



# OASES

Promoting evidence-based reforms on medical deserts

## D2.4 Mid-term Dissemination Report

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<b>Lead author</b>	Eszter Kovács (SU), Márta Sziklai (SU)
<b>Contributors</b>	Marianna Makai (SU) Fruzsina Kóder (SU) Attila Borbás (SU)
<b>Peer reviewers</b>	AGENAS
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## Table of contents

<b>LIST OF FIGURES.....</b>	<b>4</b>
<b>1. EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>2. GOALS AND OBJECTIVES OF THE INTERIM EVALUATION.....</b>	<b>6</b>
<b>3. IDENTIFICATION OF THE AUDIENCE – PROCESS AND PARTICIPANTS .....</b>	<b>6</b>
<b>4. EVALUATION METHODS.....</b>	<b>7</b>
<b>5. EVALUATION QUESTIONS .....</b>	<b>7</b>
<b>6. ANALYSIS OF COMMUNICATION AND DISSEMINATION CHANNELS .....</b>	<b>14</b>
6.1 WEBSITE .....	14
6.2 NEWSLETTER .....	16
6.3 EU HPP.....	17
6.4 OASES ONLINE EVENTS .....	18
6.5 EMAILS .....	18
6.6 SOCIAL MEDIA CHANNELS.....	19
6.7 YOUTUBE CHANNEL .....	21
6.8 OASES LEAFLET .....	21
<b>7 CONCLUSIONS .....</b>	<b>21</b>
<b>ANNEX - Questionnaire Interim evaluation of communication tools</b>	

## List of figures

Figure 1 - Summary diagram of the survey results in %

Figure 2 – Preferences in OASES communication channels

Figure 3 – Engagement of OASES communication channels

Figure 4 – Relevance and usefulness of information received from OASES project

Figure 5 – Feedback on the OASES website

Figure 6 – Satisfaction with OASES online events

Figure 7 – Recommending OASES to others

Figure 8 - Google Analytics of the OASES website

Figure 9 - Google Analytics of the most popular sites

Figure 10 - Google Analytics of the visitors' location

Figure 11 – Planned and published newsletter editions

Figure 12 – The logo of the Health Workforce Projects Cluster

Figure 13 – Rotation of moderation of the five health workforce projects

Figure 14 – Planned and organized OASES online events

Figure 15 - Twitter analytics of the OASES channel

Figure 16 – Twitter posts from @oases\_project

## 1. Executive summary

The OASES project is dedicated to carry out proactive and reflective communication and dissemination activities during the whole project duration. The communication and dissemination activities are managed by WP2 team, Semmelweis University.

Coherent and sustainable communication can be facilitated by an effective communication and dissemination strategy. D2.3 Dissemination and Communication Strategy was prepared at the beginning of the project, and it described the project's objectives, aims, expected results and final products and outcomes to be disseminated to all relevant target audiences, stakeholders and public authorities at the EU-, national-, and regional levels. This strategy has been continuously monitored in order to apply methodologies to ensure the highest transferability and visibility of OASES results in a long-time run.

The present D2.4 report aims to evaluate, analyse and take stock of the communication results achieved so far. The OASES project has been conducting several activities for effective communication and dissemination; it applies tangible methodology, uses various channels and tools, as well as it facilitates enhanced information flow and availability, and fosters collaboration between relevant stakeholders and target groups.

Therefore, the D2.4 Mid-term dissemination report summarizes the process and achievement of implementing the dissemination and communication strategy in the first half of the project by presenting data and opinions of different stakeholders.

In summary, we can emphasize that communication and dissemination activities mobilized quite a huge audience and achieved a remarkable outreach. We have engaged a core group of experts following our activities in the communication channels and the number of our followers showed a growing tendency.

However, we faced the fact that the interest in the newsletter subscriptions and the will of joining the Health Workforce Projects Cluster network in the EU Health Policy Platform remained rather low. We still expect an increase in terms of accesses to these two channels in the second half of the project.

## 2. Goals and objectives of the interim evaluation

In this report, OASES WP2 team evaluates, analyses and concludes on the communication results achieved so far, based on the objectives set in the D2.3 Dissemination and Communication Strategy. We followed a two-step approach by combining analysing statistical data on all actions and by collecting opinions of stakeholders by an online survey.

The primary goal is monitoring and examining the implementation of the strategy, e.g. planned processes, actions, communication campaigns, and secondly to evaluate the communication outputs achieved so far. This exercise enables to update the strategy, to define changes - if needed - in order to better adjust these activities to the relevant working environment, and maintain the visibility of the OASES project.

