



Meaningful Integration of Data, Analytics and Services

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Abstract

This deliverable as per the Grant Agreement is a Version 3 update on the design and production of MIDAS promotional materials including the design of a generic MIDAS poster / pop-up stand and brochure / folder, the first MIDAS Digital Story and the production and circulation of two e-newsletters.

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- Ulster – University of Ulster (Project Coordinator) (UK)
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- KU Leuven – Katholieke Universiteit Leuven (Belgium)
- VICOM – Fundación Centro De Tecnologías De Interacción Visual y Comunicaciones Vicomtech (Spain)
- UOULU – Oulun Yliopisto (University of Oulu) (Finland)
- ANALYTICS ENG – Analytics Engines Limited (UK)
- QUIN – Quintelligence D.O.O. (Slovenia)
- BSO – Regional Business Services Organisation (UK)
- DH – Department of Health (Public Health England) (UK)
- BIOEF – Fundación Vasca De Innovación E Investigación Sanitarias (Spain)
- VTT – Teknologian Tutkimuskeskus VTT Oy (Technical Research Centre of Finland Ltd.) (Finland)
- THL – Terveystieteiden tutkimuskeskus (National Institute for Health and Welfare) (Finland)
- SET – South Eastern Health & Social Care Trust (UK)
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0.1	18/10/2018	Draft for Internal Review	Suggestions and modifications made.
0.2	25/10/2018	Sent to EB for Review	

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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Executive Summary

Work Package:	WP 7
Work Package leader:	Jonathan Wallace
Task:	T7.2 – Communication and Awareness Activities
Task leader:	Ulster - University of Ulster

This deliverable as per the Grant Agreement is a Version 3 update on the design and production of MIDAS promotional materials including the design of a generic MIDAS poster / pop-up stand and brochure / folder, MIDAS Digital Stories and the production and circulation of e-newsletters. For this update, the designs of marketing materials have been updated, including a new generic MIDAS gate fold flyer, an updated folder design and an improved design for the pop-up stand to incorporate partner logo changes. In total three e-newsletters have been circulated. A third Youtube video has been uploaded in partnership with InterTradeIreland showcasing MIDAS as an exemplar H2020 project for collaboration across the island of Ireland. Significant enhancements have also been made to the MIDAS website based on reviewer feedback, including updating partner information and publication links, and a redesigned navigation structure to improve the user experience.

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1 Physical Media

1.1 MIDAS Folder

The purpose of any brochure or flyer is to promote and disseminate the project. In order to provide as much flexibility to partners as to what specific content they might want to promote relating to MIDAS, rather than having a brochure to look to try to fit all audiences, which would be expensive to produce and would need to have at least three versions produced during the project as we progress through the three iterations of the MIDAS platform development and testing, we have agreed to produce a MIDAS folder within which partners can place info sheets / inserts on whichever aspects they are looking to promote e.g. the technical platform, data analytics, data visualisation, or ethics and governance of big data, etc.

The Brochure template has been updated to reflect logo changes from some of the partner organisations



Figure 1: Artwork of MIDAS folder template for professional printing and self-assembly.

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As there is a limited consumable budget available for the coordinating partner as is the case with the promotional poster / pop-up stand below we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the folders to meet their needs from their own budgets.

1.2 MIDAS Flyers

Ulster have designed a gatefold flyer for MIDAS, providing an overview of MIDAS, its objectives, WPs and Phases (see Fig. 2). This flyer is intended to be printed in colour and folded for use as dissemination flyers at events.

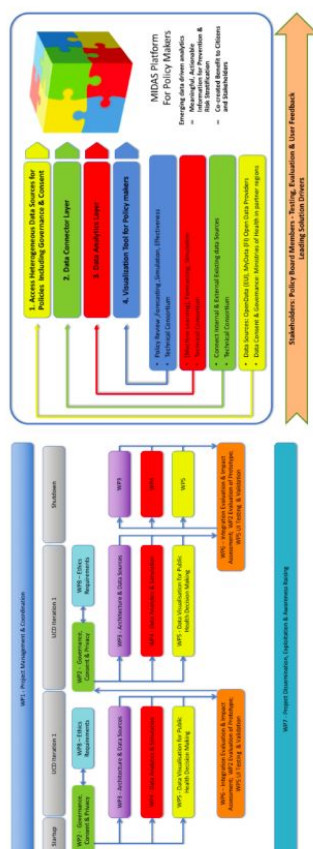


Figure 3: MIDAS Workpackage Structure & Phases

Figure 4: MIDAS Platform Architecture Layers




Meaningful Integration of Data, Analytics and Services



<http://www.midasproject.eu>
hello@midasproject.eu
[@MIDASProjectEU](https://twitter.com/MIDASProjectEU)



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Figure 2: Generic Gatefold flyer for MIDAS Project

In addition to the generic MIDAS gatefold flyer, bespoke flyers will be created for specific events as required. As an example, a separate flyer was produced for the two Belfast workshops in November 2017 on Co-Design and Consent, Ethics and GDPR (see Fig 3).

