



H-PASS

Deliverable 2.4

Dissemination Report



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D2.4 Dissemination Report

UNIVERSITA CATTOLICA DEL SACRO CUORE (UCSC)

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List of contributors

The list of contributors to this deliverable are presented in the following table:

Contributors	Organization
Irene Gabutti, Alessio Di Pofi, Giuseppe Arbia, Americo Cicchetti, Federica Morandi	UCSC
Melinda Szögi, Fruzsina Kóder, Zoltán Cserhádi, Orsolya Becze, Orsolya Béres	OKFŐ
Matteo Vezzosi, David Smith	INHWE
Ioannis Anastasiou, Maria Marketou, Konstantinos Fragkiadakis, Ioanna Kontaraki	UOC
Cristian Leorin, Federica Rosin, Nicola Scomparin	ProMIS
Aurelija Blaževičienė, Alina Vaškelytė, Milda Naginevičiūtė	LSMU
Andrei Radu, Anett Karetka, Octavia Octavia, Tünde Jurca	UO
Diana Teaha, Claudia Costea	CJFBH
Dimitrios Ntourakis, Stavroula Bernitsa, Victoria Polydorou, Zoi Pana	EUC
Lorena Martini, Mavi Puglia, Maurizio Ferrazza, Francesca Pomili, Antonia Cirillo, Carmelinda Susca, Alessia Sciamanna, Valeria Talone, Raffaella Poeta, Davide Stafetta	AGENAS
Alexandros Andreou	SS3D

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Table of abbreviations

Acronym	Description
GA	Grant Agreement
SC	Steering Committee
WP	Work Package
DCA	Digital Change Agent

Applicable and reference documents

The following documents contain requirements applicable to the generation of this document.

Reference	Document title
GA	Grant Agreement
CA	Consortium Agreement
D2.3	Communication and Dissemination Plan

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Introduction

This deliverable reports on the communication and dissemination activities implemented within the H-PASS project during its lifecycle, in line with D2.3 Communication and Dissemination Plan defined at the beginning of the project. The report provides an overview of the tools, channels and actions activated to ensure the visibility of the project, promote its results and engage relevant stakeholders at European, national and local level.

Communication and dissemination activities have been coordinated and implemented under the responsibility of Work Package 2 (WP2) led by Università Cattolica del Sacro Cuore (UCSC), with the active contribution of all project partners. As foreseen in the initial strategy, WP2 ensured a coherent and coordinated approach across all channels, while allowing for adaptive adjustments in response to the project's evolution, stakeholder feedback and the broader policy and project landscape.

Throughout the project, a multi-channel dissemination approach was adopted, combining online and offline tools to maximise outreach and impact. Online dissemination activities represented a core pillar of the strategy and included the continuous management and update of the project website, the use of social media channels, the production of newsletters, videos and multimedia content, and the promotion of training-related materials. These tools were used to disseminate project updates, intermediate and results, and to support stakeholder engagement in a timely and targeted manner.

In parallel, events and trainings played a central role in the dissemination strategy. The progress and results of the project was actively presented at several onsite events to facilitate knowledge exchange and foster dialogue among stakeholders, contributing to broader discussions on health workforce development and skills advancement. The H-PASS Final Conference (D2.5) constitutes a key milestone, consolidating dissemination efforts and providing a comprehensive overview of the project's outcomes and lessons learned.

Offline dissemination tools, including the project leaflet and other promotional materials, complemented online activities and supported outreach during face-to-face events and meetings. These materials contributed to ensuring consistency of messaging and visual identity, in accordance with the guidelines defined in the communication plan.

The report presents these activities from an ex-post perspective, describing how the planned dissemination strategy was implemented throughout the project lifecycle. It outlines the main dissemination channels activated, the types of activities carried out and their contribution to reaching the project's target audiences. Where relevant, the document also reports adaptations introduced during the implementation phase, reflecting the adaptive approach foreseen in the Communication and Dissemination Plan in response to project developments and stakeholder feedback.

In conclusion, H-PASS successfully progressed from raising awareness to actively engaging stakeholders. The long-lasting impact of the project is a validated training framework and a digital repository, which provides European healthcare systems with a concrete roadmap for advancing digital and transversal skills.

Methodology and Workflow

Dissemination and communication activities within the H-PASS project were implemented through a structured and collaborative methodology coordinated by WP2 and co-created with all project partners. Beyond the execution of individual dissemination actions, a systematic

approach was adopted to ensure coherence, quality control and alignment with the objectives defined in the Communication and Dissemination Plan (D2.3).

A key methodological principle guiding dissemination activities was co-creation. Project partners were actively involved in proposing communication content, identifying relevant dissemination opportunities and contributing to the development of materials across different channels. This collaborative approach ensured that dissemination reflected the diversity of project activities and expertise across participating organisations.

To facilitate this process, WP2 relied on shared collaborative platforms and digital workspaces, including shared documents and visual coordination tools. These instruments enabled partners to submit communication proposals, exchange feedback and validate content in a transparent and efficient manner. The use of shared platforms supported continuous coordination among partners located in different countries and contributed to maintaining consistency in messaging across dissemination outputs.

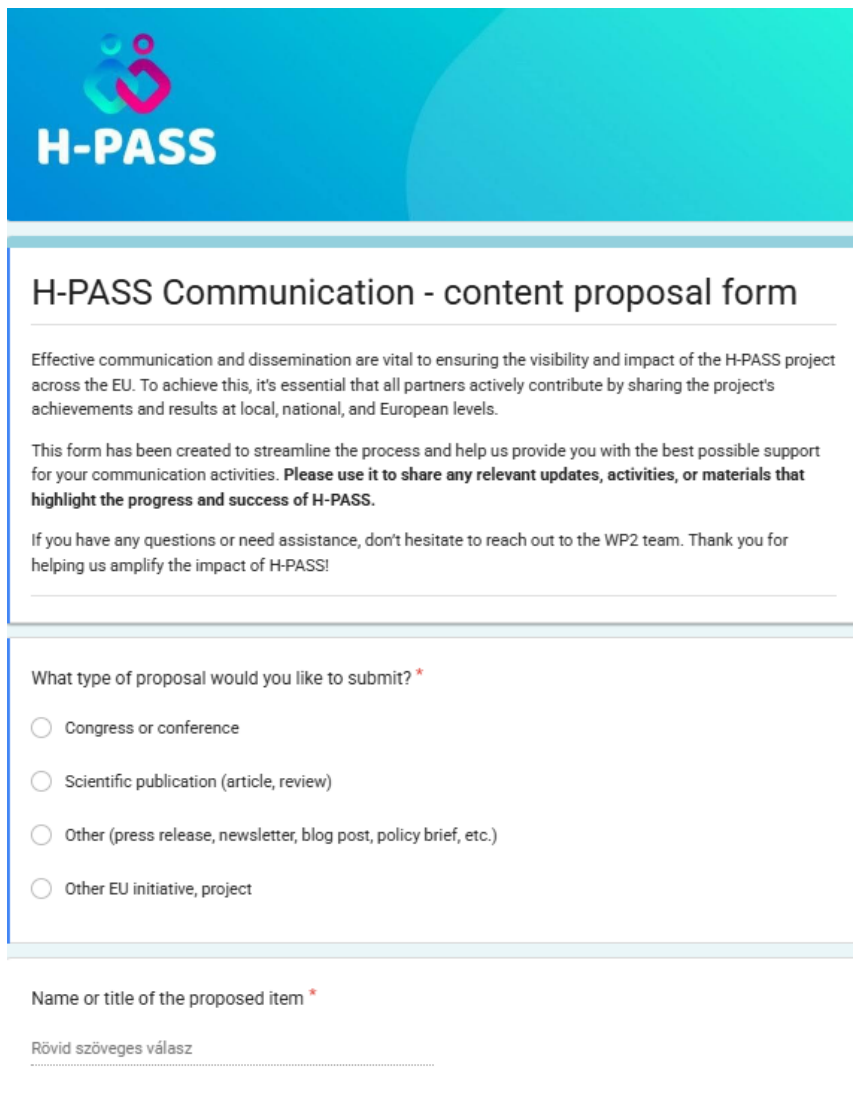
In order to structure the creation and scheduling of communication outputs, WP2 also implemented a content calendar methodology. Communication and dissemination activities were planned through a structured editorial timeline aligning communication outputs with key project milestones, such as training activities, public deliverables, project meetings and events. This forward-planning approach ensured regularity in communication, avoided content fragmentation and supported the strategic sequencing of messages across dissemination channels.