The analysis of statistical data provides an objective, quantifiable viewpoint on the communication and dissemination actions. It gives an overview of the number of visitors by geographic area or uptake of some messages on various channels, e.g. number of likes or re-tweets. The online survey, on the other hand, supports getting a clearer picture on:

- 1) how OASES messages reach the target audience,
- 2) what the target groups think about the quality and content of the communication and dissemination activities,
- 3) feedback on the frequency of use, preference of channels,
- 4) clarity and appropriateness of the information and
- 5) the user-friendliness and layout of the channels.

## 3. Identification of the audience – Process and participants

In this exercise, WP2 team carried out a stepwise approach. First, we identified the survey aims and objectives, then the survey tool and finally identified the potential subjects of the survey.

A comprehensive evaluation questionnaire was drafted by the Semmelweis team. The survey items were reviewed and approved by the project management (WP1) and the evaluation work package (WP3). For distributing the survey, we used the online platform of our partner INHWE.

A three round online survey was employed, based on the differentiation of the selected target groups. The three core groups identified and approached:

- 1) WP leaders, partners of the OASES project consortium,
- 2) then we surveyed the OASES Policy Board members, and
- 3) lastly we asked some selected stakeholders of the project, who showed high level of interest in OASES messages and actively posted or re-shared them.

In total, 40 people were approached, and the response rate was rather low (35%). This might be explained by the fact that the direct approach took place over the summertime, in the holiday season, making it more challenging to reach out to the respondents.

## 4. Evaluation methods

As the main purpose of this mid-term evaluation was to understand the effectiveness and outreach of the communication channels and messages published, we have decided to do a systematic assessment. The method we have chosen for the evaluation process has two focuses in terms of quantitative data collection.

The first was to gather the statistics and analytics of all communication tools from the past 18 months. As all online activities are monitored and statistical data are collected in each channel (e.g. social media, website, newsletter, online events), we could examine the effectiveness of these channels through these numbers.

The other way of data collection was the online evaluation questionnaire used in the direct approach to the pre-selected groups and all feedback was gathered into one database. The results of the survey present the opinion of target audiences on the quality and content of the communication and dissemination activities, frequency of use, preference of channels, clarity and appropriateness of the information, and the user-friendliness and layout of the channels.

All responses were collected in an online database by WP3 and, through a continuous communication between WP2 and WP3, the results of the survey were received and analysed by WP2.

## 5. Evaluation questions

We created an online multiple-choice questionnaire, a quick and simple way for the target groups to give their feedback. At the end of the survey, two open questions allowed respondents to write comments concerning the communication strategy, additions or remarks on the survey or the OASES project in general.

The next section summarizes the survey items and presents the answers and the main preferences of the respondents in figures. The breakdown of the below figure will be shown and explained under the section titles.

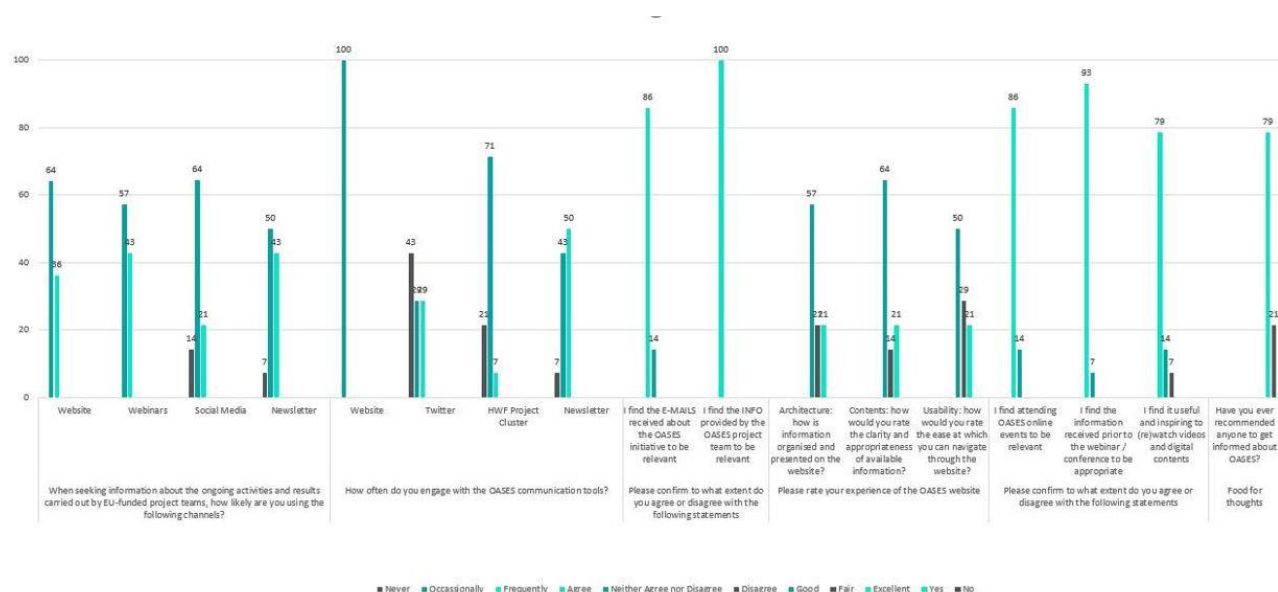


Figure 1 - Summary diagram of the survey results in %

## Introduction of the survey results by sections

### Preferences of communication channels in general

Question:

- When seeking information about the ongoing activities and results carried out by EU-funded project teams, how likely are you using the following channels?

