Technologies innovantes pour quantifier et qualifier le mode de vie pour des services de médecine personnalisée

Projet SUDOE n° SOE4/P1/F790

Report GT6
Promotion activities & Capitalisation of results of the project

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1. EXECUTIVE SUMMARY

The general purpose of the activities included in working group GT6 (advertising, information and capitalisation of results), is to make project TEMIS known to the maximum extent possible, and the results reached with the developed products, so that their transfer to the market becomes easier.

Finally, another task of this working group is to promote a co-operation network between sectors that can obtain a benefit from the development of the project, with the ambition that it will persist after its completion.

This general purpose is broken down into other more specific purposes:

- To analyse the possible economic models that can be materialised for the products and/or services arising from the project. This analysis is fundamental to set out a transfer model to the industry of the results and to give visibility on its operation.
- To develop a technological surveillance study, to become aware of the market status with regard to the results of the project, to identify the possible application scenarios and, where applicable, replacement and/or competing products.
- To design and execute dissemination activities particularly designed to reach the entrepreneurial public, which is the potential receiver of the project results for their operation.
- To design and execute dissemination activities particularly designed to reach the scientific community, showing the results of the tests made with the voluntary population and the scientific assessment of these results.
- To design and execute dissemination activities particularly designed to reach the public in general.
- To create and activate a co-operation network between the technology sector and other sectors that can channel to the market the results of the project and the health sector.

To achieve the specific objects within the dissemination area, the starting point was the production of a Dissemination Plan (GT6_Dissemination_Plan__Annex_Nº1), whose main purpose was to achieve the greatest possible impact on the promotion of the project and its results and the involvement of all partners from a common point of view and message agreed between all of them.

The communication strategy was designed based on:
1. Identification of the target public.
2. Specific key messages for each type of public.
3. Suitable communication tools and channels.

2. DEFINITION OF THE POSSIBLE ECONOMIC MODELS AND MARKET ANALYSIS FOR THE SPECIFIC SERVICES RESULTING FROM TEMIS

The purpose of these studies is to analyse the market situation with regard to products/services similar to those expected by the project. A technological surveillance task to know, of the one part,
the degree of advance existing in the application field of the project, identifying the technology and replacement or complementary products in order for results to be optimised. Of the other part, the knowledge of the market with regard to the introduction of the resulting products/services; for the above, it was necessary to study the possible interest of the industry in the transfer of the results, and the operation scenarios, alternatives for their marketing, interest market, expectations and points of view of the project partners, etc. As a result, two studies are elaborated, which are attached as Annexes to these documents:

- GT6_TEMIS Business model definition - Module 1 (deliverable)_Annex Nº2
- GT6_TEMIS Market Analysis - Module 2 (deliverable)_Annex Nº3

Throughout these studies, the fieldwork consisted of reviewing and analyzing 86 research papers related to personalized medicine and eHealth, 186 eHealth initiatives performed by organizations worldwide and European consortiums; 13 interviews with members of the TEMIS Consortium and external specialists, in-depth business model analysis and technological surveillance of specific 31 organizations currently developing initiatives similar to the TEMIS products and services and a survey conducted in order to determine the demand perception of healthcare professionals with a total of 85 respondents within the SUDOE Area.

The following sections include the conclusions reached for the identified interest groups.

### 3. MAIN PROJECT INTEREST GROUPS

A priori, from a general point of view of the value chain of the project, TEMIS has the potential to create solutions for different uses and clients from very different segments; therefore, the project was initially visualised as addressed to different target audiences with very different points of view and interests.
The purpose of the first stage of the analysis was to establish the most interesting sectors, subsectors and organisations within the context of the TEMIS project.

For the above, the starting point was an approximation to the concept of customised medicine, the value chain of the health sector was analysed, and the identification of the interest groups.

From here, the in-depth studies confirm three interest groups as fundamental with regard to the context of the project:

1. **Industrial sector and health services**, interested in the transfer of the obtained results to the market and their operation. A great effort will be made to promote and disseminate to the industry through meetings and events with companies of the ICT and health sectors, health care services and the Public Administration.

2. **Scientific community**, as receiver of the effectiveness of the developed technologies and the maximisation of their use. The dissemination to this public will be made through the participation in Congresses, specific meetings and publications in scientific and health magazines.
3. **The public in general**: The purpose is to transfer to the public the knowledge on how the customisation based on technology will provide a better medical assistance. This purpose will be achieved through the creation of a web page, messages in social networks, news in the media and promotion of TEMIS in events opened to the public in general.

3.1 **Health Sector (Professionals & Authorities)**

The main conclusions drawn from the detailed studies about the market, the products and services resulting from the project and their possible scenarios or models for their transfer to the market indicate that:

1. The products resulting from the project find their opportunity on their medical contribution due to their specialised approach addressed to health professionals.
2. They are solutions to commercialise by means of a medical information solution for specific diseases. Their high value is based on “data”

Due to all the above, health professionals are considered the best interest group to promote their use as eHealth solutions. By extension, hospitals and public health institutions are considered important value levers to implement eHealth solutions in the health systems. Additionally, studies state that:

1. The demand is emerging, but there is a great deal of interest in health solutions.
2. Only low risk solutions are accepted in the short term by the eHealth professionals.
3. In the least favourable part, we find that the community of health professionals considers that the health insurance companies, Pharma and technological companies are the least convenient organisations to develop the eHealth industry

3.1.1 **Key Messages**

The medical approach must establish data as the purpose, the product is not the key, data are the key, thus calling on the receptiveness of professionals to incorporate solutions which provide them with accurate information and reliable measurements. Additionally, the message must emphasise that they are simple technologies, and well accepted by the population using them. Based on these purposes, the activities for dissemination to this interest group are mostly concentrated on the final stage of the project, where the results obtained with the tested population could interest and satisfy the medical community. The message for public authorities is mainly focused on showing the customised service as an important budget saving measure.

