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KHRESMOI

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Dissemination and Training Report for Year 1

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1 Overview

This deliverable reports, in Part I, on the dissemination and training activities in KHRESMOI year 1 (September 2010 – August 2011). In Part II, a plan for the dissemination and training activities for the remaining three years, with a focus on year 2, is presented. The activities are grouped according to the target groups: scientific community, medical community, business community and general public. If a publication or activity is aimed at more than one target group, it is placed in the section corresponding to the main target group. Additional sections on the online presence and training activities are included.

In year 1, there were three main dissemination pushes, aiming to disseminate information about KHRESMOI to a large number of people:

- 1. Project start:** The KHRESMOI kick-off meeting in Vienna included a half-day general project presentation to which people from the scientific, business and medical communities external to the project were invited. Press releases were also sent out early in the project, leading to a large number of press articles. The first KHRESMOI Newsletter also covered this kick-off meeting.
- 2. General public survey:** The general public survey was promoted via patient organisations, banners on websites, social media and health-related newsletters.
- 3. Physicians survey:** The physicians survey was promoted via newsletters and websites of medical societies and organisations.

In addition, there were a large number of further dissemination activities, which are detailed in this deliverable.

As this was the first year of a four-year project, the dissemination activities on project results to the two main end user groups, the medical and business communities, has not been started in earnest. The reason is that these two groups are generally quite sensitive to hype without concrete results behind it, and presenting information that could be construed as hype could lead to these groups losing faith in the ability of the project to produce concrete results. The dissemination to the medical community in year 1 had the main aim of encouraging participation in the surveys. We plan to increase the dissemination to these groups as the project results become more concrete and as better demonstrators become available over the remaining three years of the project.

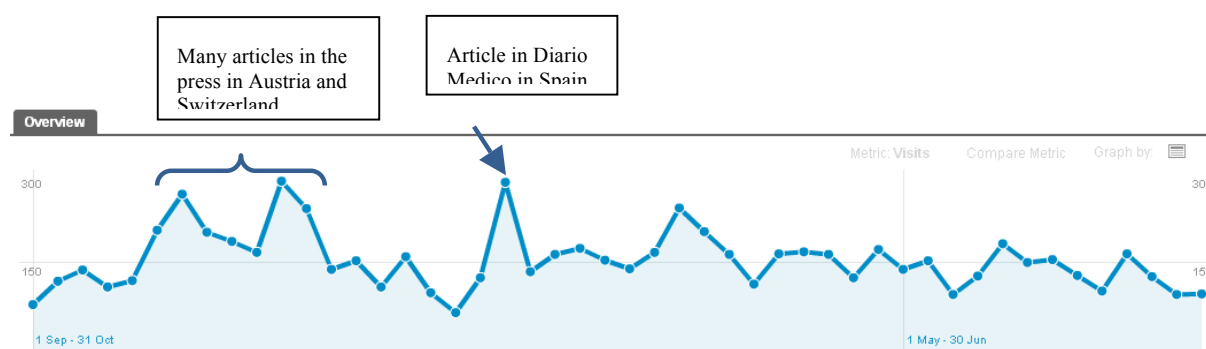
I. Dissemination in Year 1

2 Online Presence

The KHRESMOI website (<http://khresmoi.eu>) was set up shortly after project start.

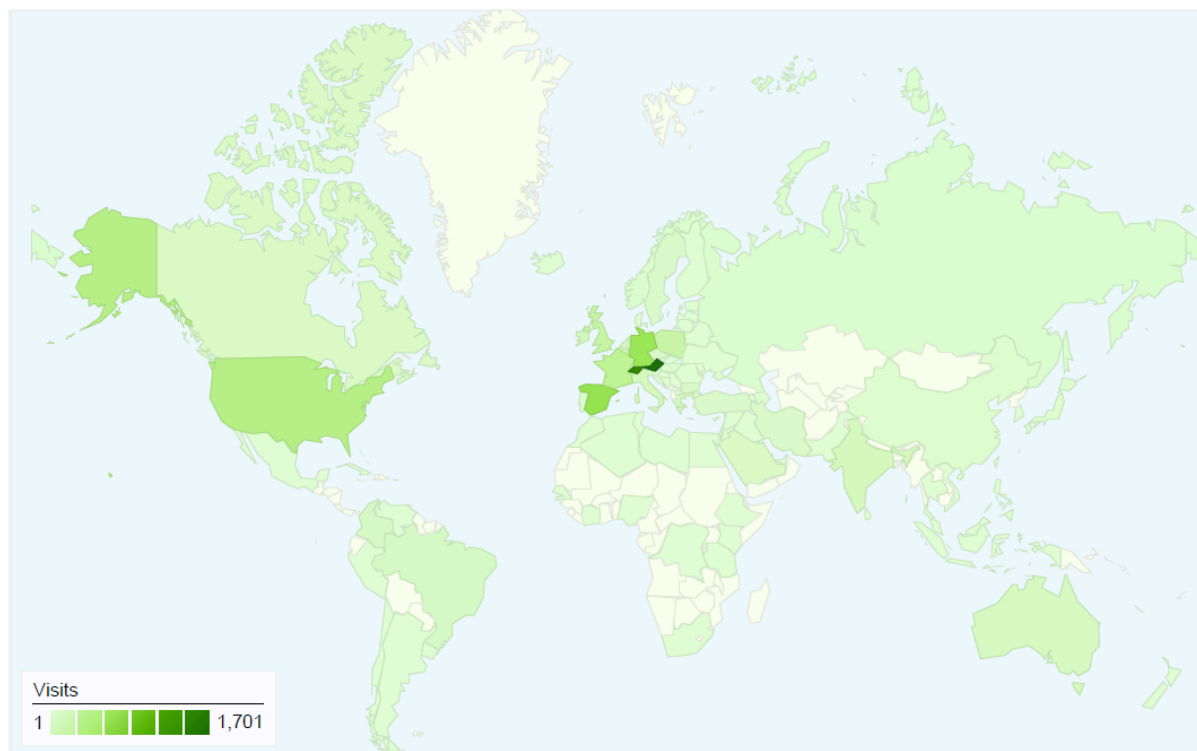
We present here the statistics from the project start on the 1st of September 2010 to the 31st of July 2011 (a few days before the internal deliverable review deadline), obtained from Google Analytics.

