

## 945406 – HARMONY PLUS

### Healthcare Alliance for Resourceful Medicines Offensive against Neoplasms in Hematology - PLUS

#### WP5 Project Communication

# D5.01 HARMONY PLUS Communication Strategy

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#### Document History

Version	Date	Description
V1.0	17/03/2021	Draft 1 of the HARMONY PLUS Communication Strategy
V2.0	19/03/2021	Draft 2 of the HARMONY PLUS Communication Strategy
V3.0	22/03/2021	Draft 3 of the HARMONY PLUS Communication Strategy
V4.0	22/03/2021	Final draft of the HARMONY PLUS Communication Strategy

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## List of Acronyms

Acronym	Description
<b>AI</b>	Artificial Intelligence
<b>ALL</b>	Acute Lymphoblastic Leukemia
<b>AML</b>	Acute Myeloid Leukemia
<b>BD<sub>4</sub>BO</b>	BigData for Better Outcomes
<b>CLL</b>	Chronic Lymphocytic Leukemia
<b>CML</b>	Chronic Myeloid Leukemia
<b>CT</b>	Clinical Trial
<b>ET</b>	Essential Thrombocythemia
<b>HARMONY</b>	Healthcare Alliance for Resourceful Medicines Offensive against Neoplasms in HematologY
<b>HL</b>	Hodgkin's Lymphoma
<b>HM</b>	Hematological Malignancy
<b>MDS</b>	Myelodysplastic Syndromes
<b>MPN</b>	Myeloproliferative neoplasms
<b>MM</b>	Multiple Myeloma
<b>NHL</b>	Non-Hodgkin Lymphoma
<b>PV</b>	Polycythaemia Vera

## D5.01 HARMONY PLUS COMMUNICATION STRATEGY

### 1. ABSTRACT

**HARMONY PLUS builds upon the success of HARMONY and is positioned as a new public-private partnership within the HARMONY Alliance.**

**Similar to HARMONY, the communication activities of HARMONY PLUS are aimed at maximizing the impact of the project, and to ensure the uptake of results by optimizing the flow and exchange of knowledge, information, and guidance to both internal and external new and existing target audiences.**

Therefore, the HARMONY PLUS image, identity and all communication activities will be created on the fundamentals established in HARMONY.

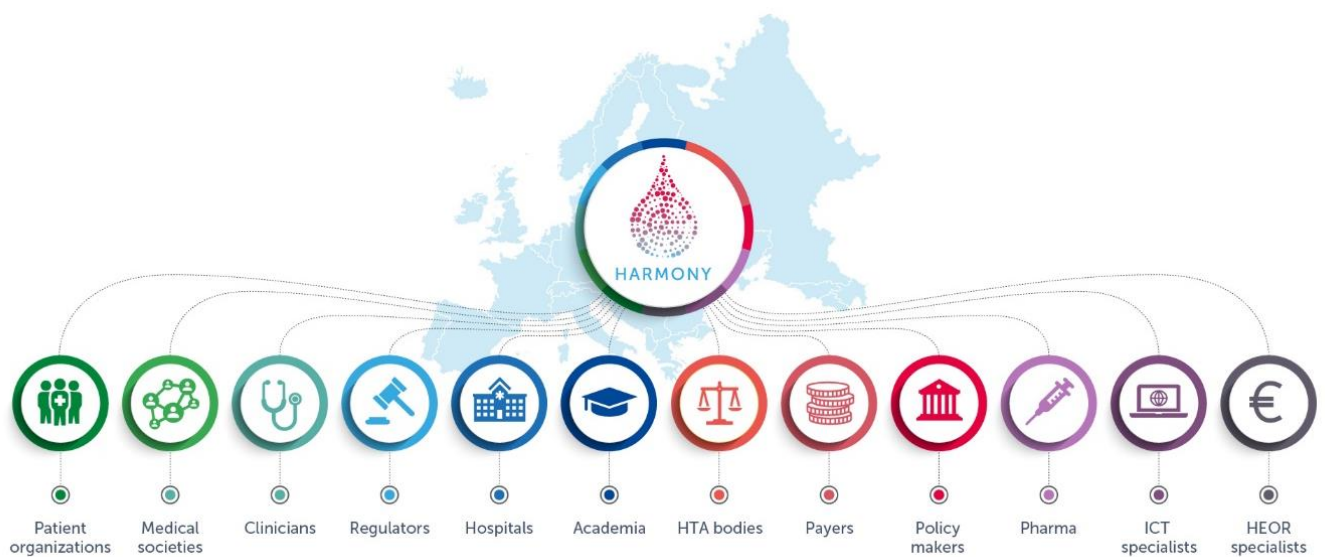
The majority of the internal and external communication activities will be sent and shared by the 'HARMONY Alliance: Public-Private Partnership for Big Data in Hematology', representing both IMI projects: HARMONY and HARMONY PLUS.

