COVIRNA

A diagnostic test to improve surveillance and care of COVID-19 patients

Grant Agreement Number: 101016072

Horizon 2020 FRAMEWORK PROGRAMME

TOPIC: MEDICAL TECHNOLOGIES, DIGITAL TOOLS AND ARTIFICIAL INTELLIGENCE (AI) ANALYTICS TO IMPROVE SURVEILLANCE AND CARE AT HIGH TECHNOLOGY READINESS LEVELS (TRL)

Topic identifier: **SC1-PHE-CORONAVIRUS-2020-2B**

Type of Action: Innovation Action (IA)

DELIVERABLE D6.1.
Deliverable title: Project logo, flyer and website

Abstract: This document contains the description of the items intended for COVIRNA communication and dissemination, namely the project logo, the flyer and the website.

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Organisation name of lead contractor: EHMA
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[1]

PU Public (must be available on the website)

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Executive Summary

Background	This document contains the description of the items of D6.1 of COVIRNA, namely the project logo, the flyer and the website. In particular, the document describes the logic behind each of these items, the design choices, how they will be used as well as key references to color codes and website links.
Objectives	The objective of D6.1 is to release the project logo, a flyer presenting the project, and finally creating the project website. For each of these items the goals are: - Project logo: create a logo that reflects the visual identity of COVIRNA and that is easily recognisable by stakeholders. The logo will be used as a symbol of the project and be present in all deliverables and outputs. - Flyer: create a flyer that presents COVIRNA and the partners to audiences. The flyer will act as the first marketing and visibility tool. - Project website: create a website that acts as landing page of the project and as a public repository for project news items, media contents, newsletters, blogs, publications, project updates, as well as information on the partners, and the work packages. The public deliverables will also be uploaded on the project's website.
Methods	The methods for the creation of the three items (logo, flyer and website) have included internal consultations, needs analysis, and criteria setting and monitoring for the web designer.
Results & implications	The results have been: 1) The creation of a logo that reflects the visual identity and themes of the COVIRNA project 2) The creation of a flyer that summarises a) the objectives and methodologies of COVIRNA for audiences who come to know for the first time about the project, as well as b) the consortium's members with a call to action to engage with the project and with a reference to the project's main communication channels

1. Project Logo

The COVIRNA project logo will be used on all deliverables and key project materials and messages to highlight the identity of the project. The logo uses the Advent Pro Bold character while the strapline is written in Montserrat. The colors of the logo are red and blue and specifically RGB #104D8F for the Blue and RBG #C00000 for the Red. The logo presents two key icons, items that reflect the scope of the project: an RNA string to the left and a heartbeat signal between the main logo text and the strapline. These respectively connect to the importance of RNA in the creation of the diagnostic as well as the specific focus on cardiovascular risks for COVID-19 patients.

Figure 1. COVIRNA logo with strapline

Figure 2. COVIRNA logo without strapline

The logos were created via a consultation process led by EHMA that first was internal to EHMA itself whereby the EHMA team members worked together to propose a number of logo options. In the second phase, the proposed logos were fine-tuned with the COVIRNA coordination inputs. Finally, the logos options were presented during the kick-off meeting of December 2020 to the consortium where they were asked to vote via a Form for their preferences. The preference was further polished and updated with extra comments from the partners and the final product was developed in two versions: with and without strapline. The logo has been integrated in the various project templates.

2. Project Flyer

The COVIRNA flyer is a visual two-pager, which summarises the scope of the project, the goals, and the partners, introducing COVIRNA to audiences who have not heard of the project yet or who might want to have a tool that easily summarises what the project is about.

The flyer has the recognition of the EU funding on the top right, the project logo on the top left, and, on the first page, the focus is on the project itself: what it wants to achieve and, in brief, the methodologies that will be used. The second page's focus is more around the Consortium as it lists the partners ordered by field of activity (research, business, NGO). At the end of page two, a call to action is launched to invite interested stakeholders to engage more directly with the project. The footer contains icons and links to the project's contact email, website, and social media.

The project flyer was developed by EHMA in three main steps:

First, building on the experience of previous projects, the flyer was designed following a template that has proven to be ideal to increase interest while being accessible. By keeping the language accessible to experts and larger audiences, as well as dividing the flyer into a first page focusing on the project and a second page focusing on the partners and ending with a call to action, this flyer is expected to be a key communication tool towards stakeholders especially during the first year of the project.

