EUROPEAN COMMISSION
DG HEALTH AND FOOD SAFETY
DG COMMUNICATIONS NETWORKS, CONTENT AND TECHNOLOGY

eHealth-units

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COVER NOTE BY EHEALTH NETWORK SECRETARIAT

Topic 1.4. Communication eHealth Digital Service Infrastructure

Issue at stake
- Decide on common branding for the ePrescriptions and Patient Summary services   - Communication actions for the go-live of wave 1 countries (European Commission)   - Communication tools to inform final users on the functioning of the ePrescriptions and Patient Summary services (European Commission)   - Gathering country-related information for communication activities (Member States, with the support of the European Commission)

Summary
Common branding There is a need to have a simpler visual identity for countries that go live, that could speak to a layman about the meaning and added value of the eHealth Digital Service Infrastructure. The branding would be used on information websites, publications, audiovisuals productions, etc. by national health authorities (cf. communication requirements to beneficiaries of CEF funding) and possibly in a next step as a «label» in pharmacies, hospitals, etc., to make the service recognisable for travellers. National branding of eHealth services remains (often well-established brands, tailored to the national context) and the EU branding would be an additional layer. The EU branding should ideally work in all EU languages. It would have no extra visuals, only a consistent use of the EU emblem and a common brand name. The branding has to maintain the reference to CEF official name "eHealth Digital Service Infrastructure"; "EU" should be spelled out as "European Union" and eHMSEG expressed it preference for not having any reference to the "digital" concept, but to be patient-centred. The general preference was for «My Health in the EU ». Current proposal: My Health in the European Union eHealth Digital Service Infrastructure, a service provided by the European Union **Communication actions for the go-live of wave 1 countries** Communication officers from wave 1 countres (particularly FI, EE, LU, CZ, HR MT, PT) and Commission DG SANTE representatives (Unit B3) have regular videoconference meetings for a

state of play on the communication actions. Member States share their planned and on-going communications activities in view of launch of the services. Common Questions&Answers have been elaborated for the launch of the first services in FI and EE, and are updated on the basis of the Member States' feedback; the Q&A are published on the Europa website[1].

For each new go-live of services, the Commission is using social media, update the information available on the Europa webpage, translate the Q&A in the languages of the Member States offering the services. It also publish a press release in some cases, for instance when the first ePrescription exchanges occurred (EE/FI), or when the first Patient Summary services will be launched.

Communication tools to inform final users on the functioning of the ePrescriptions and Patient Summary services (European Commission)

The Commission plans to produce a video and a flyer which will explain to the final users what the two services are and how they function, from a general point of view, without referring to any specific country. Such videos will be produced in all EU languages and Norwegian, and may be used by the Member States for their own communication actions, besides being available on the Europa webpage. The video is planned to be released for summer 2020 when a sufficient critical mass of Member States are actually offering the services. The Flyer will have a more operational approach and is likely to be divided in a set of 4 flyers on the basis of the different targets: patients, pharmacists, treating doctors in the country of origin, doctors in the country of travel. The expected delivery date is fixed for Q1 2020

Gathering country-related information for communication activities (Member States, with the support of the European Commission)

In order for the Member States and the Commission to deliver updated and accurate information on some specificities, which vary from a Member State to another one (i.e. identification documents, data protection by default or through consent etc.) the gathering of country-related information is necessary for communication activities. A dedicated page was created on Confluence for wave 1 countries, to allow them to share this data. However, a more comprehensive and structured exercise is requested to all Member States through a dedicated IT tool, currently under development by the Commission, and led by Sweden.

Format of procedure in the eHealth Network meeting

The Commission co-chair invites the HoU SANTE.B3 to present details about the communication activities and opens the floors for reactions of eHealth Network members

The proposal of branding for eHealth Digital Service Infrastructure is adopted in the current form or with possible changes.

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[1] https://ec.europa.eu/health/ehealth/electronic_crossborder_healthservices_en