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D8.5. PROMOTIONAL MATERIAL

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Version control

Version	Date	Comment
01	31/12/2023	First version of the report (MEDIS)
02	05/04/2024	Second version of the report (MEDIS)





Summary

The purpose of the dissemination is to raise awareness of the MIREIA project and its outcomes. The dissemination of the results from the MIREIA project had two main thrusts with more detail and information needed at each level:

- The first was the dissemination of information about the project and the achievements towards a larger public, ensuring the awareness of results and the use of EC funding in this key research area.
- The second was towards the scientific community towards the disseminations of the best practices developed in the project, making available the tools and methodologies allowing other researchers access to these for other domains.

To reach the awareness level intended, dissemination was supported by communication materials, such as a website, flyers, roller-ups, and posters.





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1. Introduction

Target audiences for the external communication: All the results, both research, state of the art and market analysis were disseminated first among the partners of the consortium and then to the scientific community through specialised media, as selected scientific journals, magazines, conferences, courses and seminars, fairs, web sites, etc. This contributed to making known the competences of the consortium and the results of the project through the medical society, including clinicians and patients, through the medical companies and technologists.

The target audiences for internal communication were partners, executives, and the members of the consortium.

2. Promotional materials

The following promotional materials have been created during the course of the project:

- Project Logo
- Consortium template presentation (PowerPoint)
- Roll-up
- Brochure

2.1. MIREIA Logo







2.2. Consortium template presentation (PowerPoint)

This template for the project presentation was designed to be used by all consortium partners for all dissemination activities during the project.







2.3. Roll-Up

The Roll-up has been designed for use in project dissemination events in order to give more visibility to the project. Its size and layout allow it to be used in presentations and next to stands at dissemination events.







2.4. Brochure

Brochure with general information of the MIREIA Project:

- Brief description and aims.
- Funding information.
- Website.
- Contact information.





Mixed Reality in medical Education based on Interactive Applications

How MIREIA Means to Shape Education in Medicine

This Alliance seeks to improve the training of medical students and residents in the field of medical and surgical education. The consortium's clinical HEIs (Higher Education Institutions) will contribute to defining the project's clinical requirements and aneeds, providing the necessary pedagogical material, and validating the tools developed with the participation of target groups.

In the same way, the HEIs will benefit from the technological developments and knowledge generated by the technological HEIs and companies in the consortium, which will provide added value to their training services. Besides learning contents based on actual clinical cases, the HEIs will work different tools to create and share their own modelbased contents for medical and surgical training in technical and non-technical skills.

This will broaden the range of training solutions offered by these institutions, as well as reach a wider number of students. The HEIs will have the possibility to implement in their training programs all the innovative tools for medical education developed in the project. This will allow them to offer a higher quality formative service, ubiquitous, based on cuttingedge technology, and adapted to the students' needs. This will position them as reference centres at European level in medical education.

Technological HEIs will also incorporate the tools to enrich their engineering education programmes. This Alliance will create a network for the exchange of knowledge and learning content for medical training, which will encourage the flow of knowledge between European institutions by making use in their training activities of the tools developed in this project.

Find out more at www.mireia-project.eu



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3. Dissemination activities

The dissemination materials described above have been used by all consortium partners at various national, European and international events aimed at the project's target audience.

3.1. DIESE Conference (Thessaloniki, Greece; September 2021)

The Department of Informatics and Electronic Systems Engineering in collaboration with the Vice-Mayor of Education & Lifelong Learning of the Municipality of Thessaloniki, the Liaison Office and the ESPA Office of the Alexandria Campus of the International University of Greece organised a conference that held online via the zoom platform on Monday, September 20 at 12:00. Avaca Technologies was invited to demonstrate the Technical aspects of the eLearning platforms especially related to 3D gaming and similar technologies. Avaca presented the past experience of 3D based gaming and eLearning projects and also the MIREIA project which was at its first stages as a cutting-edge project for such purposes emphasising both on the actual deliverables of the project and the underlying technological foundation of the various aspects since the audience was both technical and non-technical.



