

Deliverable D7.1 Report on dissemination and communication strategy 1/3

Optimal and effective dissemination of PIONEER's results is essential for the ultimate success of the project. Our vision is that PIONEER's outcomes will influence current (and future) research agendas, clinical development processes, and reshape current clinical practices based on up-to-date evidence derived from real life data. To achieve these objectives PIONEER will require the support of all relevant stakeholder groups (patients and healthy citizens, health professionals, industry, payers, policy makers, etc.). To accomplish this an effective communication and dissemination strategy has been developed. This strategy will form the bases of all PIONEER communication and will be updated to reflect the evaluation results of the different communication tools and channels. PIONEER's dissemination approach is two-fold with the initial phase focused on increasing general awareness of the project and the second phase geared towards tailored messages delivered to specific stakeholder audiences.

This interim report outlines the methodology used to produce PIONEER's communication strategy, as well as the available PIONEER communication tools. The impact of these tools on dissemination is also discussed, as are the potential PIONEER stakeholder audiences. The communication tools were designed in accordance with PIONEER's Brand Guidelines in order to create a consistent visual identity for the project.