As part of this methodology, a *Communication Content Proposal Form* was developed and shared with partners. This tool allowed partners to propose content in a structured format, providing key information such as the type of activity, suggested communication channel, short description of the content and supporting materials (e.g. images, links or documents). The form facilitated the systematic collection of dissemination proposals and supported WP2 in planning, validating and scheduling communication outputs within the overall editorial calendar.

Effective dissemination and communication within the H-PASS project were supported by a structured internal communication framework coordinated by WP2. Internal communication played an important role in ensuring alignment among partners and facilitating the collaborative development of dissemination outputs.

To support coordination, shared digital platforms were used from the outset of the project. In particular, a dedicated SharePoint repository served as the central internal workspace, allowing partners to access templates, branding guidelines, dissemination materials and draft communication content.

The repository functioned as a shared environment for storing and updating communication and dissemination-related documents and visual materials, ensuring that partners could work with the most recent and validated versions of communication assets. This approach supported transparency, reduced duplication of efforts and facilitated coordination across the consortium.



H-PASS

H-PASS Communication - content proposal form

Effective communication and dissemination are vital to ensuring the visibility and impact of the H-PASS project across the EU. To achieve this, it's essential that all partners actively contribute by sharing the project's achievements and results at local, national, and European levels.

This form has been created to streamline the process and help us provide you with the best possible support for your communication activities. **Please use it to share any relevant updates, activities, or materials that highlight the progress and success of H-PASS.**

If you have any questions or need assistance, don't hesitate to reach out to the WP2 team. Thank you for helping us amplify the impact of H-PASS!

What type of proposal would you like to submit? *

- ☐ Congress or conference
- ☐ Scientific publication (article, review)
- ☐ Other (press release, newsletter, blog post, policy brief, etc.)
- ☐ Other EU initiative, project

Name or title of the proposed item *

Rövid szöveges válasz

Figure 1. Communication Content Proposal Form used for collecting dissemination proposals from project partners

Development of the H-PASS Brand

The development of the H-PASS visual and communication identity represented the starting point of dissemination and communication activities under WP2. As foreseen in the project work plan, the foundations of the project's external visibility were established through the early WP2 deliverables, notably D2.1 Project Leaflet and D2.2 Project Website.

These deliverables were complemented by a series of WP2 milestones (Milestone 6 – Milestone 10), which supported the progressive establishment of the project's communication and dissemination infrastructure. Together, these outputs defined the initial framework for the project's branding, visual identity and communication tools, ensuring coherence and alignment with EU visibility requirements.

By establishing shared visual guidelines, templates and communication standards at the beginning of the project, these deliverables and milestones provided a common reference for partners and enabled the consistent development of dissemination materials and activities throughout the project lifecycle.

The H-PASS visual identity was built around the intertwining of two stylised figures, symbolising the transfer of competencies between the project partners as the training provider, and healthcare professionals. This interaction reflects the collaborative nature of the project and the shared expertise between education and practice.

The selected colour palette and typography intentionally moved away from conventional didactic choices, aiming instead to convey a fresh, modern approach to professional training in the healthcare sector. Through these visual elements, the brand communicated both professionalism and innovation, establishing a distinctive identity for H-PASS.

Online Dissemination and Communication Tools

Online dissemination and communication tools represented a central component of the H-PASS dissemination strategy, as outlined in D2.3. These tools were selected to ensure continuous visibility of the project, facilitate timely dissemination of information and support engagement with a broad and diverse range of stakeholders at European, national and local level.

Throughout the project, online channels were used in a complementary manner, combining static information repositories with dynamic and interactive formats. This approach enabled the dissemination of project updates, training-related content and event-related information, while also supporting two-way communication and stakeholder interaction.

The following subsections provide a detailed analysis of the specific online tools activated to achieve these results, highlighting their individual roles in building the project's digital legacy.

Project Website

The H-PASS project website <https://hpass.healthworkforce.eu/> serves as the central hub for online dissemination and communication activities throughout the project lifecycle. In addition, the website hosts the LearnDash-based H-PASS online learning platform, providing registered users with access to training modules, educational resources, and interactive tools designed to support professional development. This integration ensures that project-related learning materials are easily accessible in a centralised, user-friendly environment.

Website Development

The development and management of the H-PASS website have been carried out by UCSC under the already existing healthworkforce.eu domain, which also hosts the archives of SEPEN and JAHWF, as well as JA HEROES website. This approach ensures long-term sustainability and enables the exploitation of synergies across related initiatives. The domain is provided and managed by Semmelweis University and will continue to be maintained for five years following the project's lifecycle.

The H-PASS website as the main communication hub

In line with the Communication and Dissemination Plan (D2.3), the website was designed to provide a comprehensive, accessible and up-to-date repository of information on the project, its objectives, activities and results. The website was regularly updated with project news, public deliverables, training-related materials and information on events and webinars. It also functioned as a key reference point for stakeholders seeking detailed and reliable information on H-PASS, supporting transparency and facilitating access to project outputs. Particular

attention was paid to ensuring consistency with the project's visual identity and communication principles, as defined in the dissemination plan.

In addition to its informative role, the website supported the dissemination strategy by acting as a gateway to other online channels, including social media, newsletters and multimedia content. Links to these channels were integrated to encourage cross-platform engagement and to direct stakeholders towards more interactive dissemination formats.

The 'Get to Know the H-PASS Training Program' subpage served as a recruitment gateway, providing potential participants with a comprehensive overview of the curriculum, the blended learning methodology, and the benefits of becoming a Digital Change Agent (DCA). By hosting direct application links and detailed module descriptions, the website successfully supported the recruitment process and facilitated the engagement of 459 health professionals across the partner countries.

The website also plays an important role in ensuring the longer-term visibility of H-PASS results. By hosting public deliverables and key dissemination materials, it provides a stable reference that can be accessed beyond the project duration, thereby supporting the uptake and continued use of project outputs.

[The H-PASS website as the main training hub](#)

The H-PASS project website also functions as the project's central training hub, providing a dedicated space for online learning and professional development activities. It hosts the LearnDash-based, central English-language training, which includes a self-registration feature that allows users to independently enrol and access the training modules at their own pace. This ensures flexible, user-driven engagement and facilitates broad participation.

During the piloting phase, the website also hosted the English Prototype training, enabling pilot participants to explore the learning environment, interact with the content, and provide feedback to refine the materials.

In addition to training modules, the H-PASS website hosts a Digital Change Agents repository, that provides users with useful resources, references, and links that support the development of Digital Change Agents, complementing the project's learning content and enhancing access to practical tools for professional development.

By centralising both dissemination and training resources in a single platform, the website offers a coherent and seamless experience, ensuring that learners and stakeholders can easily access educational content, project updates, and related resources in a structured and user-friendly environment.

This integrated approach not only supports the project's communication and dissemination objectives but also establishes the H-PASS website as a sustainable and long-term resource for professional training in the healthcare sector.