3.1.2 **Actions and Media**

As in some cases we are referring to activities with a mixed target public (entrepreneurial public, professionals of the health sector or related sectors and in many cases opened to the public in general), the action will be described in the section corresponding to the main target public (it is usually the majority with regard to number of attendants). The performed activities are listed below:

2. **Conference ‘Ciudades digitales, la tecnología aplicada a un nuevo concepto de sociedad’** ('Digital cities, technology applied to a new society concept’) Arona 13th-14th March 2014. Under ‘Smart Living’ TEMIS is presented, stand and collaborative network meeting.

3. **Conference on Sensors for Medicine, London, 25th and 26th March 2014.**

   150 people took part in the Congress, it is estimated that 50% were health professionals and the rest of the industry.

   Cetemmsa took part through its Head of Scientific Exploitation presenting the Smart shirt that is being developed under the project.

Furthermore, the poster of the TEMIS Project was exposed within a space opened to participants

4. **Conference "Printed electronics and smart textiles for M-Health"**, Auditorium World Centre, Barcelona (Spain) 8September 8th 2014 attended for CETEMMSA.
Duration: 85 min, 30 people attended this Conference, hospitals (3), general public (20), Companies (5) and researchers (2).

Lecturer: Dr. Laura López

The following document was attached as an Annex:

- **GT6_Printed Sensors for the healthcare sector_Laura Lopez_CETEMMSA_Annex Nº 28**

5. Conference on Innovation and Cooperation ICT for the healthcare sector, Pamplona (Spain), 4th November 2014. Focused on introducing the new TEMIS products to the ICT and health sectors and the public health authorities.


7. Project introduction final Conference, Toulouse 27th November 2014, addressed to health professionals and healthcare industry. 35 people attended this Conference.
The following documents are attached as Annexes:

- GT6_TEMIS_OverviewPresentation_GeneralPresentation_PublicMeeting_Annex Nº4
- GT6_TEMIS Biz Model - Public_Event_CONETIC_Annex Nº5

8. **Other activities**: collaboration with the health study carried out by the Government of Navarra, presenting objectives and results to date.
   In the study carried out by the Navarra Government, performed though the Consultancy Ain Consulting, the project is submitted together with the works performed to date.

### 3.1.3 Indicators

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### 3.1.4 Summary of progress made

A strategy of approach to the health sector is developed through public and private entities of the sector, agents and related organisations, such as patients organisations; this is performed through direct contacts, where the purpose of the project and the expected results are initially presented and from this point, the progress is gradually reported up to the invitation to take part in different events, debate tables, etc. The project being advanced and the possibility to gain access to operation demonstrations of the developed applications, you are invited to take part in spaces to show the solutions operating and to anticipate results with the tested population. Thus, the interest of the group remains and grows to the extent that the results and tests are successful.

A completely customised intense activity which allowed to directly contact with Spanish, French and Portuguese entities and to distribute information about the project submittal.
In the health sector, 3 Spanish health clusters, and 1 French and 1 Portuguese were contacted, together with public health directorates of different regions in the three mentioned countries, hospitals, health insurers and the Spanish Parkinson Federation as a representative of patients with this pathology.
We involved a considerable number of professionals, health public entities and representatives of patients within the group of independent experts of the project (advisory board), together with a great deal of participants on the different events specifically organised for the project, whose indicator measurements prove all the above.

The final result is highly satisfactory, due to the extent of dissemination achieved, and the interest between professionals and authorities with which there has been a contact and their inclination, even after the project has been completed, to carry out a monitoring of the results of the clinical tests and the following steps to be carried out with the devices.

3.2 Industry (companies of the ICT and health sectors)

The analysis of the e-health sector and the customised medicine showed an emerging market with a business of a very high potential, which is also complex, with more than 30 different types of players organised in 4 strategy groups:

- Big Players
- eHealth Specialists,
- Performance Caregivers
- Health Caregivers

and five business models:

- Own initiatives
- Global collaborations,
- Specialised long-term ventures
- Project-driven Ecosystems
- Open models

giving way to many possible combinations to define strategies and business models, a complex scenario, where however, no ownership positions are identified.

The approach to the industry is leading CONETIC as a representative of the technological sector in Spain due to its knowledge and nearness to the sector through its network of member associations and due to its methodology of co-operative work with its 14 regional associations present in 13 autonomous territories in Spain; this would allow it to identify the company segment specifically focused on the health sector which would also have access to the potential target market.

3.2.1 Key messages

After the studies and the analysis of the demand, the project partners, with an agreed point of view define the market approach strategy, based on the fact that Temis is a medical information solution focused on specific diseases and with support in:

- Measurement and characterisation of the physical activity, giving support to decision making.
- Characterisation and assessment of the movement Parkinson’s patients.
- In the medium term for clinical tests.
The key message is based on the accuracy of data, supported by the results of the tests and particularly on the specialisation in Parkinson’s patients.

With this double message, different actions are planned through the corporate Network of CONETIC.

3.2.2 Actions and media

1. SIMO NETWORK International Fair, Madrid (IFEMA) from the 17th to the 19th October 2013. Technology, Solutions and Networking for companies and professionals.