The following plot shows the number of visits per week over this time period:



In total, 3732 unique visitors visited the site 7361 times, on average around 150 visits per week. Some of the peaks in visits can be attributed to articles in the press, as shown in the plot.

The distribution of visits by country is shown on the following map:



Visits came from 95 countries/territories with the highest number from Austria and Switzerland, the two countries with the most participants in KHRESMOI, followed by Spain and Germany.

Dissemination and Training Report for Year 1


The Khresmoi web page is very well ranked by Google for the query “medical information analysis”, in many countries in positions one or two. Furthermore, the search term “Khresmoi” led to less than 30 results before the project start and now has over 3000 hits in Google.

An open “KHRESMOI project” group was set up on LinkedIn:

<http://www.linkedin.com/groups/KHRESMOI-project-3745929>

The group had 65 members on the 25th of July 2011, 28 of whom are external to the KHRESMOI project. The main purpose of the group is to post links to interesting articles and events. A snapshot of the discussion on the 25th of July 2011 is shown below:


Most Popular Discussions



Impressive video of the THESEUS MEDICO Works
<http://www.youtube.com/watch?v=asv6YPnKCn4>
 posted 26 days ago

Veronika Stefanov 5 days ago • Veronika likes this.

[See more >](#)




ALTA programming competition to build an automatic evidence grading system for evidence-based medicine.
 Programming competition aimed at university students with programming experience. Sample data is provided. Registration is open. Final ...

ALTA 2011 Shared Task alta.asn.au
 posted 11 days ago

Veronika Stefanov 10 days ago • Veronika likes this.

[See more >](#)




SpringerImages allows searching the images of scientific Springer journals.
 This is not only medical but it is a very nice interface and allows several ways of browsing.

SpringerImages springerimages.com
 SpringerImages provides a new way to access hard-to-find scientific content of the utmost value to researchers: images.
 posted 1 month ago

Diana Pottecher 1 month ago • Diana likes this.

[See more >](#)

[Like](#) [Comment](#) [Follow](#) [More](#)




Cancer Research UK is getting experts to edit the cancer entries in Wikipedia to improve accuracy and clarity.
 As Wikipedia entries usually appear in the first few search results, this is being done instead of the alternative of attempting to get ...
 posted 2 months ago


illumina Genome Network
 Whole human genome sequencing services, from the Illumina Genome Network

Energy Emerges in Rome!
 Enhance your competences in mastering energy. EMERGES, starting Nov. 2011

Stanford - NUS Program
 Two-week executive program for senior leaders. 13 to 27 Aug. Find out more!

Top Influencers This Week

 **Diana Pottecher**

 **Allan Hanbury**

3 Scientific Dissemination

3.1 Publications

3.1.1 Journal articles

- Matthias Samwald, Anja Jentzsch, Christopher Bouton, Claus Stie Kallesøe, Egon Willighagen, Janos Hajagos, M Scott Marshall, Eric Prud'hommeaux, Otkie Hassenzadeh, Elgar Pichler, Susie Stephens. Linked open drug data for pharmaceutical research and development. *Journal of Cheminformatics* 2011, 3:19
- Adrien Depeursinge, Alejandro Vargas, Alexandra Platon, Antoine Geissbuhler, Pierre-Alexandre Poletti, Henning Müller. Building a Reference Multimedia Database for Interstitial Lung Diseases. *Computerized Medical Imaging and Graphics*, 2011.
- Adrien Depeursinge, Frédéric Gaillard, Henning Müller, Alejandro Vargas, Antoine Geissbuhler, Alexandra Platon, Pierre-Alexandre Poletti. Case-based lung image categorization and retrieval for interstitial lung diseases: clinical workflows. *International Journal of Computer Assisted Radiology and Surgery*, 2011.
- Xin Zhou, Richard Stern, Henning Müller, Case--based Fracture Retrieval, accepted in *International Journal of Computer Assisted Radiology and Surgery*, 2011.
- Adrien Depeursinge, Benedikt Fischer, Henning Müller, Thomas M. Deserno. Prototypes for content-based image retrieval in clinical practice. *The Open Medical Informatics Journal (TOMIJ)*, 2011.
- Xiaohong Gao, Henning Müller, Thomas M. Deserno, Editorial: Integration of Medical images into the Digital Hospital, *The open medical informatics journal (TOMIJ)*, 2011.