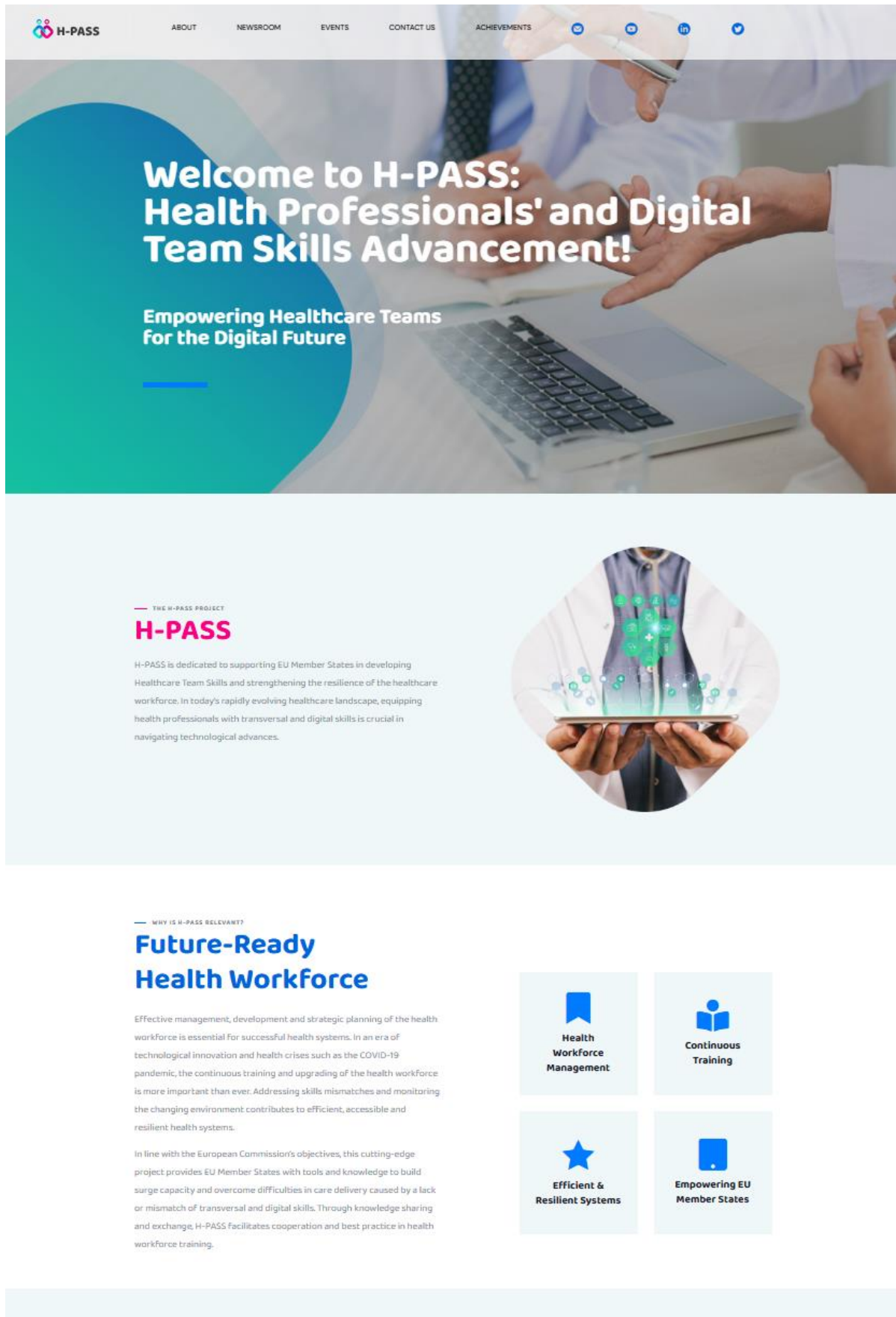


Figure 2: H-PASS project website homepage

Evolution of the Project Website Over Time

Main Section	Subentry	Section Content
Homepage	-	Website navigation and useful links (via header); project facts and infographics; news and social media post carousel; sign up to newsletter; call to action; privacy policy; EU disclaimer and webpage tree (via footer).
About	○ The project ○ Work packages ○ Partners ○ Advisory board	Comprehensive information source; offers a holistic understanding of the project; presents work packages and partners.
Events	-	Section showcasing events and conferences in which H-PASS was presented.
Newsroom	-	The project's core news area; updates on consortium efforts, events, and discoveries.
Contact us	-	Project contact e-mail; fungible contact and social media buttons; newsletter signup form.
Achievements	○ Deliverables ○ Newsletter ○ Publications ○ Training materials ○ Repository	Work in progress; will display the noteworthy accomplishments of the project in the three said subsections.

Table 1. Initial website structure

Over the course of the project lifecycle, the H-PASS website evolved in parallel with the development of project activities and outputs. The website was progressively expanded and refined to reflect the growing scope of dissemination needs and the increasing availability of project results.

Initially conceived as an informational platform providing an overview of the project and its objectives, the website gradually incorporated additional sections and functionalities to accommodate new requirements. As project activities advanced, new content areas were introduced to support the dissemination of training-related materials and multimedia outputs. This incremental evolution ensured that the website remained aligned with the actual state of the project and responsive to stakeholder needs.

The addition of new sections followed a structured logic, aimed at improving clarity, navigability and usability for different target audiences. Rather than concentrating information in static pages, the website architecture was adapted to better organise content by type and purpose, facilitating access to relevant materials at different stages of the project. This evolutionary approach allowed the website to function not only as a communication channel, but also as a dynamic dissemination tool supporting the project's overall visibility and impact.

Repository Section for Dissemination Materials and Outputs

As part of the website's evolution, a dedicated "Achievements" menu was developed to collect and organise dissemination materials and project outputs in a structured and easily accessible manner. The repository was designed to serve as a central reference point for stakeholders seeking quick and direct access to H-PASS dissemination content and training-related resources.

The menu brings together key dissemination outputs, including public deliverables, multimedia materials, training-related content, newsletters, event-related materials and other communication resources produced throughout the project. From a dissemination and impact perspective, the repository enhances transparency and usability by enabling stakeholders to identify and retrieve relevant content without navigating across multiple sections or channels. For institutional and policy stakeholders, it provides a consolidated overview of project outputs that can be easily consulted, shared and referenced in policy or training contexts. For professionals, trainers and Digital Change Agents, it offers direct access to practical tools, learning materials and implementation-oriented resources developed within H-PASS. In addition, a Digital Change Agent repository is also available in the repository, further strengthening its role as an operational resource. These materials are intended to support the practical application of H-PASS concepts within healthcare organisations and training environments, contributing to the transferability and sustainability of project outcomes.

Social Media

Social media channels were used within the H-PASS project as strategic tools to increase visibility, foster stakeholder engagement and disseminate project outputs in a timely and accessible manner. In line with the Communication and Dissemination Plan (D2.3), platform selection was guided by relevance to target audiences, professional orientation and capacity to support dissemination of general, policy- and training-related content.

H-PASS prioritised platforms that were aligned with the professional nature of the project and capable of reaching health workforce experts, institutional stakeholders and training actors at European level. The following subsections describe the rationale for platform selection, audience reach and key performance indicators.

LinkedIn

LinkedIn was selected as a primary social media platform due to its strong professional orientation and its relevance for policy makers, health professionals, trainers and institutional stakeholders. As a widely used platform for professional networking and knowledge sharing, LinkedIn enabled H-PASS to position its content within relevant thematic communities and discussions related to health workforce development and digital skills.

The project used LinkedIn to disseminate updates on deliverables, training activities, webinars and events, as well as to promote multimedia content and Experts' Point of View videos. Posts were structured to be concise, visually coherent and linked directly to the project website or repository for further information.

Throughout the project lifecycle, the LinkedIn audience progressively expanded, reflecting sustained interest in H-PASS activities. Engagement metrics (e.g., impressions, reactions and shares) indicated that professional and video-based content generated higher interaction rates compared to purely textual announcements. This confirms the platform's suitability for expert-oriented dissemination and stakeholder engagement.

LinkedIn "history" – how the narrative changed

The content strategy was designed to provide real-time updates on project progress, engage relevant healthcare stakeholders, disseminate key deliverables as they became available, and maintain visibility for the EU4Health co-funded initiative.

