approach.

The main objective of the exploitation plan is to use the actual scientific and research outcomes in order to develop the learning materials.

5. REFERENCES

"Development Plan" – D3.1