Figure 1 shows that webinars and newsletters are the most preferred channels by the respondents in general. 43% of the respondents is seeking information about the ongoing activities and results in these two channels. Following these, project websites and social media are visited frequently - 36% vs. 22% respectively, as well as 64% occasionally. An important fact is that there is a low percentage for those who never read newsletters or check social media - 7% and 14% respectively.



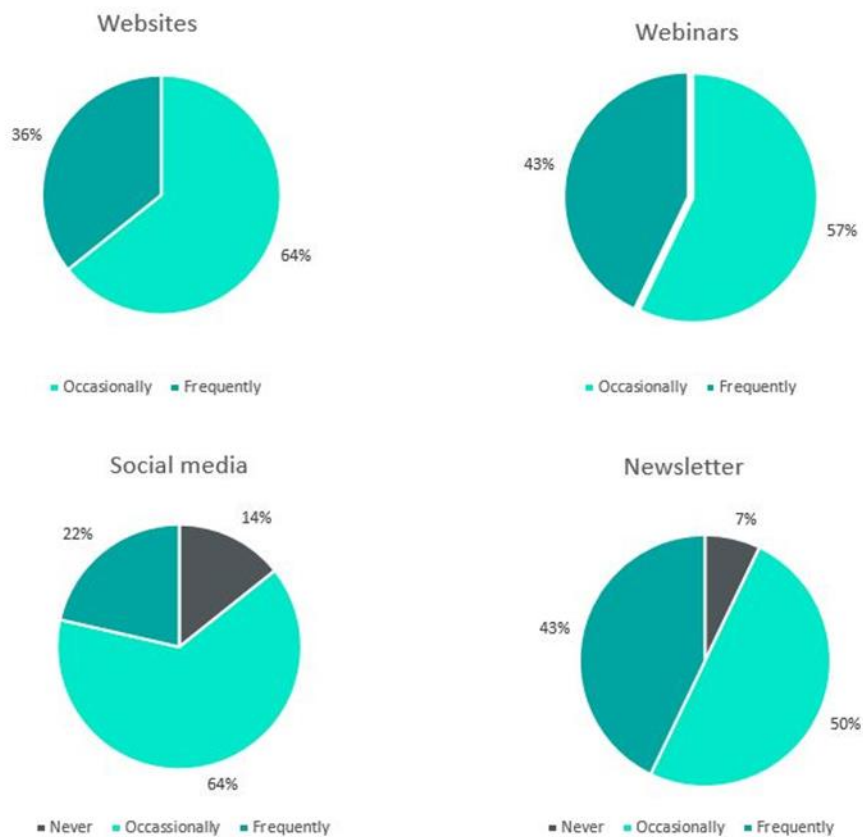


Figure 2 – Preferences in OASES communication channels

### Engagement of OASES communication channels

Question:

- *How often do you engage with the OASES communication tools?*

Figure 3 displays the most important channels focusing on the OASES project. Similar trends can be captured with Figure 2 that shows the general overview of liking communication channels. Respondents prefer using the website and newsletters (100% vs 93%), while the Health Workforce (HWF) Projects Cluster and Twitter reached lower rates (79% vs. 57% respectively). The rate of frequent visitors of newsletters is 50% and of Twitter is 29%. On the other hand, the percentage of those who marked that they never use some channels remains low: in case of newsletter 7%, in case of the HWF Projects Cluster 21% and finally 43% in case of Twitter.

