

NextGen

Deliverable 8.2 Project website

Grant Agreement Number: 101136962



Next Generation Tools For Genome-Centric Multimodal Data Integration In Personalised Cardiovascular Medicine

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DELIVERABLE 8.2 – Project website

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3	EURECOM GIE	EURE	FR
4	JOHANN WOLFGANG GOETHE-UNIVERSITAET FRANKFURT AM MAIN	GUF	DE
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6	HUS-YHTYMA	HUS	FI
7	UNIVERSITY OF VIRGINIA	UVA	USA
8	KLINIKUM RECHTS DER ISAR DER TECHNISCHEN UNIVERSITAT MUNCHEN	TUM-Med	DE
9	HL7 INTERNATIONAL FONDATION	HL7	BE
10	MYDTA GLOBAL RY	MYDTA	FI
11	DATAPOWER SRL	DPOW	IT
12	SOCIETE EUROPEENNE DE CARDIOLOGIE	ESC	FR
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15	NEBS SRL	NEBS	BE
16	THE HUMAN COLOSSUS FOUNDATION	HCF	CH
17	SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA	SUPSI	CH
18	DRUG INFORMATION ASSOCIATION	DIA	CH
19	DPO ASSOCIATES SARL	DPOA	CH
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21	EARLHAM INSTITUTE	ERLH	UK

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List of terms and abbreviations

ABBREVIATION	DESCRIPTION
CMS	Content Management System
GA	Grant Agreement
GDPR	General Data Protection Regulations
KPI	Key Performance Indicator
SEO	Search Engine Optimization
WP	Work Package

Table of contents

Executive Summary..... 10

1 *Introduction*..... 11

2 *NextGen website*..... 12

 2.1 **NextGen website structure**13

 2.2 **The Webpages**.....14

 2.3 **NextGen blog in the project’s website**21

 2.4 **NextGen website technical information**22

3 *Wrap-up*.....23

List of Figures

Figure 1: NextGen website landing page	12
Figure 2: NextGen sitemap	13
Figure 3: NextGen landing page with the project objectives.....	15
Figure 4: NextGen – About the project scope and main contents	15
Figure 5: NextGen Project’s Tools.....	16
Figure 6: NextGen Project’s Partners (part 1).....	17
Figure 7: NextGen Project’s Partners (part 2).....	19
Figure 8: NextGen Dissemination material	20
Figure 9: NextGen News	20
Figure 10:NextGen Contacts	21

Executive Summary

The executive summary of Deliverable 8.2, titled "Project Website," describes how NextGen will establish and manage its online presence. This deliverable will detail the development and ongoing maintenance of the project's official website which will serve as the central hub for dissemination and public engagement.

Key Highlights of Deliverable 8.2:

- **Detailed Website Features:** This document outlines the structure of the website, including a homepage that introduces the project, detailed pages for each project component, a resources page, and a contact information page.
- **Strategic Online Presence:** The website enhances the project's digital footprint by effectively disseminating outcomes and engaging with a global audience.
- **Website as a Central Hub:** The website is an informative and user-friendly platform that provides comprehensive coverage of the project's aims, developments, and milestones.
- **Advanced Functionalities:** The website highlights the integration of interactive elements such as blogs and news tickers, multimedia resources, and a robust search function that enhances the user experience and aids in information dissemination.
- **Technical and Analytical Framework:** The implementation of WordPress and Divi Builder is discussed, ensuring the website's responsiveness and aesthetic appeal. Additionally, the use of the Matomo analytics platform is detailed, supporting the effective monitoring and evaluation of the website as a communication tool.
- **Privacy and Security Measures:** Given the sensitivity of the research data, the website enforces strict privacy and security protocols in place to protect visitor information and comply with GDPR regulations.

Future Directions and Enhancements:

- **Proactive Updates:** Anticipating the evolving needs of the project, the deliverable outlines planned updates and enhancements to the website, ensuring that it remains cutting-edge and continues to meet the expanding requirements of the community.
- **Community Engagement and Dissemination:** The deliverable reaffirms the role of the website in fostering community engagement and extending the reach and impact of NextGen's groundbreaking research.

Conclusion:

- **Impactful Online Strategy:** The strategic importance of a well-managed online presence is crucial to achieve the dissemination and communication objectives set forth in the Grant Agreement.

In summary, Deliverable 8.2 not only serves as a blueprint for establishing and managing an effective online presence but also as a dynamic tool for ongoing community engagement and the dissemination of breakthroughs in personalized cardiovascular medicine.

1 Introduction

Deliverable 8.2, "Project Website," is a pivotal component of NextGen, a large-scale initiative aimed at revolutionizing genome-centric multimodal data integration in personalized cardiovascular medicine. This document is structured to comprehensively address the development and maintenance of a robust online presence through an expertly crafted project website.

The Deliverable emphasizes the necessity of a strong digital footprint in disseminating project outcomes and engaging with the global community. The introduction also underscores the alignment of the online strategies with the overarching goals of NextGen, ensuring that all digital efforts are coherent with the scientific and ethical standards of the consortium.

This Deliverable presents an in-depth look at the NextGen website, which serves as the central hub for information dissemination and public engagement. The website is designed to be user-friendly and informative, providing comprehensive coverage of the project's aims, developments, and milestones.

Deliverable 8.2 also covers the technical underpinnings of the website, including its development using WordPress and the Divi Builder, ensuring responsiveness and aesthetic appeal. The section on analytics discusses the implementation of Matomo, an open-source web analytics platform that helps monitor and evaluate the effectiveness of the website as a communication tool. This includes tracking visitor behaviour, download metrics, and overall engagement, which are crucial for ongoing website optimization.

Given the sensitivity of the research data involved, the document details the stringent privacy and security measures in place on the website to protect visitor information and comply with GDPR regulations. This includes data anonymization techniques and clear user opt-out options, ensuring that all data handling processes are transparent and secure.

Anticipating future needs, Deliverable 8.2 outlines planned updates and enhancements to the website. This proactive approach ensures that the digital presence of NextGen remains cutting-edge, accommodating new scientific findings and expanding community engagement strategies.

The concluding section of Deliverable 8.2 reiterates the importance of a well-managed online presence in the success of NextGen. It reflects on how the strategic development and maintenance of the project website play a critical role in achieving the dissemination and communication objectives set forth in the Grant Agreement.

In summary, Deliverable 8.2 not only serves as a blueprint for establishing and managing an effective online presence but also as a dynamic tool for ongoing community engagement and dissemination of breakthroughs in personalized cardiovascular medicine.

2 NextGen website

The NextGen website establishes the project's foundational online presence, serving as the primary source for all information related to the project. Its design ensures easy access and comprehensive coverage of the project's aims and developments.

