Work package number [9]	WP8	Lead beneficiary [10]	1 - KU Leuven
Work package title	Dissemination and Exploitation		
Start month	1	End month	48

Objectives

1. To set up an open code and science system that includes anonymized data repository, source code repository, rigorous data check-out system and preregistration requirements in order to stimulate information exchange and transferability of research outputs between academic and industry actors involved in the implementation of mHealth in healthcare.
2. To design fitting exploitation and sustainability plans, including a robust business model for the uptake and further scale-up of the DMMH in the four implementation countries.
3. To orchestrate the activities of the Exploitation Steering Group that continuously seeks out the IP generated during the project and matching it with the most fitting exploitation and valorisation strategies to ensure successful technology and knowledge transfer.
4. To develop prediction models of future implementation of the DMMH

Description of work and role of partners

WP8 - Dissemination and Exploitation [Months: 1-48]
KU Leuven, UHEI, MOVISENS
Transfer and scale-up of DMMH into routine mental health care practice in 4 countries in Europe, and beyond, is a central goal of IMMERSE. Therefore, WP8, supported by the Leuven Research and Development, transfer office (LRD), is particularly targeting dissemination and exploitation activities. This entails actively seeking out and valorising intellectual property (IP) generated during the project, and disseminating the objectives, approaches and research findings of this project to stakeholders and academics. WP8 also designs fitting exploitation and sustainability plans, as well as provides prediction models for the future implementation of DMMH and other mHealth approaches in mental health. WP8 will work on the following tasks:

Task 8.1. Exploitation Steering Group (month 1-48) (KU Leuven, Movisens)
This WP sets up and orchestrates the activities of the Exploitation Steering Group (ESG; further described in section 2.2.1.2.) in order to continuously update and refine the exploitation of IP. It will start with publishing a roadmap that specifies the mission, tasks, governance structure and operational aspects of the committee.

Task 8.2. Dissemination plan (month 1-48) (KU Leuven, Movisens, UHEI)
W8 together with WP2 and WP7 will identify key (local) users, opinion leaders and decision-makers to deploy a dissemination plan for the research outputs, deliverables and milestones of IMMERSE and choose the most appropriate outreach channels at each local site as well as globally. This dissemination plan will be internally revised and adapted where needed every 12M.

Task 8.3. Scientific exploitation plan (month 1-48) (KU Leuven)
WP8 will set up a central pseudonymised data repository system that will make anonymised research data available for academics and industry partners within and outside of the consortium for scientific exploitation. An automated data check-out system will require researchers to pre-register their research hypotheses using the Open Science Framework and submit a request for the data necessary to answer the a priori defined research questions for approval by the consortium before receiving access to the data. Github will be set up to serve as the repository for all open source code developed as part of this project.

Task 8.4. Commercial exploitation plan (month 1-48) (KU Leuven, Movisens, UHEI)
In order to ensure sustainability and further scale up of the DMMH, the WP8 will perform a thorough analysis of the market size, segmentation and life cycle, and develop a robust business plan together with the SME partner (WP2) to ensure optimal strategy for the target market. This analysis will include a thorough mapping of the existing (niche) market, including the identification of the openness of the market for a DMMH solution, existing competitors, facilitators and customer segment(s) that could be used to maximise exploitation potential and minimise risks of the scaled-up DMMH solution, thus determining the marketing strategy, pricing and reimbursement, as well as channels to deliver the DMMH to the target market and end users.

Task 8.5. Predictive models of implementation of digital mobile mental health technology (month 36-48) (KU Leuven)

To create an optimal ecosystem for the further implementation and transfer of the DMMH, WP8 will utilize data from the outcome of implementation studies (WP7) and stakeholder involvement (WP5) to construct predictive models of the adoption of DMMH by initial users, and how do local policies and EU-wide regulations (WP6) influence other potential adopters. Enriched with the real-world evidence on implementation processes and DMMH adoption rates in various regulatory frameworks of the four implementation sites, this analysis will result in forecasting scenarios that can guide decision-makers in tuning policies to optimize digital mobile mental health technology widespread adoption and impact on stakeholders and healthcare systems, as will be published in a white paper.

Participation per Partner

Partner number and short name	WP8 effort
1 - KU Leuven	28.80
6 - UHEI	2.00
8 - MOVISENS	2.10
Total	32.90

List of deliverables

Deliverable Number[14]	Deliverable Title	Lead beneficiary	Type[15]	Dissemination level[16]	Due Date (in months)[17]
D8.1	Exploitation Steering Committee Charter	1 - KU Leuven	Report	Confidential, only for members of the consortium (including the Commission Services)	4
D8.2	Dissemination plan	1 - KU Leuven	Report	Confidential, only for members of the consortium (including the Commission Services)	6
D8.3	Market analysis and strategy	1 - KU Leuven	Report	Confidential, only for members of the consortium (including the Commission Services)	24
D8.4	White paper on forecasting models	1 - KU Leuven	Report	Public	48

Description of deliverables

• D8.1: Exploitation Steering Committee Charter
• D8.2: Dissemination plan
• D8.3: Market analysis and strategy
• D8.4: White paper on forecasting models for digital mobile mental health technology

D8.1 : Exploitation Steering Committee Charter [4]

This WP sets up and orchestrates the activities of the Exploitation Steering Group (ESG; further described in section 2.2.1.2.) in order to continuously update and refine the exploitation of IP. At M4 the charter will be established.

D8.2 : Dissemination plan [6]

W8 together with WP2 and WP7 will identify key (local) users, opinion leaders and decision-makers to deploy a dissemination plan for the research outputs, deliverables and milestones of IMMERSE and choose the most appropriate outreach channels at each local site as well as globally.

D8.3 : Market analysis and strategy [24]

In order to ensure sustainability and further scale up of the DMMH, the WP8 will perform a thorough analysis of the market size, segmentation and life cycle, and develop a robust business plan together with the SME partner (WP2) to ensure optimal strategy for the target market. This analysis will include a thorough mapping of the existing (niche) market, including the identification of the openness of the market for a DMMH solution, existing competitors, facilitators and customer segment(s) that could be used to maximise exploitation potential and minimise risks of the scaled-up DMMH solution, thus determining the marketing strategy, pricing and reimbursement, as well as channels to deliver the DMMH to the target market and end users.

D8.4 : White paper on forecasting models [48]

To create an optimal ecosystem for the further implementation and transfer of the DMMH, WP8 will utilize data from the outcome of implementation studies (WP7) and stakeholder involvement (WP5) to construct predictive models of the adoption of DMMH by initial users, and how do local policies and EU-wide regulations (WP6) influence other potential adopters. Enriched with the real-world evidence on implementation processes and DMMH adoption rates in various regulatory frameworks of the four implementation sites, this analysis will result in forecasting scenarios that can guide decision-makers in tuning policies to optimize digital mobile mental health technology widespread adoption and impact on stakeholders and healthcare systems, as will be published in a white paper.

Schedule of relevant Milestones

Milestone number[18]	Milestone title	Lead beneficiary	Due Date (in months)	Means of verification
MS14	Market for DMMH mapped	1 - KU Leuven	24	