The posts shared on the platform offered a transparent narrative of the project's journey, from its initial launch to the final defining of its results. This chapter summarises the key dissemination themes communicated via LinkedIn, categorised into milestones, events, stakeholder engagement, and the core implementation phase.

1. Project Milestones and Key Deliverables

Communication on LinkedIn was crucial for marking major achievements and releasing foundational project outputs to the public domain.

- **Project Launch:** The dissemination activities began by establishing the project's digital presence, announcing the official launch of the H-PASS initiative and its mandate to address transversal and digital skills gaps in the EU healthcare workforce.
- **Establishing the project repository:** A key early milestone communicated was the launch of the official H-PASS website. This was promoted as the central repository for all project information, news, and eventual resources.
- **Research phase (Training Needs Assessment):** The completion of the comprehensive "Training Needs Assessment" across piloting countries (Cyprus, Greece, Hungary, Italy, Lithuania and Romania) was a major dissemination point. Posts highlighted this milestone as the evidence-based foundation upon which the H-PASS training materials would be built, ensuring relevance to frontline realities.
- **Curriculum release:** Following the research phase, the completion of the H-PASS Curriculum was announced. LinkedIn posts detailed the scope of the curriculum, covering essential areas such as digital literacy, tele-health, data management, and transversal skills like change management.

2. Events and collaborative meetings

LinkedIn provided a platform to showcase the active collaboration behind the scenes.

- **Kick-off Meeting:** The initial posts captured the excitement of the project's launch, highlighting the onsite Kick-off meeting where partners aligned on the three-year roadmap. A press release was also issued to share the event and its outcomes with a wider audience.
- **Face-to-Face partner meetings:** Significant in-person gatherings, such as the Interim reporting meeting/ Train the trainers meeting in Cyprus, the Pilot Meeting in Budapest and the Pilot material evaluation workshop in Lithuania were highlighted. These posts emphasised the transition from planning to the active implementation phase, showcasing the collaborative effort required to finalise pilot strategies.

- Final Conference: As the H-PASS project approached its conclusion, LinkedIn was used to generate interest and engagement for the Final Conference. Posts acted as “Save the Date” notices and invitations for stakeholders to participate in discussions on strengthening and future-proofing the European health workforce.

3. Implementation phase: The Pilot Trainings

The most extensive dissemination activity revolved around the core action of the project: the pilot trainings in the target countries. This phase changed the narrative from "what we plan to do" to "what we are achieving."

- Announcing the pilots: The launch of the pilot phase was a major communication campaign, announcing that the theoretical curriculum was moving to practical application in real-world healthcare settings across 6 six counties (Cyprus, Greece, Hungary, Italy, Lithuania and Romania).
- Real-time progress and feedback: During the active training months, LinkedIn was used to share immediate, qualitative feedback from piloting counties and training participants. Posts featured insights from participants expressing enthusiasm for the practical applicability of training modules.
- Successful conclusion of pilots: The finalisation of the pilot phase was celebrated as a major achievement. To showcase the experiences of participants from all countries, a series of testimonials was collected. Each country contributed a two-part post: the first highlighted a key challenge and the local context it addressed, while the second featured a short statement from a participant describing what they gained from the training. This series provided a rich, multi-country perspective on the pilot phase and the impact of H-PASS training.

4. Stakeholder Engagement and context setting

- Beyond project mechanics, LinkedIn was used to contextualise the necessity of H-PASS and engage critical actors in the ecosystem.
- Contextualising the challenge: Early dissemination efforts set the stage by addressing the broader context of the European "Health Workforce Crisis." Posts articulated that digital upskilling is not merely a technical exercise but a crucial component of retaining staff, reducing burnout, and improving patient safety in modern health systems.
- Empowering Digital Change Agents: A specific campaign focused on recruiting and acknowledging Digital Change Agents. These posts defined the role of these crucial internal stakeholders emphasising their importance in driving local adoption and ensuring the sustainability of the training efforts beyond the project's lifespan.

5. Conclusion: Sustainability and future outlook

As the project entered its final year (2026), the dissemination tone shifted towards sustainability.

Pilot Participants Testimonial Series

Within the LinkedIn dissemination strategy, H-PASS developed the “*Pilot Participants Testimonial Series*” to highlight the direct experiences of healthcare professionals involved in national pilot trainings. The series aimed to complement system-level communication with authentic, practice-based perspectives from participants.

Each post featured concise testimonials outlining the practical benefits of the training, including enhanced digital awareness, improved communication competences and increased confidence in using digital tools. By giving voice to professionals from different countries and

backgrounds, the series demonstrated the real-world applicability and multi-country dimension of the H-PASS training framework.

From a dissemination perspective, the testimonial format strengthened credibility and peer-to-peer engagement, supporting the transition from awareness-raising to evidence-based stakeholder engagement.

X (formerly Twitter)

At the beginning of the project, X (formerly Twitter) was included among the dissemination platforms due to its widespread use within policy and EU project communities. The platform was initially used to share project updates, event announcements and links to deliverables, contributing to early visibility within the health workforce ecosystem.

However, during the project, a strategic decision was made to discontinue active presence on X. This decision was based on an internal assessment of platform alignment, audience engagement patterns and evolving platform dynamics. Over time, the project team identified that other platforms—particularly LinkedIn—were more consistent with the professional positioning and values of H-PASS and more effective in reaching the intended target audiences.

The discontinuation of X did not negatively affect dissemination capacity, as audience engagement had already shifted towards platforms better aligned with professional and institutional stakeholders. This adaptive approach reflected the project's commitment to strategic and value-consistent communication practices.

YouTube

YouTube was selected as the primary platform for hosting H-PASS video content, given its global position as the leading video-sharing platform and its accessibility across countries and professional contexts. The platform provided a stable and widely recognisable environment for publishing and sharing audiovisual dissemination materials.

In particular, YouTube served as the main channel for the publication of the *Experts' Point of View* video cycle, as well as recordings of webinars and other multimedia outputs. The use of YouTube enabled the project to centralise video content in a dedicated and easily shareable format, while embedding videos within the project website and promoting them via LinkedIn. Video content hosted on YouTube demonstrated strong engagement potential, particularly in comparison to text-only formats on social media. The platform facilitated extended reach, allowing stakeholders to access content asynchronously and supporting long-term visibility of project outputs.

The choice of YouTube therefore functioned not only as a technical hosting solution, but as a strategic dissemination tool that enhanced accessibility, engagement and transferability of H-PASS audiovisual materials.

By 28 February 2026, 11 Experts' POV video was published on YouTube.

Newsletters

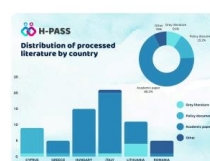
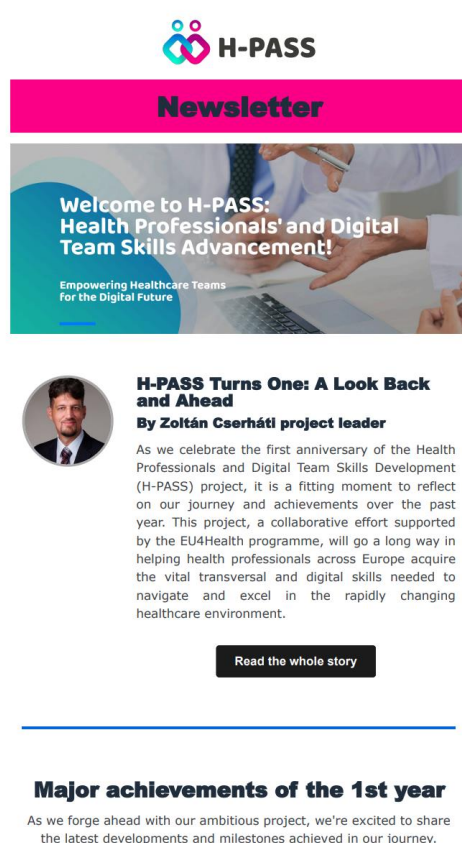
As part of the dissemination strategy defined in D2.3, newsletters served as a structured communication channel to provide stakeholders with periodic updates on project progress, activities and results. This format complemented other online tools by delivering curated content directly to a subscribed audience with a demonstrated interest in H-PASS themes.