- **Homepage:** Introduces the project and provides quick links to all sections of the website, highlighting key updates.
- **Project Overview Page:** Details the objectives, scope, and goals of NextGen, offering an in-depth look at the project's significance.
- **Components/Phases Pages:** Each project component or phase has a dedicated page that describes its specific activities, progress, and results.
- **Resources Page:** Houses downloadable resources, research publications, and essential documents for deeper understanding and engagement with the project.
- **Contact Information Page:** Lists all necessary contact details for the project team, facilitating direct communication and inquiries.

Additional features of the website include interactive elements like blogs and news tickers, multimedia resources for enhanced engagement, and a robust search functionality to help visitors easily navigate the site. The website is also optimized for mobile devices to ensure a seamless viewing experience on all platforms.

Overall, the NextGen website is crafted not just to inform but also to engage a global audience, thereby supporting the project's mission to advance personalized cardiovascular medicine.

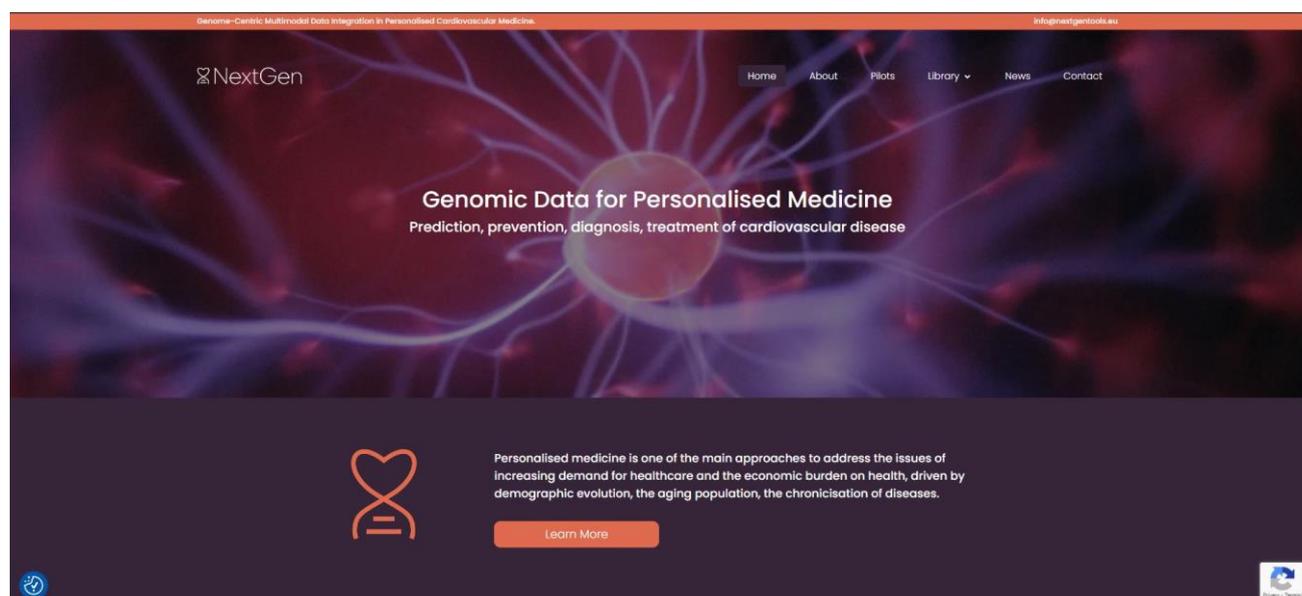


Figure 1: NextGen website landing page

In accordance with the Grant Agreement (GA), the monitoring of communication and dissemination activities is monitored through several key performance indicators (KPIs) depicted in D8.1. The website serves as a critical tool in this effort, facilitating the collection of relevant metrics. It allows for tracking the number of downloads of materials, which provides insight into user engagement and resource utilization. Additionally, overall website traffic, including visitor counts and page views, will be analysed to gauge the reach and impact of the information provided.

To ensure precise and compliant data handling, the website employs Matomo (see §2.4 for details), an open-source web analytics platform known for its robust privacy features. Matomo stands out primarily because it adheres to GDPR guidelines, ensuring data privacy through measures like data anonymization and providing

users with opt-out options. This platform can be tailored to meet specific needs of the website, offering flexibility in the setup of tracking and analysis.

Matomo also generates comprehensive reports that are straightforward and easy to interpret, aiding in the effective assessment of KPIs. These capabilities are crucial for understanding user interactions and improving communication strategies.

Furthermore, the privacy policy detailed on the website clearly outlines the methods of data collection and usage. This transparency is vital not only for compliance but also for maintaining user trust by clarifying how their data contributes to the website’s functionality and supports the monitoring of project-related KPIs.

2.1 NextGen website structure

The first version of the website structure includes:

- Home
- Personalized medicine
- Tools
- Partners
- Documents
- News
- Contacts

The following chart presents the overview of the NextGen website, mapping the different pages and their content. The website is a dynamic object and while some of the structural elements remain stable, it will be updated dynamically as the project develops over time.