Bundling HARMONY and HARMONY PLUS under the label of the HARMONY Alliance will lead to a stronger brand and better structuring of information towards its audiences.

## 2. POSITIONING

The HARMONY Alliance is presented as an interdisciplinary network that unites the European / international hematological community.

Since its inception in 2017 it is branded as a unique and largest Public-Private Partnership on Big Data in Hematology driven by its mission to improve outcomes for blood cancer patients.



### 3. PROPOSITION HARMONY Alliance

The HARMONY Alliance empowers clinicians, researchers and patients. Data-driven science will help meeting the needs of patients with blood cancer by:

- Providing a unique and high-quality Big Data Platform, containing the largest data base of its kind,
- Harmonizing outcome measures and endpoint definitions at European level,
- Increasing application of omics data in clinical practices,
- Speeding up drug development, access pathways and bench-to-bedside process.



#### Public-Private Partnership for Big Data in Hematology

- Accelerating better treatment of blood cancer patients
- Community of approx. 400 professionals representing over 100 public-private organizations
- 14 key targeted blood cancers
- Big Data Platform with 60.000 anonymized patient records identified
- Big Data analytic services
- Research, Delphi and Multi-stakeholder projects

The collaboration within the HARMONY Alliance community accelerates research to increase treatment efficacy, decrease adverse effects, prolong survival, and ultimately contribute to patients' quality of life.

More specifically, the HARMONY Alliance offers to:

#### Clinicians

- Improved tools for more accurate risk and prognostic assessments
- Faster, disease-specific drugs with favorable side effect profiles
- Patient-specific disease-management tools for optimized treatment decisions

#### Researchers

- Big Data platform with datasets from > 60,000 blood cancer patients and growing
- Research tools including AI algorithms tailor-made for Big Data analytics
- Collaboration with close-knit research community
- Collaboration with HARMONY Patient Cluster

### Patients

- Stories, research updates and information resources on how Big Data in Hematology (HARMONY) is helping patients

### Regulators

- Data driven decisions based on Artificial Intelligence techniques and Big Data analytic tools

The HARMONY Alliance being the key driver behind HARMONY, will have a similar role in HARMONY PLUS. While the composition of the Alliance is slightly different in HARMONY PLUS, the foundations remain unchanged. This will allow HARMONY PLUS to build upon the foundations of HARMONY.

## 3.1. SPECIFICS WITHIN THE PROPOSITION HARMONY Alliance



- Focus on Big Data in: Myeloproliferative (MPN) disorders; Chronic Myeloid Leukemia (CML), Polycythaemia Vera (PV), Essential Thrombocythemia (ET), Myelofibrosis; Hodgkin's Lymphoma, Waldenström Macroglobulinaemia and other rare blood cancers.
- Community of 39 Partners and 8 Associated Partners
- Budget Euro 11,8 million | 3-year project from October 2020 until Dec 2023
- Objectives\*:
  - Create the availability of a historical control arm as a new model of supporting HMs' CT design
  - Build additional modules that will enable data driven decisions for payers and regulators, based on Artificial Intelligence techniques
  - Pursue more collaborations with other big data projects worldwide

- Focus on Big Data in: Acute Lymphoblastic Leukemia (ALL), Acute Myeloid Leukemia (AML), Chronic Lymphocytic Leukemia (CLL), Multiple Myeloma (MM), Myelodysplastic Syndromes (MDS), Non-Hodgkins Lymphoma NHL, Pediatric Hematologic Malignancies
- Community of 53 Partners, Patient Cluster with 7 European Patient Organizations and 43 Associated Members
- Budget Euro 40 million | 5-year project from January 2017 until Dec 2021
- Objectives and achievements:
  - Not further described in this document, read more at [www.harmony-alliance.eu](http://www.harmony-alliance.eu)

