Dissemination and Networking Report
[Deliverable 7.2]

Key Information from the DoA

<table>
<thead>
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<th>Due Date</th>
<th>31-January-2017</th>
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<tbody>
<tr>
<td>Type</td>
<td>Report</td>
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<td>Security</td>
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Description:
This report describes all dissemination and network activities within the first two years of the Do CHANGE Project. From February 2015 till January 2017.

Lead Editor: Maud Vogelaar (SmH)  Internal Reviewer: Roz Sutton (DSD)
Versioning and contribution history

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Author</th>
<th>Partner</th>
<th>Description</th>
</tr>
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<td>0.1</td>
<td>26-1</td>
<td>MV</td>
<td>SmH</td>
<td>First draft</td>
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<td>0.2</td>
<td>30-1</td>
<td>RS</td>
<td>DSD</td>
<td>Review</td>
</tr>
<tr>
<td>1.</td>
<td>30-1</td>
<td>MV</td>
<td>SmH</td>
<td>Final Version</td>
</tr>
</tbody>
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Statement of originality:
This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
Executive Summary

This deliverable is a report of all dissemination activities during the first two years of the Do CHANGE project. It describes media coverage, workshops, events, dissemination material, meetings etcetera. The document provides the general communication log of all partners.

Several dissemination and networking activities are accompanied by specific instruments of communication channels.

This is all with the goal to inform, reach and engage the (research) community in the Healthcare domain, but most of all, several stakeholders and decision makers within primary, secondary and community care.
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1. About This Document

This report describes the Do CHANGE dissemination, communication and networking of the project, results and knowledge gained during the work. It presents the produced material in order to maximize the project’s impact on the end-user, health-care and hospital communities and reaches the widest possible audience. This document does not cover an overview of internal communication between project partners, pilot sites and so on.

This document covers the Do CHANGE dissemination and networking activities and it defines how we communicate to and reach different target groups as well as communities. It also contains an update of the dissemination and networking plan for the third year of the project. This is to optimise the impact of the project results and also prepare the consortium towards a transition to market oriented services and products.

Deliverable D7.2 is part of Work Package 7, and is also an update of deliverable D7.1. The initial D&N plan intended to define the general strategy and policy as well as identifying stakeholders, defining adequate tools, setting up well proven dissemination channels and creating awareness in communities that might be interested in the deployed services, platform and obtained pilot results. Based on this first plan, an update for year three is included in this report.

1.1. Relationships to other deliverables

The Dissemination and Networking report planning is inherently related to the activities within other work packages. Directly related deliverables are:

- D7.1: Dissemination and Networking Plan (a)
- D7.2: Dissemination and Networking Plan (b)
- D1.4: Periodic management report
2. Live events


- **DSD Future Health Brighton Tea Party (DSD)**
  Networking event for people from worlds of health, wellbeing, care, compassion and change to discuss the future of healthcare.
  
  *11th of March 2015 – Brighton. 40 attendees.*

- **Poster presentation (TUE)**
  Contextualization and mining of personal activity: Designing for the user experience of cardiovascular patient by information fusion. This with a research poster and presentation at Summer School IEEE EMBS ETAT 2015 (2nd prize winner).
  
  *16th – 22nd of August 2015 - Slovakia. 30 attendees.*

- **Speech at public engagement with research conference (DSD)**
  At this event the Do CHANGE project was discussed by professor Ben Fletcher and Martin Bailey ‘When Talking Stops: Do Something Different’.
  
  *23rd of June 2015 – Hertfordshire. 150 attendees, academics and public.*

- **European Telemedicine Conference, ETS (BSA/ONMI)**
  Moderated the table on Telemedicine where the Do CHANGE project was presented and a ten minute start-up pitch on the development within Do CHANGE and design for behaviour change philosophy of ONMI.
  
  *22nd of October 2015 – Odense, Denmark. 100 attendees.*
- **Student projects (TUE)**
  
  Student projects Do CHANGE.


- **Webinar Do CHANGE (ONMI)**
  
  Webinar Do CHANGE for community care Smart Assistive Technology Collaborative Platform Australia.

  *2nd of October 2015 – Brisbane.*

- **Conference on Integrated Care (Jornades TIC) (BSA/ONMI/EUT)**
  
  Organization of the conference on Integrated Care and presentation of the Do CHANGE project.

  *12th – 13th of November 2015 – Barcelona. 250 Attendees.*

- **Experience Sharing – Open innovation for smart X (ITRI/SmH/SYN)**
  
  Event about collaboration between Europe and Taiwan with keynote speakers Ad van Berlo and Luk Vervenne. Within this event the importance of data security and the Do CHANGE method was discussed. In addition to an explanation of the project, also the collaboration between European and Taiwanese companies within the Do CHANGE project was explained and the importance of a good collaboration in such a secluded project.

