

Project Deliverable

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PU	Public	x
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Abstract :

This document describes the concept, structure and functions of the Health-2-Market website. It consists of the current status of the launched website structure, available information and services, website use monitoring data and activities as well as the future website development plans.

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1. Introduction of the H2M website

The Health-2-Market (H2M) website (www.health2market.eu) aims at providing up-to-date information on the project activities, services and results to researchers in the health field as well as to the general public in the European Union and Associated Countries. The Health-2-Market website is the primary platform of communication with the stakeholders.

The website provides direct access to the online services of the project such as e-training, Helpdesk and registration for the face-to-face H2M trainings. The e-training infrastructure, which is one of the core training actions of the project, will be hosted on this portal. The same stands for the helpdesk platform which will also be hosted on the portal. Therefore, the project's portal will not only propagate publicity and increase awareness on project's activities, but it will also provide e-services that will attract a higher number of end-users, and will thus enhance the project's visibility.

The H2M website offers also the possibility to sign up for receiving the H2M e-Newsletter and will have all published issues of the project's e-Newsletters and other public project documents ready for download.

The website has been developed by Europa Media (EM) with the support of the WP leader (Q-Plan) and all the other project partners. The initial version of the website has been launched under the domain www.health2market.eu in December 2012, and the final version in April 2013. The website will be continuously developed and updated to ensure the provision of up-to-date information to the visitors.

The main target groups of the Health-2-Market website are those researchers in the health and life sciences domains that are planning to exploit their research results in the future and all those that are involved in supporting these activities (e.g. TTO offices). The Health-2-Market web portal will be researcher-oriented; however, most of the information will also be available to the general public. Some information and services (e.g. registration to academies, seminars, e-learning and access to related training documents) are available only for registered users in order to ensure them privileged access to training material.

2. Design and visual identity

The design of the H2M website has been developed in line with the planned project design elements, for instance, colour codes of the project dissemination strategy. The layout of the “Home” section is presented below:



Print screen: Health-2-Market “Home” area

Header

The three montage pictures (to the right) in the header cover the main areas of the H2M services. It highlights the importance of health research activities, business development and marketing as well as Intellectual Property Rights (IPR).

To ensure the proper user interface, the website visitors can set the preferred font size at all parts of the website via the following interface:

Font size: [A](#) [A](#) [A](#)



3. Website Structure

The Health-2-Market project website is providing public information on the project, its activities, services and results. The material of the services offered by the project (e-training, academies, seminars and personal consultation) will be available only for registered users.

All website visitors can find information on the project's activities, target groups and project partners, learn about the academies, seminars, e-training and personalised consultation services offered by the projects, and access the already available public project results and documents in the downloads section. The detailed menu structure is shown below:

Menu structure of the H2M website:

HOME

ABOUT H2M

- Methodology
- Target groups
- H2M team

SERVICES AND TRAINING

- Academies
- Seminars
- E-training
- Personalised consultation

HELPDESK

- Ask your expert
- See other approaches
- Forum

EVENTS

- Calendar
- All events

DOWNLOADS

- Project documents
- Newsletters
- Promotional material

SITEMAP

FAQ

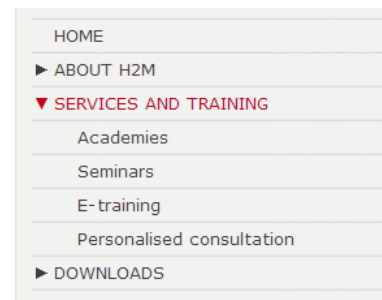
CONTACT

SEARCH

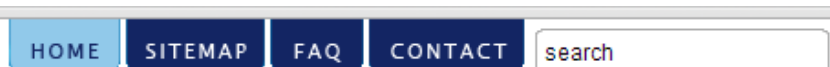
NEWSLETTER Subscription

The different sections of the website are available from the left hand side and top menu as presented in the following two figures. The relevant page of the website, which the user is at, is always shown in distinctive colour in the menu to assist navigation on the website.

Left menu"



"Top menu"



3.1. Home

The “Home” page provides direct access to all public and restricted areas of the website via a menu system. It consists of general information on the project, its objectives, contact details of the project coordinator and provides information on the Seventh Framework Programme (FP7).