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midas
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DATES FOR YOUR DIARY
Belfast 16-17 November, 2017

16 November 2017, 9am to 3pm - Co-Design Workshop
Wellington Park Hotel, Malone Road, Belfast

17 November 2017, 9am to 1pm - Consent, Ethics & GDPR Workshop
"Data, Usage, Ethics and Legislation: A need for pragmatism?"
Loughview Suite, Ulster University, Jordanstown Campus

BOOK YOUR PLACE NOW AT <http://tiny.cc/midas-workshops>

www.midasproject.eu  This project is funded by the European Union  @MIDASProjectEU

Co-Design Workshop
for the MIDAS Platform

16 November 2017 - 9am to 3pm
Wellington Park Hotel, Malone Road, Belfast

The primary goal of the MIDAS Project is to address the needs of policy makers and citizens through the delivery of a unified big data platform. In order to ensure that the information provided by the MIDAS platform is actionable, the technical implementation must be grounded in the needs of the users. The project aims to effectively help to co-design the MIDAS user experience.

The MIDAS consortium includes a wide range of experts from academia, business and the public, with a mixture of both technical and policy knowledge. By including as broad a range of stakeholders as possible, the project aims to effectively meet user needs and to be as usable as possible.

As part of this participatory innovation approach, the MIDAS team will be holding a Co-Design Workshop on 16 November, which will be open not only to consortium members but also to the wider public. The workshop will take participants through a series of exercises designed to explore the needs of the users (including the identification of "user stories" (simple, non-technical descriptions of user requirements), and the brainstorming of "swiftem" (interface design ideas) on paper. Participants will be encouraged to make the event as engaging as possible, participants will be grouped into active teams.

This event should be of interest to anyone – policy makers, technologists and business people – who would like to get a deeper understanding of the MIDAS project and of how big data can be used to improve public policy. It will be designed to be enjoyable and accessible to all, and will provide an opportunity for participants to learn more about how participatory design methods can make technology more effective and meaningful for individuals and organisations.

Consent, Ethics & GDPR Workshop
"Data, Usage, Ethics and Legislation: A need for pragmatism?"

17 November 2017 - 9am to 1pm
Loughview Suite, Ulster University, Jordanstown Campus

Health care delivery should always be underpinned by the evidence base. The evidence is created and maintained through the acquisition and interrogation of data by those with the skills and ability to understand and action this analysis at a variety of levels, to meet the needs of the user. The data is generated from a variety of sources, including healthcare systems, comorbidity, genomics, ageing, population, financial, personalised medicine, complex imaging, etc. etc. there is an opportunity to utilise this data to drive innovation, quality and service.

As the data is generated, it is important that the need for ethics and good practice through its structure and outcomes. The consortium is acutely aware of the sensitivities when working with data, even in the context of anonymised or pseudo-anonymised data, as well as the organisations and parties that may potentially be affected by the data. The consortium is aware of the requirements of the General Data Protection Regulation (GDPR) which became law in 2016, and must be in place in organisations by May 2018.

At its heart, MIDAS aims to create a viable model of consent and good practice that will ensure data is used appropriately, meaningfully and transparently to underpin the policy and practice of the health care system. The consortium is aware of the requirements of the GDPR and is working to ensure that the data is used in a way that is appropriate and meaningful.

To this end, the consortium have developed a half day workshop that aims to bring interested parties together from academia, business, the public and the clinical domain to discuss some of the early lessons learned and findings from the project, and to gain feedback on the project. The workshop will provide an opportunity for participants to learn more about the project and to gain feedback on the project. The workshop will provide an opportunity for participants to learn more about the project and to gain feedback on the project.

BOOK YOUR PLACE NOW AT <http://tiny.cc/midas-workshops>

Figure 3: A5 flyer for Belfast Co-Design and Consent, Ethics and GDPR workshops.

1.3 Pop-up Stand

In order to maximise professional visibility of the MIDAS project and events including workshops, conferences, public engagements we created the artwork for and have produced two pop-up stands.