  *5th of November 2015 – Taipei. 200 Attendees (public).*
2.2. Year 2: February 2016 – January 2017

- “Yong Art Crowd” (ONMI)
  Presentation for students about ONMI as company and the work it does in Do CHANGE.

- ISRRII meeting (ETZ)
  March 2016 – Seattle USA

- Patient Empowerment (ETZ)
  Invited talk at Davos Cardiology Meeting.
  March 2016 – Davos, Switzerland.

- “What you see is what you geek” (ONMI)
  Presentation about Do CHANGE and development of Responsive Do method.
  10th of May 2016 – Tilburg. 30 Attendees.

- Pioneers Festival (ONMI)
Start-up conference where ONMI met with representatives, ONMI shortlisted as one of 500 most promising start-ups on the Pioneers website.

25th of May 2016 – Vienna. 2500 Attendees.

- **WIRE 2016 (SmH)**

Presentation at the the European Commission’s Week of Innovative Regions in Europe (WIRE) about the experiences of Smart Homes within European projects with the main on Do CHANGE.

9th of June 2016 – Eindhoven. 500 attendees.

- **eHealth Week Amsterdam (BSA/DOC/ONMI/SmH)**

Start Up booth with Do CHANGE banner, Flyers and presentation

10th of June 2016 – Amsterdam. 2230 Attendees.

- **Buddhist Tzu Chi Dalin Hospital Conference (BTCD/ITRI/BSA/SmH)**

Conference on follow-up Development

25th of August 2016 – Dalin. 30 Attendees

- **ITRI Technology Research Institute Conference (BTCD/ITRI/BSA/SmH)**
Conference on field trial, service validation and evaluation and regulation

26th of August 2016- Hsinchu. 25 Attendees

- “Future Probing” design exercise and presentation (ONMI)
  Presentation of ONMI work in Do CHANGE for student project about cultural development.
  7th of October 2016 – Eindhoven. 50 Attendees.

- eCardiology and eHealth (ETZ)
  This congress aimed to contribute to a successful translation from research and development to clinical application by bringing the various stakeholders together.
  26 – 28th of October – Berlin, Germany. 450+ participants.

- Presentation (TUE)
  Young CZ, presentation on PhD/Do CHANGE
  10th of November 2016 – Eindhoven. 20 Attendees.

- European Telemedicine Conference (BSA)
  Presentation on Telemedicine projects running at Badalona including Do CHANGE
  15 -16th of November 2016 – Oslo. 90 Attendees.

- Smart Homes Home Automation & Smart Living Event (SmH/ONMI)
  An (inter)national event for all parties that focus on smart living, home automation and e-health. Organisation of the event and an exhibition booth with COOKIT demonstration prototype and Do CHANGE Flyers.
  16th – 17th of November 2016 – Eindhoven. 10 Attendees of the project. Approximately 2500 visitors
• World of Health IT (BSA)
  Presentation on the future of eHealth
  21 – 22\textsuperscript{nd} of November 2016 – Barcelona. 150 Attendees.

• Student projects (TUE)
  Demonstration and explanation of prototypes.
3. Published articles

- Experience flow mapping insights in the design of dietary tools for chronic patients; I. Ayoola, A. de Regt, M. Wetzels, S. van Berlo.
  
  *Conference paper – ICOST 2016*

- Do Cardiac Health: advanced new generation ecosystem (Do CHANGE); M. Habibovic.
  
  *Proceeding - ISRII Seattle 2016*

- Idowu Ayoola, Wei Chen and Loe Feijs - Camera on Vessel: A camera based system to measure change in water volume in a drinking glass
  
  *Scientific article - Sensors Basel*

Submitted Articles

  
4. Media coverage

4.1. Newspapers

- Eindhovens Dagblad, Dutch Newspaper about the project goals and devices.

4.2. Television

- Booming Brabant, Dutch television Network, interview about the overall project.
4.3. Magazines

- Cursor, Dutch University magazine, interview about ONMI Start up, the project and the devices.

- Smart Homes Magazine, Dutch magazine, release of the project.

4.4. Online platforms/Blogs

- DSD Website Project Launched.
- Psychology Today: Cheating yourself? I hear the advice, I do what I want.

- mHealth – The golden rules for SMS text in Public Health.