During the 3 days it lasted, activities focused on the promotion of the Project and on the identification of entities of interest for the generation of the Networking network were carried out. We must highlight:

- Submittal of the TEMIS project, its purposes and the degree of progress in bilateral meetings.
- Permanent stand with a contracted space of 120m², with posters of the project visible on different points. The stand had an area to hold Networking meetings.
- Delivery to the visiting public of information brochures of the project

LIST OF ONE TO ONE MEETINGS WITH INDUSTRY (ICT & MEDICAL SECTOR)

1. Aetican, Asociación TIC de Castilla La Mancha
2. Canarias Excelencia Tecnológica, Asociación TIC de Canarias
3. Bretagne Commerce Internacional, Asociación TIC de Bretaña
4. Madrid-MIT M+Visión, alianza de entidades de salud, ciencia, ingeniería
LIST OF ONE TO ONE MEETINGS WITH INDUSTRY (ICT & MEDICAL SECTOR)

5. Empresa TIC: Clave informática
6. Empresa TIC: Conteín XXI
7. Empresa TIC: Clickalba
8. Empresa TIC, Neosystems
9. Empresa TIC, Nueva Gestión Informática

30 persons attended
50 Brochures distributed

1. Conference “Digital cities, technology applied to a new society concept”. Arona 13th-14th March 2014

Organised by CONETIC, it presents, under the core idea of “Smart Living”, the e-health theme, focusing the debate on the technology for a customised medicine.
It is an event with an international impact and 187 on-site attendants, with the participation of 11 regional ICT Associations and 85 companies of the technology sector and other related sectors, national and international, 98 representatives of the Administration and other public entities and medical professionals and 4 attendants classified as general public.
Nos complace invitarles a la segunda edición del Congreso Ciudades Digitales, la tecnología aplicada a un nuevo concepto de sociedad que tendrá lugar los días 13 y 14 de Marzo en Arona, Tenerife.

El Congreso está organizado por CONETIC (Confederación Española de empresas de Tecnologías de la Información, Comunicaciones y Electrónica) en colaboración con sus Asociaciones contando con el apoyo del Cabildo de Tenerife y del Ayuntamiento de Arona.

Con el objetivo de poner el conocimiento y las capacidades de las empresas TEIC al servicio de nuestras ciudades y comunidades, se ofrecerán los avances “SMART” que rigen bajo los principios de desarrollo sostenible, innovación tecnológica y eficiencia en la gestión, en aras a mejorar los servicios que se prestan a los ciudadanos, y todo ello en un entorno de colaboración.

Este Congreso analizará visiones, tendencias y buenas prácticas, novedades tecnológicas, y otros aspectos que condicionan el avance de nuestras ciudades hacia un modelo Smart.

La colaboración público-privada y su modelo más adecuado en el contexto económico actual; las plataformas Big data, interoperabilidad, seguridad y modelos óptimos para su explotación; la Movilidad y su interacción con el entorno; la tecnología al servicio de la medicina personalizada de la mano de la iniciativa TEMIS o los aspectos que encierra el novedoso concepto de Destinos Turísticos Inteligentes serán algunas de las temáticas analizadas por nuestros expertos, procedentes de la Administración Nacional, Autonómica y Local, la Industria Tecnológica y de otros sectores afines a las temáticas analizadas así como representantes del ciudadano, agrupados en MÉSAS DE DEBATE.

El proyecto CARISMA, co-organizador del Congreso, nos hará dízeg nuestra mirada hacia los Ayuntamientos de menos de 150.000 habitantes, una iniciativa de promoción del servicio del desarrollo de la Estrategia Smart que se lleva adelante de la mano de 6 de las Asociaciones TEIC integradas en CONETIC con el apoyo del Ministerio de Industria, Energía y Turismo.

Tendremos a disposición de los Ayuntamientos asistentes un área “Smart Market” donde podrán trasladar a los empresarios del sector de las Tecnologías de la Información y las Comunicaciones las necesidades de su Municipio así como la perspectiva para 2014, dando lugar a posibles colaboraciones con las empresas mediante nuevos modelos de negocio adaptados para todas las situaciones.
Como novedad de esta edición, se incorpora el espacio “Smart Pitch” donde será la oferta la que presente sus soluciones en intervenciones programadas con una duración de 10 minutos cada una. Espacio destinado a las empresas asociadas, registro previo a través de la web del Congreso.

Adicionalmente los participantes contarán con el área “Smart Networking” que les permitirá gestionar sus propias reuniones, a través de la web del Congreso.

Puede realizar su inscripción en www.ciudadesdigitales.info, donde también puede consultar la agenda del Congreso. La inscripción para asociados y personal de administraciones públicas es gratuita.

Esperando que esta iniciativa sea de su interés y poder contar con su presencia, aprovecho para enviarle un cordial saludo,

Jorge Cebreiros Arce
Presidente de CONETIC

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PATROCINADORES ORO

PATROCINADORES PLATA

PATROCINADORES BRONCE
The conference was transmitted live by Streaming, 490 retransmissions and more than 20,000 references in the network, 51 impacts on media.

The Conference becomes a Forum of great dissemination of the TEMIS project and its results. It is intended to be a tool to make easier the extension of the co-operation network and particularly to generate interest on its results, so that they can be transferred to the market, their logical and intended purpose.

The Conference had different activities to give visibility to TEMIS, which are detailed below:

- Lecture to present the project and results to date. As a preamble to the development of the debate Table of experts in customised medicine.

Video of the lecture: [http://www.ciudadesdigitales.info/2014/presentaciones.html](http://www.ciudadesdigitales.info/2014/presentaciones.html)
Debate Table “The role of technology in the transformation of Medicine. The trajectory towards a customised medicine”. The Temis project acted as a starting point for the reflection on the need to promote co-operation between the health sectors for the search of solutions adapted to the patient.
Agenda of Round table

16.00h El papel de la Tecnología en la transformación de la medicina. El camino hacia una medicina personalizada

- D. Manuel Pérez Alcainchel. Director General de TECNARA
- D. Antonio Guals. health consultant. Former Innovation and Development Manager at CRITES (Iberian Space Agency)
- Dña María Gálvez Serrano. Directora General de Administración de Entidades Público
- D. Jesutart Amate. Director de Sistemas de las Casas
d

Video of the Debate Table: [http://www.ciudadesdigitales.info/2014/presentaciones.html](http://www.ciudadesdigitales.info/2014/presentaciones.html)

- Private Table of agents of the co-operation network of TEMIS, analysis and reflection on the points that allow identifying the keys of the sustainability of the co-operation network of TEMIS
Edición del congreso de CONETIC sobre Ciudades Digitales

En el congreso tendrán lugar dos días, el 13 y el 14 de marzo, en Vigo (A Coruña) y reunirá a representantes de la Administración Pública y de la industria tecnológica.