3.1.2 Conference articles

- Allan Hanbury, Henning Müller. KHRESMOI: Towards multilingual Health Information for Doctors and Patients, 2nd SA Telemedicine and eHealth conference, September 2011.
- Matthias Samwald, Marlene Kritz, Manfred Gschwandtner, Veronika Stefanov, Allan Hanbury. An open, trustworthy and multilingual search engine for medical practitioners, accepted as a 'preliminary communication' to *Medical Informatics Europe 2011 (MIE2011)*
- Georg Langs, Danial Lashkari, Andrew Sweet, Yanmei Tie, Laura Rigolo, Alexandra Golby, Polina Golland. Learning the Atlas of a Cognitive Process in its Functional Geometry. *International Conference on Information Processing in Medical Imaging (IPMI)*, 2011
- Georgi Georgiev, Konstantin Pentchev, Andrey Avramov, Todor Primov and Vassil Momtchev. Scalable Interlinking of Bio-Medical Entities and Scientific Literature in Linked Life Data. *CALBC workshop*, March, 2011.
- Matthias Samwald, Marlene Kritz, Manfred Gschwandtner, Veronika Stefanov, Allan Hanbury. Towards an open, trustworthy and multilingual search engine for medical practitioners: News from the European Khresmoi project. *eHealth 2011 conference*, Vienna
- Xin Zhou, Richard Stern, Henning Müller. Multi-Scale Salient Point-Based Retrieval of Fracture Cases, *SPIE Medical Imaging, Lake Buena Vista (Orlando), Florida, USA*, 2011.

- Samuel Duc, Adrien Depeursinge, Ivan Eggel, Henning Müller. Mobile Medical Image Retrieval. SPIE Medical Imaging, Lake Buena Vista (Orlando), Florida, USA, 2011.
- Adrien Depeursinge, Tatjana Zrimec, Sata Busayarat, Henning Müller. 3D Lung Image Retrieval Using Localized Features. SPIE Medical Imaging, Lake Buena Vista (Orlando), Florida, USA, 2011.
- Adrien Depeursinge, Antonio Foncubierta, Dimitri Van de Ville, Henning Müller. Lung Texture Classification Using Locally-Oriented Riesz Components. MICCAI, Toronto, Canada, 2011.
- Jukka Kommeri, Marko Niinimäki, Henning Müller. Safe Storage and Multi-modal Search for Medical Images. Medical Informatics Europe 2011, IOS press, Oslo, Norway, 2011.
- Yu Cao, Yili Li, Henning Müller, Charles Kahn, Ethan Munson. Multi-Modal Medical Image Retrieval. SPIE Medical Imaging, Orlando, FL, USA, 2011.
- Adrien Depeursinge, Henning Müller. Medical visual information retrieval based on multi-dimensional texture modeling. Future and Emerging Technologies conference, Budapest, Hungary, 2011.
- Henning Müller, Allan Hanbury, Celia Boyer. Aspects of Medical Information Search. Medical Informatics Europe 2011 Communication, Oslo, Norway, 2011.
- Sebastian Dungs, Markus Holzer, Dimitrios Markonis, Georg Langs, Sascha Kriewel, Henning Müller. Using eye tracking on a clinical viewing station to help investigate image search requirements of radiologists. RSNA 2011, Chicago, IL, USA, 2011.
- Dimitrios Markonis, Adrien Depeursinge, Ivan Eggel, Antonio Foncubierta-Rodríguez, Henning Müller. Accessing the medical literature with content-based visual retrieval and text retrieval techniques. RSNA, Chicago, IL, USA, 2011.
- René Donner, Helmut Steiner, Horst Bischof, Georg Langs. Localization of 3D Anatomical Structures Using Random Forests and Discrete Optimization. Proc. of Medical Computer Vision Workshop MICCAI'10, 2010.

3.1.3 Other publications

- Henning Müller, Thomas M. Deserno. Content-based medical image retrieval. In: Biomedical Image Processing, Springer, 2011.
- Jayashree Kalpathy-Cramer, Henning Müller. Systematic Evaluations and Ground Truth. In: Biomedical Image Processing, Springer, 2011.

3.1.4 Special Issue

A special issue is planned to appear in **Methods of information in Medicine** on medical information retrieval (visual, textual, multilingual). Agreement from the editor was obtained at the beginning of 2011, and we prepared and distributed a call for papers. The submission deadline is the 1st of September 2011. The special issue will appear in mid-2012.

