



Improving cancer diagnosis  
and prediction with  
AI and big data

**A Multimodal AI-based Toolbox and an Interoperable Health Imaging Repository  
for the Empowerment of Imaging Analysis related to the Diagnosis, Prediction  
and Follow-up of Cancer**

## **Deliverable 9.1**

### **INCISIVE Web Presence**

**WP 9 – Communication, raising awareness and clustering activities**

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*PU = Public, for wide dissemination (public deliverables shall be of a professional standard in a form suitable for print or electronic publication) or CO = Confidential, limited to project participants and European Commission.*

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## Executive Summary

This deliverable presents the framework and overall design underlying the development of the INCISIVE official website. This document is only an accompanying report for the online version of the web site that can be found at <http://incisive-project.eu/>. The web site's main objective is to reach to the target stakeholders with meaningful knowledge as well as to serve as a platform for community engagement.

In addition, it also introduces a set of monitoring activities to ensure that the website remains up to date.

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## 1 Scope and interdependencies

The INCISIVE official website is a key instrument to ensure effective communication with the project external environment. This concept also applies to the Dissemination and communication plan and Report on dissemination activities. As such, these three documents are produced in a convergent manner within the scope of the Draw up dissemination and communication strategy plan (T9.1).

The INCISIVE website aims to provide a tool to reach out to the main target stakeholder groups identified:

- Healthcare professionals
- Medical imaging providers
- Patients and family
- Informal caregivers
- Industry
- Academic and research community
- European health policy makers and national agencies
- NGOs and civil society
- Relevant European projects and similar initiatives
- Major European and International associations/institutions
- Other

Even though the official website of the project is the responsibility of WP9, the entire Consortium has a fundamental role in its dissemination and promotion. For this reason, the role of the WP Leaders and all other partners within INCISIVE is essential.

## 2 Introduction

This document presents the rationale behind the development of the official website of the INCISIVE project. Its main objective is to reach to the target stakeholders with meaningful knowledge as well as to serve as a platform for community engagement.

On this basis, the website was designed to maximize the visibility and usefulness of the knowledge generated by INCISIVE work packages on the different features required for achieving a common framework for exploring the potential of AI imaging solutions for cancer cases.

This document is accompanying the actual INCISIVE web site that is available online. It covers the website design and presents a set of maintenance and monitoring activities.

Website: <http://www.incisive-project.eu>

### 3 Website design

This section introduces the website design (see figure 1).

The information bar consists of the following features:

1. Home
2. About
3. Pilots
4. Partners
5. News
6. Events
7. Contact
8. Search



Figure 1 - Website layout

In addition, the home page features a section for events and news relevant to the development of AI imaging solutions for cancer cases. These sections are aligned with INCISIVE social networks (see figure 2).