As of now, two of the three planned issues have been published, and the third is currently in preparation and will be released before the end of the project. The upcoming edition will focus

on the Final Conference and the main conclusions of the project, offering stakeholders a consolidated overview of key outcomes and lessons.

Each edition included updates on milestones, pilot implementation, training initiatives, upcoming and past events. Direct links to the project website and repository ensured that readers could easily access more detailed information and supporting materials.

The subscriber base expanded progressively over time. Compared to the initial circulation, the second issue reached a broader audience, reflecting increasing interest in H-PASS activities. Furthermore, a significant number of pilot training participants indicated in their registration forms their willingness to receive project updates, contributing to the growth of the mailing list and strengthening sustained engagement.



As a first step, our literature mapping endeavor made a great contribution to prepare the H-PASS training planning. Work Package 3 aimed to conduct desk research with a literature screening and gather contemporary research findings on health workforce (HWF) skill needs to identify and define latest evidence for health professionals' and digital team skills advancement.

[Read more](#)

Team Spotlight



Fruzsina Kóder
Project manager - OKFÓ, Hungary

WP1 led by the National Directorate General for Hospitals (OKFÓ) is dedicated to coordinating the H-PASS project to boost the transversal and digital skills of health professionals. What inspires me most is seeing how we can make a real difference in healthcare while the biggest challenge is juggling the different needs and expectations from all our international partners to keep everything on track.



Orsolya Becze
Project manager - OKFÓ, Hungary

The mission of the WP1 is to facilitate a smooth running and coordination of all project activities, which will bring about a perfect communication between the partners, the EC and HaDEA. The overall goal of this WP is to properly manage resources, timeline and deliverable so the final product can meet project goals in time and within budget. For myself, I find inspiration in a chance to participate on a project whose goal is to improve our health services working towards more and better digital skills.

Figure 3: 1st newsletter issue

In addition to the project's own communication channels, the H-PASS project was also promoted through the newsletter of project partner INHWE. Between August 2023 and 2025, INHWE dedicated six of its newsletters to the H-PASS project, helping to disseminate project updates, activities, and results to a wider professional audience.

Each newsletter reached approximately 2,500 recipients in Europe and beyond, significantly contributing to the international visibility of the project and supporting the dissemination of its outcomes among relevant stakeholders:

1. INHWE Newsletter, 16_08_23
https://inhwe.org/sites/default/files/documents/16_08_23%20News.pdf
2. INHWE Newsletter, 23_11_23
https://inhwe.org/sites/default/files/documents/23_11_23%20News.pdf
3. INHWE Newsletter, 23_05_24

https://inhwe.org/sites/default/files/documents/23_05_24%20News%2023_05_24_0.pdf

4. INHWE Newsletter, 19_03_25
https://inhwe.org/sites/default/files/documents/19_03_25%20News.pdf
5. INHWE Newsletter, 07_04_25
https://inhwe.org/sites/default/files/documents/07_04_25%20News.pdf
6. INHWE Newsletter, 20_08_25
https://inhwe.org/sites/default/files/documents/20_08_25%20News.pdf

Videos / Multimedia Content

Videos and other multimedia (training promotion videos, VR environment videos) content were developed and disseminated as part of the H-PASS online communication strategy to enhance engagement and facilitate the dissemination of key messages in an accessible and user-friendly format. Multimedia tools were particularly effective in supporting the promotion of project concepts, training activities and expert contributions.

Video content was used to present project perspectives, highlight specific themes addressed by H-PASS and support the dissemination of training-related materials. These formats enabled the project to convey complex information in a concise manner and to reach audiences who may prefer audiovisual content over written materials.

Multimedia content was disseminated through online platforms and promoted via the project website and social media channels, ensuring integration within the broader dissemination ecosystem. By combining videos with other online tools, H-PASS strengthened the visibility of its activities and supported knowledge transfer among diverse stakeholder groups.

The Experts' Point of View video cycle

Within the framework of the H-PASS multimedia dissemination strategy, a dedicated video cycle entitled “*The Experts' Point of View*” was developed to support the communication of project objectives, activities and results through short, focused audiovisual content. The initiative was conceived as a structured and scalable dissemination tool, designed to complement more traditional communication formats and to address the needs of heterogeneous stakeholder groups.



Figure 4: Experts' POV series 1st episode - Unlocking healthcare future: The digital transformation journey

The underlying rationale of the video cycle is to translate complex project concepts, methodological approaches and emerging results into concise expert-led narratives that are easier to access and interpret for non-academic and practice-oriented audiences. By relying on short interviews with recognised experts from partner organisations, the format allows key messages to be conveyed in a clear, authoritative and context-aware manner, while preserving scientific and policy relevance.

From a stakeholder perspective, the *Experts' Point of View* videos serve multiple functions. For policy makers and institutional stakeholders, they provide high-level insights into priority topics addressed by H-PASS, supporting awareness-building and facilitating the understanding of project relevance in relation to health workforce development and skills advancement. For professionals, trainers and educators, the videos offer practice-oriented reflections and examples that can be directly linked to training pathways, competence development and innovation in educational approaches. For a broader audience, including stakeholders less familiar with the project, the videos act as an entry point to H-PASS themes, encouraging further exploration of project materials and outputs.

The video cycle followed a predefined editorial structure and publication calendar, ensuring coherence across topics and alignment with the overall Communication and Dissemination Plan. WP2 coordinated the entire process, including topic selection, validation of interview questions, technical production, editing and publication, thereby ensuring consistency in quality, visual identity and messaging across all video outputs. This coordinated approach also facilitated the active involvement of project partners, reinforcing their role in dissemination activities.

In this way, the video cycle contributed not only to increasing the visibility of H-PASS, but also to strengthening stakeholder engagement, supporting knowledge transfer and enhancing the long-term usability of project messages beyond the duration of individual dissemination actions.

By 28 February 2026, 11 Experts' POV video was published on YouTube. Two videos are currently being produced. On YouTube, we currently have 36 subscribers, and our videos have received a total of 562 views. These videos are also shared on LinkedIn, where, according to the statistics, our video posts rank among the more popular content.

Topic	Partner	Status
Section 1: Introduction		
1.1: Welcome to H-PASS: Initiating a Healthcare Professional Training Revolution	OKFÓ	Published
1.2: Challenges in Training Health Professionals: Navigating Education's Frontiers	UCSC	Published
Section 2: Detecting Key Skills		
2.1: Emerging Key Competences for Physicians: Future Directions in Medical Training	EUC	Published
2.2: Emerging Key Competences for Nurses and Other Health Professionals: Innovating Care Delivery	UOC	Published
2.3: Emerging Key Competences for Pharmacists: Adapting to Evolving Healthcare Needs	CJFBH	Published
2.4: Patient Associations' Role in Developing Essential Skills: A Collaborative Approach	UCSC	Published
2.5: Key Insights in Training the Trainers: Enhancing Educators' Impact	LSMU	In progress

2.6: Interprofessional Skill Development: Fostering Collaborative Healthcare	SSSA	Published
Section 3: From Teaching to Practice		
3.1: Flexible Training Pathways: Modular and Updatable Approaches	UO	Published
3.2: Joining Efforts of All Stakeholders: Bridging Politics, Industries, and Healthcare	ProMIS	Published
3.3: Assessing Competence Acquisition and Job Match	AGENAS	Published
3.4: Sustaining H-PASS Results Over Time: Ensuring Long-Term Impact	INHWE	Published
Section 4: Closing Remarks		
4.1: Farewell and Keep in Touch: Continuing the Journey Beyond H-PASS	SU	In progress

Table 2. Experts' POV video series topics

Training Promotion Materials

Training promotion materials were developed in six languages (English, Greek, Italian, Lithuanian, Hungarian and Romanian) within the H-PASS project to support the recruitment of training participants. The multilingual approach ensured accessibility across participating countries and strengthened the project's capacity to engage stakeholders at national level. The development of these materials followed a co-creation methodology coordinated by WP2. Shared templates were created using collaborative visual tools (e.g. Canva), allowing partners to adapt materials to their linguistic and contextual needs while maintaining full alignment with the H-PASS visual identity and branding guidelines. This structured yet flexible approach ensured consistency across countries while enabling local ownership and contextual relevance.

