

D6.1 Education, Communication and Dissemination Plan

Community Of Multidisciplinary Professionals Advancing Safe and Successful AI implementation in clinical practice

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History of Changes

Version	Date	Changes
1	30.03.2026	First version
2	02.09.2026	The following changes have been applied: Whole document: • minor typos changes were corrected • Section 5.1: the URL link has been updated to the working one • Section 5.1.1 and Section 5.1.2 added



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1. Introduction

This Education, Communication, and Dissemination Plan is designed to leverage the visibility, accessibility, and uptake of Compass AI outputs, including the project's recommendations, protocols, and validated methodologies. A combination of tailored tools and strategies will be deployed to engage Compass AI key stakeholder groups across EU Member States.

The plan outlines the structure and approach for workshops, webinars, and other activities tailored to different stakeholder groups. It will also detail the alignment of dissemination and education with the project's overall goals.

This plan will be treated as a living document and will be revised and updated throughout the project, to ensure alignment with emerging results and stakeholder needs, with scheduled internal revisions **at the end of each reporting period**:

- At month 18 (March 2027)
- At month 36 (September 2028)
- At month 48 (September 2029).

1.1 Definitions

When mentioning these terms in this document, each will refer to:

Education:

- Organization of training programmes, workshops and outreach activities designed for capacity building
- Designing different programmes targeting the need of each stakeholder
- Empowering patients and clinicians with useful tools for understanding new technologies

Communication:

- Promoting the project and related activities: informing, promoting and communicating activities or planned events.
- Targeting multiple audiences beyond the project's own community (incl. media and broader public).
- Engaging with stakeholders, raising awareness, generating demand, showing success of European Collaboration.

Dissemination:

- Describe and publicly disclose results, transfer knowledge, make results available for others to use.
- Targeting audiences interested in the use of the results: scientific community, industry, policymakers.
- Maximising results' impacts allowing others to continue and advance the state of the art, making results a common good.

Evaluation:

- Assessing the effectiveness of sharing project related information to ensure it reaches the targeted audience, achieves strategy goals and objectives.
- Gathering and interpreting Key Performance Indicators (KPIs) such as website views, media mentions or audience feedback.
- Refining and reiterating future efforts to potentially maximizing strategy success.

2. Compass AI project

Compass AI aims to overcome critical barriers to the safe and effective deployment of AI in healthcare by developing scalable, equitable solutions, with a focus on cancer care and remote regions.

At the heart of the project is its multidisciplinary community of experts, who will leverage their collective expertise to identify challenges, enablers, and actionable strategies for AI implementation in clinical practice.

The project will build upon [FUTURE-AI](#), an established framework for trustworthy AI in healthcare according to six guiding principles: fairness, universality, traceability, usability, robustness, and explainability.

Best practices for AI deployment will be validated in four diverse real-world clinical settings and across various medical specialties, including diagnostic and treatment. Their added value in the clinical workflow will be measured using framework and matrices developed during the literature review, and further adaptation guidelines will be developed based on those results.

By further integrating insights from the expert community, Compass AI will accelerate sustainable, large-scale AI adoption by generating actionable policy recommendations and will deliver and refine the extended FUTURE-2.0 framework.



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3. Education, Communication and Dissemination Objectives

The overarching objective of the Education, Communication, and Dissemination strategy is to ensure that Compass AI results are widely accessible, clearly communicated, and effectively translated into practice.

The specific objectives are to:

- **Disseminate the guidelines, protocols, and knowledge generated within Compass AI**, promoting best practices for the safe, effective, and ethical deployment of AI tools in healthcare settings.
- **Increase AI literacy across stakeholder groups**, including healthcare professionals, hospital managers, patients, the general public, and other relevant actors, by providing clear, accessible, and evidence-based educational content.
- **Identify and engage all relevant stakeholder communities** through a tailored and targeted dissemination and communication approach adapted to their needs, roles, and levels of expertise.
- **Strengthen the visibility and identity of Compass AI across Europe**, ensuring consistency of messaging and strong recognition of the project's outputs and impact.
- **Promote the uptake of Compass AI tools, recommendations, and guidelines**, especially within clinical and decision-making communities, to support implementation across EU Member States.
- **Leverage the Compass AI platform as a central hub** for communication, outreach, and educational activities, ensuring broad access to project materials and resources.
- **Collaborate closely with the Community of Experts and the Community Advisory Board (CAB)** to ensure that dissemination activities are relevant, inclusive, and aligned with stakeholder needs.