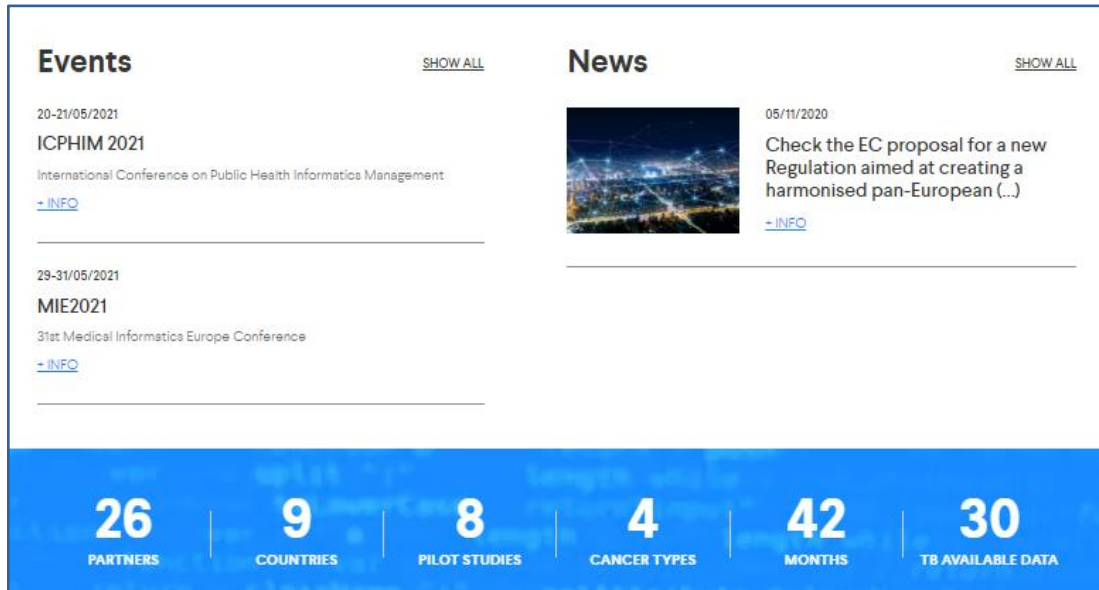


Figure 2 - Events, news and numbers

### 3.1 Information bar

The first feature presented in the information bar is **ABOUT**, where the users can learn about the 5 main pillars of the project (see figure 3).



Figure 3 – About INCISIVE: the main pillars

Following this section, we find the one focused on **PILOTS**. This section will expose the main achievements in each Pilot that deal with one of the four types of cancer: Lung, Breast, Colon and Prostate. Since this part of the project has still not started, the content will be added as soon as Pilots start running.

**PILOTS**

INTRODUCTION

**4 TYPES OF CANCER**

The INCISIVE pilots will focus on these 4 types of cancer: lung, colon, breast and prostate. As the project progresses we will share more information about the start of the pilots.

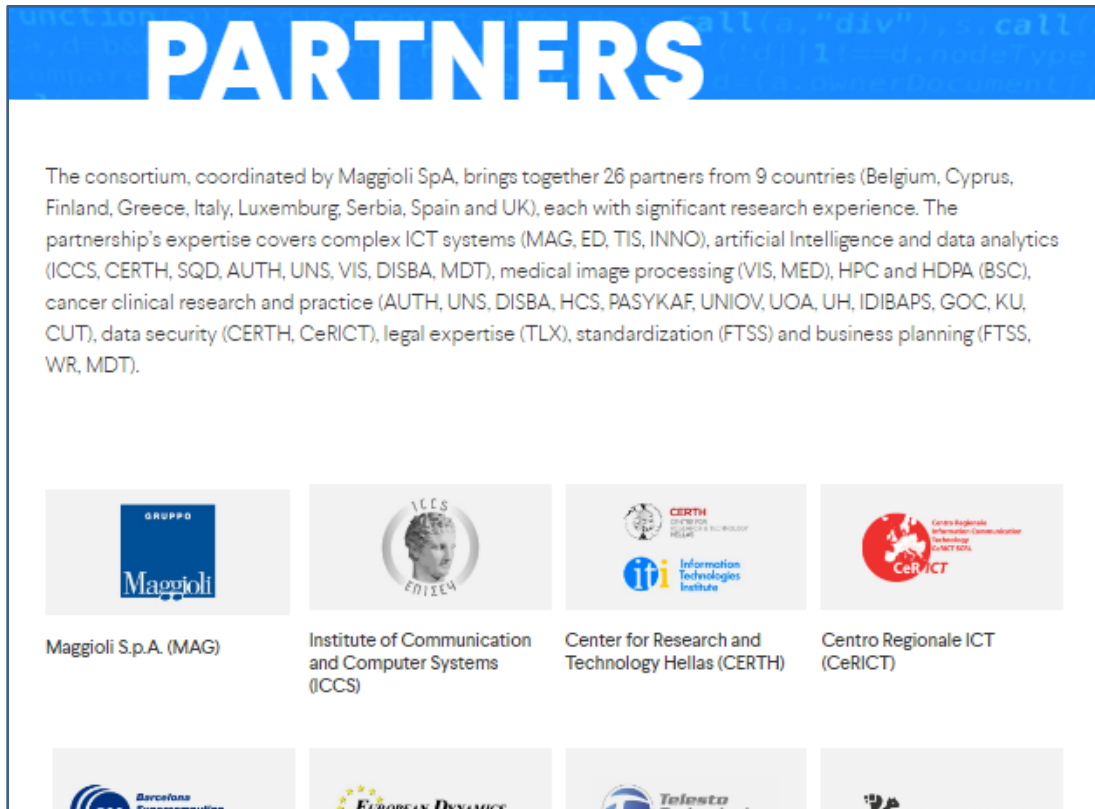
Lung 01



Figure 4 – Pilots

**Figure 4 – Partners**

Following Pilots section, we find the one related to **PARTNERS**. The idea is not only to briefly describe every partner involved in the project but also to explain their role (see figure 4).