#### 4. HIGHLIGHTS COMMUNICATION STRATEGY AND PLAN HARMONY Alliance

Communications activities have contributed significantly to the overall success of HARMONY since its establishment in 2017. It has been a joint effort and valuable collaboration right from the start between the Communication Team, HARMONY Leadership and teams from Work Packages and disease groups. Apart from defining the HARMONY (Alliance) identity, key messages and dissemination content, a solid flow of communication activities making use of a wide range of communication channels has been realized. The HARMONY Alliance brand consists of a strong theme, an attractive creative concept and a clear tone-of-voice in all communication content.

HARMONY PLUS communication activities and materials will fit seamlessly into the overall inspiring look & feel.

HARMONY Alliance Communication external strategic imperatives:

- Support achieving the overall goals.
- Focus on growing database.
- Submit more research projects.
- Attract more 'Data Providers'.
- Initiate more multi-stakeholder activities.
- Continue to address the COVID19 pandemic and the response of HARMONY.

HARMONY Alliance Communication internal strategic imperatives:

- Support achieving the overall goals.
- Build the community and keep the community engaged.
- Service the community needs.
- Guide the individual community members/member organizations to represent and present the HARMONY Alliance in the right way.

[Click here to view the foundation of the communication strategy >](#)

[Click here to view the updated communication strategy >](#)

[Click here to view the summarized communication plan for 2021 >](#)



## 5. SPECIFIC COMMUNICATION STRATEGY AND ACTIVITIES FOR HARMONY PLUS

### 5.1. Internal communication strategy

- Make all partners aware of the objectives\* of HARMONY PLUS and the opportunities related,
- Make all partners aware of the achievements and main developments of HARMONY PLUS,
- Motivate to support HARMONY PLUS activities such as expanding the community.
- Make optimal use of existing networks of the HARMONY PLUS Partners and Associated Partners.

### 5.2. External communication strategy

- Raising awareness for HARMONY PLUS objectives\*, activities and opportunities as briefly described on page 5.
- Expanding the external network by reaching out to disease communities related to the new blood cancers as described in the HARMONY PLUS agreement.
- Intensify the relation with global blood cancer data initiatives to establish joint communication activities.
- Re-connect with the currently running IMI BD4BO projects (EHDEN, PIONEER, BigData@Heart) to establish joint communication activities.
- Connect with new IMI, Horizon 2020 and Horizon Europe Big Data, AI and/or Digital Health projects, identify common goals and establish joint communication activities.

Since the launch the specifics about HARMONY PLUS have already been integrated in the ongoing communication activities of the HARMONY Alliance.

HARMONY PLUS communication activities will be fully embedded in the overall HARMONY Alliance Communication plan for 2021.

As of 2022 the focus of the HARMONY Alliance Communication activities will – apart from the HARMONY Big Data Analytics services and sustainability plan - shift to more HARMONY PLUS-related topics and objectives, depending on the actual life-cycle of HARMONY.

In 2023 the HARMONY Alliance Communication activities will mainly be focused on the HARMONY PLUS blood cancers and future plans and anchoring of results.

### 5.3. Internal communication activities

- Community Forum: the secure and interactive online workspace
- Newsletter
- Email alerts
- Virtual and physical meetings (among which annual General Assemblies)
- Research-a-thon and hackathon
- Polls
- Personal contact by mail, video call or phone
- Updated distributions lists
- New to set up: Awards

### 5.4. External communication activities

- Corporate website
- Campaign website (new: #BigDataforBloodCancer)
- Newsletter
- Videos
- Explanatory PowerPoints
- Infographics and quote cards
- Brochures and factsheets
- Social media posts and engagement
- Presentations and participations in virtual and physical meetings
- Webinars
- Dedicated articles
- New to set up: Awards

## ANNEX 1: HARMONY Alliance Key Targeted Blood Cancers overview

HARMONY focus: Acute Lymphoblastic Leukemia (ALL) | Acute Myeloid Leukemia (AML) | Chronic Lymphocytic Leukemia (CLL) | Multiple Myeloma (MM) | Myelodysplastic Syndromes (MDS) | Non-Hodgkin Lymphoma (NHL) | Pediatric Hematologic Malignancies

HARMONY PLUS focus: Myeloproliferative (MPN) disorders and other Hematological Malignancies; Chronic Myeloid Leukemia (CML), Polycythaemia Vera (PV), Essential Thrombocythemia (ET), Myelofibrosis; Hodgkin's Lymphoma, Waldenström Macroglobulinaemia and other rare blood cancers.