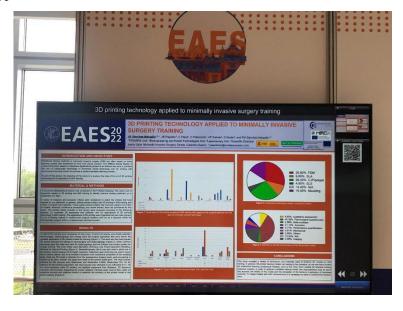
3.2. EAES Congress (Barcelona, Spain; November 2021)

The 29th International Congress of the European Association for Endoscopic Surgery (EAES) took place in Barcelona, Spain, from 24th to 27th November 2021. During this event, experts and professionals in the field of endoscopic surgery gathered to share their knowledge, research





findings, and advancements. The congress also featured various sessions, discussions, and networking opportunities for attendees.



3.3. iSMIT Congress (Oslo, Norway; March 2022)

The 33rd Annual SMIT Congress, organized by the International Society for Medical Innovation and Technology (iSMIT), took place in Oslo, Norway in March 2022. This conference brought together medical specialists, industry professionals, biomedical engineers, and researchers from around the world to discuss the synergies between healthcare and technology. The event aimed to foster collaboration and innovation in the field of medical technology and its impact on patient care.









3.4. EAES Congress (Krakow, Poland; June 2022)

The 30th International Congress of the European Association for Endoscopic Surgery (EAES) took place from 5-8 July 2022 in Kraków, Poland. The theme of the congress was "How to avoid undesired events in MIS". Medical professionals came together to discuss advancements and best practices in minimally invasive surgery.



3.5. Romanian Association for Endoscopic Surgery Congress (Timisoara, Romania; September-October 2022)

The Romanian Association for Endoscopic Surgery (R.A.E.S.) organised its XIth National Congress in Timisoara from 28th September to 1st October 2022. The congress was a significant event that brought together experts in the field of minimally invasive surgery and provided an excellent platform for networking, learning, and advancing the field of endoscopic surgery. It was organised in combination with:

- The XIth National Congress of the Romanian Association for Endoscopic Surgery





- The XIIIth Romanian National Symposium of Bariatric and Metabolic Surgery
- The IIIrd Romanian National Symposium of Robotic Surgery



3.6. EAES Wintermeeting (Malta; January 2023)

The EAES Wintermeeting 2023 took place in Malta from January 26th to 28th, 2023. Here are some highlights from the event: Hands-on Cadaver Course in Foregut Surgery, Live Surgery Sessions and State-of-the-Art Technology in the OR.



3.1. Romanian National Conference of Surgery (Eforie Nord, Romania; May 2023)

Conference of the Romanian Society of Surgery, May 23-25., Eforie Nord. Oral presentation: 3D molds and HoloLens applications in colon surgery training. Silicon Colon Model and VR application presented in a dedicated stand in the Medical Exhibition.







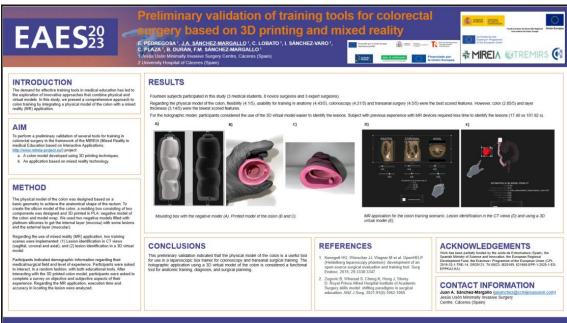






3.2. EAES Congress (Rome, Italy; June 2023)

The 31st International Congress of the European Association for Endoscopic Surgery (EAES) was held in Roma, Italy from June 20th to June 23rd, 2023. This congress brought together experts in endoscopic surgery to discuss advancements, share knowledge, and explore innovative practices.