To achieve these objectives, the project will adopt a strategic, multi-level stakeholder engagement approach, engaging policymakers, clinicians, AI developers, patients, advocacy groups, and the wider public. Dissemination actions will prioritise timely communication of results through channels tailored to each audience, while



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ensuring open access to all peer-reviewed scientific publications. Project outcomes will feed into the development of **scalable education and training materials**, designed for use in workshops, webinars, and on-demand learning formats, ensuring long-term accessibility and impact.

4. Stakeholders and target audience

Compass AI targets a broad and interdisciplinary community of stakeholders to ensure a comprehensive and impactful approach to education, communication, and dissemination.

4.1 Stakeholder categories

Compass AI will engage with a multidisciplinary stakeholder group, summarized in the following table:

Stakeholder Category	Subgroups	Examples / Notes
<u>Healthcare Professionals</u>	Diagnostic & Imaging	Radiology, Nuclear Medicine, Pathology, Dermatology, Laboratory Medicine, Other
	Internal Medicine	Cardiology, Oncology, Neurology, Gastroenterology, Pulmonology, Endocrinology, Other
	Surgical Specialties	General Surgery, Orthopedics, Neurosurgery, Urology, Vascular Surgery, Plastic & reconstructive surgery, Other
	Acute & Emergency Care	Emergency Medicine, Intensive Care, Anesthesiology
	Women & Children's Health	Obstetrics & Gynecology, Pediatrics



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	Mental Health	Psychiatry
	Other	Medical Physicists, Nursing and allied health professionals
<u>Hospital managers and directors</u>	Administrative & Clinical Leadership	Hospital Managers, Clinical Directors, Department Heads
	Financial Leadership	Procurement-relevant managers
	Data Governance Leadership	Head of Data units, Chief Data Officer
	Change Management	Change Managers
	Procurement Depts	Purchasing Managers
<u>Government & Public Authorities</u>	National Health Bodies	Ministries of Health, Digital Health Agencies
	Regional Authorities	Regional/municipal health systems
	Ethics Committees	Institution-level or regional ethics boards
<u>AI developers</u>	Developers	Industry & SMEs



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Academia		
<u>IT specialists</u>	Technical Integration	IT specialists, Systems integrators, ML Ops teams
<u>Legal, Regulatory & Policy</u>	Data Protection	GDPR/Data Protection Officers
	Regulatory Science	MDR, IVDR, AI Act specialists
	Policymakers	National or EU policy advisors
<u>Health Economics & Payers</u>	Economics Assessment	HTA experts, health economists
	Financing & Reimbursement	Public/private insurers
<u>Patients & Civil Society</u>	Patient representative	Patient associations with AI advocacy activities
<u>Ethics & Social Sciences</u>	Ethics	Clinical ethicists, AI ethics specialists
	Social Sciences	Sociologists, anthropologists, psychologists
<u>Scientists</u>	Data & Analytics	Statisticians, Data Scientists



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Table 1 Stakeholder list and their subgroups

From an engagement point of view, the above-mentioned stakeholders of Compass AI can be subdivided further in two different groups:

- **Community of Experts**, including the members of the Community Advisory Board;
- **Stakeholders outside the core expert community**

Considering the different nature of the two categories, we will use a set of different strategic tools and methodology to engage them.

All stakeholders will be invited to join the **Compass AI Digital Platform**, which will act as a central hub for fostering stakeholder collaboration and providing resources for education.

4.1.2 Community of Experts

Compass AI will establish a Community of Experts, together with a Community Advisory Board, and support it through an interactive digital platform.

This community includes healthcare providers, hospital managers, patients, AI developers, regulatory specialists, ethicists, economists, and policymakers identified at the project start within the consortium networks, consultations with professional societies, and analysis of existing databases to ensure broad, inclusive, and representative engagement.

The Compass AI Community of Experts will be chosen using strict criteria that will be published as part of the deliverable *D2.1 Expert community framework and membership database*.