Second, by using inputs from the partners who have provided text and particularly by building on the first news item of the project, the flyer has integrated all partner`s views.

Third, the first draft underwent and internal consultation.. According to the quality control process set within the project, the draft was first submitted to the project coordination for an internal review, before final submission to the European Commission.

Below are the images of the flyer.

COVIRNA
A PROGNOSTIC TEST FOR COVID-19 PATIENTS

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101016072

A diagnostic test to improve surveillance and care of COVID-19 patients

COVIRNA is a patient-centred Innovation Action aiming to generate a diagnostic tool to identify COVID-19 patients at risk of developing fatal cardiovascular complications, ultimately leading to their improved surveillance and care.

In particular, the project will complete and deploy a prognostic system based on cardiovascular biomarkers of COVID-19 clinical outcomes, combined with a predictive model built on digital tools and artificial intelligence analytics.

ABOUT COVIRNA

The goal of COVIRNA is to conduct a large retrospective study on multiple existing cohorts of COVID-19 patients throughout Europe and upscale the already validated and patented "FIMICS" panel of cardiac-enriched long noncoding RNA biomarkers into an in-vitro diagnostic test (COVIRNA), adapted to COVID-19 patients.

Building on the network developed within the EU-CardioRNA COST Action, 15 partners pooled their expertise and resources to build a multidisciplinary and multicentre study with the common aim to improve individualised surveillance, care and follow-up of COVID-19 patients in the context of the current pandemic.

COVIRNA will pursue throughout the 24 months of activities **the goal of**:

- Generating a diagnostic test based on cardiovascular RNA biomarkers highly predictive of the clinical outcomes of COVID-19 patients
- Enabling the rapid market uptake of the diagnostic test with the aim to improve individualised surveillance, care and follow-up of patients in the context of the current pandemic.

COVIRNA
Methodologies to achieve the goals

Tech & research level: build a biobank; achieve biomarker qualification & select a subset of highly specific lncRNAs predictive of COVID-19; design an in vitro diagnostic test to predict COVID-19 clinical outcomes.

Socio-economic & regulatory level: Achieve CE marking of the new COVIRNA prognostic; establish a strategic consultation; raise stakeholders' awareness on the solution and sharing practical knowledge on it.

covirnacomms@outlook.com www.covirna.eu @Covirna_EU

COVIRNA
A PROGNOSTIC TEST FOR COVID-19 PATIENTS

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OUR CONSORTIUM

The COVIRNA Consortium brings together 15 **partners, from 11 EU Member States and 1 non-EU Member State**.

Partners can be clustered around three main types:

- 12 Research institutions;
- 2 Business sector institutions;
- 1 Non-governmental organisation

Research

- Luxembourg Institute of Health (LU)
- University of Luxembourg (LU)
- Imperial College of Science and Technology Medicine (UK)
- University of Maastricht (NL)
- University of Leipzig (DE)
- Jožef Stefan Institute (SI)
- Fundació Privada Institut de Recerca de l`Hospital de la Santa Creu i Sant Pau (SP)
- University of Coimbra (PT)
- Heinrich-Heine-University of Düsseldorf (DE)
- The University of Edinburgh (UK)
- International University of Sarajevo (BA)
- San Donato Polyclinic SPA (IT)

Business

- Firalis SA (FR)
- Pharmahungary 2000 Kft (HU)

Non-governmental

- European Health Management Association (EHMA);

COVIRNA

GET INVOLVED

Governmental and funding bodies are cordially invited to become involved in COVIRNA, among others through the opportunity to join its Stakeholder Platform.
This can help in staying informed and providing inputs for the diagnostic tool development more actively

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3. Project website

The COVIRNA website will be the main repository and channel for project deliverables and messages, as well as acting as the landing page of the project. The website contains information on the project's scope and goals, the results, the partners, and the work packages. As the project progresses, news items, newsletters, and media contents such as photos and videos will also be uploaded on the website. The website is also connected to the other communication channels of the project such as MailChimp and social media and it will contain a GDPR compliant registration form for newsletter subscribers.