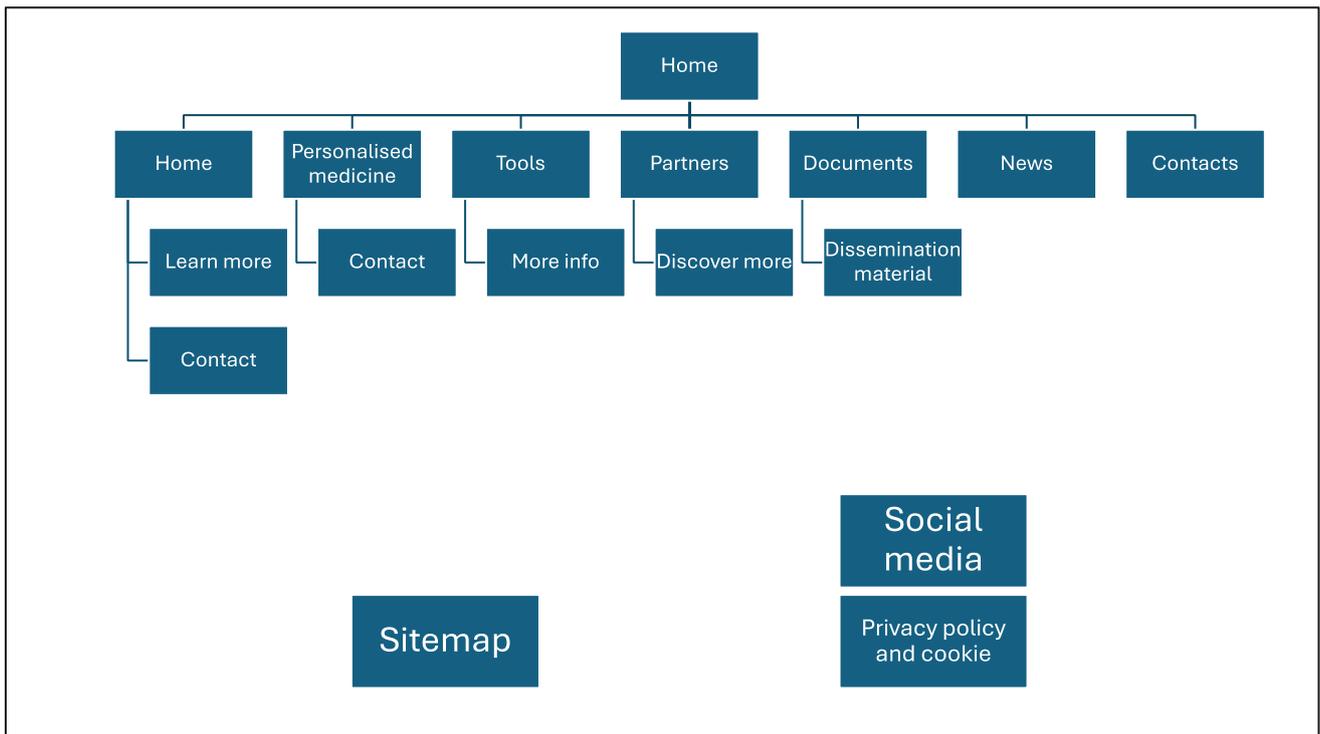


Figure 2: NextGen sitemap

The NextGen website is organized to offer visitors a comprehensive understanding of the project through a user-friendly interface. Each section is designed to cater to different informational needs and interests.

- **Home Page:** Serving as the portal to the NextGen universe, the Home Page provides an overview of the project. It functions as the central hub from which all other sections of the website are accessible, offering initial insights and directing visitors to more detailed content.

-
- **Personalised medicine:** This section details the challenges addressed by NextGen, the innovative solutions proposed, and the specific objectives of the project. This page sets the stage by explaining the relevance and the scope of NextGen's initiatives.
 - **Tools:** Dedicated to the tools of NextGen, this section currently offers a high-level overview of each tool, discussing the ongoing efforts to demonstrate the advanced integration and workflow tools in data use cases displaying the removal of technical and operational barriers. Given the dynamic nature of the project's development, this section is anticipated to receive the first substantial updates to reflect progress and detailed findings as they become available.
 - **Partners:** This section includes the **Partners** description. Visitors can find details and websites for each partner, therefore stakeholders and interested parties can reach out with inquiries or for collaboration.
 - **Documents:** This section also include the **Dissemination material** links to facilitate an open access to the project deliverables and other contents. This section provides downloadable resources, documents, and tools developed by NextGen, enhancing the practical engagement with the project.
 - **News:** Regularly updated with the latest news, announcements, and progress reports, keeping all interested parties informed about recent activities and milestones. This section also includes the **Blog** page of the Project.

Additional Resources:

- **Contacts:** Encourages involvement with detailed information on how individuals or organizations can contribute to or participate in the project.
- **FAQ and Glossary:** These auxiliary sections offer quick answers to common questions and definitions of key terms, respectively, improving the educational aspect of the site and assisting in demystifying complex topics.
- **Site Map:** Facilitates the website navigation.

The structured layout of the NextGen website ensures that each visitor, whether a potential partner, researcher, or individuals interested in cardiovascular innovations, can navigate and extract information tailored to their specific needs.

2.2 The Webpages

In this section the screenshots of the NextGen website are presented. They are related to:

- Landing page and the project objectives.
- About the project scope and contents.
- Project's Pilots.
- Project's Partners.
- Dissemination material.
- News.
- Contacts.

