

CALL: HORIZON-HLTH-2022-CARE-08



Invest4Health

DELIVERABLE 8.1: PROJECT WEBSITE

* Dissemination Level: PU (Public)
** Deliverable Type: DEC (Website)
Due delivery date: 31 03 2023
Actual delivery date: 31 03 2023
Work package: 8
Editors: SHCN
Contributors: All consortium partners

* **Dissemination Level:** *PU= Public*
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** **Deliverable Type:** *R= Document, DEM= Demonstrator, pilot, prototype, DEC= Website, patent filling, videos, etc., OTHER, ETHICS= Ethics requirement*

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Deliverable Summary

This document summarises the pre-launch work on the Invest4Health project website.

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Document History

Date	Version	Editors	Status
28 03 2023	V1	Edit Sebestyén	Draft
29 03 2023	V2	Merrill Oates	Expanded Draft
30 03 2023	V3	Edit Sebestyén, Joanna Lane	Final version

Glossary

Acronym	Meaning
I4H	Invest 4 Health

Table of Contents

1 Introduction..... 5

2 Website content of features..... 5

3 Technical specification..... 5

Annex – Website survey results 7

1 Introduction

The I4H project website is scheduled to be launched by M6. It will be used for (i) communication, (ii) visibility, (iii) accessibility, and (iv) documentation. It will provide up-to-date information on the objectives, the project's progress, and its results and it will serve as a platform for communication with the project stakeholder groups. Its main objective is to promote the project and increase its visibility to reach a broader audience. Additionally, we also want to attract our potential collaborators for joint actions, and any other interested parties who can help raise awareness of Invest4Health goals and achievements in the long run. Users will have access to information in a variety of formats and it will also serve as a repository of publications, reports, presentations, and innovative practices. Public deliverables will also be shared via the website. The website will also be an important focal point for information about the work in the 4 test beds, and the open call in the later phase to test SCI models.

2 Website content of features

A series of discussions are held with the consortium partners as part of Tasks 8.1 and 8.3, to gather their expectations for communication and dissemination activities for Invest4Health. With regards to the project website we discussed (i) the purpose and goals of the website to ensure that the website will be designed and developed in a way that meets the project's objectives, (ii) the potential target audience to ensure that the website will meet their needs and expectations, (iii) the content strategy to ensure that the website provides relevant and valuable information to our visitors, (iv) the potential design and layout to increase its effectiveness in engaging the visitors and communicating the project's key messages and to create a website that is visually appealing and user-friendly, (v) the functionality and features to ensure that the website provides the necessary tools and resources as well to meet the project's objectives, (vi) maintenance and update issues to ensure that the website remains up-to-date and relevant during the project timeframe and beyond.

Additionally, a written survey was shared with consortium partners to gather further specific insights and perspectives for both the designer and the content manager. (See the results in the ANNEX).

3 Technical specification

Title: www.invest4health.eu

Planned launch: M6

Key website features:

- Clear and easy-to use navigation system
- High quality, relevant content that engages our stakeholders
- Being optimised for all kinds of devices

- Search functionality
- Contact information
- Newsletter sign-up registration
- Document/ good practice Repository
- Multimedia elements
- Social media integration
- Interactive features
- Security to protect user data
- Analytics

Technical requirements:

- Hosted on a Linux LAMP-based server
- WordPress CMS for role-based content management
- SSL provided by Let's Encrypt
- Google Analytics for user activity tracking

Design Requirements:

- Responsive design to flexibly accommodate mobile and desktop access
- Colour scheme to be coherent and complimentary to logo design
- Clearly sectioned content layout for ease of navigation
- Accessible design standards to enable disability access

Content Requirements:

- Content will include text, images, videos, downloadable files

Minimum functionality Requirements:

- Enable searchable content and documents
- Integration of social media posts
- Document archiving
- Display of embedded PDF files
- Contact form

Annex – Website survey results

What is the atmosphere/feeling that you think the Invest4Health website should convey?

- optimistic, serious, focused, helpful, inspiring
- re-assuring, social investment also has a connection with impact investment and giving back to the community so feeling of reciprocity and partnership
- informative; open, easy, light,
- soft, future, value
- formal, Serious, Bold, Enthusiastic, Reliable, as it will be communicating scientific evidence and how to transfer to policymaking"
- elegant, clear, structured, cosy
- positive, clean, informative
- collaborative, inclusive, innovative, sustainable

Do you have any particular preferences relating to the colour scheme for the new Invest4Health?