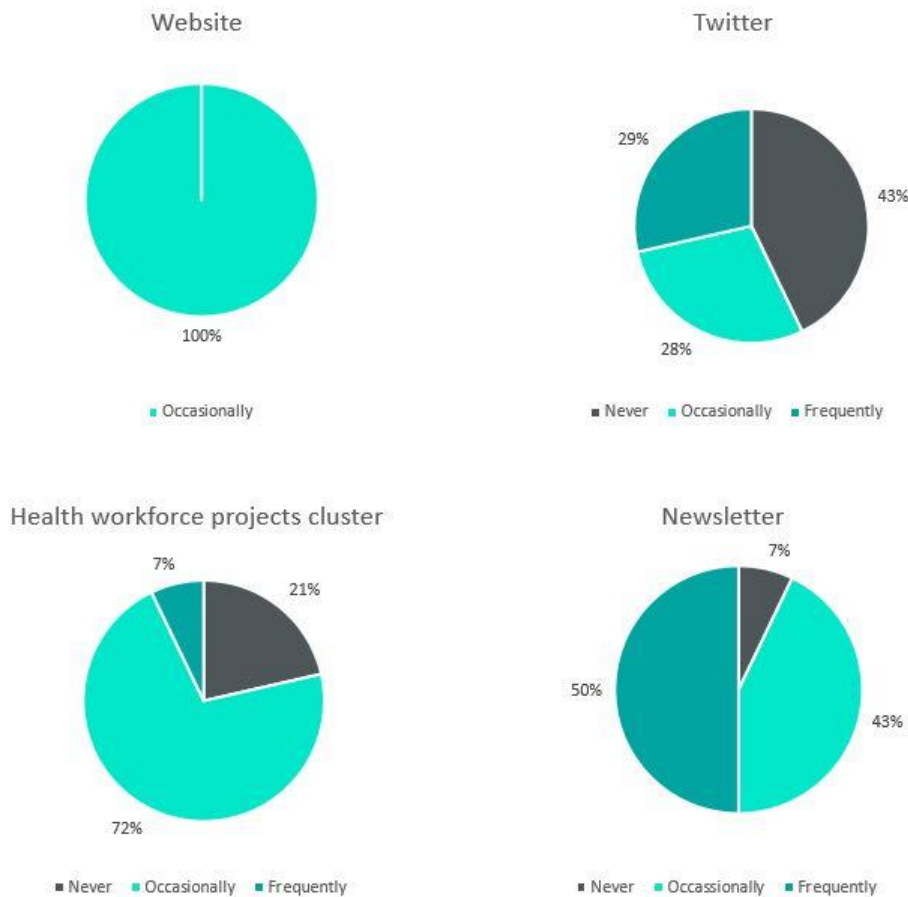


Figure 3 – Engagement of OASES communication channels

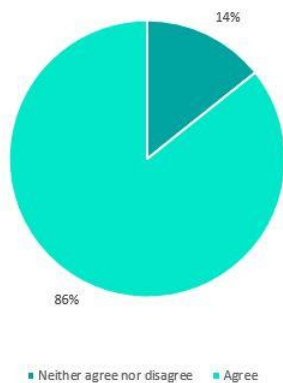
## Relevance and usefulness of information

Statements:

- *I find the emails received about the OASES initiative to be relevant and useful for me.*
- *I find the information provided by the OASES project team to be relevant and useful for me.*

Some items focused on the information provided by the OASES team (Figure 4). We asked the respondents whether they find the information relevant and useful. The results show that respondents are very satisfied with these, with 100% agreement on information relevance and 86% on email communication.

I find the E-MAILS received about the OASES initiative to be relevant and useful.



I find the INFO provided by the OASES project team to be relevant and useful for me.

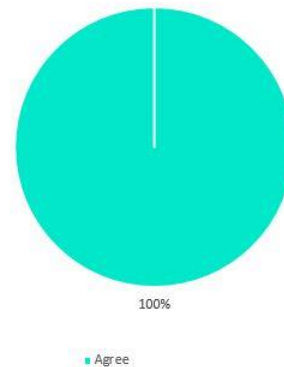


Figure 4 – Relevance and usefulness of information received from OASES project

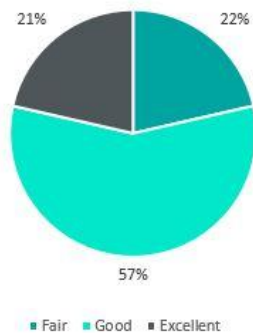
## Feedback on the Website

Questions:

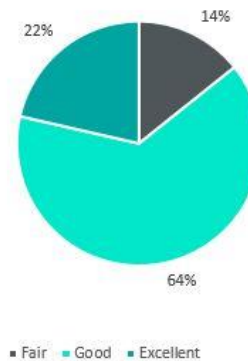
- *Architecture: how is information organised and presented on the website?*
- *Contents: how would you rate the clarity and appropriateness of available information?*
- *Usability: how would you rate the ease at which you can navigate through the website?*

Three items of the questionnaire survey aimed to explore the satisfaction of respondents with the website characteristics, that is the organisation of information, the clarity and appropriateness of available information, and the usability. Figure 5 shows that respondents were the most satisfied with the clarity and appropriateness of available information 22% rated excellent, 86% rated excellent or good. 79% and 71% of the answers showed a positive appreciation of the website architecture and usability, meaning they can easily navigate through the website.

Architecture: how is information organised and presented on the website?



Contents: how would you rate the clarity and appropriateness of available information?



Usability: how would you rate the ease at which you can navigate through the website?