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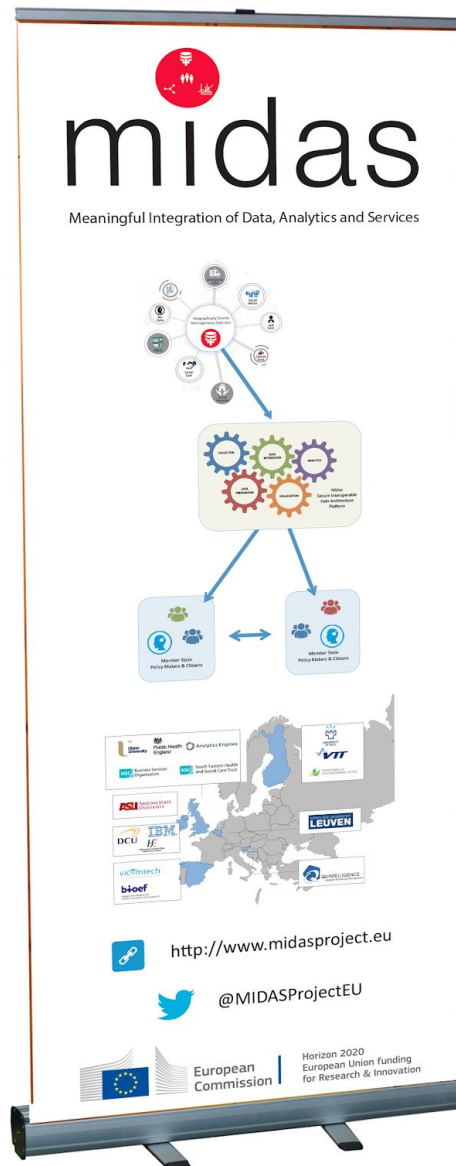


Figure 4: MIDAS Pop-Up Stand

As with the poster / folder above as there is a limited consumable budget available for the coordinating partner we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the pop-up stand to meet their promotional / dissemination needs from their own budgets. Colleagues in Finland have also produced pop-up stands from the provided artwork.

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Figure 5: MIDAS Pop-up stand as produced from high-resolution artwork by colleagues in Finland for their dissemination.

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Figure 6: MIDAS Pop-up stand in background of project representatives' group photograph at MIDAS General Assembly in Belfast in November 2017, as produced from high-resolution artwork by Ulster for their dissemination.

1.4 Posters

We have created a common poster publication template for the project and now have had four paper poster publications at conferences using this template in the interim period. We have included three exemplars below:

- EMBEC '27 - entitled 'Meaningful Integration of Data Analytics and Services – Finnish Pilot' (Fig. 7)
- TMED 2017 - entitled 'The MIDAS Platform: Facilitating the Utilisation of Healthcare Big Data in Northern Ireland and Beyond. (Fig. 8)
- BHCI 2018 - entitled 'Meaningful Integration of Data Analytics and Services in MIDAS Project: Engaging Users in the Co-Design of a Health Analytics Platform' (Fig. 9)

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Meaningful Integration of Data, Analytics and Services – Finnish Pilot

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Introduction

The MIDAS EU project will bring **policy makers, data owners and scientists together** to develop a **decision support system (DSS)** for information-based **health policy making** at regional and national level. Currently, the main limitations for data driven decision making in healthcare are in **legislation and heterogeneous data management** [1]. It is a governance and consent issue combined with heterogeneous data.

For example, using healthcare records together with biobank registers and hospital management data requires significant amount of paperwork and sometimes the planned study can even turn out to be prohibitively difficult to carry out due to the involved bureaucracy.

MIDAS develops a **proof of concept (PoC)** of a DSS for policy making to discover the opportunities, which a broader range of data integration in health domain would enable. The concept is visualized in Figure 1.

Because policies should affect always to populations, **MIDAS project concentrates on larger cohorts instead of single subjects.**

Implementation

Initial MIDAS data sources include:

- **Citizen data** like MyData [2],
- **Social media** like Twitter,
- **Open data** [3, 4] and
- **Healthcare data**, which is provided in Finland from the University of Oulu (UO), City of Oulu (CO) and the Finnish National Institute of Health and Welfare (THL)

Main components of MIDAS system:

- Analytics Engines XPD; state of the art **data virtualization** [5],
- Apache Spark framework with **state-of-the-art data analytics**
 - e.g. from Python, R and Scala

- Semantics server software [7] for the **model-based forecasts.**
- **Social media analytics** and **other free text analytics**
- **User Interface (UI)** with VTT OpenVA framework [8].