La segunda edición del Congreso "Ciudades Digitales" se realizará en el marco del Foro de Jornadas de Desarrollo Tecnológico (FJDT) y en la Feria Internacional de Productos, Servicios y Tecnologías (FITUR), organizada por las empresas de desarrollo tecnológico de la comunidad.

En los días anteriores a los eventos se desarrollaron varias sesiones en el entorno de Big Data, con especial atención a los modelos de explotación que garantizan privacidad y seguridad de los datos. Se analizaron el interés del mercado por programas que permiten mejorar el conocimiento y ofrecen soluciones de producción personalizadas, así como las tendencias de consumo que prevalecen en los ciudadanos. Apropiaronse de "nuevos exxmas" a los diversos Director Intelectuales.

El congreso CARUSMA del Ministerio de Industria, Energía y Turismo de España, organizador del Congreso, y Temis, una fundación del programa Interreg IVC de colaboración TIC para el ámbito europeo sur, impulsaron la colaboración entre diferentes empresas e instituciones, realizada en el Congreso.
The following documents are attached as Annexes:

- GT6_TEMIS_InformeCiudadesDigitales_Annex N°7
- GT6_Invitación_Congreso_Ciudades_Digitales_Arona13_14_marzo_2014_Annex N°8
- GT6_conclusiones_congreso_Arona_def_Annex N°9
- GT6_Ndp_Temis_2_Annex N° 10
- GT6_Clipping_Temis_CONGRESO_Annex Nº11
- GT6_Presentación_Tenerife_marzo_2014_Annex Nº12

2. **Webinar “PRINTED SENSORS & SMART TEXTILES FOR MOBILE HEALTH. Wearable Devices on Wellbeing and Health Monitoring”**

   Webinar on line, development for Cetemmsa. Duration: 30 min; Language: English, Date: 08/07/2014

   “Printed Electronics”, as a new enabling technology, fully addresses this aim by allowing the creation of new and innovative functionalized textile products, in the demanding and highly specialized world of Medical Devices. Textile sensors can now be embedded in smart garments capable of collecting signals from both the patient and its environment. In particular, physiological and physical monitoring of patients can be performed ubiquitously and in a minimally obtrusive way. With properly designed healthcare platforms, individualized treatments can be delivered avoiding unnecessary hospitalizations, increasing prevention capabilities and allowing faster responses to patient’s symptoms. Similar platforms, combined with specifically designed wearable devices can be also useful for physiotherapy rehabilitations. In this scenario the patient performs comfortably the prescribed exercises at home with a remote monitoring at the corresponding health centre.

   To illustrate this profound revolution in the conception and use of products, real examples of how “Printed Electronics” have allowed to create new and innovative functionalized textile products for the healthcare sector will be shown.

   73 persons attending the webinar.
   This webinar was relevant to innovation managers (2), technology developers (12), researchers (15), research managers (18), product managers (8), designers (15) and entrepreneurs (3)

   Lecturer: Dr. Laura López. Ph.D. in Chemistry in the area of Surface Modification by CVD and PVD. For 3 years she has been Research Manager of CETEMMSA, leading the research lines related to Biofunctionalization, Photonics, Printed circuits and components and printed sensors and seeking for strategic collaboration

   A document were made, which is attached as Annex to this document:

   - GT6_PRINTED SENSORS & SMART TEXTILES FOR MOBILE HEALTH_MWC_Laura Lopez_Final_Annex Nº 27

3. **Conference on Innovation and Co-operation ICT for the healthcare sector, Pamplona (Spain), 4th November 2014.**

   A conference to promote innovation and sustainable co-operation between the health sector and the technological sector, for promoting the development of advanced technologies applied to the health
sector. Organised by the TEMIS project, it is addressed to an industrial public of the ICT and health sector, and to health professionals and health authorities.

The main purposes of the conference were to show the results of the TEMIS project, with exercises that demonstrate the Kinect application and the smart shirt, and additionally to show TEMIS as an example of public-private and intersectoral co-operation for health innovations, and to have a debate on transfer models for this type of acts to the market. The conference became a promotion point for the co-operation network between the health sector and the ICT sector.

74 participants, 56 from the industry. 12 press references and more than 200 references in the social networks.

Dossier of the Conference:
FICHA TÉCNICA DEL EVENTO

Público Objectivo
- Responsables de Innovación, Sistemas de la Información y de procesos y proyectos tecnológicos en empresas y entidades públicas y privadas del sector sanitario
- Profesionales del sector de las Tecnologías de la Información y la Comunicación (TIC)

Objetivos del Evento
- Dar a conocer el potencial innovador del sector TIC para el sector salud y sus ventajas en términos de eficiencia del gasto y mejoras en la calidad del servicio sanitario
- Debate temático para incrementar la innovación TIC en este ámbito
- Mantener TEMIS como ejemplo de colaboración público-privada e intersectorial de innovación sanitaria y dar visibilidad a otras iniciativas internacionales.

Estructura del Evento
El evento se está estructurando en los siguientes bloques:
1. Presentación: GUTMAN, CEO, PROFESIONAL TRANSFORMA. APROXIMACIÓN AL MERCADO DE TIC: REDES/TRANSFERENCIA COGNITIVA.
   Horario: 16.40h-18.00h
   Duración: 40 minutos
2. Mesa Redonda: EL GRAN RETO DE LAS TIC CLAVES PARA ADQUIRIR EL MERCADO SANITARIO.
   Horario: 18.40h-18.00h
   Duración: 1 hora y 30 minutos

Objetivos:
- Analizar el actual estancamiento de la inversión en TIC en el ámbito de la sanidad.
- Dar a conocer las nuevas oportunidades en el desarrollo de tecnologías avanzadas para el sector sanitario.
- Analizar las claves de éxito de proyectos TIC en el mercado sanitario.