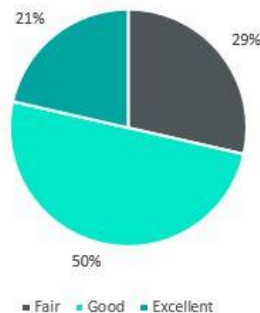


Figure 5 – Feedback on the OASES website

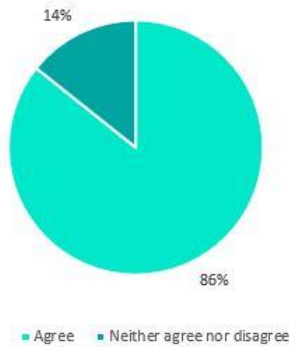
### Satisfaction with online events

Statements:

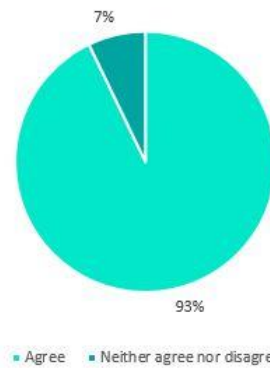
- *I find attending OASES online events (webinars and conferences) to be relevant and useful to gain knowledge about medical deserts.*
- *I find the information received prior to the webinar/conference to be appropriate and useful (e.g. Project description, Agenda for the day, Speakers' list)*
- *I find it useful and inspiring to (re)watch videos and digital contents via the OASES website and channels.*

The next section of the survey discussed the online events (webinars and conferences) organized by the OASES project. Respondents were highly satisfied with the pre-event materials (93%), the majority found the events relevant and useful (86%), while the usefulness and inspiration from video recordings reached lower scores (79%).

I find attending OASES online events to be relevant and useful



I find the information received prior to the webinar/conference to be appropriate and useful



I find it useful and inspiring to (re)watch videos and digital contents via OASES website and channels

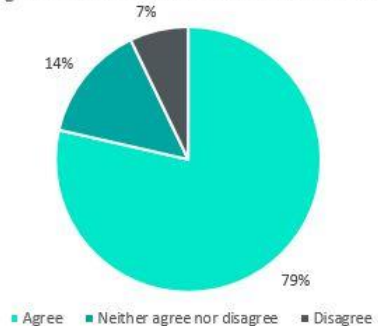


Figure 6 – Satisfaction with OASES online events

## Recommending OASES to others

Question:

- Have you ever recommended anyone to get informed and visit the OASES communication channels?

We find it very positive that 79% has already recommended someone to get informed and visit the OASES communication channels (Figure 7).

Have you ever recommended anyone to get informed about OASES?

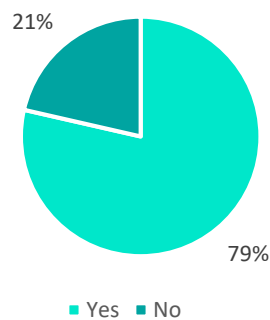


Figure 7 – Recommending OASES to others

## Other remarks

The survey gave opportunity for respondents to express their thoughts and opinions in some open ended questions. We received positive opinions about OASES communication and dissemination work, as well as a technical proposal concerning the website development. One respondent emphasised the importance of the cooperation between research projects in this field in order to avoid and “limit repetition” of similar activity.

Summarizing the results, the general inquiry showed us that the audience uses websites and webinars more likely when seeking information about EU projects. They also find newsletter to be a useful source of information, while social media is the less popular channel among respondents in general regarding EU projects. About the content of the communications, we received positive feedback, none of the answerers clicked on the “disagree” checkbox, which we consider as proof of reaching the aims of the dissemination and communication strategy.

## 6. Analysis of communication and dissemination channels

### 6.1 Website

One of the key tools of the communication and dissemination activities is the project website: [oasesproject.eu](https://oasesproject.eu). The website was created in line with the publicity guidelines and it is continuously maintained and developed by WP2, Semmelweis University.

Posts and news published on all other channels advise the audience to visit the website to find the latest news, invitation and summaries of the online events, read the public deliverables and become familiar overall with the OASES project.

Google analytics show that 243 users visited the website so far, which is in line with our plans. Figure 8 shows the frequency of website visits. Peaks can be detected around the dates of the online events: 20 September 2021, 10 December 2021, 1 March 2022 and 29 March 2022.



Figure 8 - Google Analytics of the OASES website

The website had a total of 1197 page views, differentiated between pages that are the most commonly visited. As Figure 9 shows, after landing on the main page, visitors are mostly interested in the OASES consortium and partnership, the main results of the project, and they tend to read about the OASES events more likely.