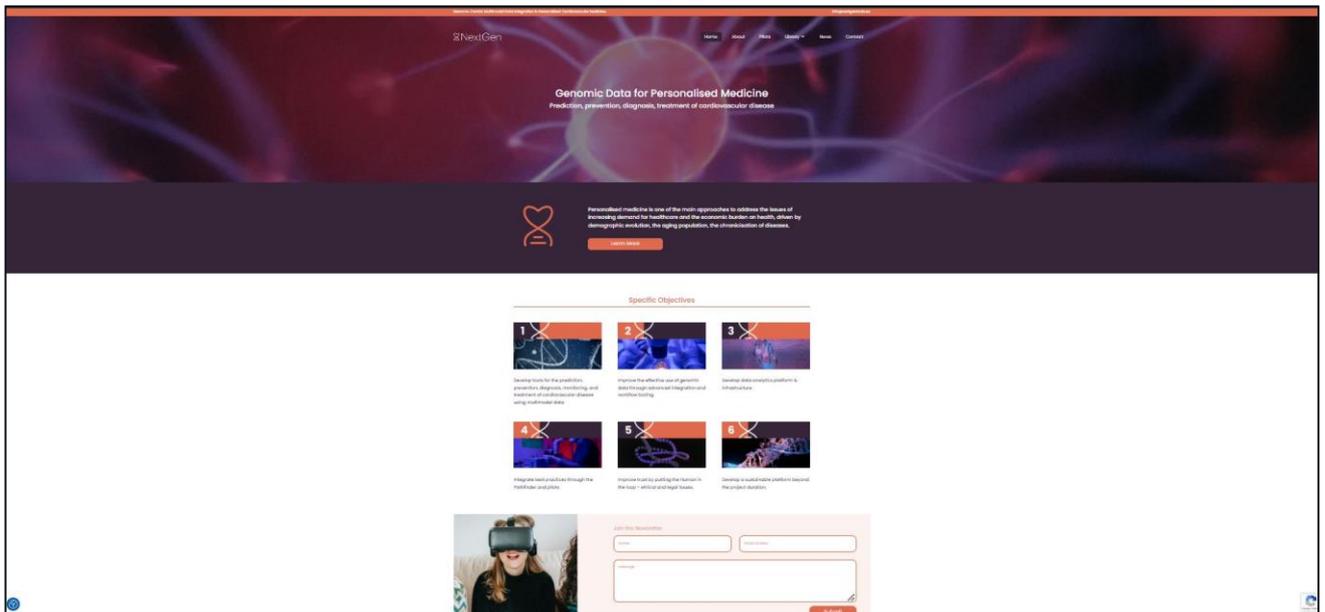


Figure 3: NextGen landing page with the project objectives

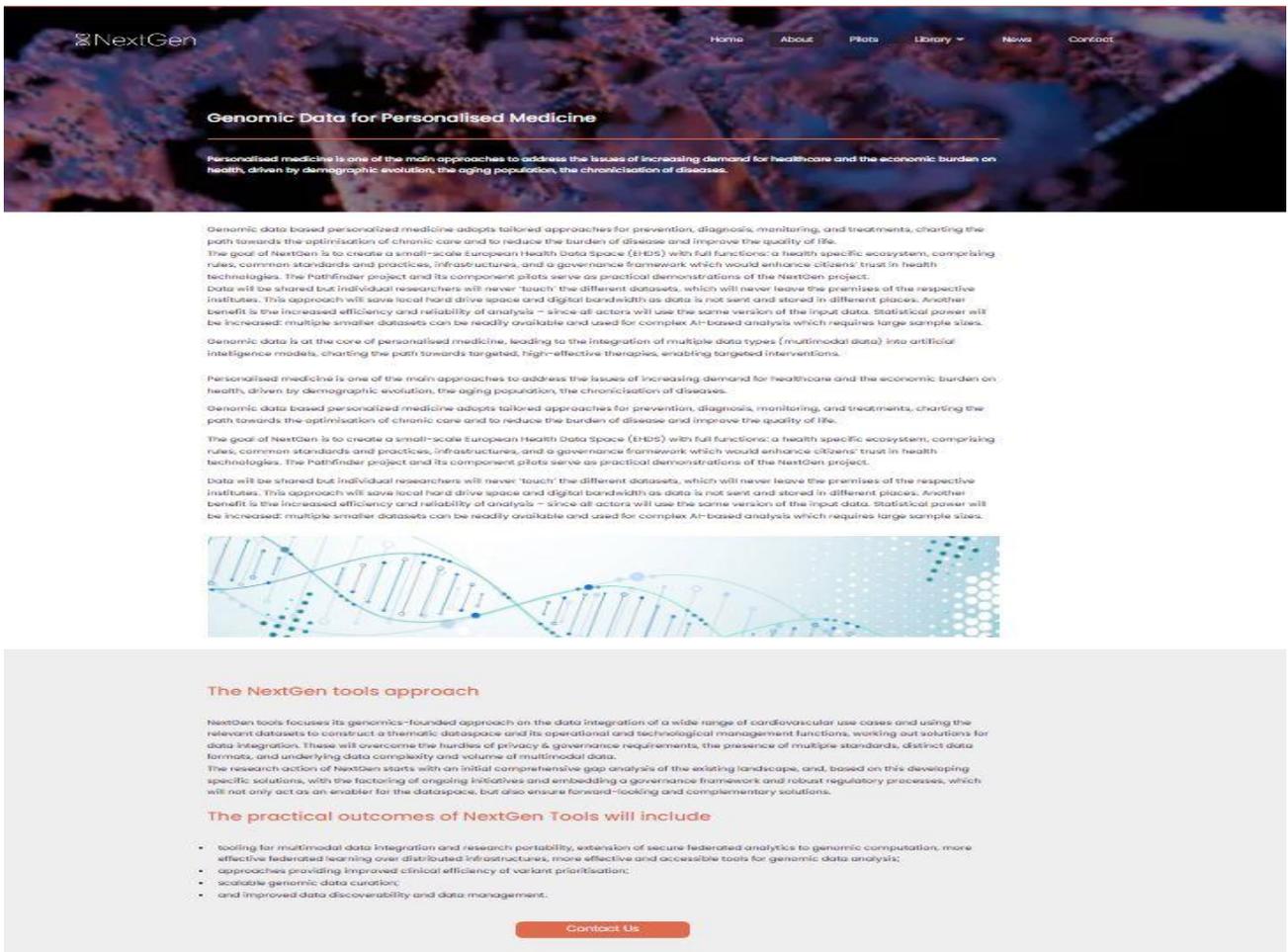


Figure 4: NextGen – About the project scope and main contents

Genome-Centric Multimodal Data Integration in Personalised Cardiovascular Medicine.
info@nextgentools.eu

[Home](#)
[Personalised Medicine](#)

Tools

[Partners](#)
[Documents](#)
[News](#)
[Contact](#)

Tools

To support the ultimate goal of NextGen to create a small-scale European Health Data Space (EHDS) with its full data integration, processing and sharing functions, including a governance framework, the Project will implement a Pathfinder to help researchers to connect efficiently and securely with different datasets across the globe and execute specific analyses in a federated manner. Integrated in the Pathfinder, several real-world pilots will demonstrate the effectiveness of NextGen tools and help connecting and joining together the five collaborating clinical sites as a self-contained data ecosystem and comprehensive proof of concept.

The pilots will demonstrate the advanced integration and workflow tools in data use cases displaying the removal of technical and operational barriers. The pilots will then be integrated into the "NextGen Pathfinder": a multi-site "mini-EHDS" network showcasing NextGen innovations in data management, data governance, cataloguing, compute, advanced data integration, genomic and interoperability capacities. There will be six pilot demonstrations; 5 sites included in Pathfinder and at least 1 successful public Pathfinder demonstration; regulatory, governance and data tooling demonstrated for 7 countries (SE,UK,CH,FI,USA,DE,NL).

Genomic data curation

Data curation in the genomics space requires a complex, integrated processing pipeline. Genetic association studies may encompass millions of genomic variants and stringent quality control is obligatory to establish reliable gene-disease relationships. Manual processes are not scalable and are time consuming. NextGen will develop extensible AI-guided genomic data curation pipelines, to complement other AI mediated [...]

More info

Variant prioritisation

Genomic sequencing identifies variations in the genetic code. To develop diagnostic and treatment processes, variants need to be linked to diseases, and the "clinical validity" of a suggested gene-disease relationship determined (variant annotation). This evidence-based process classifies relationships based on the level and quality of evidence. Genomic analysis produces variants lists from which gene-disease relationships [...]

More info

Accelerated genomics

The cost of whole exome and whole genome sequencing continues to fall, so that the bottleneck in the clinical adoption of genomics-based precision medicine has shifted from data generation to data analysis. Genomic data analysis is a computationally intensive process with multiple processing steps. With the amount of genomic data growing "exponentially" it becomes increasingly [...]

More info

Figure 5: NextGen Project's Tools

HOME
ABOUT
CONTACT
Library

Partner



DataPower

DataPower is a limited liability company founded in March 2003 acting globally as a fully independent strategic advisory firm, which works with data, both quantitative and qualitative, to make the real world and to support the impact assessment and evaluation of institutions, public administrations, and companies. DataPower effectively employs a wide array of quantitative – micro and macro modeling – and qualitative technology brought and road-mapping methodologies to support the formulation, validation and calibration of policies, of organizational strategies and investment plans.

DataPower develops quantitative evaluation and impact models for the private sector, establishing multi-view causal links, estimating impacts, effects, and externalities. This includes market research and policy-relevant assessment of business practices with potential impact on the level of consumer protection, including using mystery shopping, as well as behaviour studies.

DataPower supports investment and innovation and the construction of technological scenarios, investment and innovation evaluation and impact, and impact, innovation performance, investment portfolio evaluation and optimization, technology monitoring and deployment scenarios.