- Psychology Today: If you want to improve health, change your behavior.
- Psychology Today: Doing Something Different for anxiety and depression

- Psychology Today: Diversity and inclusiveness is good for your well-being

- Fletcher, B. (C) Do Something Different: If You Want to Improve Health, Change Your Behaviour - New research about behavioural risks and how to improve them. Posted Oct 17, 2015


• [EU Horizon 2020/Taiwan Government funded project, Do Change, has reached an exciting new phase with clinical trials beginning in both Spain and the Netherlands.](http://dsd.me/business/wp-content/uploads/sites/12/2016/08/WhitePaper_Habit-Change-Reduces-Stress.pdf)

• ITRI Internal blog (8000 subscribers)


  • [http://117.56.91.94/KMPublic/readdocument.aspx?documentId=253648](http://117.56.91.94/KMPublic/readdocument.aspx?documentId=253648)

• Demonstration video on food recognition technology
5. Dissemination material

5.1. Website

For the dissemination and exploitation goals of the Do CHANGE project, we created a website. At www.do-change.eu visitors will find basic information about the project, the partners, the goals and objectives. Of course all public deliverables will be published here, press releases, media coverage and other downloads.

5.1.1. Look and Feel

Figure 1. Homepage

Figure 2. Media page
5.1.2. Statistics

Summary

Although this report covers the first two years of the project, this statistic view shows the amount of users during the second year. The numbers show that the website is visited with an average of 6763 visits a week (Average of 334 visitors a week).

![Website statistics Period 2: January 2016 – January 2017](image)

### Hit statistics

![Hit statistics: Activity meter from the period 29-12-2016 / 18-01-2017](image)
### Page visits

<table>
<thead>
<tr>
<th>Top 10 Pages</th>
<th>Visits</th>
</tr>
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<tbody>
<tr>
<td>1 - Do CHANGE /</td>
<td>4,745</td>
</tr>
<tr>
<td>2 - Pressroom /dissemination/pressroom/</td>
<td>3,525</td>
</tr>
<tr>
<td>3 - About /about/</td>
<td>916</td>
</tr>
<tr>
<td>4 - Tools /tools/</td>
<td>831</td>
</tr>
<tr>
<td>5 - Dissemination /dissemination/</td>
<td>714</td>
</tr>
<tr>
<td>6 - Objectives /objectives/</td>
<td>519</td>
</tr>
<tr>
<td>7 - Contact /contact/</td>
<td>479</td>
</tr>
<tr>
<td>8 - Results /results/</td>
<td>474</td>
</tr>
<tr>
<td>9 - Consortium /consortium/</td>
<td>333</td>
</tr>
<tr>
<td>10 - Contact /contact.htm/</td>
<td>350</td>
</tr>
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*Figure 5. Statistics most visited pages*

### References

<table>
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<tr>
<th>References</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>235</td>
<td><a href="http://www.google.nl">www.google.nl</a></td>
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<tr>
<td>222</td>
<td><a href="http://www.google.com">www.google.com</a></td>
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<td>117</td>
<td><a href="http://www.google.es">www.google.es</a></td>
</tr>
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<td>114</td>
<td><a href="http://www.baidu.com">www.baidu.com</a></td>
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<tr>
<td>106</td>
<td><a href="http://www.google.co.uk">www.google.co.uk</a></td>
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<td>96</td>
<td><a href="http://www.google.com.tw">www.google.com.tw</a></td>
</tr>
<tr>
<td>91</td>
<td>keywords-monitoring-your-success.com</td>
</tr>
<tr>
<td>63</td>
<td><a href="http://www.google.co.in">www.google.co.in</a></td>
</tr>
<tr>
<td>59</td>
<td>fix-website-errors.com</td>
</tr>
<tr>
<td>57</td>
<td><a href="http://www.google.com.br">www.google.com.br</a></td>
</tr>
</tbody>
</table>

*Figure 6. References to the Do CHANGE website.*
5.2. Leaflet

5.2.1. First version

In the first period of the project there was a leaflet created with the main objective to explain the Do CHANGE project to the public. This flyer is basic with general information.

![Project leaflet Version 1.](image)

Figure 7. Project leaflet Version 1.

5.2.2. ‘Custom’ version

For the Smart Home Home Automation and Smart Living event we created an update of the Do CHANGE flyer. Because of the Dutch oriented audience and language of speaking at this event, it is a customized leaflet in Dutch. ‘An event special’ for the Dutch business to business market.
5.3. Roll Up banner

Do Cardiac Health: Advanced New Generation Ecosystem
February 2015 - January 2018

- Self-management programme for people with cardiac diseases to change their habits and learn to enjoy a healthier lifestyle;
- Personalisation based on the person’s habits, personality and real-time information from different sensors and existing medical devices;
- Person controlled data storage and access on nutrition, activity, hydration, health, behaviour and habits.