Key concepts:

- Data stays on **original source systems** and integration is done only **on request** when needed.
- **System dynamic forecasting models** are built with specialist knowledge from domain experts and data analytics
- The evaluation of **impact models** is supported by social media and news analytics.
- **Dedicated smart UI system**
 - Fully customizable shareable dashboards,
 - Three main types of users will be catered for:
 - high-level policy makers (predefined dashboards);
 - supporting personnel (creators of the dashboards); and
 - research oriented users (developers of new analytics).

Results & Discussion

The first Finnish pilot topics from the initial interviews in Oulu:

- Prevention of mental health problems;
- Wellbeing of young people and;
- Wellbeing of elderly people.

Main topic for Finnish pilot after interviews with extended group of policy makers:

- **The mental health and wellbeing of young people.**

The interviews with owners of controlled data have shown that:

- Current **legislation and data sensitivity** requires **anonymized secured datasets**, and
- Only preprocessed secured datasets can be connected to MIDAS data virtualization system.

These create challenges for the data integration and analytics.

The project started in November 2016 and lasts 40 months. The MIDAS system will be implemented in parallel for: Finland, Northern Ireland, Republic of Ireland and Basque Country.

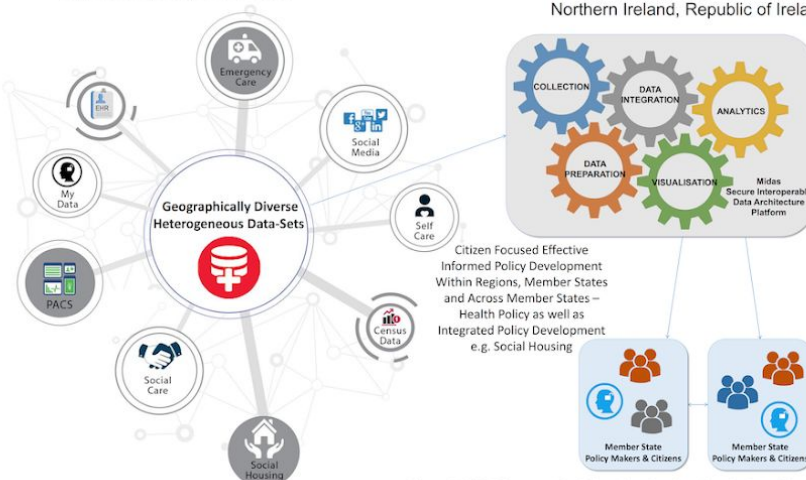


Figure 1. MIDAS concept for EU, national and regional point of view

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Figure 7: EMBEC 27 Poster

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The MIDAS Platform: Facilitating the Utilisation of Healthcare Big Data in Northern Ireland and Beyond

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Introduction

We live in a **data rich, information driven society** with numerous **data sources** available that have the potential to provide **new insights** into areas such as:

- **disease prevention**
- **policy decisions**
- **personalised medicine.**

Data sources are not optimally utilised, existing in heterogeneous silos with no current solution to connect or integrate them with valuable open and social data¹; a solution that could enable **evidence-based health policy decision making**, leading to **significant improvements in health care and quality of life**² (Figure 1).



Figure 1. Current Problems within Health Policies

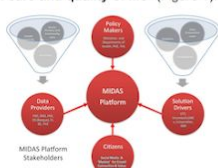


Figure 2. MIDAS Stakeholders

Materials and Methods

The MIDAS project is developing a **big data platform** that facilitates the utilisation of **healthcare data beyond existing isolated systems** making that data amenable to enrichment with **open data, social data, and citizen data**, e.g. **MyData**³.

A unique **Policy Board** comprising **health policy makers and data guardians** has been formed with members acting as stakeholders of MIDAS. The Policy Board:

- participate in **user-centred design**
- ensure **patient and public involvement**
- advise on **implementation**
- participate in **evaluation**

The MIDAS platform will enable the integration of heterogeneous data sources, provide **privacy-preserving analytics, forecasting tools and bespoke visualisations of actionable information** (Figure 3). Policy makers will have the capability to perform **data-driven evaluations of the efficiency and effectiveness of proposed policies** in terms of expenditure, delivery, wellbeing, and health and socio-economic inequalities, thus improving current **policy risk stratification**.



Figure 3. MIDAS concept for EU, national and regional point of view



Figure 4. Geographic Distribution of MIDAS Consortium Members

Results

By bringing together a unique combination of data scientists and key stakeholders via the Policy Board, MIDAS is producing a **platform that empowers policy makers** by providing **actionable knowledge to support decision making at regional and national levels** (Figure 2).

The Policy Board's involvement ensures that the platform:

- Meets real user requirements
- Is usable and effective
- Respects governance, ethical, consent and privacy aspects.