Distribuido: las sesiones previstas son actividades de 10-12 minutos de duración, originales, de carácter intermedio.

MÁS INFORMACIÓN SOBRE LA JORNADA
- Para más información y/o inscripciones, pueden contactar con:
  Maria Vidal (Oenga)
  Responsable de Marketing e internacionalización
  ATAMA, Asociación de Empresas Navarras de TIC
  Tel: 948 23 18 44
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  COENTIC, Confederación Española de Tecnologías de la Información, Comunicaciones y Electrónica
  Tel: 94 612 38 31
  Email: gsaez@coentic.info
The following documents are attached as Annexes:

- GT6_Dosier_Jornada_TIC&Salud_Annex nº13
- GT6_Programa_TIC_SALUD_TEMIS_DEFINITIVO_Annex Nº14
- GT6_Apertura_Jornada_TIC&Salud_PresidenteCONETIC_Annex Nº15

Dossier: Roll_up:
references in the Media is attached as an Annex:

- GT6_Nota de prensa_evento_Annex Nº 16
- GT6_Clipping temis pamplona_Annex Nº 17

Some examples:

A meeting between the ICT sector and the health sector with the participation of the Academy, medical professionals and health authorities.

During the conference, the results of the TEMIS Project were presented, and demonstrations of the kinect solution and smart shirt were carried out in co-operation with ITAINNOVA and CETEMMSA.

Additionally, the video of the TEMIS Project was shown to the public for the first time in Spanish version: [http://www.temis-project.eu/es/index.html](http://www.temis-project.eu/es/index.html)

The conference had 46 attendants; reference on Aragon TV News, and in the press and three radio interviews.

The following Conference programme is attached as an Annex:

- GT6_Final_Agenda_Jornada_Tecnología_Salud_19_noviembre_Annex Nº18
- GT6_NdpZaragoza_final_Annex Nº19
5. Conference on transfer to the ICT industry – Madrid (Spain) 18th December 2014

With the TEMIS project coming to its end, the intense activity of promotion of the results of the project gave way to a Conference specifically designed to present the developed applications to a group of Spanish companies associated to CONETIC, with interest in going in depth with regard to the technical knowledge of the applications, their development and operation options.

The conference organised by CONETIC includes the participation of ITAINNOVA and of the Companies:

- Efronconsulting;
- Coremain S.L;
- Sivsa Soluciones Informáticas S.A
- Ibermática
- Infojc.

The conference included the participation of the Centro de Desarrollo Tecnológico Industrial (CDTI) public entity attached to the Spanish Ministry of Economy and Competitiveness, dedicated to the promotion of company R&D, whose purpose was to provide its knowledge in the steps to be followed for the transfer of the result of the project to the market.

The attendants received detailed information of the project, specific information of the Kinect application, commercial brochure and watched the video of the project. The delivered documents were specifically prepared for the event.
News en CONETIC website:
The following is attached as an Annex:

- GT6_Programa_Transferencia_TEMIS_Madrid_18_12_2014_Annex Nº20
- GT6_TEMIS_MADRID_18_NOV_CONETIC_FINAL_Annex Nº21
3.2.3 Indicators

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3.3 Scientific Community

Two different studies were conducted by CHUT (Toulouse) and AIDFM (Lisbon) to test the Temis systems on volunteers:

The first protocol aimed to characterize and measure physical activity and physiological adaptation in daily life conditions in different populations. An algorithm able to characterize physical activity has been developed using data from accelerometers and GPS. The promotion activity for the Scientific Community starts at the end of the conclusions of the test with volunteers. The acceptability of the system by the volunteers was quite good. Some data have been already presented in Scientific Congresses and other actions are been programmed for next months.

The second protocol was a pilot study performed on 10 patients with Parkinson’ disease (PD). In the same way the results of this pilot communicated at the end of the tests, coinciding with the end of the year 2014. Test with volunteers was quite, but patient’s numbers were small and it will be necessary to validate in a larger population. However, the results will be publish in a paper “on assistive computer vision and robotics”

3.3.1 Actions and media

About protocol on physical activity, some data have been already presented in Scientific Congresses:
• A poster on the Temis mobile equipment was presented by Pr Rocha during the EFAS meeting /school (European Federation of Autonomic Societies) in October 2014.

• An abstract on the use of this system for autonomic testing has been accepted for oral presentation in the 2015 IEEE Portuguese Meeting on Bioengineering. https://ieeecollabratec.ieee.org/app/event/36091

• Other presentations are foreseen in international congresses such as the ISAN (International Society for Autonomic Neuroscience)/EFAS Meeting in September 2015 (Bresa (Italy)).

About the second protocol, the number of people from the population of test (Parkinson patients) are very limited, for this reason it is necessary to validate in a larger population including patients at different stages of the disease.

• The results (data) will be published in a special issue in a paper “on assistive computer vision and robotics”

3.4 Indicators

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4. DISSEMINATION MATERIAL DEVELOPED

A great deal of material is developed to promote and dissemination of information of the project:

• Brochure (leaflets) general presentation of the project, partner, purposes and funding programme. In four languages: Spanish, French, English and Portuguese (ES, FR, ES, PT). Moreover the brochure was personalised for each partner (with dedicated contacts). Each partner has received 100 brochures in his language with his contact point and 50 brochures in English
6. RollUp, with a size of 240x206mm in Spanish language with the purpose of giving visibility in the different events organised or co-organised by CONETIC.

7. Poster in four languages (EN, ES, FR, PT) and two different sizes; 2 posters in 60 x 80 with eyelets, 2 posters in 40 x 60 and the possibility of some future impressions, if necessary.
8. **Pens**: 1,000 units and TEMIS stickers were created. The pens have been distributed during events, seminars, conferences or for volunteers studies ... and stickers were notably used to be affixed to all material TEMIS (housing, smartphones ...).