Do CHANGE for a better and healthier lifestyle!

Figure 8.
5.4. Social Media

![Twitter screenshot of DoChangeEU](image-url)

**DoChangeEU**

- **Followers**: 34
- **Favorites**: 31
- **Tweets**: 26
- **Media**: 0

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Hundreds of visitors are meeting the spatula @beursdomotica! Curious? Come and see!

Twitter image of two people standing near a display with text: "Curious? Come and see! @beursdomotica"
5.5. Animation
6. Year 3

6.1. Online dissemination

6.1.1. Website

In the third period of the Do CHANGE project, we will make more use of the online dissemination channels. So far the website was used for basic information. It is our goal to make it more like a platform that people can use as an example, to collect information and of course to get in touch with the Do CHANGE consortium. The website will be updated once a month with news, video’s, press releases, public deliverables and an up-to-date event calendar.

Stakeholders for online dissemination via website:

- Patient groups
- Cardiologists
- Hospitals
- (HF) nurses
- eHealth companies
- ‘Scientific’ world
- Dietitians

<table>
<thead>
<tr>
<th>Partner</th>
<th>Network</th>
<th>Dissemination Action description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SmH</td>
<td>All stakeholders</td>
<td>Monthly update of the website to promote the outcomes and other project related communication.</td>
</tr>
<tr>
<td>SmH/ETZ</td>
<td>Hospitals, (HF)nurses,</td>
<td>Interview with one of the patients from the clinical trial and the cardiologist. The focus will</td>
</tr>
<tr>
<td></td>
<td>Cardiologists, patient</td>
<td>be on the users. What do they gain by using this ecosystem?</td>
</tr>
<tr>
<td></td>
<td>groups</td>
<td></td>
</tr>
<tr>
<td>DSD</td>
<td>Patient groups</td>
<td>3-monthly blog about the Do Something Different Programme and its relation with the Do CHANGE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project.</td>
</tr>
<tr>
<td>ONMI/SmH</td>
<td>All stakeholders</td>
<td>Cooking demo with the tools developed for the Do CHANGE project. This demo video will be created</td>
</tr>
<tr>
<td></td>
<td></td>
<td>in the Smartest House of the Netherlands (Eindhoven).</td>
</tr>
<tr>
<td>SmH/DOC</td>
<td>“Scientific” world</td>
<td>Article about the ICT behind the ecosystem with a focus on data collection and its privacy.</td>
</tr>
</tbody>
</table>
Our project website should be updated very regularly. All partners and pilot sites have the responsibility to produce input for news items on the website. After publication, these news items will be broadcast via social media, to inform followers and draw people to our website.

The Do CHANGE website will play a major role in making the knowledge gained available to a large audience of interested parties. Further on, the Do CHANGE website is the most important tool to publish and disseminate relevant project results, events, and news from the pilot sites. The website is also the reference point for all those who are interested in Do CHANGE project results and as the contact point for external entities. The project website has been established, exposing all relevant facts about the project (project goal and objectives, information about the consortium, pressroom etc.). The website also contains all freely available material, such as published papers, public deliverables, newsletter, brochure and leaflet, etc.

To further disseminate the activities of the Do CHANGE project at various external events, conferences, and workshops, in which Do CHANGE will be taking an active role, the website contains a calendar and pressroom section. In this section, the description of these events and links to them are listed, and various materials (newsletter, leaflet and brochure) are available for download.

**Results and target:**

As shown in the website statistics the average of visitors is 1447 (with a total of 29307 visits) a month. Our target is to reach at least 1750 visitors a month in the 9th and 10th quarter of the project (February – July 2017). From there on the visitors target will increase to 2250 visitors a month. This will result in broader awareness among the public which hopefully creates enough curiosity that contributes to a better exploitation of the Do CHANGE Project.

### 6.1.2. Social Media

Outcomes, interesting articles, interviews, everything that has anything to do with Do CHANGE or the subject of the project, will be ‘discussed’ on our Social Media channel Twitter. The aim is to raise awareness of the project by triggering all stakeholders.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Network</th>
<th>Dissemination Action description</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>European Commission, scientific world, other European project consortiums, eHealth companies</td>
<td>Dissemination of activities. Workshops, events, links to published articles, etc.</td>
</tr>
<tr>
<td>SmH</td>
<td>All stakeholders</td>
<td>Links to public deliverables and Do CHANGE Website</td>
</tr>
<tr>
<td>SmH</td>
<td>All stakeholders</td>
<td>Raise awareness by short statements/quotes/questions</td>
</tr>
<tr>
<td>All</td>
<td>All stakeholders</td>
<td>Active ‘news’ spreading. Sharing interesting articles/news etc. related to the Do CHANGE project,</td>
</tr>
</tbody>
</table>
Results and target:

The Do CHANGE consortium has not been active enough on the Twitter page. Therefore we will increase activities to increase tweets and followers. The statistics shows that the account has only 34 followers at this moment. The aim is to raise this amount to at least 100 in the 9th and 10th quarter of the project. (February – July 2017). In the last period (August 2017 – January 2018) this number should have been increased up to 150 followers. These results will only be realistic and feasible if the consortium is more active on social media.