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DIA

DIA is a global, non-profit membership organization, founded in 1964, born from a commitment to ensure the safety and efficacy of medicinal products, we have emerged and thrived as a beacon for collaboration, knowledge sharing, and innovation across the drug development and the science landscape. Today, we stand together at an international confluence of experts, industry leaders, patients, partners and other stakeholders and drive medical advancements, transcend complex challenges, and shape the future of healthcare.

Our mission is to facilitate disruptive medical innovation and emerging technology advancement, accelerate product cycle time, and therapy development that we address unmet needs, increase safety, and optimize the patient experience, promote effective collaboration and knowledge sharing between industry stakeholders such as unlocking advancements that would be unattainable with any individual endeavour.

Our treasure of thought, including regulatory science, translational medicine, institutionalising innovation, and data in clinical development, serve as the lens through which we define long-term areas of focus for these challenges and identify opportunities for impact.

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DPO Associates

DPO Associates Ltd (DPO) is a UK limited liability company in Nyon, Switzerland and provides compliance – advisory services, training, lectures and master classes at universities, private companies, public institutions in the field of data protection (including legal, management, security and audit aspects).

DPO offers specialized resources in data protection (lawyers, managers, IT specialists, security experts, auditors, etc.) for compliance services.

DPO also provides services of external data protection officers (DPO) for public and private institutions.

- Mr. Michael Hogg, Attorney at Law, Hogg & Partners, Geneva, Switzerland, Chairman of the UK's (Independent) Data Protection Commission
- Mr. Philippe Gachon, Cybersecurity expert and ethics hacker, (Attorney at the law), and (Data) Scientist, Saint, Switzerland
- Ms. Isabelle Hering, Attorney at Law, HRA and Child Mediator, (Attorney DPO, DPO) (Swiss), (Swiss) Hering, Nyon, Switzerland

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Earlham Institute

The Earlham Institute is a hub of life science research, training and innovation focused on understanding the natural world through the lens of genomics.

Unravelling the full breadth of life on earth, our scientists specialise in developing and testing the latest tools and approaches needed to decode living systems and make predictions about biology.

The Earlham Institute is backed with the Norwich Research Park and is one of eight Institutes that receive strategic funding from the Biotechnology and Biological Sciences Research Council (BBSRC), part of UKRI, as well as support from other research funders.

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ESC

The European Society of Cardiology (ESC) is a leading organization dedicated to the field of cardiology, established to promote and disseminate knowledge about cardiovascular diseases and their management. With its headquarters in Leipzig, Leipzig, Mainz, and a regional office in Brussels, Belgium, the ESC plays a pivotal role in guiding clinical practice and promoting cardiovascular research across Europe and beyond. ESC organizes a variety of scientific and educational events annually, including the ESC Congress, the largest gathering of cardiovascular professionals globally. Through its various journals, comprehensive guidelines, and educational programs, the ESC aims to improve patient care and outcomes in cardiovascular disease.

By advocating for policies that support cardiovascular health, the ESC also engages in public health promotion and disease prevention initiatives, highlighting its dedication to combating heart disease on a global scale.

[Discover more](#)



Eurecom

Eurecom is one of the leading french engineering schools and a founding member of the European Campus in Sophia Antipolis, the largest computer science and technology campus in Europe. Located in France, the Eurecom campus is a leading center of excellence in the field of computer science, offering its world-renowned expertise and reputation in the field of computer science, learning, data and knowledge management. The computer science department is a founding member of the "Region Sud" Artificial Intelligence Center, which was recently recognized by the French government as a center of excellence (CEA), and collaborates with various industrial and academic partners on harmonizing and coordinating activities around AI and data/knowledge management.

[Discover more](#)



Goethe University Frankfurt

The Centre for sudden cardiac death and arrhythmia research of the university hospital Frankfurt consists of an interdisciplinary team of cardiologists and pathologists. Together we undertake examinations into the possible underlying cause of sudden cardiac death in the young (SCD) and the rare genetic disorders that can lead to (SCD) cardiac arrhythmias. Our research interests lie in the improvement and targeted diagnostic possibilities, risk stratification and therapy in susceptible individuals, working towards the prevention of SCD in affected families. Moreover, our registry research (registry for sudden cardiac and unexpected death) offers a unique set of data, since it has a holistic, pedigree-based approach to occur. The nature of Medical Informatics (MI) spans across clinicians, researchers, and computer scientists at the university hospital Frankfurt to develop innovative solutions for healthcare and research. Through several (inter-)national projects, the MI research group is engaged in managing and integrating clinical data, including standardization and harmonization of data for federated access. We played an integral role in accelerating the local data integration centre which aims to make routine healthcare data available for research locally and accessible. With the open-source software framework local and the underlying federated infrastructure, we are developing a flexible solution for creating federated patient registries, including the associated registry.

[Discover more](#)



HIRO Micro data centers

HIRO Microdatacenters develop powerful edge AI services (HIRO), an edge-cloud computing platform with additional services such as a database, AI model management, AI deployed on highly secure and flexible, energy efficient edge microdatacenters (EMDCs). HIRO enables organizations to process big data and AI processing on-premise, while protecting your data, micro data, and AI models while they participate internally and externally in the data economy.

AI on-premise means edge microdatacenters (EMDCs) embedded in your edge will act as a highly interactive, accessible and context-aware infrastructure that self-manages, scales up and down, authenticates and authorizes devices, users and tenants and detects and isolates anomaly behaviour at your edge.

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Human Colossus Foundation

The Human Colossus Foundation. For an efficient & 100%+ return on your data future established in 2020, the Human Colossus Foundation (HCF) is a non-profit, non-profit entity acting globally. Its mission is the cultivation and promotion of data-agnostic, robust economy in a digitally transformed world, apply between the dynamic data economy (DCE). HCF activities aim to build a safer, more resilient and digital ecosystems with the development of open standards aimed at enhancing online safety for all users. HCF's approach is characterized by its platform-independent nature, HCF offers innovative services and solutions that ensure data isn't tied to specific platforms, empowering users with greater data autonomy. To ensure full and equitable data handling, HCF is also championing a distributed governance meta-model, advocating for balanced control in the data economy.

HCF's operations are funded through various channels, including public and private grants, generous donations, and valuable project monies.