As a result of **Policy Board engagement** several **case studies** have been identified that Big Data technologies could answer and the **MIDAS platform architecture** has been defined. Datasets have been accrued for feasibility testing of the platform.

Case Studies

MIDAS enhancement of the policy process (Figure 5) will be piloted in four regions: Northern Ireland, Republic of Ireland, Basque Country and Finland, via **policy case studies**:

- **Diabetes**
- **Youth mental health**
- **Children in care**
- **Child obesity**



Figure 5. MIDAS Enhancing Policy Process

MIDAS Platform Architecture

- **Data Virtualisation:** Analytics Engines XDP⁴ (Figure 6)
- **Data Analytics:** Apache Spark framework, R, Python, Scala etc.
- **Forecasting:** Simantics System Dynamics⁵
- **Social Media Analytics**
- **Free Text Analytics**
- **User Interface & Visualisations:** VTT OpenVA framework⁶

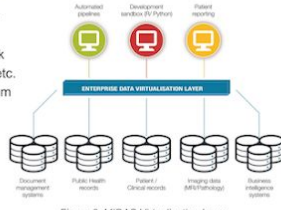


Figure 6. MIDAS Virtualisation Layer

Conclusions

There is an urgent need to develop applications and tools to consume and map the variety of data from the public, patients and healthcare systems to make it more meaningful, insightful and useful for health policy makers⁷. MIDAS will exploit the enormous economic potential of this data and big data analytics to the benefit of the economy and society, setting in motion a new network of knowledge pertinent to supporting enhanced public health decision-making.

Challenges & Achievements in Year 1

Challenges:

- **Geographically diverse consortium** (Figure 4)
- **Interdisciplinary** consortium: technical, academic, clinical & policy
- Differing **perspectives and perceptions**
- Significant variations in **technical baseline & user requirements**

Achievements:

- Enhanced **Policy Board engagement and learning**
- Test platform deployed
- Test datasets accrued: **diabetes & ageing population data**
- Strong **technical progress** towards first prototype of MIDAS platform
- Investigation of **MyData**³ potential in healthcare policy
- Continuous **communication and knowledge sharing** improvement
- Organisation of **workshops** on Consent, Ethics & GDPR, Platform Co-Design

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The MIDAS project started in November 2016 and tests for 40 months.



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Figure 8: TMED 2017 Poster

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Meaningful Integration of Data Analytics and Services in MIDAS Project: Engaging Users in the Co-Design of a Health Analytics Platform

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Introduction

The **MIDAS Project** (Meaningful Integration of Data Analytics and Services) is a 40-month Horizon 2020-funded project to address the needs of policy-makers and citizens through the delivery of a **unified big data platform**. In order to ensure that the information provided by the MIDAS platform is actionable, the technical implementation has adopted a **user-centred design approach** (see Figure 1). Based on this participatory ethos, the MIDAS Project held a Co-Design Workshop on 16 November 2017, which was open to consortium members as well as the wider public.



Figure 1. MIDAS Stakeholders

Methodology

The workshop was attended by approximately 80 participants, including a mixture of consortium members and external stakeholders. The professional backgrounds of attendees were diverse and included policy-makers, civil servants, academic experts, and industry representatives.



Figure 2. Example User Persona

Key elements of the workshop:

- **User Personas** - Each table evaluated five pre-existing personas and also came up with a novel user persona (Figure 2)
- **User Stories** - Each group developed user stories for the five pre-existing personas plus the new persona they had created.
- **Wireframing** (Figure 4) - Users selected a user story from the previous activity, and then collaborated on a paper-based wireframe. Facilitators took the paper wireframes and converted them into their digital equivalents (Figures 3 & 4).



Figure 3. Example paper wireframe from the workshop



Figure 4. Example digitised wireframe from the workshop

Results

Results generated by the workshop:

- Detailed feedback on 5 key user personas
- 8 new user personas
- 80 user stories
- 16 paper-based wireframes
- 16 digital wireframes

Attendees were also asked to complete a questionnaire on their experience. Responses were generally favourable, with most participants stating that they found the process both educational and enjoyable.

Discussion

The participant survey suggested that the workshop should be repeated in other regions. Further workshop sessions to evaluate ongoing design decisions would strengthen the user-centredness of the final system. The agenda could be improved, particularly with regard to the later wireframing and presentation sessions. More time could be allocated to engaging technical stakeholders in a structured analysis of the results.