Standardised templates included key project elements such as learning objectives, target audience description, participation modalities and references to the H-PASS website and digital repository. Partners contributed content and contextual information through shared platforms, while WP2 ensured quality control, layout harmonisation and compliance with EU visibility requirements.

The materials were distributed through multiple channels depending on national contexts and training formats. In several countries, promotional leaflets and digital visuals were used during pilot training sessions and stakeholder meetings to introduce the H-PASS training framework. In other contexts, materials were disseminated via institutional mailing lists, professional networks and during external conferences where partners presented H-PASS activities. This diversified distribution strategy allowed training promotion materials to support both awareness-raising and concrete participation in training initiatives.

The figures below provide examples of the English and Greek versions of the training promotion materials, illustrating the consistent visual identity and multilingual adaptation implemented across the consortium.

By combining multilingual adaptation, shared visual templates and partner-driven dissemination efforts, training promotion materials functioned as a practical bridge between communication and implementation, supporting real-life engagement with H-PASS training activities across different national settings.

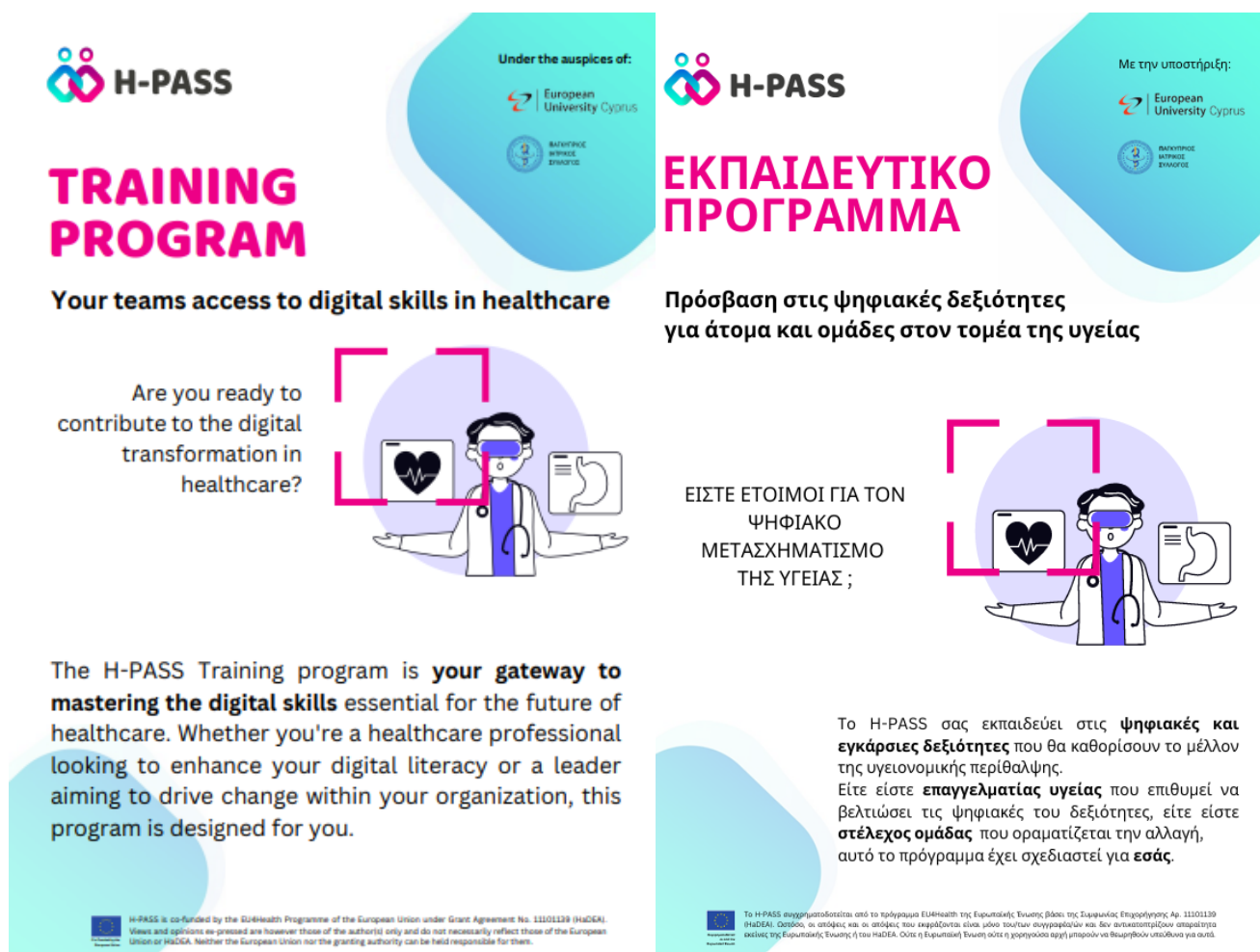


Figure 5. English and Greek-language training promotion materials (European University of Cyprus)

Storytelling Elements in Dissemination

In addition to institutional communication formats, the H-PASS project occasionally incorporated storytelling elements in dissemination activities, particularly during conference presentations. This approach aimed to present complex concepts related to digital transformation and competence development in healthcare in a more accessible and engaging way.

To support this narrative approach, a set of visual characters representing different healthcare professionals was developed as part of the project's communication toolkit. These characters were used selectively in presentation materials to illustrate professional roles, learning scenarios and the practical application of digital competences within healthcare settings. Although storytelling was not the primary dissemination approach of the project, these visual elements helped support audience engagement and facilitated the communication of training-related concepts in conference and presentation contexts.



Maria, the Nurse

It's a typical Tuesday morning for Maria. The hospital is bustling as usual, but there's a tension in the air. A recent surge in flu cases has pushed the staff to their limits. Maria a reliable team player, but, struggles with multiple tasks.

Her tasks:

- She's caring for a patient recovering from surgery who requires complex pain management.
- She needs to quickly learn a new electronic health record (EHR) system recently implemented by the hospital.
- A younger colleague, fresh out of nursing school, is struggling with a challenging patient and needs some guidance on communication strategies.

Challenges:

- Keeping up with the ever-increasing workload and patient needs.
- Adapting to new technologies like the EHR system with limited training.
- Supporting and mentoring junior colleagues while managing her own workload.

Her Needs:

- Training that is efficient, accessible, and directly relevant to her daily practice.
- Skills development in areas like digital literacy and communication to navigate new technologies and patient interactions.
- Strategies for building teamwork and resilience within the nursing team, especially during stressful situations.

Mid-career registered nurse working in a hospital setting in a rural area of Italy.

Age: 38
Years of Experience: 15

Figure 6. H-PASS visual characters used in storytelling-based dissemination materials



Dr. Pappas, the physician

Dr. Pappas is known for his dedication to his patients and his early adoption of technology. He's starting his day by reviewing patient charts electronically before his first appointments. He notices a concerning trend in blood pressure readings for several patients.

- He wants to explore the latest telemedicine options for remote patient monitoring particularly for those with chronic conditions.
- He's also eager to learn more about using data analytics to identify potential health risks among his patient population.
- While confident in his clinical skills, Dr. Pappas recognizes the value of effective communication and team collaboration for optimal patient care.

Challenges:

- Staying current with advancements in medical technology and integrating them into his practice
- Finding time to learn new skills and tools amidst a busy patient schedule
- Maintaining clear communication with a diverse patient base and collaborating effectively with other healthcare professionals.