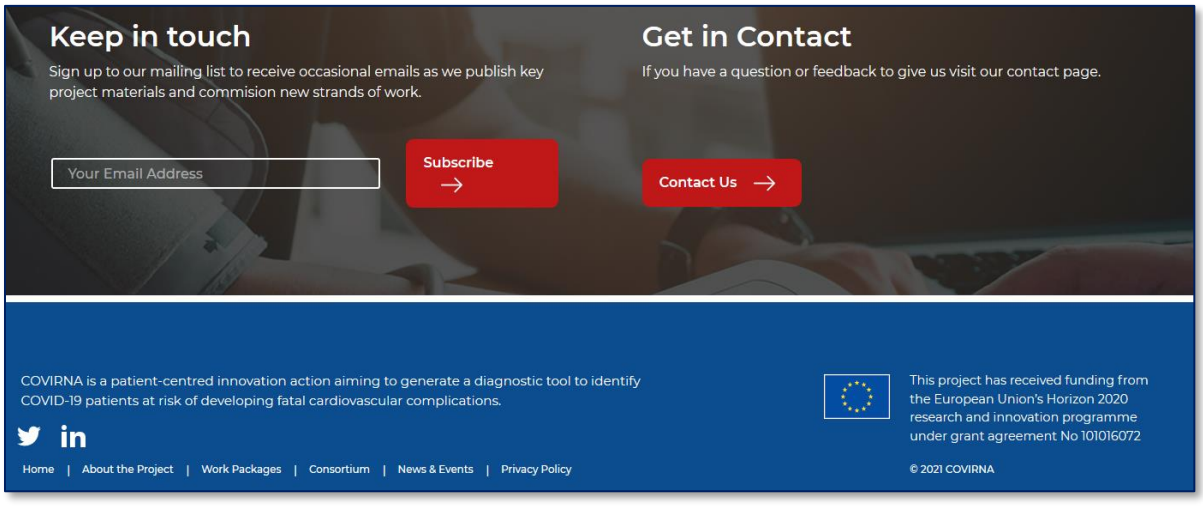
The website, whose domain is www.covirna.eu (currently private and accessible inserting the username "covirna" and the password "diagnose"), will be made public after the approval by the project`s Executive Committee. It currently has 5 main sections:

- a home page with animated boxes giving an overview on the project, the partners and connections to the more specific related pages of the website;
- an "About the project" section, which goes more in depth about the goal and methodology of the project;
- the "Work Packages" page with details on each of the work packages;
- the "Consortium" page listing the partners with a small description, each partner`s logo, and a link directing to the partner's official web page;
- the "News and Events" page to be used for news articles and to upload newsletters.

As the project progresses and more content is produced, the "deliverables" and the "blogs and publications" pages will be added.

Throughout the website, the visual identity of COVIRNA is evident, with the usage of the typical red and blue colors, as well as the usage of thematic icons, which connect to the theme, and scope of the project. Below you can find some screenshots of the website.


COVIRNA
Home
About the Project
Work Packages
Consortium
News & Events
COVIRNA is a patient-centred Innovation Action aiming to generate a diagnostic tool to identify COVID-19 patients at risk of developing fatal cardiovascular complications.
A joined-up EU wide approach to protecting our population.
Identifying those at most risk from COVID-19
The overall goal of the COVIRNA project is to generate a diagnostic test based on cardiovascular RNA biomarkers highly predictive of the clinical outcomes of COVID-19 patients and to enable its rapid market uptake with the aim to improve individualised surveillance, care and follow-up of these patients in the context of the current pandemic.
Find out more about the project
How we will do it
Our work packages are evolving, but include consideration and development of:
Access to Existing & past COVID-19 Data
A centralised database
A predictive model
RNA outcomes
Diagnostic test
Dissemination & adoption
Find out more about the Work Packages


Keep in touch
Sign up to our mailing list to receive occasional emails as we publish key project materials and commision new strands of work.
Your Email Address
Subscribe
Get in Contact
If you have a question or feedback to give us visit our contact page.
Contact Us
COVIRNA is a patient-centred innovation action aiming to generate a diagnostic tool to identify COVID-19 patients at risk of developing fatal cardiovascular complications.
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About the Project

The Goal

The overall goal of the COVIRNA project is to generate a diagnostic test based on cardiovascular RNA biomarkers highly predictive of the clinical outcomes of COVID-19 patients and to enable its rapid market uptake with the aim to improve individualised surveillance, care and follow-up of these patients in the context of the current pandemic.