3.2. About H2M

The “About” section describes the project in more details. It consists of the description of the methodologies used for project implementation in order to facilitate market exploitation of health research results, the main target groups and what they can expect from the project, and a short introduction to the 10 project partners with direct link to their websites.

3.3. Services and Training

The Health-2-Market services (training actions and advanced consultation services) are evidence-based. This means that they are built on a comprehensive market research and continuous feedback from end users.

The learning approach of the Health-2-Market methodology entails a combination of different training means: e-learning courses for a broader audience, one-/two-day seminars on specific topics and one-week-long intensive academies. The description, information on dates and venues and online registration opportunity will be available for each training course in due time.

The advance consultation services are for those researchers that demonstrate an increased level of readiness to proceed with their exploitation plans (e.g. launch of a start-up, etc.). These services include hands-on support, counselling, coaching and advice both through face-2-face / personalised consulting services and through respective services offered on-line (e.g. Helpdesk).

3.4. Helpdesk

The Helpdesk is intended to support the e-training platform by providing tailored assistance related to intellectual asset management, entrepreneurship, business / exploitation planning and other related issues to interested researchers (end users) prone to the commercialisation of their research results. This service is open to pre-registered training participants and will be provided free of charge for them upon demand continuously by UGOT with support from engage AG and SKEMA.

3.5. Events

Information on upcoming project events will be presented in this section. Dates, venue, application deadlines as well as the link to the online registration field will be provided. An option to list all past events is also available.

3.6. Downloads

The Downloads menu provides direct access to all public results (e.g. reports, concept plans, programmes, survey results) of the project in the [project documents](#) section. The previous [newsletters](#) as well as the project's [promotional material](#), for instance, logo, leaflet, poster, presentations, etc. are available in this section. This section will be continuously updated based on the available documents.

3.7. Sitemap

The Sitemap provides a general overview of the website structure. Direct link is provided to all available sections to help easy navigation within the website.

3.8. FAQ

Visitors can find answers to their questions in this part of the website. Questions and answers listed here cover typical inquiries related to the main project services and how they could provide assistance in future commercialisation of research results. The questions and answers will be continuously extended to provide assistance in all key areas also taking into account e-mail and face-to-face inquiries during the project's lifetime.

3.9. Contact

The contact details (email, phone, fax) of the project coordinator is presented in this section to facilitate direct dialogue between the website users and the project coordinator.

3.10. Search

A search option in all website text is provided at the main top header of the website. The direct link is provided to all search results and the searched text is highlighted with green to assist the user in screening the search results.

3.11. Newsletter subscription

Website visitors can subscribe to the Health-2-Market News service by giving their name and email address in the left menu of the website.

4. Current status

Currently, all main subpages except the Helpdesk and Events sections are up and running. The sections not available so far will be open once information will become available (e.g. pilot opening of the Helpdesk is planned for June 2013, the events section will be visible once content is put). The complete menu structure with available sections and services is presented below*:

Home	About H2M	Services and training	<i>Get help</i>	<i>Events</i>	Downloads	Sitemap	Contact	Search
	Methodology Target groups H2M team	Academies Seminars E-training Personalised consultation	<i>Ask your expert</i> <i>See other approaches</i> <i>Join an open discussion</i>	<i>Calendar</i> <i>All events</i>	Project documents <i>Useful material</i> Newsletters Promotional material			

*Italic font indicates those services which are not yet available.

It is possible to subscribe to the H2M newsletter and also pre-register for the e-training that will be launched in September 2013.



Virtual email addresses have been created to assist the communication via the project website. The news@health2market.eu email account has been set up for sending the newsletter to the subscribers and is linked directly to the email address of the person in charge of the newsletter. The first newsletter has been sent out from this email address in March 2013. The e-learning@health2market.eu email account is currently used for the e-learning pre-registration and will be the main communication channel related to the e-learning.

The website is running on the 64 bit Linux server of Europa Media with 100Mbit total international network capacity. To ensure proper data management in case of any crash, the website and its databases are saved on a daily basis.

Website use statistics are available. WEBSTAT as well as Google Analytics are used to monitor the visits continuously (see chapter 5 below).