Page title and screen class ▾		↓ Views	Users
Totals		1,197 100% of total	243 100% of total
1	OASES Project – Promoting evidence-based reforms on medical deserts	508	162
2	Partners – OASES Project	85	42
3	Results – OASES Project	76	20
4	OASES Events – OASES Project	73	29
5	Medical desert analysis – OASES Project	64	31
6	OASES – Promoting evidence-based reforms on medical deserts	53	20
7	Objectives – OASES Project	52	27
8	OASES Events – OASES	42	28
9	Useful materials and publications – OASES Project	36	18
10	OASES Express Newsletters – OASES Project	32	20

Figure 9 - Google Analytics of the most popular sites

As Figure 10 shows, the majority of the website users are located in Europe. At the end of the list, on the 10<sup>th</sup> place we can see some followers from the United States as well, but in the list we can find visitors from India, South Africa and Turkey as well.

Country ▾	+	↓ Users	Country ▾	+	↓ Users
Totals		243 100% of total	15 Austria		2
1 Italy		82	16 Cyprus		2
2 Hungary		43	17 Greece		2
3 Belgium		15	18 Ireland		2
4 France		14	19 Moldova		2
5 Romania		13	20 Denmark		1
6 Finland		12	21 India		1
7 Poland		11	22 Malta		1
8 Spain		10	23 Serbia		1
9 Portugal		6	24 South Africa		1
10 United States		6	25 Sweden		1
11 Netherlands		5	26 Switzerland		1
12 United Kingdom		5	27 Turkey		1
13 Germany		4			
14 Luxembourg		3			

Figure 10 - Google Analytics of the visitors' location

OASES website is promoted in all communication on social media platforms. Information about the OASES project is also shared in partners' websites. A dedicated sub-page on their institutions website was created, introducing the OASES project in the respective national languages.

## 6.2 Newsletter

The OASES Express newsletter was planned and designed in order to inform the subscribers about the activities, results, news and updates about the OASES project on a regular basis. There was one newsletter published so far, in September 2021 with the opening rate of 33,3%.

Currently, the number of subscribers for the OASES Express is rather limited, definitely below expectations (36), despite all efforts of invitations on the website, whose link is regularly shared. When planning the communication channels and activities set in the D2.3 Dissemination and Communication Strategy at the beginning of the project, we estimated the numbers based on our previous health workforce projects (Figure 11).





Figure 11 – Planned and published newsletter editions

This time we experience a significant discrepancy in the number of subscriptions. WP2 team needs to revise and adjust the newsletter expectations taking into account the fact that five health workforce related projects are running in parallel in the current period. This means that five projects aim to engage almost the same audience with high interest in the health workforce field. This has a significant effect on the target group mobilization and outreach.

### 6.3 EU HPP

The Health Workforce Projects Cluster, that is the online forum on the EU Health Policy Platform, has 49 members (Figure 12).



Figure 12 – The logo of the Health Workforce Projects Cluster

The cluster works with the moderation of the five health workforce projects in rotation. Each project is responsible for a two months moderation period, during which posting and managing registrations are the main tasks (Figure 13). The operation of this forum was discussed and agreed with the five projects, and summarized in the document “Health Workforce Projects Cluster Protocol”.



Figure 13 – Rotation of moderation of the five health workforce projects

From the start of the cluster, OASES had one moderation period. 10 news items were posted on behalf of OASES WP2. As Semmelweis team has previous experiences with the EU HPP thematic networks, we planned to have more activities in this network. We believe the number of members and posting of news by the five projects can be improved in the upcoming months.

#### 6.4 OASES online events

The OASES project was involved in four online events in the past 18 months. There were two events organised by the OASES project (following the plans of D2.3 Dissemination and Communication Strategy) and two joint events with the four sister projects working in the health workforce field co-funded by the Third Health Programme of the European Union.

Year	2021												2022							
OASES Project	Marc	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug		
Tool	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18		
Newsletters (6)							1				X									
Webinars (5)											X			1						
EU wide conferences										1										

Figure 14 – Planned and organized OASES online events

The First OASES EU wide conference using the Commission's WEBEX system was held on the 10 December 2021. On the 1 March 2022, the First Anniversary webinar of the project was organised using the Zoom webinar platform of the Semmelweis University; this first event was replaced from the originally planned January date.

Both OASES events were successful with a total number of 121 participants. WP2 executed the technical preparations for the events and participated in their conceptualisation as well.

The two joint webinars were organised by the five projects of the Health Workforce Projects Cluster; the first event was held on the 20 September 2021, the second on the 29 March 2022. In the two joint events, the number of participants were altogether: 179. The joint events - where all five projects introduced their results and ongoing activities -, also offered a great opportunity to discuss the project outcomes and to hear more about the progress of the sister projects.

Out of the mentioned five health workforce projects, two other projects are working in the same field as OASES, namely, in identifying and mitigating the problems of medical deserts. These three projects identified an overlapping target audience as already highlighted above. In scheduling OASES events, attention should be paid to the event plans of the sister projects. It is important to explore and utilize the synergies of the five projects, while not overloading the stakeholders and the overlapping target audiences.