At the technological and research levels

- To build a biobank of 2,000 blood samples from existing cohorts of COVID-19 patients throughout Europe to perform a retrospective multicentre international study;
- To achieve biomarker qualification and select a subset of highly specific lncRNAs predictive of COVID-19 clinical outcome using bioinformatics, artificial intelligence (AI) and biostatistics;
- To build a disease evolution prediction model based on selected lncRNAs and clinical data;
- To design a reliable, cost-efficient and easy to use in vitro diagnostic (IVD) test to predict COVID19 clinical outcomes.

At the socio-economic and regulatory levels

- To achieve CE marking of the innovative COVIRNA prognostic solution;
- To establish a strategic science-policy-business-society consultation to optimize the design of the diagnosis solution complying with end-users' needs, cost-efficiency analysis requirements, current EU regulation and highest quality standards to enable and accelerate their uptake into clinical practice;
- To raise stakeholders' awareness of advantages brought by the newly designed diagnostic solution as a valuable decision-support tool for healthcare professionals to deliver the best health outcome for the most vulnerable COVID-19 patients, through a tailored dissemination programme;
- Engage communities of stakeholders in sharing practical knowledge on the use of the novel medical technology.

Work Packages

The 7 work packages (WP) of the COVIRNA project will bring together various and complementary expertise from consortium partners.

Access to Existing & past COVID-19 Data

In WP1 clinicians and researchers from the biomedical field will provide access to existing cohorts of COVID-19 patients. Blood samples from 1,500 patients and 500 controls will be transferred to a central Associated with document Ref. Ares(2020)5443493 – 13/10/2020 101016072 – COVIRNA – Part B 8 biobank (Firalis) and assessed for lncRNA content using the FIMICS panel previously developed by LIH and Firalis and covering 3,233 lncRNAs (http://www.firalis.com/?page_id=3548).

Read More

A Centralised Database

In WP2 lncRNA expression levels in blood samples determined by the FIMICS panel will be merged with clinical data of patients into a harmonized and centralized database, curated and made available for bioinformatics and biostatistics analysis. Clinical data will include at least demographic data, comorbidities, survival, indicators of disease severity and major adverse cardiovascular events (MACE). The database will be available for sub-studies. A data management plan (DMP) has been defined and will be implemented.

A Predictive Model

In WP3 experts in bioinformatics and biostatistics will jointly analyse and mine the database to define a predictive model. AI methods including machine learning will be deployed. Primary end-point will be survival. Secondary end-point will be MACE defined as a composite of myocardial infarction, coronary revascularization, stroke, and hospitalization for heart failure.

RNA Outcomes

In WP4 lncRNAs identified as best predictors of outcome will be investigated for their functional association with the disease and its progression. Basic and translational scientist from the consortium will provide a unified and coordinated effort to discover novel functions of lncRNAs and potentially identify novel therapeutic targets.

Diagnostic Test

In WP5 the COVIRNA IVD test will be CE-marked for prediction of outcome of COVID-19 patients. Marketing and commercialization will be prepared.

Dissemination & Adoption

In WP6 a broad dissemination, communication and exploitation strategy will facilitate project´s outputs uptake, ensure stakeholder commitment and encourage interactions and feedback among partners and other stakeholders, maintain the dissemination plan, disseminate the project results to the scientific community and target end-users, and provide training and capacity building for academics, clinicians and industry.

Project Management & Coordination

WP7 is dedicated to project management and coordination.

4. Conclusion

This document has showcased the three main communication and dissemination items of the project namely, the project's logo with and without strapline, the project's flyer, and the website. For each of these items, some technical details were highlighted, as well as the purpose, the creation process, and the images of the actual item.

These three items will be the first step that will allow COVIRNA's communication to kick-off and it will be followed by the actual dissemination content creation in parallel to developments in other work packages. The D6.2 deliverable, which will contain the communication strategy, will detail the actual framework for the project communication and it will be built on the D6.1.