



## DELIVERABLE REPORT

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## 1) Objective

To publicise and promote the project results and innovations, LUCA organised an international innovation conference in the field of biomedical optics for cancer screening and monitoring. This document provides an overview of the conference, its programme, audience, and related promotional activities.

## 2) LUCA innovation conference

Following the aim of Task 6.4 International Innovation Conference on biomedical optics for cancer screening and monitoring, the LUCA consortium presented the project's results in two events: a public event and a closed panel discussion with selected stakeholders. Due to the COVID-19 pandemic, the conference was organised in an online format and split up in two sessions held on different dates. On November 5, 2020, a public webinar took place under the title "Synergy of light & sound for disease screening and therapy monitoring: Update on technology and clinical studies with diffuse optics and ultrasound". A week later, on November 12, 2020, a closed panel discussion with expert speakers was held and relevant stakeholders were invited.

### a) Programme

#### Public Webinar

The aim of the public webinar was to publicly present the results of the LUCA project to a broad audience. The programme of the webinar "Synergy of light & sound for disease screening and therapy monitoring: Update on technology and clinical studies with diffuse optics and ultrasound" therefore included an introduction to the project and a presentation on the clinical results and perspectives. As a special lecturer, Prof. Mitchell Schnall from the University of Pennsylvania, a leading figure in the field of imaging, was invited to hold a keynote lecture on diffuse optics and the opportunities for clinical translation. Given the close ties of the European and US optics community, a timing convenient for participation across continents was chosen. The webinar was held on November 5, 2020, 15:30-17:30 CET. The final programme was as follows:

15:30 – 15:40 <b>Introduction</b> (Davide Contini, Department of Physics, Politecnico di Milano, Italy)
15:40 – 16:10 <b>Diffuse optics: the path towards clinical translation</b> (Mitchell Schnall, Department of Radiology, Perelman School of Medicine at the University of Pennsylvania, USA)
16:10 – 16:40 <b>Introduction to the LUCA project</b> (Turgut Durduran, Medical Optics group, ICFO-The Institute of Photonic Sciences, Spain)
16:40 – 17:10 <b>Clinical results and perspectives of the LUCA project</b> (Mireia Mora, Endocrinology and Nutrition Department, Hospital Clinic of Barcelona, Spain)
17:10 – 17:30 <b>Q&amp;A</b>

#### Panel discussion

In addition to the public webinar, the LUCA partners organised a session of online panel discussions about the state-of-the-art and the future of the non-invasive screening and monitoring of disease with diffuse optics and medical ultrasound. Two panels of experts discussed the paths of entry of new modalities in diagnostics and screening and new potential areas for application of multi-modal devices



combining diffuse optics and medical ultrasound. The panel discussions were held on November 12, 2020, 17.00-19.00 CET featuring both researchers and clinicians:

17:00 – 17:10: **Introduction** by Turgut Durduran, Medical Optics Group Leader ICREA Professor, ICFO (The Institute of Photonic Sciences), Spain

*Session 1*

17:10 – 17:55: **Discussion on paths for entry of new modalities in diagnostics and screening**

- Mitchell Schnall, Chair of Department of Radiology, Perelman School of Medicine at the University of Pennsylvania, USA
- Laura Oleaga, Chair of Department of Radiology, Hospital Clinic of Barcelona, Spain
- Paola Taroni, Full professor at Department of Physics, Politecnico di Milano, Italy
- Josep Munuera del Cerro, Head of Department. Area of Quality, Innovation and Research at the Diagnostic Imaging Department, Hospital Universitari Sant Joan de Déu, Spain

17:55 – 18:05: *Break*

*Session 2*

18:05 – 18:50: **New application areas to explore.**

- Manuel Puig, Head of Endocrinology and Nutrition Service, Germans Trias i Pujol University Hospital, Spain
- Josep Taberero, Head of Medical Oncology Department, Vall d'Hebron University Hospital, Spain & Director of Vall d'Hebron Institute of Oncology (VHIO), Spain
- Jaume Mesquida, Consultant physician, Critical Care Department, Parc Taulí Hospital Universitari, Spain
- Marco Inzitari, Director of Intermediate Care & Research, Parc Sanitari Pere Virgili, Spain

18:50 – 19:00: **Closing remarks** by Turgut Durduran, Medical Optics Group Leader ICREA Professor, ICFO (The Institute of Photonic Sciences), Spain

## b) Participation

For the public webinar, 105 registrations were received. The final number of participants was 75 with researchers and clinicians joining from 13 countries around the globe. While most participants joined from European countries (AT, BE, DE, ES, FR, IT, NL, PL, PT, UK), there were also participants from the US, Taiwan, and the Philippines.