3.2 Presentations

Khresmoi is very visible at the Medical Informatics Europe Conference (MIE) 2011, with the following activities:

- Organisation of a workshop (see Section 7.1)

- Member of the panel “Towards 'Ideal Healthcare': optimised and personalised future medicine” (Allan Hanbury).
- Member of the panel “Barriers in translational medicine” (Henning Müller)
- Presentation on Khresmoi (Matthias Samwald)
- Member of the panel on Medical Image Processing (Henning Müller)

Further presentations:

- Invited talk on visual and textual image retrieval at the Spanish natural language processing conference in La Huelva, Spain (Henning Müller, September 2011)
- Automated Categorization Of Abnormalities Based On Computer Vision Analysis Of Large Medical Imaging Collections, International Computer Vision Summer School, Sicily, Italy (Andreas Burner, July 2011)
- Invited talk on "3D Anatomical Structure Localization" at the MITACS-Fields conference on Mathematics of Medical Imaging, Fields Institute, University of Toronto, Canada (René Donner, June 20–24, 2011)
- Presentation at the WiNET Conference, Dortmund, Germany (Veronika Stefanov, 4th June 2011)
- Automated Categorization Of Abnormalities Based On Computer Vision Analysis Of Large Medical Imaging Collections, Young Scientist Association, 7th Symposium, Vienna, Austria (Andreas Burner, June 2011)
- Demonstration of Mimir to NHS National Institute of Health Biomedical Research Center, South London and Maudsely NHS Trust (Angus Roberts, 30 May 2011)
- Presentation at the Workshop on "Enabling 21st Century Healthcare by Advanced Informatics", a satellite meeting of the European Human Genetics Conference 2011, 27th May 2011 (Allan Hanbury, 27 May 2011)
- Presentation at the eHealth conference in Vienna (Matthias Samwald, 27 May 2011)
- Presentation at the Xerox research center (Henning Müller, 3 March 2011)
- Invited talk, Sahlgrenska University Hospital, Sweden (Angus Roberts, 19 January 2011)
- Invited talk, University of Gothenburg, Sweden (Angus Roberts, 19 January 2011)
- ATOS presentation at Open Health Spain 2010 (10–11 November 2010)

3.3 Sponsorship of Scientific Conferences

No scientific conferences were sponsored in Year 1. Scientific conference sponsorship will begin in year 2.

3.4 Workshop

- MCBR-CDS 2011: Medical Content-based Retrieval for Clinical Decision Support. Workshop at the MICCAI 2001 Conference, 22 September 2011.
- The ImageCLEF workshop also serves as a dissemination platform for Khresmoi, as Khresmoi technology is evaluated on the ImageCLEF tasks, and results can be compared to those of other strong groups in the field of visual information retrieval for medicine.

3.5 Other Events

General presentation of KHRESMOI at the kick-off meeting in Vienna. People from the scientific, business and medical communities external to the project were invited to attend on the morning of the 12th of October, and around 20 attended. The following presentations were held:

- KHRESMOI vision - Henning Müller (University of Applied Sciences Western Switzerland) and Allan Hanbury (Information Retrieval Facility, Austria)
- Large data: Challenge and opportunities - Werner Janusch (European Commission, Luxemburg)
- Enabling access to health knowledge: WHO approaches and digital projects (Najeeb Al-Shorbaji, Director of Knowledge Management and Sharing, World Health Organization (WHO), Switzerland)
- Bringing pertinent medical information to medical doctors and the public (Célia Boyer, Executive Director, Health On the Net Foundation, Switzerland)
- Mastering the flow of radiological images (Philipp Peloschek, Department of Diagnostic Radiology, Medical University of Vienna, Austria)
- Panel Discussion: Matching KHRESMOI technology to user requirements
 - Najeeb Al-Shorbaji, Director of Knowledge Management and Sharing, WHO, Switzerland
 - Célia Boyer, Executive Director, Health On the Net Foundation, Switzerland
 - Franz Kainberger, Department of Diagnostic Radiology, Medical University of Vienna, Austria
 - Georg Langs, Medical Vision Group, Massachusetts Institute of Technology (MIT), USA
 - Hamish Cunningham, Computer Science Department, University of Sheffield, UK
 - Moderated by: Henning Müller, University of Applied Sciences Western Switzerland

Videos of all talks and the corresponding slides are available on this page:

<http://khresmoi.eu/resources/kick-off-meeting-documentation/>

4 Dissemination to the Business Community

4.1 Publications

- Allan Hanbury, Célia Boyer, Manfred Gschwandtner, Henning Müller, KHRESMOI: Towards a Multi-Lingual Search and Access System for Biomedical Information, Med-e-Tel, Luxembourg, April 2011.

4.2 Presentations

- Presentation entitled “Predicting the Future of E-Health: Where is it now, where is it heading and what is the end goal?”, Innovations in E-Health & Informatics Europe, 21 September 2011 (Allan Hanbury)

- Presentation at the Petit déjeuner - conférence Elsevier Masson, Paris, France, 21 June 2011 (Célia Boyer)
- Presentations at the Italian Patent Retrieval Symposium in Sardinia, Italy, May 2011 (Henning Müller and Veronika Stefanov)
- Presentations at the Med-e-Tel Conference, Luxemburg, 6–8 April 2011 (Allan Hanbury and Célia Boyer)
- Presentation at the IBM Haifa Workshop on Translational Medicine, November 2010 (Henning Müller)

4.3 Presence of KHRESMOI at Conferences, Symposia and Trade Fairs

As no demonstrators were available in year 1 of the project, this activity will only take place later in the project.

5 Dissemination to the Medical Community

5.1 Publications

- Matthias Samwald. Suchen und Finden. In: Das österreichische Gesundheitswesen - ÖKZ, July 2011.