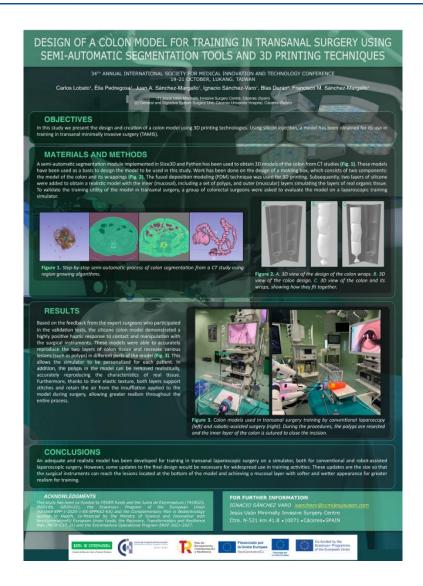


3.3. iSMIT Congress (Lukang, Taiwan; October 2023)

The 34th Annual International Society for Medical Innovation and Technology Conference (iSMIT 2023) took place in IRCAD-Taiwan, located in the historic town of Lukang, Taiwan. This conference serves as a leading forum where engineers and physicians come together to discuss innovations that will benefit patients in the future. iSMIT 2023 provided a platform for collaboration, knowledge sharing, and innovation in the field of medical technology.







3.4. Romanian Association for Endoscopic Surgery Congress (Bucharest, Romania; October-November 2023)

The Romanian Association for Endoscopic Surgery and other Interventional Techniques (ARCE) held its XII National Congress in Bucharest, Romania from October 31 to November 3, 2023. This prestigious event brought together medical specialists from various fields, including general surgeons, thoracic surgeons, gastroenterologists, pediatric surgeons, and anesthetists.







3.5. Annual National meeting on Future Operating Room of hospitals (Røros, Norway; February 2024)

This is an annual meeting for The Future Operating Room at St. Olavs hospital in Trondheim, Norway, organised at Røros. 80 participants from hospital, research, academia, and industry participated. Participants in MIREIA project both from SINTEF (Thomas Langø) and St. Olavs hospital (Jan Magne Gjerde) presented scientific talks at the meeting.



3.6. EAES Winter-Meeting (Bucharest, Romania, February 2024)

EAES Winter Meeting, February 22-24, 2023, Bucharest. Presentation of the MIREIA Project during the Ultrasound Course for Surgeons. MIREIA Exhibition corner.





3.7. Norwegian National meeting in Bronchoscopy (Oslo, Norway; March, 2024)

This is the annual meeting for pulmonologists in Norway interested in research and new clinical and technical methods/devices. Thomas Langø was invited to present the future technologies for flexible endoscopy for training and diagnostics. MIREIA was mentioned as one of the large-scale projects where Oslo and Trondheim collaborate in Norway.







3.8. Norwegian medical students in Trondheim innovation arena meeting (DRIV) 27. (Trondheim, Norway; September 2023)

This was part of a meeting series arranged by a student organisation for medical Innovation at St Olavs Hospital, Trondheim. The project was presented by Henrik Brun at a separate meeting with the MIREIA heart as the primary topic. Part of the study was undertaken at the same facilities earlier.

3.9. International Urogynecological Association (IUGA) (The Hague, The Netherlands; June 2023)

The fistula repair training device was presented at the International Urogynecological Association (IUGA) meeting by Jenny Dankelman in The Hague as part of an Interactive Workshop on Obstetric Fistula. It included an interactive round table discussion both covering the challenges of treating (obstetric) fistula and its sequelae. Fistula surgery, and treating its sequelae requires knowledge, skill and experience. The workshop focussed on: what can we learn from the past, how do we work in the present, what can be improved, how can training be more effective, what can international societies assist in fistula care, and do we have new solutions for the treatment of fistula.





IUGA 48TH ANNUAL MEETING

(1) February 20, 2023



June 21-24, 2023 The Hague, The Netherlands

Web: iuga.org

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