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Figure 6: NextGen Project's Partners (part 1)

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DELIVERABLE 8.2 – Project website

Page 17 of 23



NEBS

NEBS is a niche strategy and consultancy company specializing in: communication, analysis and technical assistance consultancy services for international government, especially the EU institutions and agencies, non-profit & high level senior experts in complementary fields. Based in Brussels, the company provides a wide range of services, including:

- consulting services;
- communication strategy – stakeholders’ identification, engagement, messages for customized audiences, branding and communication training
- Content management – content approach, dissemination, editorial strategy and management covering all aspects of content course
- Policy consulting – innovation and entrepreneurship, policy monitoring, assessment and dissemination, socio-economic analysis, research-based support of innovation policy processes, project and quality management, service-level management, stakeholders’ engagement, mentoring & coaching and training

added value

- senior level expertise and deep understanding of European Commission practices and policies
- business development and exploitation of results (turning results into value), information dissemination, communication strategy, light marketing, service management consulting, and innovation policy and evaluation

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Queen Mary University of London

Queen Mary University of London (QMUL) participates in NextGen through our William Harvey Research Institute (WHRI), an internationally acknowledged centre of excellence in the field of cardiovascular research and therapeutic innovation. Through our focus on Mechanistic Research, the overall vision is to deliver state-of-the-art treatments to 6 million extra heart-healthy trust patients. Cardiovascular research programmes at the WHRI and the Heart Health Centre are closely aligned to maximise our collective expertise and synergise in areas such as pharmacological and device development that lead to innovative clinical trials for the diagnosis and treatment of heart disease while offering a range of professional training opportunities. Combined, our strategic approach enables the development and delivery of world-leading clinical care. As part of the Faculty of Medicine and Dentistry at QMUL, we are one of the largest multidisciplinary pharmaceutical institutes in Europe with over 500 clinicians and scientists from 45 countries. Our innovative research environment and close collaboration with world-leading trust and healthcare partners across East London gives us a unique opportunity to translate our world-class and clinical research into therapies that benefit the local community and beyond.

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University Medical Center Utrecht

University Medical Center Utrecht is one of the largest hospitals in the Netherlands, comprising of an adult facility and a specialized children's hospital. It is the academic teaching hospital affiliated with Utrecht University in Utrecht, the Netherlands. Core business of UMC Utrecht is to provide healthcare for which specialized knowledge is required, to provide leading research and to offer excellent education to students and healthcare providers. UMC Utrecht ranks among the best European academic hospitals and has a strong focus on both pre- and clinical research. The Circulatory Health Research Center of the UMC Utrecht aims to (inter)disciplinarily reduce the burden of cardiovascular disease, thereby focusing on improving the personalized prediction, prognosis, prevention and treatment of cardiovascular disease. In addition, the CHRC's departments of (experimental) cardiology, clinical genetics, medical ethics and the central diagnostic laboratory team up to provide the efforts needed for a successful project.

[Discover more](#)



University of Virginia

The University of Virginia (UVA) is a prestigious public research university located in Charlottesville, Virginia, USA. Founded in 1783 by Thomas Jefferson, UVA is renowned for its rigorous academics, innovative research, and commitment to public service. The Center for Public Health Genomics (CPHG) at UVA is a multidisciplinary research center dedicated to advancing our understanding of the genetic and genomic factors underlying human health and disease. Established in 2017, CPHG brings together experts from diverse fields such as genetics, epidemiology, bioinformatics, and public health to conduct cutting-edge research in genomics and its applications to public health. The center focuses on studying the genetic basis of complex diseases, developing novel genomic technologies, and translating research findings into public health interventions and policies. Through its collaborative and interdisciplinary approach, CPHG plays a critical role in addressing key public health challenges and improving health outcomes for populations worldwide.

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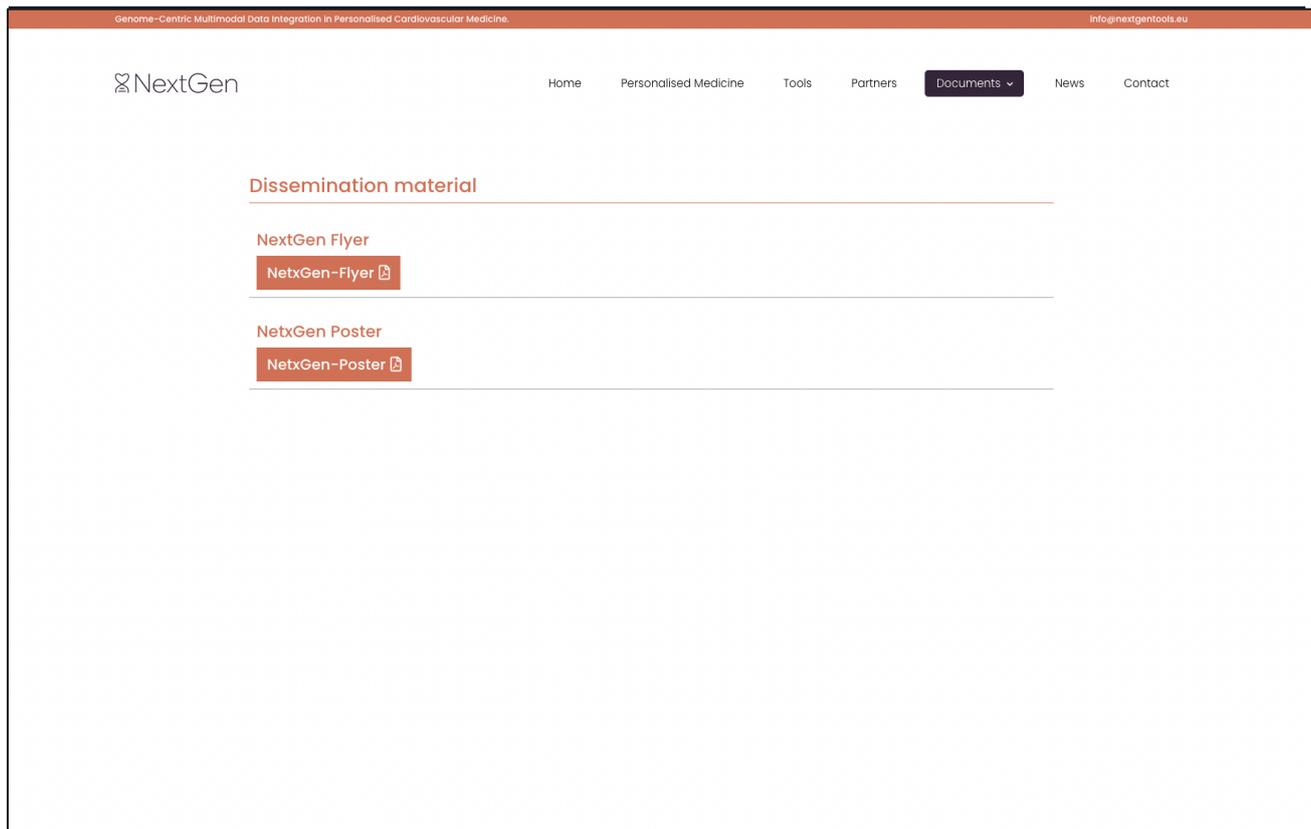