5.2 Presentations

- Invited presentation at the pharmacy summer school on biomedical visual information retrieval in Zermatt, Switzerland (September 2011, Henning Müller)
- Presentation *Internet un outil de santé publique* at the Journées Euro Cos 2011 (Groupe pluri-professionnel européen de réflexion et de formation en santé), Strasbourg, France (Célia Boyer, 15/4/2011)
- International Agency for research on Cancer, teleconference discussion including use of Mimir (29/03/2011, Angus Roberts, Vassil Momtchev)
- Member of panel, NHS eHealth Masterclass, University of Edinburgh (Angus Roberts, 08/03/2011)
- Demonstration to clinical researchers, Sheffield Teaching Hospital (Angus Roberts, 07/12/2010)
- Presentation at the Medicine 2.0'10 Conference, Maastricht, the Netherlands (Natalia Pletneva, 29/11/2010)
- 3 Presentations at the Iranian Congress of Radiology (ICR) in Tehran, Iran, 2011 (Henning Müller, 13/05/2010)

5.3 Presence of KHRESMOI at Symposia

- Stand showing the radiology work at the European Conference on Radiology (ECR) 2011, 3–7 March 2011 in Vienna, Austria. Radiologist questionnaires were also distributed.

- KHRESMOI Factsheets were distributed at the Doctors 2.0 Conference, 22–23 June 2011 in Paris, France.

5.4 Other

A campaign of newsletters, e-mailings and banners on websites was carried out to promote the KHRESMOI physicians' survey. Details on this campaign are in Deliverable D8.1.2, Section 2. A total of 560 physicians responded to the survey, indicating the good infiltration that this campaign had.

6 Dissemination to the Public

6.1 Press releases

- Hemispheres: Une plateforme pour la santé du futur, June 2011 (French)
- eHealth: when transparency and reliability matter, September 2010
- eHealth: Neue Ansätze zur Verbesserung von Transparenz und Zuverlässigkeit von Online Information, September 2010 (German Version)
- eHealth: Neue Ansätze zur Verbesserung von Transparenz und Zuverlässigkeit von Online Information, September 2010 (Austrian Version)
- eSanté: la transparence et la fiabilité au cœur de l'information médicale, Sep 2010

6.2 Press coverage

EN:

- Multilingual Announcements: Khresmoi Project Multilingual (16/2/2011)
- Knowledge Helper for Medical and Other Information users CORDIS (13/8/2010)

DE:

- Das Wissen von morgen, SPRINGER Medizin, AT (01/2011)
- Mehr Transparenz bei medizinischen Infos im Internet, Walliser Bote, CH (16/11/2010)
- Mehr Vertrauen zum Online Doktor, Technik & Medizin, p.35, DE (11/2010)
- Internet Recherchen Verbessern, Walliser Bote, CH (11/10/2010)
- Ein Google für die Medizin, Die Presse, AT (27/10/2010)
- Wissen Aktuell: Verlässliche Medizin-Information im Internet Ö1 Radio, AT (10/11/2010)
- Article on Khresmoi in the EUresearch Newsletter, Switzerland (2/11/2010)
- Ein Skalpell für den Onlinedschungel ORF Online Science, AT (10/11/2010)
- "Mehr Vertrauen zum Online-Doktor" Neues Projekt der Universität Duisburg-Essen widmet sich Gesundheitsinformationen ESSEN aktuell, DE (27/09/2010)
- Gesund im Internet, medianet.at (10/01/2010)
- eHealth: Neues EU-Projekt entwickelt Plattform für Gesundheitsinformationen EHealth.com (24/09/2010)
- Mehr Vertrauen zum Online-Doktor Pressemitteilung der Uni Duisburg/Essen, DE (24/09/2010)
- EURResearch Newsletter (9/2010)

- eHealth: Neue Ansätze zur Verbesserung von Transparenz und Zuverlässigkeit von Online Information OTS (9/2010)

FR:

- Célia Boyer : directrice exécutive de la Fondation HON La Guide Santé (28/2/2011)
- KHRESMOI, projet de recherche européen pour un meilleur accès à l'information médicale categorynet (31/1/2011)
- Projet européen HES-SO - Khresmoi, etudiants.ch (24/11/2010)
- KHRESMOI, projet européen d'envergure coordonné par HES-SO Valais Wallis Internet et Santé (11/2010)
- Projet sur l'information médicale, Le Temps, www.letemps.ch (11/16/2010)
- Internet et Santé (11/12/2010)
- Projet européen d'envergure, lextension.com (11/11/2010)
- Informations médicales für everybody, L'Hebdo (11/11/2010)
- Article on Khresmoi in the EUresearch Newsletter, Switzerland (2/11/2010)
- Elle cordonne un projet européen, Le Nouvelliste, CH (11/10/2010)
- RSR Journal du Matin, Radio Suisse (11/9/2010)
- RSR Midi, Radio Suisse (11/9/2010)
- EUResearch Newsletter (9/2010)

ES:

- Proyecto Khresmoi: información médica de calidad en la web. www.aeseg.es (03/2011)
- 'Khresmoi': información para todos, Diario Medico (01/2011)
- Atos Origin participa en proyecto europeo KHRESMOI DiarioTI.com (11/2010)

6.3 Other

We prepared the following printed dissemination materials with general KHRESMOI information:

- Folder in English
- A4 fact sheets in English, French and German
- KHRESMOI A1 poster

A KHRESMOI Newsletter was prepared after the Kick-off meeting, and the second Newsletter will be available in August 2011.