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Figure 9: BHCI 2018

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2 Digital Media

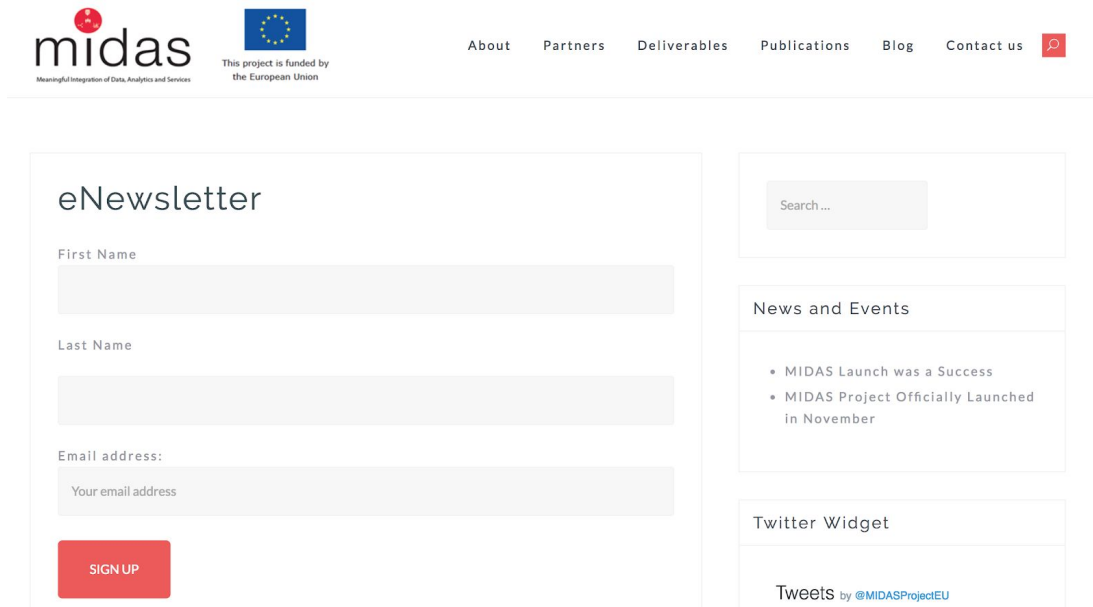
2.1 e-Newsletters

As reported in D7.8 a mailchimp account has been set-up and a Wordpress plugin installed to allow users to subscribe to our newsletter from the MIDAS website.



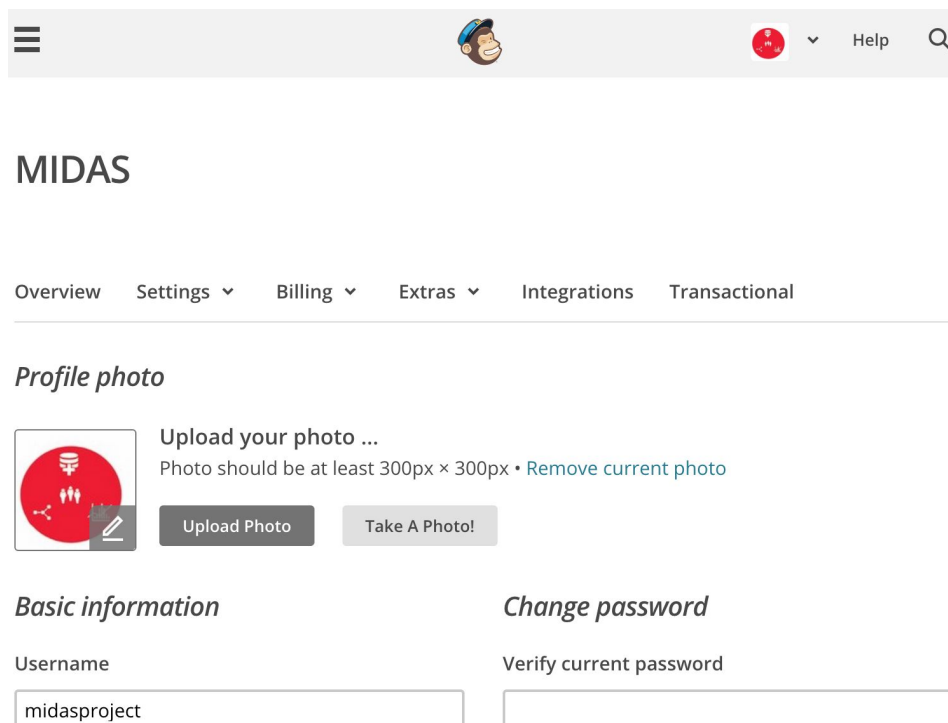
Figure 10: Screenshot of MIDAS home page with link to newsletter

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The screenshot shows the 'eNewsletter' subscription form on the MIDAS website. The form includes input fields for 'First Name', 'Last Name', and 'Email address', with a 'SIGN UP' button below. To the right, there is a search bar, a 'News and Events' section with two bullet points, and a 'Twitter Widget' showing tweets from @MIDASProjectEU. The top navigation bar includes links for 'About', 'Partners', 'Deliverables', 'Publications', 'Blog', and 'Contact us'.