#### 6.5 Emails

Email campaigns are mainly used as part of the direct promotion campaign of the online events. Just like in the present evaluation exercise, we have used email campaigns for approaching OASES Policy Board members and stakeholders one-by-one, as this is still one of the most personal ways of online communication.

## 6.6 Social media channels

In the OASES project, we are using three main social media channels as indicated in the D2.3 Dissemination and Communication Strategy. Twitter is the most active one, as this is a suitable platform to share short information, videos, news with the wide public audience, follow partners, actors of the health workforce field and attract experts to the OASES website.

Figure 15 shows that we posted 31 tweets so far and we reached 11.062 tweet impression and 8.487 profile visits. The number of impressions and profile visits vary based on the topic and timing of the posts.

Metrics	Number	Explanation
Total number of original tweets	31	Number of tweets from the OASES twitter account
Impressions	11 062	Number of times the OASES tweets were viewed
Profile visits	8 498	Number of times users visited OASES profile page.

Figure 15 - Twitter analytics of the OASES channel

Top tweets in December 2021 and February 2022 reached almost 2000 tweet impressions (Figure 16).

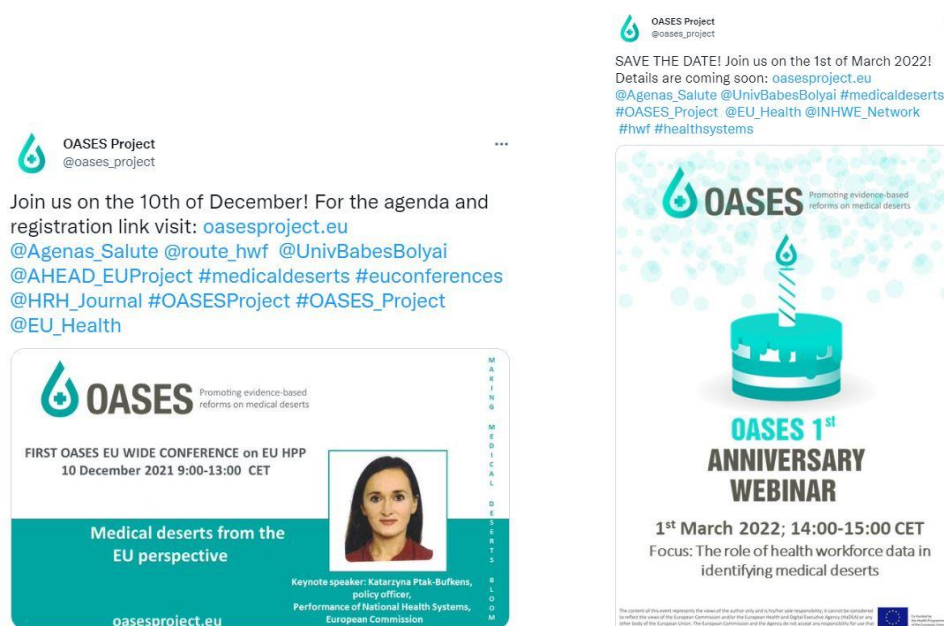


Figure 16 – Twitter posts from @oases\_project

In addition to Twitter, we also use the LinkedIn and Facebook platforms for sharing information about OASES work. Figures of Facebook and LinkedIn engagement show that those posts, which were published on the date or close to the online events, have a higher outreach.

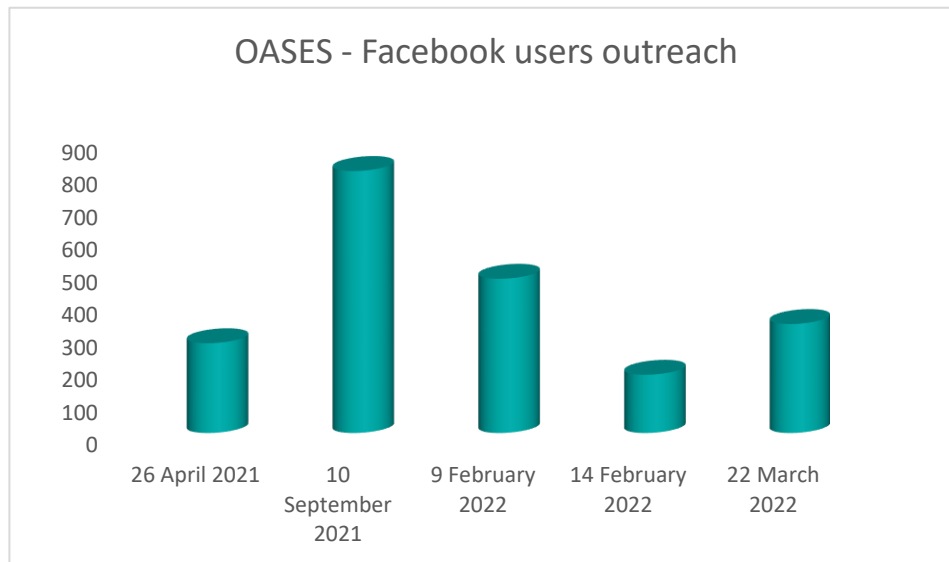


Figure 17 - Facebook Analytics (number of target group outreach)