A campaign of newsletters, e-mailings, banners on websites and publicity on Facebook, LinkedIn and Twitter was carried out to promote the KHRESMOI general public survey. Details on this campaign are in Deliverable D8.1.1, Section 5.3.

7 Training

7.1 Tutorials

- Organization of a workshop on medical information retrieval at the medical informatics Europe conference (MIE), Oslo, Norway (August 2011, Allan Hanbury, Célia Boyer, Patrick Ruch, Henning Müller) – the MIE workshops are in the form of tutorials.

- Annotators at Cebu Lighthouse were trained in annotation using GATE Teamware (USFD), 12–15/01/2011

7.2 Summer Schools

- GATE Summer School - multiple demonstrations, 16-20 May 2011
- Two presentations at the Summer School on Image Processing (SSIP) 2011 in Szeged, Hungary, 7-16 July 2011:
 - Studying the Structure of Cognition: Machine Learning and Neuroimaging (Georg Langs)
 - Multimodal Information Retrieval Evaluation (Allan Hanbury)

KHRESMOI sponsored the SSIP 2011 by paying the travel and accommodation for Vladimir Kolmogorov from University College London to give a talk. KHRESMOI also sponsored a student grant at the GATE Summer School.

7.3 Inclusion of KHRESMOI Material in Lectures

- 14.04.2011 - Lecture on "Search for Health Information", Information Search and Interaction, 623.412 Selected Topics in Interactive Systems, University of Klagenfurt, Austria (Allan Hanbury)
- 24.03.2011 - Lecture on "IR for Healthcare", Domain-Specific Information Retrieval, 183.578 - Seminar aus Medieninformatik, Vienna University of technology, Austria (Allan Hanbury)

II. Plan for Dissemination for the Remaining 3 Years

This section presents the dissemination plan for the remaining 3 years of the project, with a focus on year 2 of the project.

8 Online Presence

The following changes will be made to the KHRESMOI website:

- A KHRESMOI publication website will be created to allow better administration of the KHRESMOI publications. The Aigaion web-based bibliography management software will be used for this.
- Interaction with bibliographic social networks
- A Twitter feed once the activity on Twitter for KHRESMOI increases
- Public deliverables will continue to be placed on the KHRESMOI website
- Links to software and data created in KHRESMOI will be included

The LinkedIn group has proved valuable and will be continued.

9 Planned Scientific Dissemination

This section lists the journals and conferences that KHRESMOI will aim to publish in, as well as the potential sponsorship of scientific conferences.

9.1 Publications

9.1.1 Journals

Below is a list of journals in which we will aim to publish in the remaining 3 years of the project.

- Methods of Information in Medicine
- Springer Journal Language Resource and Evaluation Journal
- Computerized Medical Imaging and Graphics
- IEEE Transactions on Information Technology in Biomedicine
- IEEE Transactions on Medical Imaging
- International Journal of Medical Informatics
- Journal of the America Medical informatics association
- International Journal of Computer Vision
- Medical Image Analysis
- IEEE Transactions on Pattern Analysis and Machine Intelligence
- Pattern Recognition - Elsevier
- Pattern Recognition Letters
- Computer Vision and Image Understanding
- Image and Vision Computing
- Natural Language Engineering

- Computer Speech and Language
- Journal of Language Resources and Evaluation
- Machine Translation
- Computational Linguistics
- Research on Language and Computation
- Linguistic Issues in Language Technology (LiLT)
- Computational Linguistics
- Computer Speech and Language
- Journal of Information Retrieval
- Information Processing and Management
- ACM Transactions in Information Systems

9.1.2 Potential special issues

Organising special issues in the journals listed in Section 9.1.1 will be considered where appropriate.

9.1.3 Other

Articles will be contributed to ERCIM News. We will also aim to get an article about KHRESMOI into New Scientist.

9.2 Conferences

The following scientific conferences are targeted in KHRESMOI (this list is on the KHRESMOI wiki and will be updated regularly):

Name	Next Event	Recurrence	URL
SPIE Medical Imaging	4-9 Feb 2012	annual	http://spie.org/medical-imaging.xml
WWW	16-20 Apr 2012	annual	http://www2012.org/
ECIR	1-5 Apr 2012	annual	http://ecir2012.upf.edu/
EHealth Vienna	10-11 May 2012	annual	http://www.ehealth2012.at/
EAMT	tba for 2012	annual	http://www.eamt.org/
ACL	8-14 Jul 2012	annual	http://www.acl2012.org/
CVPR	18-20 June 2012	annual	http://cvpr2012.org/
CoNLL	8-14 Jul 2012	annual	
IPMI	tba for 2013	biennial	http://www.ipmi-conference.org/

