



## DELIVERABLE REPORT

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## Summary

In this deliverable, we present a summary of all project-related outreach, communication and dissemination activities during year 3 of the LUCA project. These include the publication of scientific papers, newsletters, development of dissemination material, and updates on the project website as well as dissemination activities at conferences and congresses and on social media.

During the third year of the project, the scientific partners published four **journal articles** related to the LUCA project.

- *Broadband (550–1350 nm) diffuse optical characterization of thyroid chromophores* (Scientific Reports); DOI: 10.1038/s41598-018-27684-8
- *Liquid phantoms for near-infrared and diffuse correlation spectroscopies with tunable optical and dynamic properties* (Biomedical Optics Express); DOI: 10.1364/BOE.9.002068
- *Eight-Wavelength, Dual Detection Channel Instrument for Near-Infrared Time-Resolved Diffuse Optical Spectroscopy* (IEEE Journal of Selected Topics in Quantum Electronics); DOI: 10.1109/JSTQE.2018.2863570
- *In vivo time-gated diffuse correlation spectroscopy at quasi-null source-detector separation* (Optics Letters); DOI: 10.1364/OL.43.002450

Moreover, two **conference papers** held at the The Optical Society's (OSA) Biophotonics Congress in 2018 were published and self-archived. Links to all publications can be found on the [LUCA website](#).

In March 2018, the third issue of the **LUCA newsletter** was released. It was made available in electronic (html) and print (pdf) format and was sent out by email (using Mailchimp), shared on social media and partners' websites and distributed at stakeholder events such as the European Congress of Radiology (ECR) 2018. The newsletter was sent to the project mailing list with over 240 contacts with a 98% successful delivery rate, an open rate of 28.5%, and a click rate of 3.7%. Both the open rate as well as the click rate are above averages for most industries according to Mailchimp's benchmarking statistics.

Over the course of 2018, the LUCA partners published two **non-scientific articles** in the ECR's congress paper, ECR Today, and in the EIBIR Annual Report 2017. The Project was also featured in a news release in the OSA Newsroom: "[New Optical Modules Could Improve Thyroid Cancer Screening](#)" (published 19 March 2018). The news release on occasion of the OSA Biophotonics Congress in Florida, US in March 2018 was picked up by several news media, both US-based and international (e.g. FOX29 and News Medical) with an estimated number of persons reached of over 800,000. Links to selected articles and publications are available on the [LUCA website](#).

Moreover, the [LUCA project website](#) was continually updated. News items were added to report on project-related activities, events, and progress. Google Analytics is used to monitor the traffic. For the period 1 February 2018-31 January 2019, over 2,200 sessions were documented. Most sessions were recorded in France (over 390), Italy and Spain (over 270 each), and the United States (over 260). In total, 1,805 users visited the site from over 90 countries around the globe. Most traffic was directed to the website via organic search on search engines such as google, direct visits or referrals from LUCA partners' websites: most referrals were recorded from ECM's website, followed by everyphotoncounts.com (website by LUCA beneficiary POLIMI) and the ICFO and the HemoPhotonics websites.

In addition, promotion of the LUCA project via the partners' **social media** channels continued. As in past years, social media activities were carried out during World Cancer Day 2018 and otherwise focused on the promotion of talks of LUCA researchers during ECR 2018 and OSA Biophotonics and of the LUCA Newsletter. Similarly, meetings of the LUCA consortium were used as an opportunity for



dissemination on social media. For example, the release of the 3rd LUCA Newsletter was announced on Twitter and received over 2,300 impressions. For a tweet about the 5th Consortium General Assembly Meeting at the VERMON premises in Tours, FR, in July 2018 over 2,000 impressions were recorded. Also the LUCA video was again promoted on social media. A related tweet by ICFO received over 550 impressions. Overall, the LUCA video received over 550 impressions and 200 views over the course of the third project year.

The LUCA project was also presented and promoted by consortium partners in seven **scientific talks** on several occasions including: ECR 2018, the OSA Biophotonics Congress 2018, the International SPAD Sensor Workshop (ISSW) 2018, the fNIRS 2018 (biennial meeting of the sfNIRS), and the IEEE International Conference on Electronics, Circuits and Systems 2018.

In addition to scientific presentations, the partners **distributed dissemination material** on the LUCA project at international conferences and meetings as well as local events to inform about the project and reach out to end-users, researchers, industry representatives, and the general public. These events included: ECR 2018, the public event MEETmeTONIGHT 2018 at POLIMI, and the IEEE International Ultrasonics Symposium 2018.

LUCA continued its **collaborative activities with other H2020 projects**. The project participated in the activities of the EC pilot programme “Common Dissemination Booster” together with two other H2020 projects: SOLUS (Smart optical and ultrasound diagnostics of breast cancer, led by POLIMI) and PAMMOTH (Photoacoustic/Ultrasound Mammography for evaluating screening-detected abnormalities in the breast, led by the University of Twente). Additionally, in February 2018, LUCA was selected by the VERTIGO project, a Coordination and Support Action supported by H2020, to host an Artistic Residency to boost LUCA's innovation process and the dissemination effort. An artist was identified who will visit the premises of LUCA partner ICFO and will contribute to the innovative aspects of the research by bringing a creative perspective through artistic practices. An original artwork will be produced and is expected to be presented during the LUCA Innovation Conference in late 2019.

**In year 4 of the project**, the partners will continue their efforts in disseminating the LUCA results using various communication and dissemination channels and means. This will include scientific talks, dissemination activities at international conferences and meetings, updates on the project on social media and the website, and continuing the work on the Common Dissemination Booster. Since LUCA will reach a major milestone by completing the LUCA demonstrator in January 2019 (M36), a press release and related efforts to ensure media coverage will be at the centre of dissemination activities early on in 2019. An important task during year 4 will be the organisation of the International Innovation Conference on biomedical optics for cancer screening and monitoring in late 2019.

Activities already scheduled for year 4 include:

- Press release on fully functional LUCA system
- Presentation of LUCA probe and dissemination material at EIBIR booth at ECR 2019 (28 February - 3 March 2019)
- Article in EIBIR Annual Report 2018 (February 2019)
- Article in ECR congress news paper (March 2019)
- News item in EIBIR Newsletter on LUCA progress (February 2019)
- LUCA Newsletter Issue 4 (February 2019)
- Finalisation and dissemination of additional LUCA Videos (March 2019, August 2019)
- LUCA demo probe presentation and dissemination material at the VERMON booth at IEEE IUS2019 conference 2019 (6-9 October 2019)



Overall, in year 3 of the project, the LUCA partners were once again actively engaged in the dissemination of LUCA results. LUCA was able to enhance its outreach throughout this year also beyond Europe and to further increase awareness of the project in the biomedical optics community but also in the medical and clinical communities.