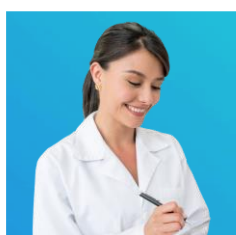
His Needs:

- Training focused on utilizing technology to enhance patient care such as telemedicine and data analytics.
- Time-efficient and readily accessible online learning modules.
- Techniques for improving communication and collaboration within the healthcare team

General practitioner in a busy urban clinic in Greece.

Age: 52
Years of Experience: 20

Figure 7. H-PASS visual characters used in storytelling-based dissemination materials



Ana, the pharmacist

Ana enjoys building relationships with her regular customers, many of whom are elderly and rely on her expertise. Today, a new customer, a young man with Type 1 Diabetes, comes in with a prescription for insulin.

- Ana wants to ensure the patient understands how to inject the medication safely and effectively at home.
- She also wants to provide guidance on managing blood sugar levels and potential dietary changes.
- Though Ana is not very familiar with the latest digital tools and apps, she is eager to learn how they can facilitate the patient's self-management and monitoring.

Challenges:

- Balancing efficient customer service with providing personalized medication education and support.
- Staying current with evolving regulations and new drug information.
- Adapting communication styles to effectively interact with patients from different age groups and health backgrounds.

Her Needs:

- Training modules on using digital health tools and applications to support patients' self-management.
- Resources and tools to stay updated on medication regulations and drug interactions
- Strategies for clear and empathetic communication with diverse patients, particularly focusing on the use of digital tools.

Community pharmacist working in a small town pharmacy in Romania.

Age: 32
Years of Experience: 7

Figure 8. H-PASS visual characters used in storytelling-based dissemination materials

To further enhance recruitment and accessibility, a [promotional video](#) was produced and disseminated across the project's digital channels, providing a clear and engaging walkthrough of the H-PASS training journey. This multimedia asset effectively highlighted the four core modules and the blended learning approach, serving as a key visual tool to drive interest and direct potential participants to the national enrolment platforms.

Events

Webinars

Webinars represented an interactive dissemination tool within the H-PASS project, supporting the presentation of project activities and results while fostering dialogue among diverse stakeholder groups. They complemented other online dissemination channels by providing opportunities for direct engagement, discussion and knowledge exchange.

In addition to project-specific initiatives, H-PASS contributed to a Joint Webinar held on 3 March 2026 organised by the European Commission, in collaboration with other EU-funded projects operating under the EU4Health programme. This webinar aimed to promote the added value of the training programmes under the same Call and the synergies among projects. The event provided an opportunity to present H-PASS activities within a broader European discussion on skills development and training for health professionals.

A further Joint Webinar is planned in connection with the H-PASS Final Conference, focusing on sustainability and the future of skills and jobs in the healthcare sector. The webinar will provide an opportunity for participating projects to exchange experiences and reflect on lessons learned throughout the project lifecycle.

Webinars were promoted through the project's dissemination channels, including the website, social media and newsletters, ensuring visibility and accessibility for a wide range of stakeholders.

Participation in External Conferences and Events

Participation in external conferences and events constituted an important component of the H-PASS dissemination strategy, contributing to the visibility of the project beyond its internal dissemination channels. In line with the Communication and Dissemination Plan (D2.3), project partners actively contributed to national and international events relevant to health workforce development, training innovation and skills advancement.

Through participation in conferences and workshops, H-PASS results and perspectives were presented to diverse audiences, including policy makers, researchers, health professionals and representatives of public institutions. These occasions provided opportunities to contextualise project activities within broader European and national discussions, fostering awareness of H-PASS objectives and facilitating exchange with stakeholders operating in related domains.

External events also enabled the project to engage with parallel initiatives and networks, supporting alignment with ongoing policy processes and reinforcing synergies with other EU-funded actions. By contributing to conferences, H-PASS dissemination activities reached audiences that may not be directly involved in project-led events, thereby extending the overall outreach of the project.

Participation in external events was coordinated with other dissemination tools, including social media and website updates, to ensure coherence of messaging and to amplify the impact of presentations and interventions delivered during these occasions.

H-PASS partners carried out several presentations and workshops at conferences and events throughout the project:

- Digi4Me Final Conference 2023 - presentation
- XXXVI. Congress of the Hungarian Hospital Association 2023 - workshop
- Congressus Pharmaceuticus Hungaricus XVII. and EUFEPS Annual Meeting 2024 - presentation
- EHMA European Health Management Association Annual Conference 2024 - presentation
- INHWE 2024 – workshop and presentation
- International Congress of Interventional Cardiology and Electrophysiology (ICE) 2024 - presentation
- 3rd International Online Conference of Health Workforce Education 2025 - presentation
- EUPHA HWR Midterm Conference “Responding to challenges in health and care workforce: innovative research, policies and practices” 2025 - presentation
- Pharmaceutical Days of Oradea (ZFO) “The Future of Pharmacy: Innovation, Education, and Practice” 2025 – presentation and Romanian pilot launch
- Pulse and CardioElectrics 2025 - presentation
- EHMA - European Health Management Association Annual Conference 2025 – presentation
- Academy of Management 2025 - presentation
- CardioKreta Congress 2025 – presentation
- Revolutionizing Care - Nursing in the era of rapid technological advancement 2025– presentation
- European Society of Cardiology (ESC) Digital & AI Summit 2025 - presentation
- 34th National Congress of the Hellenic Surgical Society 2025 - presentation
- OKFŐ submitted an abstract for the EHMA 2026 and was accepted for presentation



Figure 9. Launch of Digital Health Training for Pharmacists – Romania – 6-7 May 2025



Figure 10. H-PASS at EHMA Conference 2025 – Rennes 4-6 June 2025



Figure 11. H-PASS at Pulse & CardioElectrics 2025 – Heraklion (Greece) – 5-7 June 2025

Final Conference

The Final Conference will be held on 28-29 April 2026 in Rome in accordance with the Grant Agreement. The H-PASS Final Conference will be organised as a hybrid event, with both onsite and online participation, and is expected to host at least 90 participants. The event will bring together project partners, invited guests, representatives of HaDEA, DG SANTE, and members of the project's external advisory body, the Advisory Board. The conference aims to present the main achievements of the project while also opening discussion on the future of digital skills development in the healthcare sector.

The programme is planned as a two-day event. The first day will focus on the results of the H-PASS project, where the Work Packages and pilot countries will present their activities and achievements from the past three years. This session will provide a comprehensive overview of the development of the training programme, the implementation of the pilots, and the main lessons learned during the project lifecycle.

The second day will focus on sustainability and the future of skills and professions in the healthcare sector in the digital age. A key element of this day will be a Joint Webinar organised with other projects funded under the EU4Health programme, as a continuation of the Joint Webinar organised by the European Commission on 3 March 2026. While the first webinar focused on the added value of training projects implemented under EU4Health, this second session will concentrate on sustainability, digital skills, and the future of healthcare professions. The webinar, as well as the full conference, will be streamed online to ensure wider accessibility.

Following the webinar, the programme will continue with the session titled "Highlights in health professional skills development in the digital age." During this session, project partners will deliver expert presentations on topics closely related to the H-PASS project. These presentations will not only address project results but will also place them in a broader professional context, highlighting current trends, challenges, and innovative approaches in the development of digital skills for health professionals.

The Final Conference also represent a key milestone in the H-PASS dissemination and communication strategy, consolidating the dissemination efforts implemented throughout the project lifecycle. From a dissemination perspective, the Final Conference will serve both as a closing event and as a platform to support the longer-term visibility of project results. By combining project presentations with opportunities for discussion and exchange, the event will facilitate reflection on the relevance of H-PASS outcomes and their potential application in different contexts.

Communication activities related to the Final Conference will be integrated with the project's online dissemination channels, including the website, social media and newsletters, ensuring broad visibility and access to information about the event. Materials and content generated in connection with the Final Conference will further contribute to reinforcing the dissemination of the project and supporting continued stakeholder engagement beyond the project duration.