4.1.3 Stakeholders outside the core expert community

The project will actively engage a broader ecosystem of stakeholders who play an essential role in the adoption, validation, and long-term sustainability of AI in healthcare.

All interested stakeholders, including healthcare providers, AI developers, industry partners, policymakers, patient representatives, and members of the general public, will be able to register on the Compass AI Platform.

Through this open and inclusive model, external stakeholders will gain access to the project's best-practice guidelines, recommendations, and all educational and dissemination materials. They will also be able to showcase the AI tools deployed in clinical settings on an interactive map, enabling knowledge exchange, visibility, and peer learning.



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The platform will support interaction between external stakeholders, the Compass AI consortium, and the Community of Experts, fostering a collaborative environment where experiences can be shared, challenges discussed, and real-world insights used to strengthen the project's outputs and promote wider European uptake.

5. Tools and Channels

The communication strategy will focus on promoting awareness, engagement, and uptake of Compass AI recommendations, protocols, and tools. Activities will include social media campaigns, newsletters, publications and press releases, publications in peer reviewed scientific journals and in media to inform both the scientific community and the general public, event participation to present results and raise awareness at conferences and policy events.

5.1 Compass AI Digital Platform

The Compass AI Digital Platform will serve as the central communication, education, and collaboration hub for all project stakeholders.

As the primary source of information about Compass AI, the platform will provide open-access to news, project updates, publications, deliverables, and best-practice resources. It will function as a one-stop-shop where all education, communication, and dissemination materials are published and made freely available.

The platform will host interactive, self-paced learning modules designed for healthcare professionals, hospital managers, AI developers, and other stakeholders, focusing on the practical integration of AI into clinical workflows, adherence to guidelines, and ethical considerations.

In addition to educational content, the platform will facilitate active collaboration by enabling stakeholders to showcase their own AI tools deployed in clinical settings and to engage in dialogue with other users, the Compass AI consortium, and the Community of Experts.

Regular newsletters and press releases targeted to healthcare professionals, policymakers, and patient organisations will also be distributed through the platform, ensuring consistent engagement and broad dissemination of project results.

5.1.1 Backend structure

The platform will be built using established solutions to reduce development time and increase reliability, in line with the project proposal.

Content Management System: WordPress



WordPress has been selected as the content management system (CMS) for the Compass AI Digital platform. WordPress provides a mature, extensible foundation with a vast ecosystem of plugins, themes, and security features. It supports the requirements of the platform.

5.1.2 Hosting and Infrastructure

Hosting Provider: Raidboxes

Raidboxes (<https://raidboxes.io/>) has been selected as the managed WordPress hosting provider for the Compass AI Digital Platform. Raidboxes was selected for its alignment with the project's EU compliance and data sovereignty requirements:

- **EU Data Sovereignty:** All data centres are located exclusively in Germany, ensuring full data residency within the European Union.
- **GDPR Compliance:** Raidboxes is GDPR compliant.
- **ISO 27001 Certification:** The hosting infrastructure is ISO 27001 certified, demonstrating adherence to international information security management standards.
- **WordPress Specialisation:** The server infrastructure is purpose-built and optimised for WordPress, with server-side caching, modern PHP versions, and dedicated resources per site.
- **Security Features:** Built-in SSL certificates (Let's Encrypt), login protection, IP blocking, DDoS protection, web application firewall, malware detection, and automatic daily backups with staging environments for safe update testing.
- **Sustainability:** Raidboxes is a certified B Corporation and runs on 100% renewable energy (hydropower).
- **Uptime SLA:** 99.9% uptime guarantee with redundant data centre infrastructure.

The exact hosting plan will be confirmed during early development.

Domain Configuration

Two domain names have been purchased for the platform:

- Primary domain: <https://compassai.eu> – the main platform URL.
- Secondary domain: <http://compass-ai.eu> – configured as a redirect to the primary domain.

5.2 Social Media Account

Compass AI will maintain an active social media presence to engage stakeholders, broaden outreach, and raise public awareness about the project's progress and outcomes. Dedicated campaigns will leverage platforms such as LinkedIn and YouTube to reach both professional and general audiences.