![](image1)

9. **Spanish promotional videos**: One minute videos showing both the use case of monitoring daily activity using intelligent t-shirt and applications and the use case of monitoring Parkinson patients activity in front of the Kinect Device. They are visible on the websites of partners.

![](image2)
10. Video with the presentation of the project: In order to present the first results of the project, a video presentation was performed. This video presents the overall project: funding, consortium, the 2 main applications (mobile and Kinect application). It was conducted at the end of the project and was notably shown during the final event. It is available on the project website, on YouTube and on the websites of some partners. It also allows to be used to further promote the project after project completion. It lasts 4’23 minutes and is available in 4 languages of the project. It is available on TEMIS website.

11. A great deal of material and news for the specific website of the project. This website is multilingual and available in the 4 languages of the project. The URL for the home page is: www.temis-project.eu

A first version of the website was developed in June of the 2013. And the final version was on at the end of the year 2014.

The main sections proposed on the website are:

- Home page
- The project
- Applications
- Events
- Contacts

On the home page, we can access the following information:
Exemples of sub-pages:
This website offered a CMS application to manage website. The main advantages of this CMS were:

- Very easy to use it
- No need for a specific background to submit an article or to administer a part of the website.
- Contents edited in a content editor similar to a simplified « Word ».
- Possibility of management by several people

Concerning the visits to the website, such as on the last 6 months, we could record nearly 1,500 visits to the site, about 250 visits per month.

Moreover, each partner created, insofar as possible, a dedicated page on their own website and including a link to the project website.

As an example, the dedicated page on MEDES website: [http://www.medes.fr/fr/nos-metiers/la-e-sante-et-l-epidemiologie/la-tele-medecine/projet-temis.html](http://www.medes.fr/fr/nos-metiers/la-e-sante-et-l-epidemiologie/la-tele-medecine/projet-temis.html) or the dedicated page on Conetic website [News of Temis](http://www.medes.fr/fr/nos-metiers/la-e-sante-et-l-epidemiologie/la-tele-medecine/projet-temis.html). This relay has increased the visibility of the project.

12. Digital news published in the corporate web of CONETIC and in the webs of the ICT Associations members of CONETIC.
13. Digital news published in the Forum:

14. Four Blogs of Itainnova
   http://blog.ita.es/blog/?p=8681
   http://blog.ita.es/blog/?p=7498
   http://blog.ita.es/blog/?p=7838
   http://blog.ita.es/blog/?p=9053

15. Seven items of news published through the Newsletter of CONETIC distributed to more than 1,250 subscribers of a great number of countries, mainly European and Latin American

Actualidad CONETIC

CONETIC participa en un proyecto de cooperación entre España, Francia y Portugal para crear una red centralizada entre las empresas TIC y el sector sanitario que contribuya a acelerar la innovación científica de la salud a través de la tecnología.

En el marco de programa Sudoe (Interreg IV B) se inicia el proyecto TEMIS que cuenta con la participación de CONETIC y de otras 6 entidades, EIA, CEIBISA, MULES, Centro Hospitalario de Tavira y la Asociación para I+D de la Facultad de Medicina de Lisboa.

CONETIC asesorará la creación de la red de cooperación entre los dos sectores directamente involucrados, salud y TIC, que nace con la vocación de mejorar las capacidades de las empresas que cuentan con soluciones para el sector salud limitándoles la posibilidad de acceder a potenciales clientes de los tres países involucrados.

July 2013: [http://www.conetic.info/boletines/7/index.html](http://www.conetic.info/boletines/7/index.html)

Actualidad CONETIC

Se selecciona empresa auditora experta en proyectos del programa Interreg Sudoe.

Desde CONETIC abrimos plazo para la recepción de ofertas para marcar la auditoría del proyecto Temis, aprobado bajo la cuarta convocatoria del programa Interreg Sudoe.

Se requiere una entidad auditora inscrita en el Registro Oficial de Auditors de Cuantos (ROAC), con experiencia acreditada en el programa. Se realizará la presentación en Madrid.

Intereses pueden dirigir las ofertas antes del mediodía 5 de agosto de 2013 a las 13:50 horas (Hora península) a través de correo electrónico: proyectos@conetic.info indicando en el asunto: AUDITORÍA PROYECTO INTERREG.

SEPTEMBER 2014: [http://www.conetic.info/boletines/19/index.html](http://www.conetic.info/boletines/19/index.html)

CONEIC organiza la jornada “Innovación TIC para el sector sanitario”

En colaboración con ATANIC, este encuentro inter-sectorial se celebró en Pamplona el próximo 4 de Noviembre en horario de 10:00 a 19:45 horas.

Esta iniciativa se realiza bajo el marco del proyecto Temis, una experiencia de cooperación donde el sector TIC colabora con la comunidad médica en la búsqueda de soluciones para una medicina más personalizada y que cuente con la confrontación de la Unión Europea, el fondo específico FEDER y el programa de cooperación internacional SUDOE.

Con esta jornada se pretende:

- Mostrar el potencial innovador del sector TIC para el sector salud y sus ventajas en términos de eficiencia del gasto y calidad del servicio.
- Promocionar modelos de colaboración como fórmulas para incrementar la inversión TIC en el sector sanitario.
- Intercalar buenas prácticas en materia de investigación, innovación y desarrollo TIC.
- Potenciar oportunidades y contactos entre los representantes de empresas y otras entidades participantes.

La jornada contará con un espacio denominado Escaparate Tecnológico sanitario en el que la empresa presentará su solución tecnológica innovadora en un tiempo máximo de 12 minutos.

Si tienes una empresa asociada y estás interesado en participar, envía un correo de contacto y una breve presentación de la solución destacando su propuesta de valor innovadora a la dirección de correo info@conetic.info indicando en el asunto Escaparate tecnológico sanitario.