Figure 11: Screenshot of the subscription form to the MIDAS newsletter
<http://www.midasproject.eu/enewsletter/>



The screenshot displays the MailChimp account profile page. At the top, there is a navigation bar with a menu icon, a user profile icon, and a 'Help' link. Below this, the 'MIDAS' logo is prominently displayed. A navigation menu includes 'Overview', 'Settings', 'Billing', 'Extras', 'Integrations', and 'Transactional'. The 'Profile photo' section shows a placeholder image and options to 'Upload your photo' or 'Take A Photo!'. The 'Basic information' section contains a 'Username' field with the value 'midasproject'. The 'Change password' section includes a 'Verify current password' field.

Figure 12: Screenshot of MailChimp account

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The process, roles, responsibilities/actions and timings for the MIDAS Newsletter are described below:

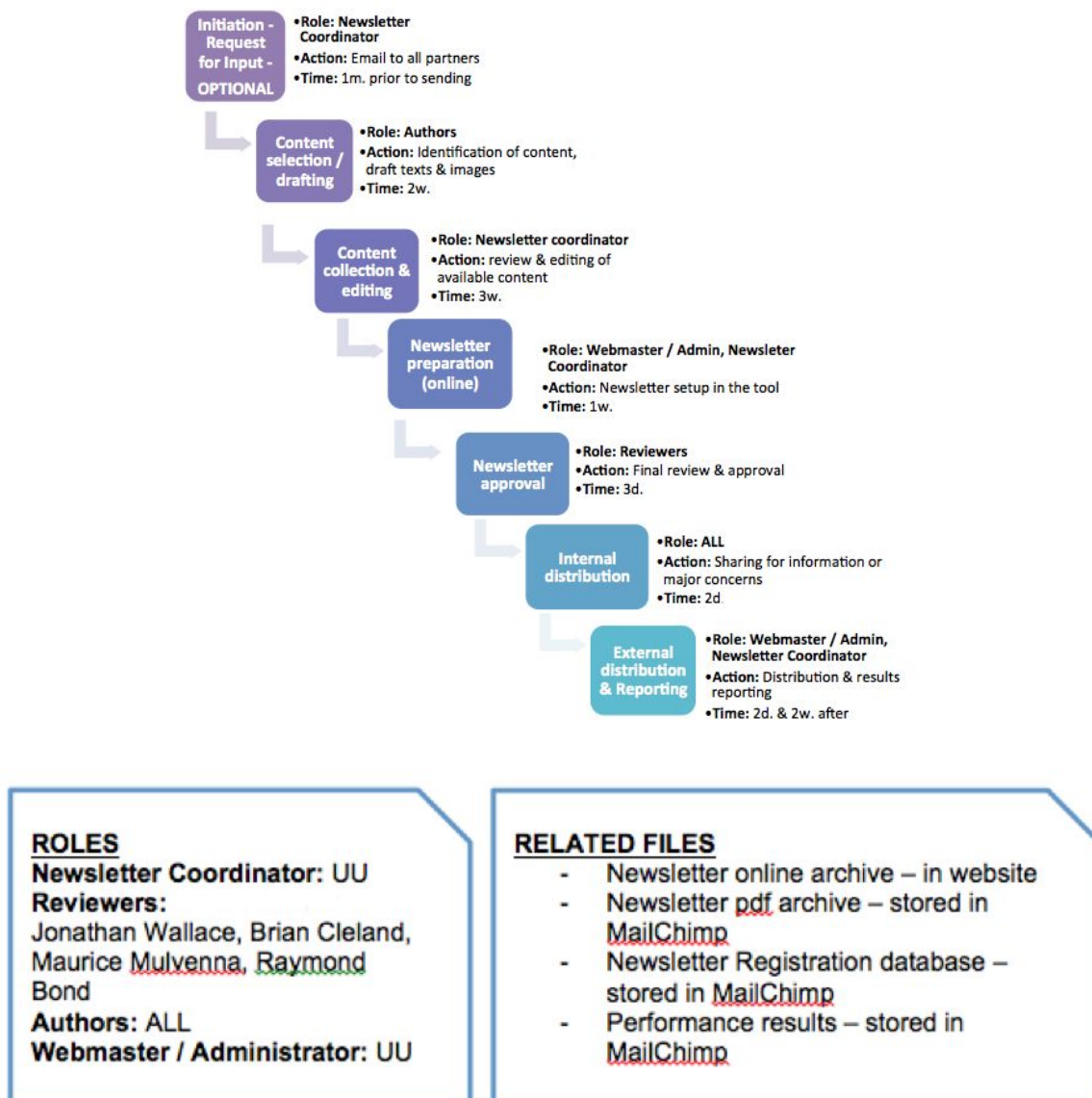


Figure 13: E-Newsletter Process

To date as per the schedule we have released three Newsletters to those subscribed to the MIDAS Newsletter, which currently stands at 86 subscribers. The newsletters contain the aggregated Blog posts from the website as well as any major news events.

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2.2 Website

The MIDAS website has been updated following feedback from the 2018 reviewers' report. A number of changes were implemented, including: improvements to the overall structure and navigation of the website; enhanced partner information and links, and improved linkage to online MIDAS publications.

The MIDAS website has been holding steady in terms of traffic, and has recorded almost 4.8k individual visitors as per the Google Analytics analysis shown below:



Figure 14: MIDAS Website Google Analytics Analysis Months 1 to 24

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2.3 Social Media