Figure 8: NextGen Dissemination material

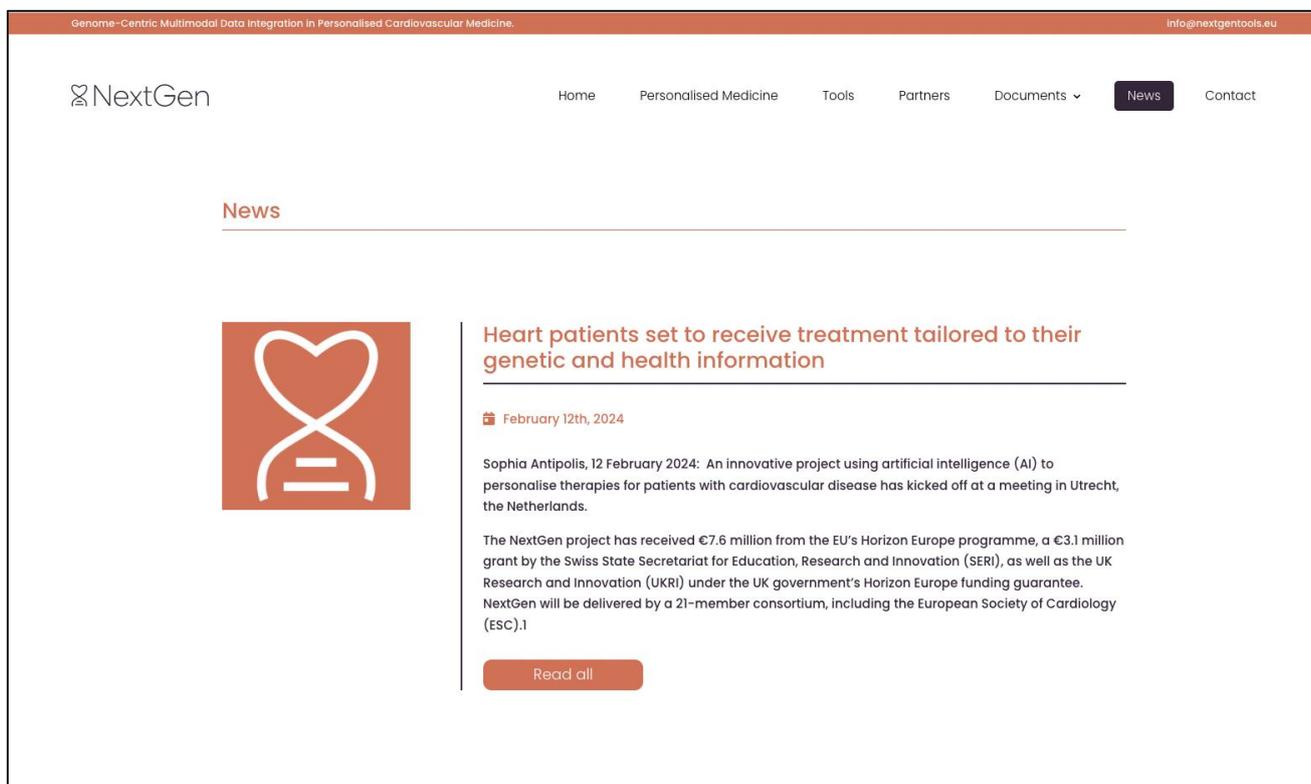


Figure 9: NextGen News

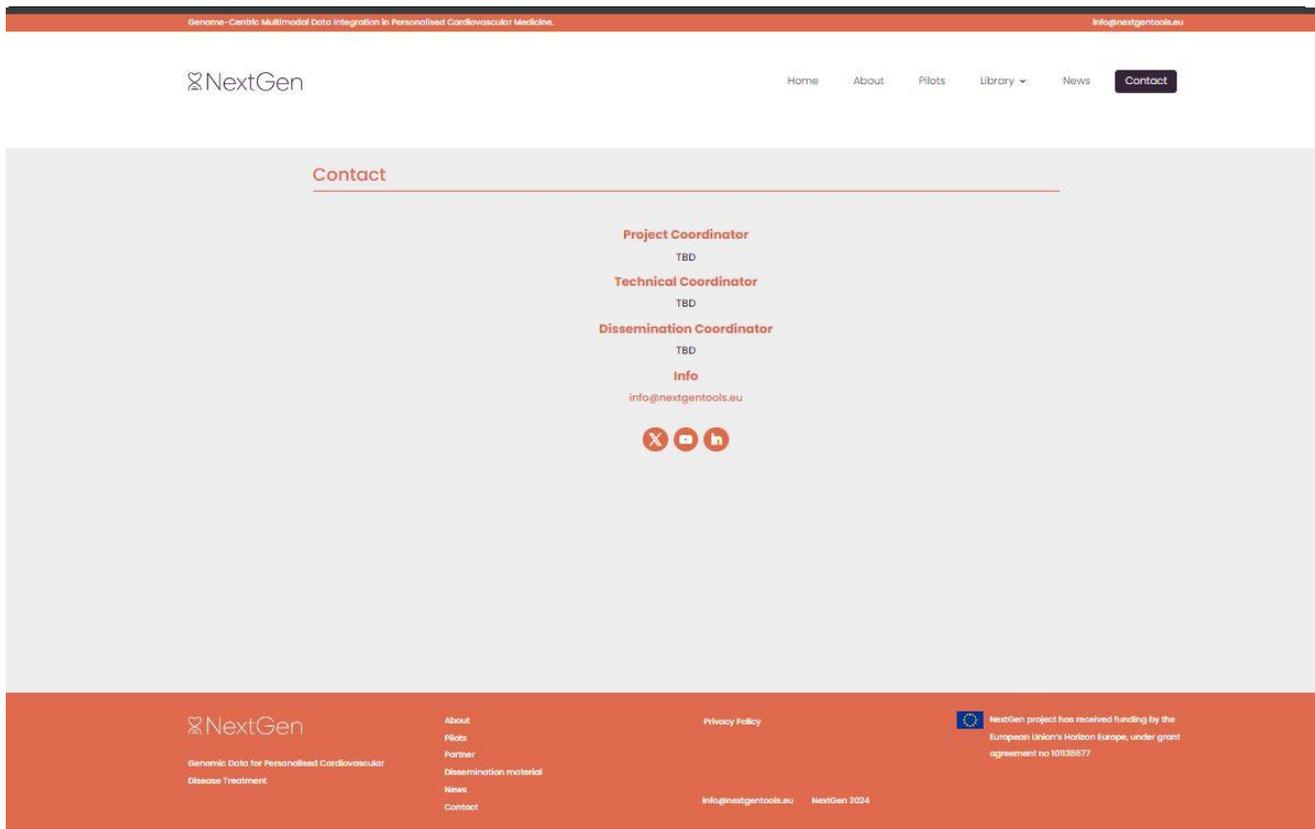


Figure 10: NextGen Contacts

2.3 NextGen blog in the project's website

NextGen leverages online blog posts as a dynamic platform to disseminate valuable content, enhancing the project's public profile and accessibility. The blog serves as a critical tool in amplifying NextGen's online presence, offering regular updates and insights into the project's progress and achievements.