Las solicitudes se recibirán hasta las 15:00 horas del viernes 10 de octubre. La selección de los participantes (cuatro) será comunicada el lunes 13 de octubre.


Actualidad CONETIC

Jornada “Innovación TIC para el sector sanitario”

Actualizaremos el próximo encuentro sectorial. La cita es el 4 de noviembre en Pamplona a las 16:00 horas. Consulta el Programa.

La jornada comenzará con una ponencia de cierre del Responsable de Marketing Estratégico del Instituto Guttmann, seguido de una Mesa Redonda que contará con la participación de representantes de Farmaindustria, Confederación Española de la Industria Farmacéutica, University Health Care, COF y Gobierno de Navarra, donde se debatirán nuevas prácticas de implementación de TIC y se analizarán claves del éxito de proyectos tecnológicos en el mercado.

Los asistentes podrán igualmente conocer proyectos TIC innovadores para el sector Salud presentados por Consultec.

Convocatorias

ICEX Lanz “ICEX Consúlida” esa convocatoria de ayuda dirigida a apoyar la implantación de las PYMES en un mercado exterior.

Para optar a estas ayudas, la empresa debe ser PyME y contar con un proyecto de implantación en el exterior ya iniciado, viable y de calidad, y disponer de una lista consolidada en el exterior en 2013 o 2014 en el momento de presentar la solicitud, con la excepción de territorios de la Unión Europea, Noruega, Suiza y Estados Unidos.

La ayuda está sometida a régimen de Mínimos, siendo su intensidad máxima el 50% de los gastos de constitución y promoción de calidad y previa promoción defensiva jurídica de marca.
5. IMPACTS ON THE MEDIA

During the project, a great deal of dissemination activity is carried out on the media:

1. Five press releases with more than 100 impacts on digital and written media. Some of them are write in Spanish and English languages. These press release are incorporated as Annexes:
   - GT6_Ndp Temis 2_Annex Nº 10
   - GT6_Nota de prensa_evento_Annex Nº 16
   - GT6_NdpZaragoza_final_Annex Nº19
   - GT6_NdP_congreso_def_Annex Nº 23
   - GT6_nota de prensa_mayo2013_Annex Nº 25

2. Three articles published on written press after several interviews with responsible people from ITAINNOVA and CONETIC. Two of them on general press with a regional scope (Aragón and the Canary Islands) and a third one at a national level (Spain) on a health supplement.
-controlar el párkinson con la tecnología de los videojuegos

- El paciente realiza movimientos frente a la TV que captan un sensor y envía datos al médico.
Las empresas TIC españolas lucha contra el Parkinson con la tecnología de los videojuegos

La industria nacional respalda aplicaciones basadas en el sensor de movimiento de la consola XBox para probar y controlar el desarrollo de enfermedades.

El proyecto CONETIC describe el progreso en esta materia.

La industria del sector de las telecomunicaciones y la informática, agobiada en la Confederación Española de Empresarios del Sector TIC (COETIC), agradece al proyecto TEMIS, en la plataforma aplicaciones que ayudan a controlar y prevenir la progresión del Parkinson en sus informes finales. Una de las claves del éxito estuvo en el diseño del prototipo que facilita un manejo adecuado para detectar movimientos oculares, incluido el pronóstico de movimientos anormales. La cabeza "tembló" en el mismo momento que los investigadores, para analizar mejor la patología a medida que avanzaba la infección cerebral. Los investigadores aseguran que se encuentran en la fase de desarrollo, y que el tiempo para el lanzamiento de la tecnología estaría en el próximo año.

Además de las dos aplicaciones mencionadas en el borrador "TeMOS", el conjunto del proyecto TEMIS también recoge datos sobre la actividad de las personas, los parámetros de temperatura, la humedad y el rango de actividad física del cuerpo. Estos datos son utilizados para una mejor comprensión de la patología.

Instrumentos para obtener datos, objetivos y fases.

El proyecto "TEMOS" sigue una ruta activa para desarrollar estas aplicaciones, lo que requiere mayor esfuerzo para que se mejoren la estructura de la compañía y el software que se utilizan.

El proyecto se encuentra en una fase crítica, y se espera que los dos primeros años sean críticos para el desarrollo.

El seguimiento del progreso del proyecto "TEMOS" se realizará en el próximo año.

II Edición del congreso de CONETIC sobre Ciudades Digitales

El congreso tendrá lugar los días 13 y 14 de marzo en Arona (Tenerife) y reunirá a representantes del Gobierno Público y de la industria tecnológica.

La segunda edición del Congreso "Ciudades Digitales, la tecnología aplicada un nuevo enfoque de sociedad" tendrá lugar los días 13 y 14 de marzo en Arona (Tenerife) y en él se presentarán los últimos avances "SAMMPS", regidos bajo los principios de desarrollo sostenible, innovación tecnológica y eficiencia en la gestión, que sirven para mejorar los servicios que se prestan a los ciudadanos.

En concordancia con los usuarios de los servicios que se analizan en este Congreso son las plataformas Big Data, con especial atención a los modelos de explotación que garantizan privacidad y seguridad de los datos; la tecnología aplicada al campo de la medicina; que permite mejorar servicios y ofrecer datos de prevención personalizado; la gestión de los sistemas de transporte que conectan en las ciudades, Agua, saneamiento o "acuíferos ociosos" o los destinos Turísticos Inteligentes.

El proyecto CARUSMA del Ministerio de Industria, Energía y Turismo de España co-organizador del Congreso y TEMIS, una iniciativa del programa Interreg Sud de colaboración TIC para el ámbito sanitario se dedican dos referentes de colaboración público-privado analizados en el Congreso.

