

PIONEER'S VISION

“Big data has the potential to transform the field of prostate cancer care with a particular focus on improving prostate cancer-related outcomes, health system efficiency and the quality of health and social care delivered to all prostate cancer patients and their families.”

Communication routes

Print and online media
Scientific publications
Conferences
Scientific and clinical guidelines
Professional working groups and expert committees
Stakeholder engagement

Communication toolkit

Visual identity, logo and house style
Website and social media
Brochures for scientists and patients
Video interviews and animation
Newsletter

Key messages:

“PIONEER will have a significant impact on the quality of life of prostate cancer patients”

“PIONEER collects big data towards the development of personalised medicine against prostate cancer”

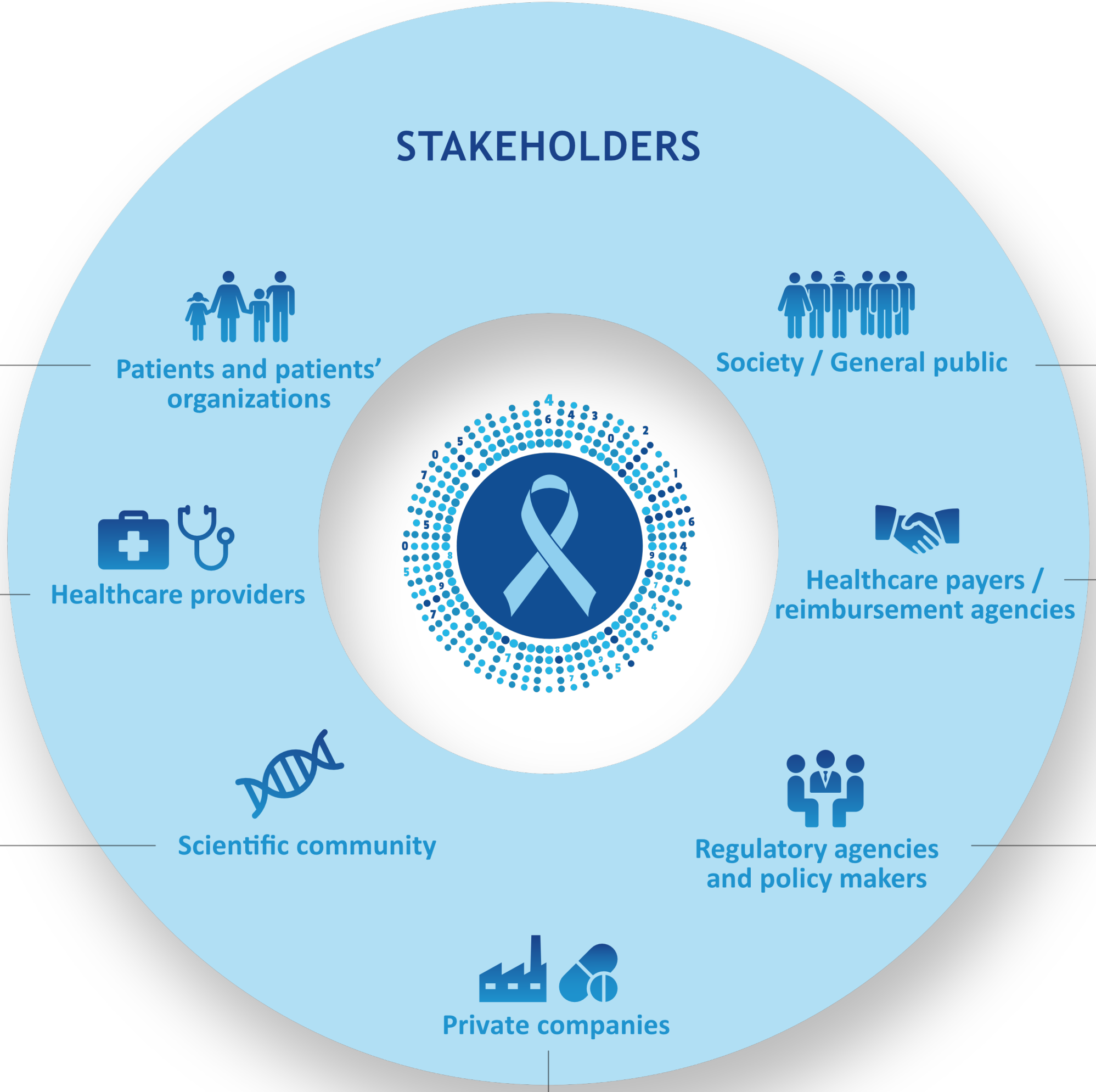
“PIONEER will standardise diagnostic and therapeutic methods towards evidence-based medicine”

Key messages:

“PIONEER is an EU funded research project aiming to improve the health of EU citizens”


“PIONEER will optimise current standards of care and contribute to cost-effectiveness”

“PIONEER will provide robust evidence for better healthcare practices using real-life data”



STAKEHOLDERS


Patients and patients' organizations



Society / General public


Healthcare providers


Healthcare payers / reimbursement agencies


Scientific community


Regulatory agencies and policy makers


Private companies

“PIONEER will inform the pharmaceutical R&D process and improve trial design”