**Figure 5– Partners**

A section for the **EVENTS** and the **NEWS** follows. These sections are also linked from the homepage's contents. The first one will present the most important future events, as well as recent ones, where INCISIVE will have (or already had) exposure, e.g. one of the partners will attend as a presenter. The second one, news, will collect the latest news regarding the project, as well as ongoing activities that may have an impact on the project, e.g. EC regulations, EC consultations with stakeholders, etc.

There are two more sections, **Media** and **Resources**. At the time of writing this document (M3 of the project), these sections are hidden until some initial content is created for them. As the project progresses, these sections will form a space where to upload project videos, public deliverables and other project documents, as well as any other project resource that the consortium wishes to disseminate.

The contact section offers a contact form as a point of contact for stakeholders who are interested in finding out more about specific project aspects. E.g. interested parties can receive more information about milestones of the project. Moreover, an icon linked to Twitter allows the visitor to check the INCISIVE Twitter profile.

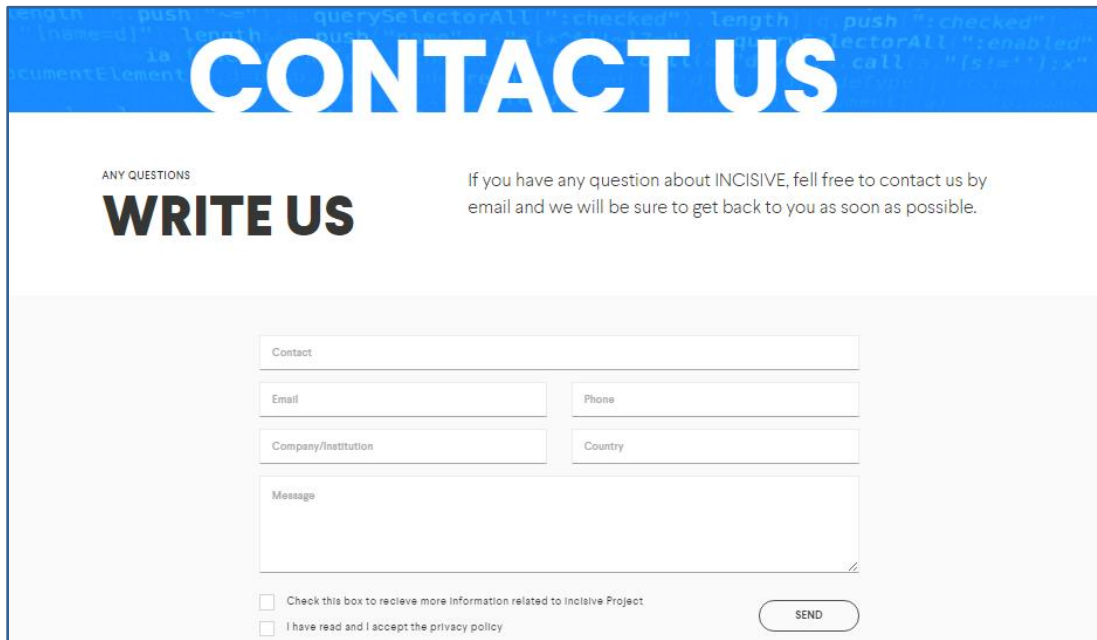


Figure 6 – Contact page

Finally, it is important to note that the website’s disclaimers and other legal texts (eg. cookies, privacy note, etc.) have been prepared with the assistance of the consortium’s legal expert (TLX), paying due attention to relevant regulations.

## 4 Maintenance and monitoring

In order to make the most of this communication tool, this section presents a set of maintenance and monitoring activities.

Thus, in line with the Communication, dissemination and engagement plan (T9.1), the following are some of the maintenance and monitoring activities to be carried out throughout the project lifetime:

- Closely monitor the engagement in social networks in order to reach followers' needs and expectations;
- Check that all of website pages are loading without errors;
- Write several posts per month to keep the INCISIVE community engaged;
- Review the website security scans and make sure nothing is out of place;
- Analyse website statistics and compare them in order to detect which pages are receiving more users. It will be useful since we will be able to adapt the content where we detect is driving more attention;
- Allocate a team that can respond in a timely manner to all visitors' requests on the available digital channels and contact section.

### **INCISIVE's Communication Office**

[contact@incisive-project.eu](mailto:contact@incisive-project.eu)

<http://www.incisive-project.eu>