Content will include expert interviews, project milestones, visual explainers, infographics, and summaries of key findings, ensuring that complex concepts are communicated in an accessible and engaging way. Regular posts and updates will sustain continuous visibility, while targeted promotional boosts will be deployed around major project events, publications, and educational activities to maximise impact and stakeholder engagement.

The Compass AI LinkedIn account can be found here:

<https://linkedin.com/showcase/compassai-health>

5.3 Events and workshops

Compass AI will ensure broad visibility and stakeholder engagement through active participation in conferences, workshops, and webinars across Europe, such as the European Congress of Radiology (ECR) and the Conference on Medical Image Computing and Computer Assisted Intervention (MICCAI). These events will serve as key opportunities to disseminate project findings, present best-practice guidelines, and foster dialogue with diverse stakeholder groups.

Workshops and webinars will also provide interactive spaces to demonstrate Compass AI best practices, showcase real-world deployment examples from pilots, and collect feedback to refine project outputs.

5.4 Publications

Compass AI will ensure broad and transparent dissemination of its scientific outputs through contributions to open-access platforms, including Open Research Europe, enabling unrestricted access to research findings and supporting materials. In full alignment with European Commission open-access and open-data policies, all project outcomes will be made openly available and free of charge. Supporting datasets, code, and documentation will be deposited in FAIR-compliant repositories such as Zenodo, Open Science Framework (OSF) and GitHub, ensuring that they are Findable, Accessible, Interoperable, and Reusable.

6. Communication and Dissemination activities

Communication and dissemination activities within Compass AI will be tailored to the distinct needs, expectations, and levels of expertise of the two main stakeholder groups: Compass AI Community of Experts and the stakeholders outside the core expert community.

All actions will be guided by a comprehensive stakeholder mapping conducted at the start of the project within the consortium networks, consultations with professional societies, and analysis of existing databases to ensure broad, inclusive, and representative engagement.

Compass AI Community of Experts

Members of the Community of Experts, together with the Community Advisory Board, will be engaged through targeted communication actions designed to support co-creation and collaborative refinement of deployment best practices in ways specified by *D2.1 Expert Community framework and membership database*.

Communication will focus on facilitating structured dialogue, exchanging real-world experiences with AI tool deployment, and ensuring continuous alignment with project methodologies. The Compass AI Digital Platform will serve as the main channel for expert interactions, complemented by expert workshops, technical forums, and specialised briefing materials.

Stakeholders Outside the Core Expert Community

Stakeholders beyond the core expert group will also form a central audience for Compass AI communication and dissemination efforts. Through open registration on the Compass AI Digital Platform, these stakeholders will gain access to all project outputs, including best-practice guidelines, recommendations, and educational materials.

Communication activities will focus on raising awareness of project results, promoting AI literacy, supporting the safe and effective deployment of AI systems, and facilitating interaction with both the Compass AI consortium and the Community of Experts.

The platform will enable external users to share their own real-world AI deployments, creating opportunities for visibility, peer exchange, and cross-stakeholder learning.



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6.1 Targeted Communication and Dissemination Outreach

To reach both stakeholder groups effectively, Compass AI will implement customised communication actions for each audience type:

Healthcare professionals: to integrate AI tools into clinical workflows while ensuring patient safety. Reached primarily through collaborations with major societies.

AI developers and IT specialists: to design and deploy tools that adhere to the FUTURE-AI 2.0 guidelines and local healthcare requirements. Engaged mainly through our Compass AI Digital Platform and during major relevant events like European Society of Radiology, Medical Image Computing and Computer Assisted Intervention, European Society of Surgical Oncology.

Policymakers and regulatory bodies: to make informed decisions about resources allocation, ethical compliance, and regulatory oversight. We will engage them by directly including relevant national and European level policymakers in the Compass AI Community Advisory Board and in the Compass AI Strategic Advisory Board, and a comprehensive set of policy measures will be developed to include a structured roadmap for AI deployment in healthcare systems.

Patient advocacy groups and the general public: to build trust in AI deployment and foster acceptance of its applications in healthcare. Reached mainly through our social media activity and direct collaboration with clinics.

Across all communication and dissemination activities, Compass AI will ensure full adherence to EU visibility requirements, including consistent use of the EU emblem and funding acknowledgement on the website, publications, presentations, newsletters, and other project materials.