For the closed online panel discussion, 54 attendees registered. Of these, 46 participated including 11 panellists and moderators. Participants joined from five European countries (AT, ES, FR, IT, UK) and the United States.

**c) Dissemination activities**

In preparation of the LUCA events, promotional activities were carried out. For this purpose, the following graphics were designed:



Figure 1: Public webinar announcement

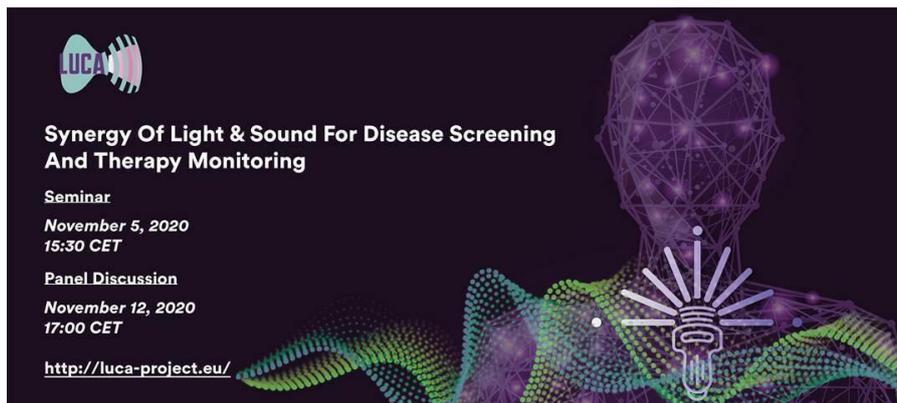


Figure 2: Panel discussion announcement

The public webinar was promoted through various channels. An announcement was sent to the LUCA newsletter distribution list of nearly 900 contacts (23.5% open rate and 2.2% click rate) on October 16, 2020. The programme was also promoted in the EIBIR newsletter on November 3, 2020 (over 950 contacts). At ICFO, a list of key opinion leaders was compiled (80 contacts) who received targeted invitations. Moreover, it was disseminated through partners’ websites and social media channels. In addition, the event was promoted through the Twitter and LinkedIn accounts of the European Society of Radiology (ESR) (16.1k and 18.3k followers, respectively) and the Twitter account of the European Society for Head and Neck Radiology (ESHNR) (2.3k followers). Some examples are copied below:



Figure 3: Tweet by ESR



Figure 6: Tweet by ICFO

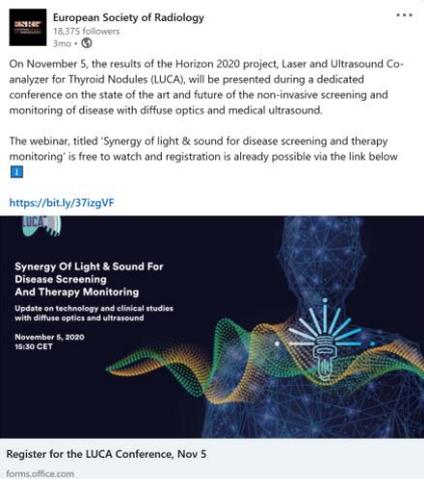


Figure 4: LinkedIn post by ESR



Figure 7: Tweet by EIBIR

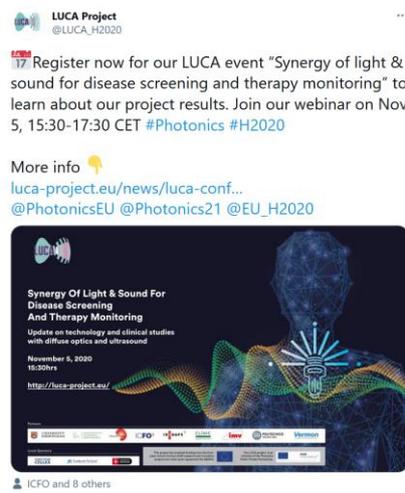


Figure 5: Tweet by LUCA



Figure 8: Tweet by LUCA

For the closed panel discussion, a list of 80 stakeholder representatives including researchers, clinicians, industry, and EC representatives, was compiled, and targeted invitations were sent out. The list also included contacts from the LUCA cluster collaborating on the Common Dissemination Booster ([SOLUS](#) (Smart optical and ultrasound diagnostics of breast cancer, led by POLIMI) and [PAMMOTH](#) (Photoacoustic/Ultrasound Mammography for evaluating screening-detected abnormalities in the breast, led by the University of Twente) projects). In addition, the discussion was announced on Twitter and on the LUCA website.

The LUCA twitter account was furthermore used for communication and dissemination activities during the events. In total, 24 tweets and threads were posted that received 22.9k impressions with an average engagement rate of 1.8% (43 retweets, 127 likes). The option for posting threads was used to present the LUCA partners, often accompanied by short videos that were produced during the Consortium General Assembly meeting in Milan in November 2019, and LUCA's collaboration with the [VERTIGO STARTS](#) project:

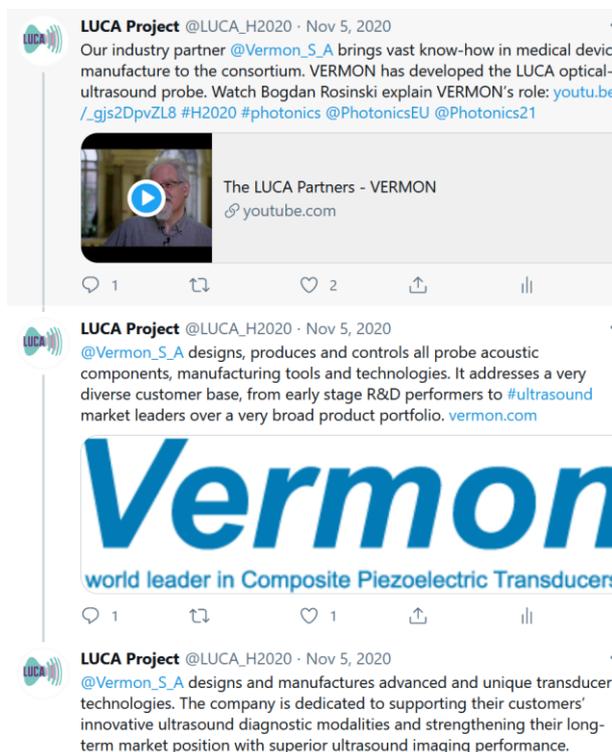


Figure 9: Thread about LUCA partner VERMON

To further promote LUCA's partners and collaborators, a dedicated page on the LUCA website was prepared to showcase the LUCA industry partners, the consortium as a whole, and LUCA's collaborations with other European projects (VERTIGO STARTS and the Common Dissemination Booster): <http://www.luca-project.eu/conference/exhibition>

On the LUCA website, nearly 300 visitors (275 new visitors) were recorded in November 2020. In particular on the days of the events more visits than usual were documented: 80 on November 5, 2020, and over 50 on November 12, 2020.



Figure 10: Thread about VERTIGO STARTS Project by R. Yamada



Following the public event on November 5, 2020, the recordings of the presentations were published on the LUCA website through the project's YouTube Channel: <http://www.luca-project.eu/conference>. As of May 27, the website page was visited over 70 times since the recordings were uploaded on November 6, 2020, and YouTube recorded nearly 100 views and over 570 impressions for the four videos.

### 3) Conclusion

The LUCA consortium successfully organised a public webinar and online panel discussion with participation of relevant stakeholders from end-user and research communities. The project's results were presented, and paths for clinical translation of the LUCA device as well as new opportunities for multi-modal imaging tools combining diffuse optics and medical ultrasound were explored in fruitful discussions.