6.1.3. Online Dissemination per partner

Next to the corporate website and social media, the Do CHANGE consortium also pays attention to the project on their ‘own’ platforms. Each partner will raise awareness for the Do CHANGE project to communicate about the progress and outcomes of Do CHANGE.

News items will not only be shared on the website and social media.

6.2. Offline dissemination

The consortium intends to submit joint publications to scientific conferences and journals. This list will also be included in the press list. A list of potential/interesting scientific journals and conferences is presented below:

Press releases

Do CHANGE plans to prepare at least 2 press releases in the last year of the project

- 2017: A look into the future: is the system going to work?
- 2018: The final outcomes of the project

Scientific conferences

When the results from the trials are ready and analysed, the consortium will submit and present one or more publications to certain scientific conferences. This will be done between January 2017 and March 2018.

Scientific publications

When the results from the trials are ready and analysed, the consortium will produce and submit one or more publications to certain scientific journals. This will be done between October 2017 and January 2018.

Newsletters

In the last year of the Do CHANGE project all partners should mention Do CHANGE at least 3 times in their newsletters/on- and offline communication channels.

Articles

- Smart Homes had its own printed glossy magazine “Smart Living” in controlled circulation to 3000 registrants up to 2016. From 2017 on, together with the Jaarbeurs, a new glossy magazine, Smart Living and Intelligent Buildings has been planned. In this magazine 1 full article with colour pictures will be planned on Do CHANGE; next to
that, smaller messages and events in Do CHANGE will be mentioned in the quarterly digital Smart Homes Magazine.

- Next to the magazine mentioned above, we will actively approach other media with press releases and interview offers to create free publicity. At least one article and one interview should be published within this period.

### 6.3. Events

#### 6.3.1. Do CHANGE Events

- In the years 2005-2016 Smart Homes has organised a big annual Dutch event, the National Exhibition on Smart Home Technology and Smart Living, with appr. 3500 professional visitors. From 2017 Smart Homes will co-organise this annual event together with the biggest Dutch Exhibition organiser, the Jaarbeurs in Utrecht. From 2017 the number of visitors is expected to increase to 10,000 and more. Each EU funded project will be exposed, so also Do CHANGE will have its own booth for dissemination purposes.

- In the third year of the project, an International congress on "Cardiac Health" related to Do CHANGE will be planned, with expected 300 participants. Stakeholders relevant and belonging to the target group: Cardiologists, eHealth professionals, EU-members, ICT companies working in healthcare associations, ICT specialists on big data and privacy. Topics could be: Behavioural change, Data privacy, Cardiovascular recovery. Etc. Two-three persons from each partner will attend the event.
  - Goal: Exploitation of the Do CHANGE project
  - Target group: All stakeholders
  - Focus: Cardiac Health, Privacy & Behavioural Change
  - Participants: 300
  - Location: Amsterdam/Brussels
  - Recourses: € 20,000
  - Program: 12.00 – 17.00 H. (CET)
  - Communication: project website, partner websites, newsletters partners, newsletter EU, Social Media. Flyers at other events, direct mail, press releases, entries on relevant websites.
  - Other matters: Catering, registration, financial management.

#### 6.3.2. Events to attend

In the Third year of the project the Do CHANGE consortium will attend multiple events with the aim to spread knowledge and trigger interesting stakeholders for further exploitation of the project. We will actively participate in workshops and conferences. A list of possible conferences to visit:

- eHealth week 10-12 May, Malta
• eHealth Convention 14-17 November, Amsterdam - Netherlands
• ICT4AWE 28-29 April, Porto – Portugal
• CPC2017, 22-25 April, Albufeira – Portugal
• International Council of Nurses Congress, 27 May-1 June, Barcelona - Spain
• BCS Annual Conference, 5-7 June, Manchester Central – United Kingdom
• ECS Congress, 26-30 August, Barcelona - Spain
• American Psychosomatic Society Conference
  Poster presentation of the first results of the Do CHANGE Study.
  
  15th -18th of March 2017 - Sevilla