

EHFF: Draft work plan 2014 (to be read in conjunction with 2013 annual report)

What we will aim to do (note that many of these goals are measurable and therefore allow formal evaluation of activity at the year-end):

A. Continue operational objectives of previous year

1. Build capacity through our network

a) add to the size and scope of the community via incremental growth, strengthening NGO links and formalising links with futures organisations

b) engage the community via seeking to demonstrate active engagement of members through information exchange, involvement in projects and generation of further network linkages

2. Build capacity through more effective fund raising

a) generate sponsorship to cover administration costs including part-time website management and other communication related tasks

b) bid for Operating Grant based on feedback from 2013 bid

c) achieve % increase in funds raised from projects during 2014 compared to similar sources in 2013

d) implement acquisition of Patron to assist in fund raising from Foundations and examine logistics of engaging professional fundraising

3. Build the brand via increased profile

a) in addition to at least four presentations at international meetings through the year, consider options for single event (probably in partnership) that can promote the brand at low financial risk (create working group to enable). The feedback from our Community to the draft WP is clear, as below, 'education, education, education'.

b) develop products visible through the website e.g. horizon scanning, news features (see below)

4. Build the brand through better communication

a) increase intensity of twitter feeds

b) develop communication strategy (once funding for part-time staff obtained) to create measurable increase in contacts to website

(again, we have been slow to respond to Shawn Day's advice from last year, but the clear message from our Community is that the website, although much admired from outside, must become INTERACTIVE)

5. Build profile via EC projects

a) increase functionality of EIP involvement through Patient Empowerment expertise e.g. current discussion with NG from Utrecht UMC (lead for A2 group) re consolidation of PE knowledge across whole of EIP (European Innovation Partnership on AHA) (Athens conference on eHealth in May).)

b) deliver tender on self-management and look for follow-on work

c) if second tender bid on self-care successful, scope benefits arising from association with expert platform

d) await publication of Health for Growth 2014 work plan and seek availability of relevant collaborative projects

e) continue to explore possibility of involvement in consortium bid for project in Health section of Horizon 2020 programme, 2014

f) continue to track EUHWF and Chondis-JA (Joint Actions on work force planning and chronic diseases, respectively) for opportunities

6. Build profile through EHFF projects

a) work with EVY group both on funding and to further develop strategic plan (including first public event by end 2014). RL to offer support via mini-TED project.

b) educators community of practice: SC and colleagues to review outcome of webinar series for further development in Autumn 2014

c) work with Shaping Tomorrow to create regular horizon scanning reports starting by end of March, 2014.

d) watch the development of the health KIC (Knowledge and Innovation Communities) from afar

B. Four emerging targets for 2014

1. Engage with different Directorates within SANCO and elsewhere

As well as getting membership of HPF (Health Policy Forum – a stakeholder EC advisory group), seek specific links with DG Connect (Directorate for Communications, Content and Technology) (EIP), SANCO D1 strategy (health literacy), SANCO Consumers (self-care project) and SANCO Programme management and diseases C1 (chronic diseases). Identify and try to engage (after the elections) with the members of the European Parliament keen on healthcare reform and patient empowerment.

2. Education, education, education

Work with EHMA (EU Health Managers Association) (e.g. presentation at their Annual Conference in June) and others on vision for young professionals and challenge to conventional education, including cross-over with webinar initiative (open education)

3. Innovation and industry

Engage with industry/business partners to explore holistic vision. KIC offers this opportunity (as does Horizon 2020 if we are part of a successful bid). Also scope HLS-MU (Maastricht University Health Literacy Survey group) example of direct application of research results to industry platform (employee health)

4. Innovation and information

A basket of possibilities for development, led by Ales Bourek and Rui Loureiro. Use of automated search of Google for data to build visualisation of patterns (pharmaceuticals paradigm and example), innovative automated data search using i-meta-searcher to create document cache and then word maps, seeking new methods of information search, understanding big data etc.

C. Revisit our core values

Evaluate the extent to which our activities represent a successful implementation of the values set out in the Mission statement and in the previous discussion about application of the VSM model to action research.

DS 17.03.14