Purpose and Content Strategy:

- **Information Sharing:** The blog is a primary channel for communicating relevant happenings, key successes, and updates. It serves as a continuous stream of fresh content that keeps the audience informed about the latest developments and breakthroughs within the project.
- **Engagement:** Beyond merely sharing updates, the blog is strategically used to engage with potential customers, partners, and the broader scientific community. Each post is crafted to provide deep insights into the project's deliverables and milestones, helping to foster a collaborative spirit and invite professional dialogue.
- **Educational Value:** The content is informative and educational, offering readers in-depth analyses of complex scientific concepts and methodologies employed by NextGen. This educational approach helps demystify advanced topics in personalized cardiovascular medicine and genomics-centric data integration.

Building Credibility and Community:

- **Showcasing Achievements:** By consistently highlighting its achievements and technological advancements, the blog builds and sustains credibility for NextGen. It serves as a testament to the project's commitment to excellence and innovation in the field.
- **Highlighting Strengths:** Each blog post is an opportunity to showcase the unique strengths of NextGen, from cutting-edge research and development to collaborative initiatives with global impacts. This not only enhances the project's image but also positions it as a leader in the scientific community.

-
- **Interactive Engagement:** The blog encourages interaction through comments and social media sharing, facilitating an active and engaged community of followers. This interaction often provides valuable feedback and new perspectives that can influence future research directions and project focus.

Driving Traffic and Interest:

- **Attracting New Audiences:** Strategic SEO practices and engaging content work in tandem to attract new visitors to the blog. By addressing current trends and hot topics in the industry, the blog draws interest from a wider audience, including students, academics, industry professionals, and even the general public interested in health innovations.
- **Encouraging Involvement:** The blog also plays a pivotal role in converting casual visitors into active participants or collaborators. By illustrating ways to get involved, from community forums and webinars to volunteering opportunities or collaborative projects, it opens up avenues for deeper engagement with NextGen.

Overall Impact: In essence, the NextGen blog is more than just a news feed; it is a comprehensive engagement tool that supports the project's dissemination strategy. It enhances visibility, promotes user interaction, and builds a knowledgeable community around the themes of NextGen, thereby extending its reach and impact well beyond traditional academic circles.

2.4 NextGen website technical information

The [NextGen website](#) is crafted as a primary digital interface for engaging with the global community interested in the breakthroughs of NextGen. It is meticulously designed using WordPress, Divi Builder, and optimized through various plugins, providing a seamless user experience that aligns with the project's innovative ethos.

Technical Aspects:

- **WordPress as CMS:** Our choice of WordPress as the CMS underscores our commitment to robustness and adaptability. It facilitates content management and scalability essential for the evolving needs of NextGen. The platform supports an array of plugins and themes, allowing customization to reflect the project's high scientific and technological standards.
- **Divi Builder for Theme:** Utilizing Divi Builder enhances our ability to create sophisticated, custom layouts that are visually appealing and functionally rich. This page builder's intuitive tools enable our developers to craft a site that not only looks professional but also is highly interactive, supporting multimedia content such as video explanations of research findings, interactive data visualizations, and downloadable resources.
- **Cache Management with WP Optimize:** The performance optimization through Word Press Optimize ensures that the website remains fast and efficient. By minimizing load times and enhancing responsiveness, we facilitate access to information for stakeholders from various bandwidth environments, making the site globally accessible.

Advanced Features and Integration:

- **SEO and Accessibility Optimization:** The site is optimized for search engines to maximize visibility to researchers, industry professionals, and the public. Accessibility enhancements ensure that it is usable by people with disabilities, which is crucial for inclusivity in disseminating important health and research information.
- **Security Measures:** We employ advanced security plugins and regular audits to protect the site from cyber threats and ensure the integrity and confidentiality of the information shared.
- **Multilingual Support:** To reach a global audience, the website includes multilingual support, offering translations in several major languages. This not only broadens accessibility but also enhances engagement by allowing non-English speaking users to interact with the site in their native language.

Analytics and Privacy:

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- **Enhanced Matomo Integration:** Beyond basic analytics, our Matomo setup includes custom dashboards and detailed visitor tracking that respects user privacy. This helps us understand engagement patterns without compromising ethical standards, providing insights into how different demographics interact with our content.
 - **Feedback and Interaction Channels:** Interactive features such as forums, direct feedback tools, and social media integration enable dynamic communication with our audience. These channels are designed to facilitate direct interaction, gather feedback, and foster a community around NextGen.

Design Philosophy and Communication Strategy:

- **Visual Identity and Branding:** The visual identity, including the logo and colour palette, reflects the fusion of technology and healthcare. It is designed to be aesthetically pleasing yet scientifically grounded, mirroring the dual focus of NextGen on innovation and practical application (see Deliverable 8.1 for more details).
- **Content Strategy:** We employ a structured content strategy that includes regular updates on project progress, feature articles on key research breakthroughs, and spotlight stories on team members and collaborators. This approach not only keeps the community informed but also builds ongoing engagement.
- **Training and Resources:** The website also serves as a portal for training and resources, offering tutorials, webinars, and documentation designed to educate and empower users with tools and knowledge in genomics and personalized medicine.

Through these comprehensive strategies, the NextGenTools.eu website stands as a testament to the project's dedication to transparency, community engagement, and the dissemination of high-impact research. It is not just a repository of information, but a vibrant platform that actively supports the NextGen community's growth and learning.

3 Wrap-up

Deliverable 8.2 underscores the critical importance of the project's digital footprint in effectively disseminating outcomes and engaging with a global audience. The NextGen website is an informative and user-friendly central hub, providing comprehensive coverage of the project's aims, developments, and milestones. The document outlines the structure of the website, including a homepage that introduces the project, detailed pages for each project component, a resources page, and a contact information page. It highlights the integration of interactive elements such as blogs and news tickers, multimedia resources, and a robust search function to enhance the user experience and aid in information dissemination. The implementation of WordPress and Divi Builder ensures the website's responsiveness and aesthetic appeal, while the use of the Matomo analytics platform supports effective monitoring and evaluation. Strict privacy and security protocols are in place to protect visitor information and comply with GDPR regulations. Anticipating the evolving needs of the project, the deliverable outlines planned updates and enhancements to ensure the website remains cutting-edge and continues to meet the expanding requirements of the community. It reaffirms the role of the website in fostering community engagement and extending the reach and impact of the NextGen project's groundbreaking research. The executive summary concludes by highlighting the strategic importance of a well-managed online presence in the success of NextGen, emphasizing how the development and maintenance of the project website are crucial in achieving the dissemination and communication objectives set forth in the Grant Agreement.