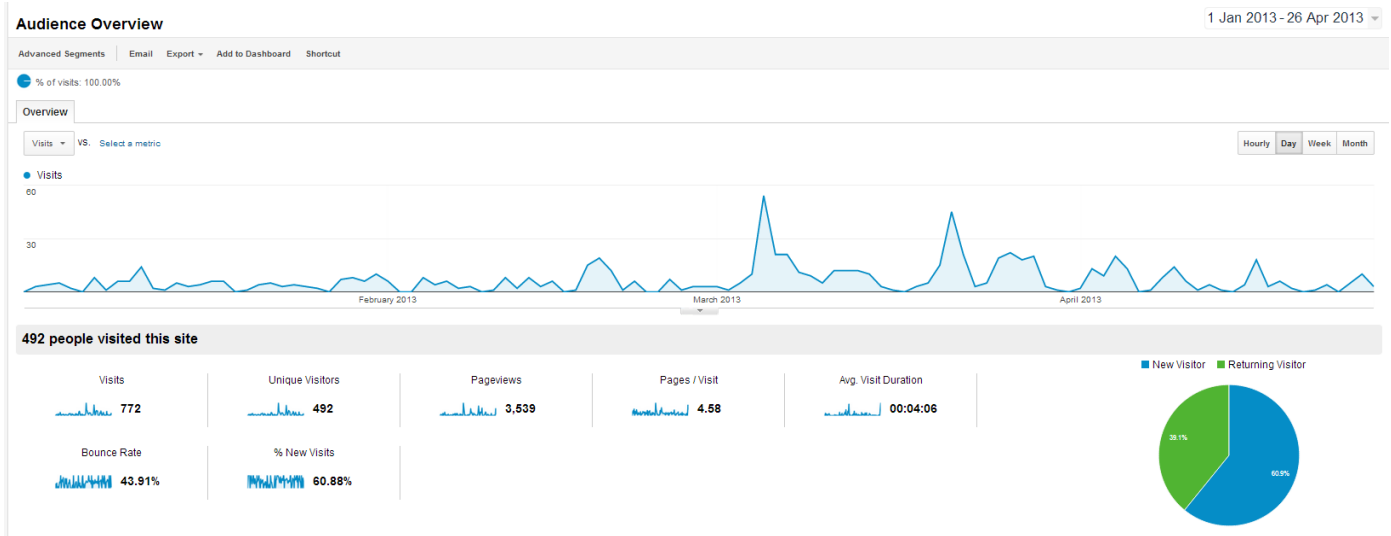
Any personal data is treated confidentially in compliance with Regulation (EC) N° 45/2001 of the European Parliament and of the Council of 18 December 2000. Any personal data and contact information will be made public on the H2M website only with the consent of the users. Users will be able to set whether or not to make their information public, for instance in case of the e-training. Due to security reasons, all passwords are saved in encrypted format. Therefore, it is not possible to send password reminder to the users but to reset the passwords on their request.

5. Monitoring activities

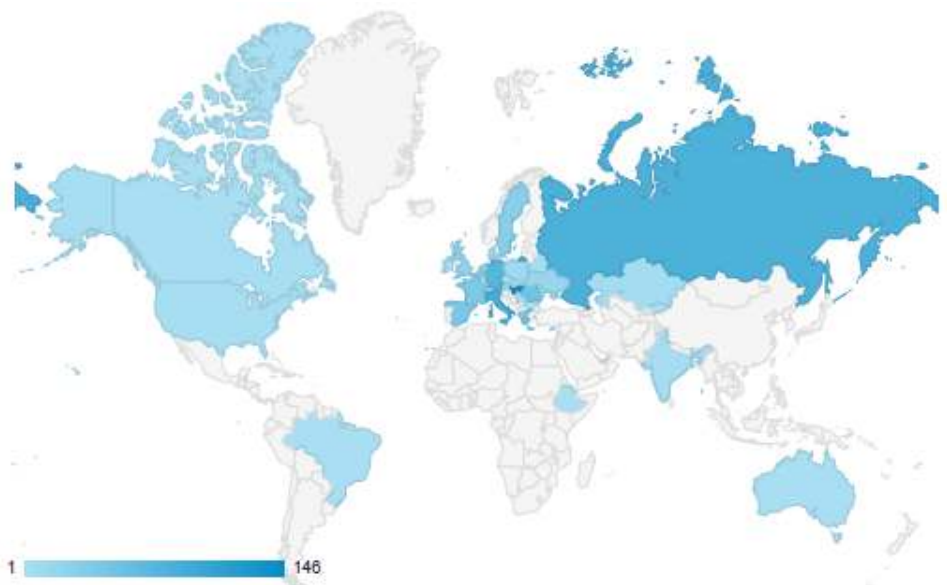
Continuous monitoring of the website traffic is ensured by engaging Google Analytics. The number of visitors, users that take the e-training course, users that read the FAQs, etc., will be monitored and recorded. In addition, monitoring with the aim to improve the website itself will be deployed. For example, the site's specific pages from which most of the visitors decide to leave the site will be identified and reassessed in terms of content and layout. Visibility of the website in search engines will be enhanced by employing contemporary SEO (Search Engine Optimization) techniques.