7. Education activities

Compass AI will implement a comprehensive set of education activities designed to equip stakeholders with practical skills, foundational knowledge, and best-practice guidance for the safe and effective deployment of AI in healthcare:

User-friendly guides and manuals, including leaflets, posters, and infographics, will clearly present the FUTURE-AI 2.0 guidelines, deployment protocols, and the functionalities of the Compass AI Digital Platform.

Interactive webinars and step-by-step tutorials will address key AI deployment topics and incorporate real-world case studies to ensure that learning remains practical and context-driven.

In-person workshops and Train-the-Trainer programmes will offer hands-on experience with AI tools in diverse clinical settings, enabling participants to apply FUTURE-AI 2.0 principles in practice. Workshops aligned with major scientific events, such as ECR and MICCAI, will further extend outreach and maximise impact.

The **Compass AI Digital Platform** will support community-driven training through discussion forums, peer-to-peer learning opportunities, and the exchange of best practices across stakeholder groups. In addition, **patient-centric educational sessions**, supported by accessible videos, infographics, public awareness campaigns, and Q&A events, will foster AI literacy and strengthen trust among patients and advocacy organisations. Together, these educational activities will ensure that all stakeholder groups are informed, engaged, and equipped to contribute to the responsible adoption of AI in clinical practice.

8. Education, Communication and Dissemination evaluation

The effectiveness of Compass AI education, communication, and dissemination activities will be assessed through a combination of quantitative Key Performance Indicators (KPIs) and qualitative feedback.

Quantitative indicators will include:

- **digital platform engagement** (minimum 15,000 page views by project end)
- **social media reach** (at least 20,000 impressions)
- **peer-reviewed publications** (at least 6)
- **stakeholder workshops and webinars** (minimum 12 events)
- **newsletter distribution** (reaching at least 1,000 recipients)
- **engagement events** (at least 4 large-scale activities focused on trust-building and awareness during professional societies congresses, e.g. European Society of Radiology, Medical Image Computing and Computer Assisted Intervention, European Society of Surgical Oncology).

Dissemination activities will be continuously monitored and refined based on metrics such as website traffic, social media analytics, and attendance rates at project events. In addition to these quantitative measures, Compass AI will systematically gather qualitative input, such as participant testimonials, session

evaluations, and post-training knowledge assessments, to gain insights into stakeholder perceptions and learning outcomes.

This dual approach ensures that activities remain relevant, impactful, and responsive to user needs throughout the project, enabling continuous improvement in both communication and educational strategies.



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9. Visual identity and Branding guidelines

Compass AI has established its visual identity at the beginning of the project.

9.1 Compass AI Logo

Positive



Compass AI



Compass AI



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Negative

9.2 EU Emblem



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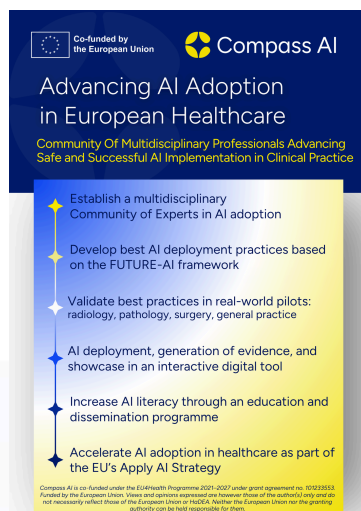
9.3 Disclaimer

Compass AI is co-funded under the EU4Health Programme 2021–2027 under grant agreement no. 101233553. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.



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9.4 Flyers



9.5 Social media hashtags

The following hashtags will be included on LinkedIn when posting from the Compass AI LinkedIn page and when Compass AI LinkedIn page is tagged.

#HealthUnion #CompassAI #ApplyAI #EU4Health #AIFirst #EUFunded #EUCancerPlan

Further hashtags might be included as relevant.

9.6 EU contribution in publication

The European Union contribution will be acknowledged in every Compass AI publication, both within the acknowledgements section and in the publication metadata. Each Compass AI publication will always include two names per consortium partner as co-authors. Additional contributors from the project may be listed, subject to determination on a case-by-case basis.

All Compass AI publications will include the Grant Agreement number, the mandatory disclaimer, the EU funding statement, the name of the funding programme, and, where feasible, the name of the granting authority.