The analytics of Facebook engagement shows that on the 10<sup>th</sup> of September, prior to the first Health Workforce Projects Cluster event, it peaked with 804 impressions. In the analytics of the LinkedIn user engagement, we can see that in the first year of the project we had a higher outreach than later on (Figure 18).

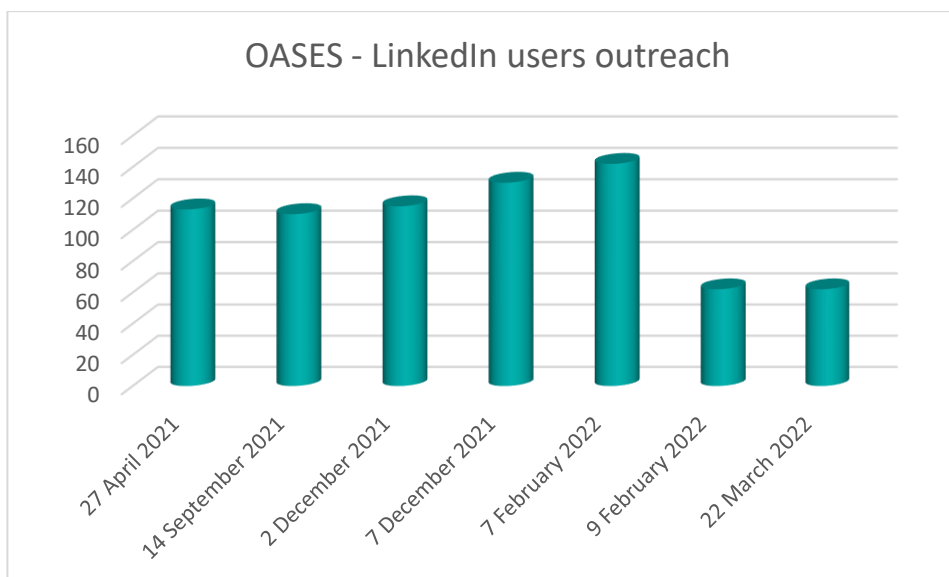


Figure 18 - LinkedIn Analytics (number of target group outreach)

## 6.7 YouTube channel

Videos of the OASES project are recorded from time to time. WP2 team created an animated intro and outro for all the videos and recordings, and we carry out an extended editing work to create short informative videos about the OASES project. WP2 team conducts interviews with the partners of the OASES consortium, in which they are talking about their actual tasks and ongoing work in the project. These short videos are uploaded in the YouTube channel of the Health Services Management Training Centre, Semmelweis University. The publication of the videos is always promoted in the social media, mostly on the OASES Twitter channel. The video presenting the OASES project has already over 70 views.

## 6.8 OASES Leaflet

The OASES leaflet was uploaded to the OASES website at the beginning of the project. Semmelweis University team has printed copies of the leaflet, and we had the opportunity to hand them out in the Annual Conference of the Hungarian Hospital Association in 2022. The number of online views of the leaflet was 41.

# 7 Conclusions

After carrying out this interesting exercise evaluating our communication and dissemination channels, we received a clear picture that represents the view of the target audience about our work so far. It helped us understand that we are on the right track in reaching out to our target audience with our messages, inviting them to follow the OASES activities and join us in our events. Results shown in the figures of this report are mostly in line with our plans indicated in the D2.3 Dissemination and Communication Strategy.

During the evaluation process, we received confirmation from our respondents that the content shared by OASES is relevant and useful, the visitor numbers of the channels are sufficient, opinions on design and visual elements are positive.

We have the highest outreach (over 800) on Facebook and over 11.000 tweet impressions, close to 1.200 website page views in the first half of the project duration. The survey and the analytics have also shown us the weak points of the actions, where more effort and progress need to be made.

Drawing the lessons learnt from this exercise, while continuing the good practice of regular and substantial communication in our channels, we aim to put more emphasis on the coordination of actions with the sister projects avoiding overlaps in outreach to the common audience. We also hope to have a more active expert involvement and growing membership on the EU Health Policy Platform in the Health Workforce Projects Cluster.

As a final remark, as the COVID situation seems to be normalised, we see the possibility that the offline communication channels will be back in regular use again. This means that face-to face meetings, conferences, workshops, professional events will be an attractive option again for us to contribute to the visibility of the OASES project.