ISMB	15-17 Jul 2012	annual	http://www.iscb.org/ismb2012
SIGIR	12-16 Aug 2012	annual	http://www.sigir.org/sigir2012/
MIE	tba for 2013	biennial	http://www.mie2011.org/
CLEF	19-22 Sep 2011	annual	http://clef2011.org/
MICCAI	18-22 Sep 2011	annual	http://www.miccai.org/UpcomingConferences
AMIA Symposium	22-26 Oct 2011	annual	http://www.amia.org/amia2011
CIKM	24-28 Oct 2011	annual	http://www.cikm2011.org/
ICCV	6-13 Nov 2011	biennial	http://www.iccv2011.org/
IJCNLP	7-13 Nov 2011	biennial	http://www.ijcnlp2011.org/
NIPS	12-17 Dec 2011	annual	http://nips.cc/ConferenceInformation/future-conferences.php
ECCV	7-13 Oct 2012	biennial	http://eccv2012.unifi.it/
ICPR	11-15 Nov 2012	biennial	http://www.icpr2012.org/
MT Summit	19-23 Sep 2011	biennial	http://www.eamt.org/events.php
LREC	21-27 May 2012	biennial	http://www.lrec-conf.org/
CBMS	20-22 Jun 2012	annual	http://www.cbms2012.org/
EACL	23-27 Apr 2012	triennial	http://www.eacl.org/
EMNLP	tba for 2012	annual	http://conferences.inf.ed.ac.uk/emnlp2011/
Coling	8-15 Dec 2012	biennial	http://www.coling2012-iitb.org/
MedInfo	20-23 Aug 2013	triennial	http://www.medinfo2013.dk/

9.3 Workshops

The conferences listed in Section 9.2 are also targets for workshop proposals.

9.4 Sponsorship of Scientific Conferences

Sponsorship of the following scientific conferences will be discussed in the Management Committee and decisions made. The best point in the project lifetime to carry out these sponsorships will also be discussed:

- Medical Informatics Europe
- CLEF Conference
- SIGIR
- CIKM
- MICCAI

10 Planned Dissemination to the Business Community

10.1 Publications

We will aim to have articles in the following channels aimed at the business community:

- VITE – IT business network (Austria)
- El Economista (Spain)
- Computerworld (US)
- Computing (UK)
- Tech Week (US)
- Data. Ti (Spain)
- Krankenhaus IT (Germany)
- IDG.es (Spain)
- tuexpertoit.com (Spain)
- is-portal.com (Spain)
- Itespresso.es (Spain)
- ciberp@ís (Spain)

10.2 Presentations

The following conferences aimed at the business community are targeted in KHRESMOI:

Name	Next event	2012/2013/2014 recurring Date	URL
Pharmaceutical Technology and IT congress	15-16 Sep 2011	annual	http://www.pharmatechnology-summit.com/
C-SHALS	22-24 Feb 2012	annual	http://www.iscb.org/cshals2012
Med-e-Tel	18-20 April 2012	annual	http://www.medetel.eu
World of Health IT	7-9 May 2012	annual	http://www.worldofhealthit.org/docs/20110615_WOHIT_CFP_v2.htm
Semantic Technology Conference	4-7 June 2012	annual	http://semanticweb.com/
Bio-IT World	24-26 April 2012	annual	http://www.bio-itworldexpo.com/
Open World Forum	22-24 Sep 2011	annual	http://www.openworldforum.org/

10.3 Presence of KHRESMOI at Conferences, Symposia and Trade Fairs

KHRESMOI plans to exhibit at the CeBIT in Hannover, Germany. A full KHRESMOI stand is planned for year 3 and year 4. In year 2, because the demonstrators are not planned to be in a state advanced enough to merit a dedicated stand, KHRESMOI will take advantage of the opportunity to present demonstrators at national innovation stands, such as the one organised by the Austrian Computer Society. This allows demonstrations to be presented at a smaller scale, but without cost to the exhibitor.

KHRESMOI also plans to have a booth at the 2012 European Commission ICT Event.

11 Planned Dissemination to the Medical Community

11.1 Publications

We will aim to have articles in the following channels aimed at the medical community:

- Le Quotidien du Médecin (France)
- Medizin&Technik (Germany)
- Ärzte Zeitung (Germany)

- Österreichische Ärztezeitung (Austria)
- doktor in wien (Austria)
- Ärztemagazin (Austria)
- Medical Tribune (Austria)
- Irish Medical Times (Ireland)
- e-health-suisse.ch (Switzerland)
- Diario Médico (Spain)
- Hospital Digital (Spain)
- Ingeniería Hospitalaria (Spain)
- Sanitaria 2000 (Spain)

11.2 Presence of KHRESMOI at Medical Symposia

KHRESMOI plans to have a stand at the following medical symposia.

Name	Next Event	2012/2013/2014 recurring Date	URL
ECR (European Congress of Radiology)	1-5 March 2012	annual	http://www.myesr.org/
ESSR (European Society of Musculoskeletal Radiology)	6-9 June 2012	annual	http://www.essr2012.com/
Medica	16-19 Nov 2011	annual	http://www.medica.de
RSNA (Radiological Society of North America)	27 Nov - 2 Dec 2011	annual	http://rsna2011.rsna.org/

Presenting at the ECR has already begun in 2011, but with a booth with no prototype. KHRESMOI will also have a demo at the RSNA 2011, where access to images in the medical literature will be demonstrated, and such a demo will be repeated in 2012. A demo will be shown at the ECR 2012. For the other symposia, KHRESMOI will exhibit towards the end of the project when the prototypes will be in a more mature form. At the end of year 2, a more detailed plan for which symposia and when the exhibitions will take place will be made, taking into account the experience at ECR in 2012 and the status of development of the KHRESMOI radiology demonstrators.