We have chosen Twitter as the preferred Social Media Platform for MIDAS, using the handle @MIDASProjectEU and hashtags such as #MIDAS, #BigData, #PublicHealth and #GDPR. The figure below shows the Twitter impressions for the most recent three months of the project.

Your Tweets earned **515 impressions** over this **91 day** period

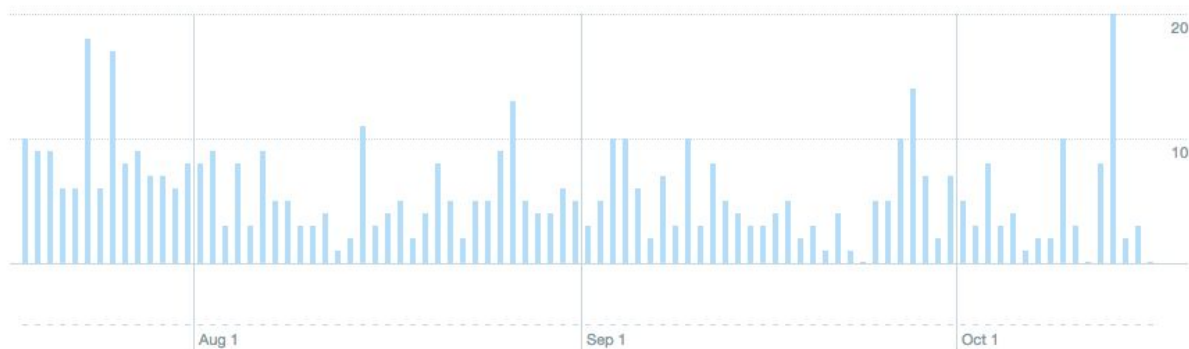


Figure 15: MIDAS Twitter Analytics from 18 July 2018 to 16 Oct 2018

2.4 YouTube Channel

We have also created a MIDAS YouTube Channel called MIDAS Project for dissemination of any video material that we create. Thus far we have uploaded the video of the public workshop held in Helsinki in June 2017¹, a promotional video for Horizon 2020 produced by InterTradelreland², which focuses exclusively on the MIDAS Project, and as the first of the “digital stories” to be released from MIDAS – this one by Susan Campbell from BSO in relation to Anonymising Childrens’ Data for MIDAS³. The remaining MIDAS policy regions have agreed to produce their own digital stories before the end of January 2019. All uploaded videos are available on the Midas website⁴.

In total, the uploaded videos have had 499 views on YouTube.

¹ <https://www.youtube.com/watch?v=1Ke7h0ORkc8>

² <https://www.youtube.com/watch?v=24E5LWp-Pz8>

³ <https://www.youtube.com/watch?v=yiVd4wgVA1s>

⁴ <http://www.midasproject.eu/videos/>

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3 Conclusion

This deliverable describes how various information materials have been developed within the MIDAS brand platform. Specifically, we have outlined physical media that have been created - such as brochures and flyers, pop-up stand and posters - as well as digital materials including the MIDAS website, e-newsletters, Twitter content and YouTube videos. These materials have all been developed consistently with the MIDAS logo and branding, in order to effectively raise awareness of the project and assist in dissemination activities across the consortium partner regions.