There were 773 visits to the website by 492 unique visitors watching altogether 3,539 pages in the period January – April 2013. In average, a visitor visited 4,58 pages and spent 4:05 minutes on the website.

Google Analytics overview: period January 2013 – April 2013



Most of the visitors come from Hungary, Italy, Russia, Germany, Romania, Spain, Greece, France, Belgium and Sweden.



Source: Google Analytics

The most visited subpages are Home, About Health-2-Market, Services and training, Project documents and e-training. Further information is available in Table A below.

Table A: Statistics on H2M website pages visited

Page	Page views	Unique Page views
/	707	554
/about_h2m	341	273
/services_and_training	225	164
/project_documents	195	88
/e_training	161	99
/about_h2m.php	140	90
/promotional_material	117	82
/index.php	115	52
/h2m_team	111	94
/target_groups	106	92
/methodology	100	76
/services_and_training.php	91	65
/promotional_material.php	84	57
/your_business_plan	79	68
/exploitation_training	77	65
/sitemap.php	77	26
/h2m_team.php	73	57
/personalised_consultation	67	53
/target_groups.php	63	46
/your_business_plan.php	59	42

Period: January – April 2013

Source: Google analytics

The most used Internet browser among the H2M visitors is Chrome followed by Firefox and Internet Explorer as presented in Table B:

Table B: Statistics on Internet browsers used

Browser	Visits	Pages / Visit	Avg. Visit Duration
Chrome	288	3,78	228,86
Firefox	264	6,26	345,75
Internet Explorer	123	4,80	208,52
Safari	48	2,38	57,75
Opera	25	2,48	79
Android Browser	18	1,11	110,94
Safari (in-app)	5	1,6	5,6
IE with Chrome Frame	1	1	0
	772	4,58	245,61

Period: January – April 2013

Source: Google analytics

Most of the visitors directed from other websites came from europamedia.org, finantare.ro, fitforhealth.eu, qplanng.gr, surveymonkey.net, medicine.gu.se and white-research.eu (Table C).

Table C: Number of visitors linked from external websites

Source/Medium	Visits	Pages / Visit	Avg. Visit Duration
(direct) / (none)	374	5,45	243,43
google / organic	146	4,08	182,94
vk.com / referral	86	1,86	65,17
europamedia.org / referral	71	4,59	407,94
finantare.ro / referral	24	5,33	81,96
fitforhealth.eu / referral	14	4,64	53,21
qplanng.gr / referral	8	3,88	549,75
surveymonkey.net / referral	8	8,88	3411,25
medicine.gu.se / referral	5	1,2	1,4
white-research.eu / referral	4	2,75	34,5

Period: January – April 2013

Source: Google analytics

6. Future development plans

Mobile version

Currently, 5.6% of the users are visiting the website from mobile devices. They spend as an average less than one third of the time on the website as visitors from computers.

To optimise the website layout for the mobile users a mobile version interface of the website will be developed in 2013.



Mobile H2M design plan "Home"

Event calendar

The event calendar will make it possible to have an overview about the events organised within H2M. All fixed dates of the academies and seminars will be indicated in this calendar with direct link to the description of the relevant website area.

Helpdesk

All helpdesk services – FAQ, Open Forum, Contact form to the Expert pool – will be launched as a pilot service by June 2013 and as a full service to support the academies, seminars and standalone e-learning by September 2013.

e-training course

The standalone e-learning course will be launched in September 2013 with three modules: Entrepreneurship and Business Planning, Business Ventures & Marketing and Intellectual Property & Ethics. All website visitors can access the standalone training material upon registration. Pre-registration to e-training is open from April 2013.

Health-2-Market email addresses

Further virtual email addresses will be created to assist the communication also related to the face-to-face training.

Content

The content of the website will be continuously updated with the input of all project partners.