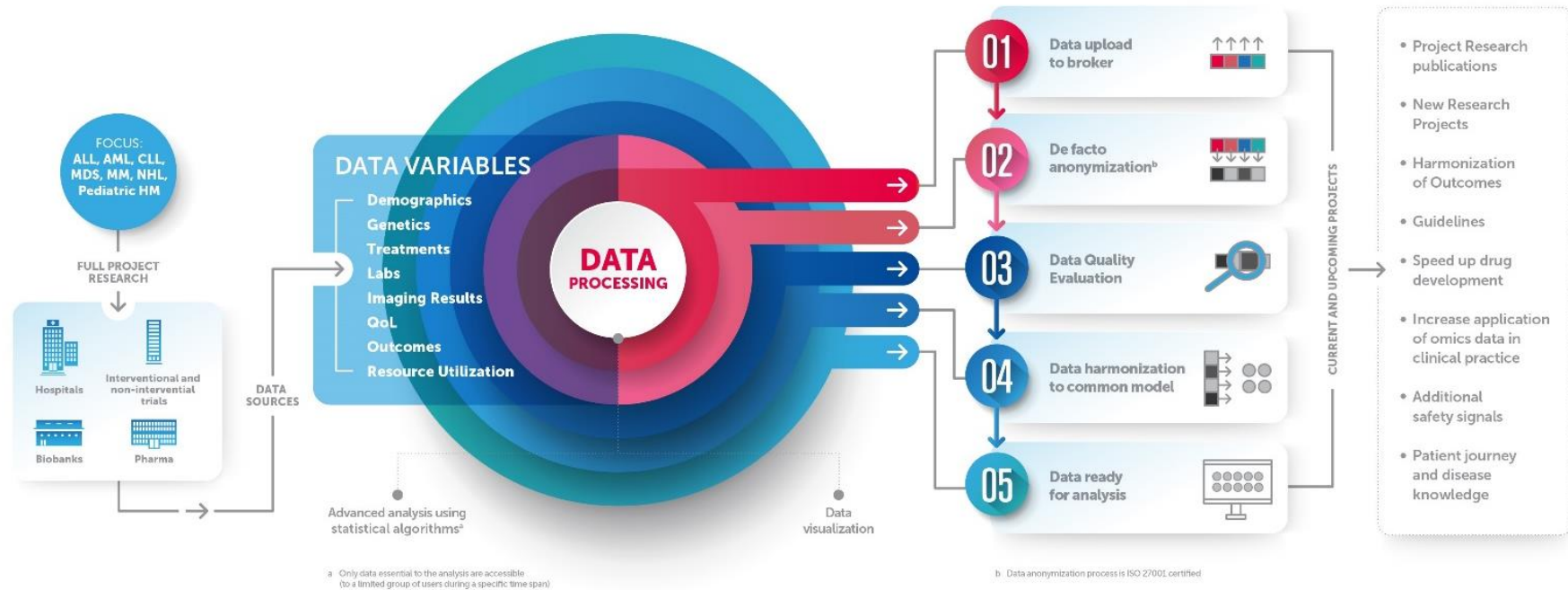
## ANNEX 2: HARMONY Alliance Internal and External Target Audiences



To develop: additional infographics/visuals about:

- External multi-stakeholder activities
- Internal collaborations with respect to Research Projects

ANNEX 3: HARMONY Alliance Big Data Platform Infographic



To add in this graphic and/or to develop: additional infographics/visuals about:

- Historical control arm as a new model of supporting HMs’ CT design;
- Additional modules that will enable data driven decisions for payers and regulators, based on Artificial Intelligence techniques.