The following documents are attached as Annexes:

- **GT6_Clippping_Temis_Annex Nº 22**
- **GT6_Clippping_Temis_CONGRESO_Annex Nº11**

Four radio interviews [three of them on a programme with a regional scope (Aragón) and one on the national radio (Spain)].

http://www.conetic.info/temisforum/default.aspx?g=postst&t=2#post2

The following document is attached as an Annex

- **GT6_La_tecnologica_al_servicio_de_la_medicina_Annex Nº24**

3. One interview on the regional television of Aragón
6. BEGINNING OF A SUSTAINABLE TRANSNATIONAL NETWORK

One of the target tasks of this working group is to construct a stable co-operation network between the sectors of economic activity that can benefit from the results of the project; in particular with regard to the identified interest groups, it was focused on the information technology sector, communications and electronics and on the health sector. In this last case, we had to consider agents both from the public and private sector, considering that both areas cover the rendering of health services.

6.1 Joint reflection between health professionals, authorities and enterprises

For identifying groups, a first gathering of contacts was made, from organisations, interest agents, public and private entities; this work was very useful to constitute the network nodes, and from there to add other relevant agents.

A lot of material for the dissemination of the Project was elaborated, specific for each group, which was initially disseminated through direct communication, and once the project was individually presented, several channels were used.

A virtual forum [http://www.conetic.info/temisforum/](http://www.conetic.info/temisforum/) was created, which acted as a meeting point between the technological and health sectors, a point for the analysis and debate and to share experiences, from where the documentation of the project with interest for those making up the forum was shown. The forum was intended to generate interest for the progress and results of the project.
Interest was also stimulated from the social networks. For that purpose, the account @TEMIS_interreg was created in April 2013, with 294 tweets, 77 followers and 11 disseminated photos and videos from the project. Twitter is one of the most powerful social media tools, thus we created a Twitter account for TEMIS and are already populating it with news from the project and citizen science in general.
Working tables on health and ICT were organised, which allowed an approach between groups, where they received information on the progress of the project and its results as the document GT6_Oportunidades TIC de TEMIS (18-12-2013)_Annex Nº 26 that is annexed to this report, a total of 5 meetings which kept the interest for the project alive and the active co-operation between ICT companies and the health sector. As an example, the table organised in Arona, within the conference on digital cities. Following are the participants on the Table:

**NETWORKING MEETING**

Carlos Carena Espinosa, CETEMMSA  
Carlos González, ITAINNOVA  
Pedro Gámez Idoate, CEO Geoactio  
Alicia Abad Mochales, Manager medical sector, Efronconsulting  
Javier Casero, CEO Asintec  
Jochen Grunning, CIO Grupo Hospiten  
Maria Gálvez Sierra, General Manager Federación Española de Parkinson  
Antonio Guell Sabate, consultor de ehealth Toulouse  
Gloria Díaz Álvarez, General Manager, CONETIC  
Manuel Pérez Alconchel, Director Gerente de TECNARA

Many documents are made For

**6.2 Assessment of health professionals, authorities and companies**
La bondad de los sistemas y aplicaciones desarrollados bajo el proyecto ha excedido de las expectativas y por ello, la valoración en términos generales es muy positiva, con una evolución creciente a medida que los resultados podía mostrarse y los resultados de las pruebas con la población voluntaria, por esta razón, esta percepción se hace evidente a partir de septiembre de 2014.
The goodness of the systems and applications developed under the project has exceeded the expectations, and that is why in general terms the assessment is very positive, with a development which increased as the results could be shown, and also the results of the tests with the voluntary population; for this reason, this perception becomes evident from September 2014.

The group of health professionals insists on the need for a greater number of clinical tests, in the specific groups to which the application is addressed, such as people suffering from Parkinson.

In the case of the industry, the solutions have concluded on a TRL7 status, and they require, for their development and transfer to the market, reaching the desired TRL9.

Four of the five companies which have shown interest in continuing its development in order to take it to the market, have taken part in the intersectoral co-operation forums which taken place throughout the project, and they attend the conference held in the month of December 2014 with a great interest.

With regard to the health authorities, they openly state the need to promote a public-private cooperation between both sectors to achieve of the one part a quicker advance on the rendering of services of customised attention to patients, and of the other, the need to transform investment in effectiveness in the health public expense, and to this regard their assessment of the project is positive.

6.3 Key agents involved in the process

Actions for prospecting agents that are of interest for the network, are made inside and outside Spain, highlighting as key agents those coming from the health public sector, the groups of companies from the health and ICT sectors, the companies themselves, the health insurance sector, patients’ associations and Hospitals and medical professionals.

We now highlight, due to their interest, some of the agents within the scope of the project:

- Servicio Madrileño de Salud (Health Public Authority)
- Sociedad Pública del Gobierno Vasco, dependant on the Health Department, Osatek
- Regional ICT Associations, members of CONETIC.
- Groups of Spanish ICT companies, the identified group reaches 9% of the companies associated in CONETIC, 119 companies.
- Health Clusters (AraHealth, Cluster Saude, Cluster of Murcia)
- Portugueses Health Cluster
- La Melee, France Clusters
- Bretagne Commerce Internacional
- Federación Española de Parkinson
- Health insurers (Eulen, Sanitas, Novartis)
- Hospitals (Quirón, Grupo Hospiten)
7. NEXT STEPS FORWARD

The goodness of the developed systems and applications has exceeded expectations, solutions are on a TRL7 status.

The development of this status to achieve a TRL9, until reaching the market, requires:

- A functional extension of the product. In the case of the Kinect application we recommend an extension in new exercises of the UPDRS scale.
- A technological extension: improvements on the life cycles of the product.
- An extension of clinical tests to different hospital, house and physical activity scenarios, with the development of specific protocols for each scenario.

For the consolidation of the final purpose of transfer to the market, the partners consider that the industry, a company of the ICT sector, consolidated as a supplier of solutions and services to the health sector, is the most suitable to take solutions from TRL7 to TRL9.

When the Project is concluded, we will try to consolidate the transfer to the market of the solutions mainly through companies associated to CONETIC, point of view which is shared by the project partners.
APPENDIX
List of Annexes

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Table 1 List of Annexes