12 Planned Dissemination to the Public

12.1 Press Releases

Below is a list of dissemination channels for press releases:

Europe:

- Cordis Wire
- Europe's information Society
- EURResearch

International:

- ACM Tech News
- India PR Wire

Austria:

- APA (payable service)
- Die Presse
- Der Standard
- ORF - TV
- ORF - Radio

Czech Republic:

- Charles University has a journal ("Forum", and "iForum" for the online version)

France:

- General media (Le Monde, Le Figaro, etc.)

Germany:

- Open PR German
- Press Relations (payable service)
- IDW Online (Pressdienst)
- University Newsletter
- Westfalenpost

Ireland:

- Irish Times
- Irish Independent

Spain:

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- Expansión
- Cinco Días
- Negocio & Estilo de Vida
- El País
- ABC
- El Mundo
- Público
- La Vanguardia
- El Periódico de Catalunya
- La Razón
- EFE
- Europa Press
- elconfidencial.com
- lainformacion.com
- Zum (El Periódico)
- Discovery dsalud
- Noticias Médicas
- Eureka (El Mundo)
- ABC Salud (ABC)
- Salud&Bienestar (El País)
- A tu salud (La Razón)
- Salud & Vida (La Vanguardia)

Switzerland:

- NZZ
- Le temps
- Walliser Bote
- EU Research Newsletter
- Le Nouvelliste
- Le Temps
- Radio Suisse

UK:

- Open PR English

12.2 Other

A French, German and Spanish version of the Folder is under preparation. Newsletters twice a year will be continued.

13 Planned Training

13.1 Tutorials

The conferences listed in Section 9.2 are also targets for submitting tutorial proposals aimed at researchers. In particular, it is planned to submit a tutorial proposal for the SIGIR 2012.

KHRESMOI will again sponsor the GATE Training Week in 2012 and beyond.

13.2 Summer/Winter Schools

KHRESMOI will support the PROMISE Winter School on Information Retrieval meets Information Visualization to be organised in Zinal, Switzerland in January 2012.

The Summer School on Image Processing (SSIP) in July 2012 will be organised in Vienna, Austria by MUW and TUW. It will be aimed at PhD students. It is planned to have the focus of the SSIP on medical imaging in 2012. Because of its history, the SSIP will allow KHRESMOI knowledge to reach students in the new EU countries. KHRESMOI plans to sponsor this summer school.

Further Summer Schools that KHRESMOI partners will consider hosting are:

- ESSLLI (European Summer School for Logic, Language and Information)
- ESSIR (European Summer School on Information Retrieval)

13.3 Training Sessions For End Users

Such training sessions will be held in year 4 once the KHRESMOI prototypes are mature. They will be synchronised with the presentations of KHRESMOI at medical symposia, as listed in Section 11.2. A detailed plan will be drawn up in year 3 once the prototypes are more mature and the medical symposium exhibition plan is drawn up.

14 Conclusion

KHRESMOI began its dissemination to the general public very strongly, with much press attention as well as radio broadcasts, particularly in Austria, Switzerland and Spain. The public part of the kick-off meeting was successful, and contributed to getting KHRESMOI known. The dissemination effort to attract people to fill in the general public survey also raised the awareness of KHRESMOI in this target group.

Already in its first year, KHRESMOI has produced a strong scientific output, with 6 papers published in reviewed journals and 16 in reviewed conferences and workshops. KHRESMOI was mentioned in various levels of detail in a total of 28 presentations aimed at one of the three professional target groups (scientific, business and medical communities). Training activities for KHRESMOI have begun, with tutorials and contributions to summer schools.

The dissemination to the medical and business target groups has begun, but more slowly than to the research target group. For these groups, it is important not to sell hype too early, as members of these groups may then lose interest before a mature enough prototype is available for demonstration. Some early radiology prototypes have however already been presented at radiologist symposia. There was also a significant dissemination effort towards the medical community for the physician survey, which gave this group knowledge of the existence and aims of KHRESMOI. Many of the survey respondents left their e-mail addresses to receive further information on KHRESMOI.

Once the KHRESMOI prototypes become more mature in year 3, it is planned to present them at KHRESMOI booths at symposia aimed at the business community (CeBIT) and the medical community (Medica). In year 2, we will present some KHRESMOI prototypes at the CeBIT, but as part of a national innovation booth. An initial radiology prototype will be demonstrated at the RSNA 2011. As these prototypes become more mature, the scale of the demonstration at the radiology symposia will increase. We also plan to present KHRESMOI prototypes at the 2012 European Commission ICT Event.

The main training activity in year 2 will be the Summer School on Image Processing, aimed at PhD students and focussing on medical image analysis. Once mature prototypes are available, training activities focussing on the end users will be organised at medical symposia.