Offline Dissemination and Communication Tools

Offline dissemination and communication tools complemented online activities within the H-PASS dissemination strategy, supporting direct engagement with stakeholders in face-to-face contexts. These tools were used to reinforce project visibility during events, meetings and

other in-person dissemination opportunities, ensuring consistency of messaging across all communication formats.

Offline tools were particularly relevant in contexts where personal interaction and direct exchange were central, such as conferences, workshops and institutional meetings. By providing tangible and easily shareable materials, offline dissemination supported awareness-building and facilitated the presentation of H-PASS objectives and activities to diverse audiences.

Project Leaflet and Promotional Materials

The H-PASS project leaflet (D2.1) represented a key offline dissemination tool, designed to provide a concise and accessible overview of the project, its objectives and main areas of activity. In line with the Communication and Dissemination Plan, the leaflet was developed to support awareness-raising and to serve as an introductory resource for stakeholders encountering the project for the first time.

Promotional materials supported different dissemination needs by offering a structured and visually clear summary of project information that could be easily shared and consulted. For policy makers and institutional stakeholders, these materials facilitated a rapid understanding of the project's scope and relevance. For professionals and other stakeholders, they provided a practical reference point, directing interested audiences towards online channels where more detailed information and project outputs were available.

Overall, the use of offline dissemination tools complemented digital communication efforts and contributed to ensuring consistency, visibility and accessibility of H-PASS dissemination activities across different contexts and formats.

Monitoring and Evaluation of Dissemination Activities (KPIs)

In line with the Communication and Dissemination Plan (D2.3), dissemination and communication activities within H-PASS were monitored throughout the project lifecycle using a set of predefined indicators and progress metrics. The purpose of this monitoring approach was to provide a structured overview of dissemination reach, audience engagement and platform development over time.

Monitoring focused on key dissemination channels, including the project website, social media platforms, newsletters and events. Data collection enabled WP2 to track trends, observe audience growth and assess the effectiveness of different communication formats. Rather than serving as standalone performance targets, these indicators supported informed decision-making and adaptive planning in line with the project's evolving dissemination needs. Results show progressive audience development across several channels. Growth in website visits, expansion of social media followers and increased newsletter subscriptions indicate sustained stakeholder interest throughout the project period. Where relevant, monitoring data were used to refine dissemination strategies. For example, higher interaction rates observed for multimedia content compared to text-based posts informed the increased use of video-based communication formats. Similarly, the growth in newsletter subscriptions—partly driven by pilot training participants opting in during registration—confirmed the value of maintaining structured email communication.

These tables present aggregated figures per dissemination channel and reporting period, offering a transparent summary of dissemination development across the project lifecycle.

Website

Period	Total Visits	Unique Visitors	Page Views	Average visit duration
1 June 2024	492	492	6K	1m 03 s
1 June 2025	2,2K	2,1K	93K	5 m 30 s
28 February 2026	9K	8,8K	142K	2m 10 s

Newsletter

Period	Number of Issued Newsletters	Number of Subscribers
Issue 1	33	33
Issue 2	645	645
Issue 3	will be published in April 2026	

LinkedIn

Detailed analytics regarding the project's social media impact and audience growth can be accessed via the interactive *H-PASS LinkedIn activity Dashboard*:

<https://hpass.healthworkforce.eu/linkedin-report/>

Impact of Communication and Dissemination

To maximise real-world impact, the H-PASS dissemination strategy was crafted to translate project milestones and results into accessible resources for European healthcare community. By utilising the website as a central information hub and LinkedIn as a dynamic engagement tool, the project successfully activated a high-level professional ecosystem. The impact of these activities was instrumental in exceeding our core training targets and ensuring the sustainability of project results.

Key achievements and strategic impact:

- **Targeted recruitment success:** Digital dissemination directly facilitated the enrolment of **459 healthcare professionals** across six EU Member States, exceeding the Grant Agreement target of 450.
- **High-level stakeholder reach:** LinkedIn analytics confirm that the project reached a senior audience, with the majority of followers holding **senior, director, or managerial roles** in hospitals and government administration.
- **Multiplier effect:** Our network of **100+ Digital Change Agents** acted as project multipliers, sharing content within national networks to ensure the H-PASS methodology reached local levels.
- **Innovation visibility:** Focused multimedia campaigns, including Virtual Reality (VR) demonstrations and instructional videos, positioned H-PASS as an acknowledged actor in digital health transformation.
- **EU synergy and networking:** Constant interaction with related EU initiatives (such as JA HEROES) fostered a unified approach to addressing health workforce skills gaps.

- **Geographic Coverage:** Engagement data verifies a balanced reach across all pilot countries, specifically Hungary, Italy, Romania, Greece, Cyprus, and Lithuania.

Conclusions

The communication and dissemination activities implemented within the H-PASS project successfully followed the strategy defined in the Communication and Dissemination Plan (D2.3), ensuring continuous visibility of the project, effective promotion of its results and active engagement with stakeholders at European, national and local level. Throughout the project lifecycle, dissemination evolved from an initial awareness-raising phase towards a more mature stage focused on stakeholder engagement, knowledge transfer and sustainability of results.

The multi-channel approach adopted by H-PASS enabled the project to reach diverse stakeholder groups, including policy makers, health professionals, trainers and institutional actors. Online dissemination tools, such as the project website, social media, newsletters and multimedia content, ensured continuous and accessible communication, while events, webinars and participation in external conferences supported interaction, knowledge exchange and dialogue. The Final Conference represents a key moment to consolidate dissemination efforts and present project results in a comprehensive and structured manner. Throughout the project, dissemination activities were coordinated by WP2 and implemented with the active involvement of all project partners. The adaptive implementation of the dissemination strategy, already foreseen in D2.3, allowed the project to respond to evolving needs and contextual factors while maintaining coherence and consistency of messaging.

Overall, the dissemination and communication activities described in this report contributed to increasing the visibility of H-PASS, strengthening stakeholder engagement and facilitating access to its outputs. By documenting these activities and their outcomes, this deliverable provides a consolidated reference of dissemination efforts and highlights their contribution to the continued visibility, usability and transferability of H-PASS results beyond the project duration.

Lessons Learned

The implementation of dissemination and communication activities within H-PASS generated practical insights that may inform future health workforce-related initiatives.

First, multimedia formats proved particularly effective in fostering engagement. Short expert-led videos, such as those developed within the “Experts’ Point of View” cycle, generated significantly higher interaction rates compared to text-only posts on social media platforms. This confirms the relevance of concise, visually engaging and expert-driven content in reaching professional audiences.

Second, structured co-creation mechanisms strengthened both the quality and consistency of dissemination outputs. The use of shared templates, collaborative visual tools and standardised content proposal forms facilitated partner involvement while maintaining coherence of messaging. This approach reduced fragmentation and improved efficiency in multi-country consortium settings.

Third, forward planning through the use of a content calendar enhanced strategic alignment between project milestones and dissemination outputs. Coordinating communication actions with deliverable releases, training activities and events ensured continuity of visibility and avoided reactive or ad hoc publication patterns.

Fourth, the experience of organising pilot trainings also showed that dissemination is most effective when closely linked to implementation activities. Training promotion materials, testimonials, conference presentations helped translate project concepts into concrete experiences, strengthening credibility and facilitating uptake of results. In particular, the use of participant testimonials and expert video series proved valuable in demonstrating real-life impact and supporting peer-to-peer engagement.

Finally, the establishment of a centralised digital repository increased transparency and long-term accessibility of project outputs. By collecting dissemination materials, training resources and Digital Change Agent tools in a structured format, the project strengthened the sustainability and transferability of its results.

These lessons highlight the importance of combining methodological planning, collaborative governance and diversified communication formats in EU-funded health projects. The experience gained within H-PASS may therefore provide a useful reference model for future initiatives seeking to maximise dissemination impact and stakeholder engagement.



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