- I think blue is used in insurance and financial services environments because it connotes tradition and assurance, green is meant to be calming so a combination of those two with a stronger colour to connote bold innovation and an accompanying palette that matches that but muted
- I like colours.
- a balance of stronger and muted colours. Colours to be suitable for visually impaired people.
- stronger, clear colours
- green, white, soft blue
- pastels -orange, green, magenta etc.

Who do you consider to be the primary audience(s) for this website?

- people allocated health and care resources, including insurance companies; health promotion/disease prevention service providers
- hospitals, procurement agencies, health insurance, academia people involved in financial decision making
- practitioners and other researchers
- researchers, health care stakeholders
- project partners, public health authorities, health stakeholders
- future (2nd round) test beds
- research, ecosystem stakeholders (municipalities, insurers, pharma industry, EU officials, interested individuals)
- mainly Institutions & collaborators in the beginning; might change as we mature

What kinds of content do you think the website should present?

- case studies; practical How-To guides; updates on evidence/literature in the field of SCI
- different content for different audiences to explain the different areas for public audiences
- a video infographic is needed with cartoons as investing is a complicated area
- academic articles, case descriptions
- what is SCI, describing testbed, long term goals.
- news - what is happening, reports from the project, presentations
- the project (Mission; Objectives; Timeline; Work packages);
- who we are (Partners, Advisory Board)
- related projects
- news and events
- resources (combining reports and tools)
- contact (Newsletter with subscription form; Contact form; social media)
- public deliverables, links to publications/conferences, PPT/video explaining why SCI is a game changer
- testbeds, ecosystem, outlook for the ideal future of health financing models
- clear Summary of project answering -what is it, why is it important; Aims/Objectives of the project; Participant list with emails

Please identify any other similar project websites that you think might provide a model or inspiration for the Invest4Health website.

- <https://www.nesta.org.uk/feature/innovation-methods/impact-investment/>
- <https://bigsocietycapital.com/>
- <https://www.canvasimpact.com/insights/impact-investing-in-preventative-healthcare>
- <https://river-eu.org/> (the About section is professional but not boring to look at; I like the project timeline on the home page to indicate “where we are”)
- <https://pslifestyle.eu/> (The layout for Resources and News sections are nice examples)
- <https://inherit.eu/> (The resource page is a nice example of how to present the various outputs).
- Te Whatu Ora (New Zealand) -clear appealing informative website
- Data Co-Op (Australia): check especially what's under the "platform" tab
- Savvy Cooperative (Spain I think): how to make website appealing to individuals

What is the function or feature that you find most useful and beneficial for your work activities?

- case studies; how to guides
- aggregated news content on innovation insight
- PP-slides, Films for instructions for tools: <https://www.ri.se/sv/SHIC/rigga-for-effekt>
- Reports and articles
- Easy search for outputs - <https://eurohealthnet.eu/resources/>
- Database with a good search engine

- Interactive features, for example for exploring the ecosystem; applied cases where I4H might benefit the individual
- Being able to find what I am looking for

What is the function or feature that you think could be improved to be more effective?

- easier navigation and effective search function
- cordis itself search engine is bulky
- less text
- Must be Google Scholars friendly or other similar services
- Accessibility of content should be a priority. This includes adding an accessibility plugin that helps users determine how content is being displayed, as well as use of alt text, proper use of headings, proper font sizes, HTML attributes, colour contrast, and other best practices: <https://www.washington.edu/accesscomputing/30-web-accessibility-tips>

Is there any function or feature that you think does not work, or that you think doesn't belong on the site?

- keep the UX simple and ensure it can run on a phone/tablet
- Sound (when not in a video)

Can you identify 1, 2, or 3 websites that you think provide a model or an ideal implementation of the "look and feel" or features that you would like to see implemented on the Invest4Health website?

- <https://www.ncbi.nlm.nih.gov/>; [google.com](https://www.google.com/)
- <https://www.health.org.uk/prevention> and also the other examples given from the NESTA and Canadian models the site for Invest4Health needs to create assurance but also inspiration
- <https://www.worldbank.org/en/home>
- I really like how this looks, I would visit this website again and again -> <https://www.tewhatuora.govt.nz/>

Any additional comments or ideas relating to the development, design, or functionality of the Invest4Health website that you would like to share?

- Making it easier for someone to reach out to us (project participants) or leave comments for us through website
- Potentially login feature for project participants