Visceral

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Dissemination plan

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Executive Summary

This document presents the initial version of the VISCERAL dissemination plan. It will be updated by D6.3.2 in project month 9, and D6.3.3 in project month 18.

Four main groups have been identified to be targeted for VISCERAL dissemination: scientific community, business community, medical community and general public.

The focus of the dissemination in the first months of the project, and hence of this document, is on attracting research groups to participate in the competitions. Two strategies are covered for this: a strategy for raising awareness and a targeted dissemination strategy toward groups having been identified as likely to participate.

The strategy for dissemination to the scientific community is also presented in detail. Two research communities of interest are identified: the medical imaging and evaluation infrastructure communities. Relevant journals and conferences that will be targeted to disseminate to these communities are listed.

Dissemination to the business community is defined as the dissemination to encourage SMEs and large companies, in particular those developing PACS systems or medical imaging hardware, to take up and exploit results of VISCERAL. At this stage of the project (month 3), dissemination to the business community is not yet emphasized, because the project has not yet obtained concrete results. This strategy will be updated in future editions of this deliverable.

The main target in the medical community for VISCERAL dissemination is the radiology community, although dissemination to a wider community will be considered. At this stage, journals and symposia aimed at radiologists have been listed. In addition, publications aimed at the medical community in general have also been identified and listed. This strategy will also be updated in future editions of the deliverable as more concrete project results become available.

Dissemination to the general public will be mainly through press releases and the project website.

Table of Contents

1 Introduction

This deliverable presents the initial VISCERAL dissemination plan. It is updated by two later deliverables, as summarised in the table below, along with their delivery dates and the time span on which they focus:

Deliverable Number	Delivery date (project month)	Time span of focus (project months)
D6.3.1 (this document)	3	3–12
D6.3.2	9	10–21
D6.3.3	18	19–30

Four main groups have been identified to be targeted for VISCERAL dissemination:

- **scientific community**, including researchers and students in computer science, primarily in the areas of medical image processing and medical informatics; as well as research infrastructures;

- **business community**, primarily SMEs and large companies developing PACS systems, or medical imaging hardware;

- **medical community**, primarily radiologists;

- **general public**.

The activities targeting these groups are covered in Sections 3 to 6. The VISCERAL website (http://visceral.eu) serves as a central platform for dissemination of information to all groups. It will also serve as an up-to-date source of information for the research groups participating in the competitions. An open mailing list for VISCERAL information has also been set up, and can be subscribed to via the VISCERAL website. A VISCERAL LinkedIn group and Twitter account will be set up, and will serve as sources of information primarily for the participants in the competitions.

The main focus during the time span covered by this deliverable is obtaining sufficient participants in the first competition, which opens for participation in August 2012 (project month 10). This important aspect is covered in Section 2.

2 Encouraging participation in the competitions

In order to encourage participation in the competitions, two strategies will be adopted. A strategy of wide dissemination to raise awareness of the competitions is described in Section 2.1, while a strategy of targeted dissemination toward research groups likely to participate is described in Section 2.2.

2.1 Raising awareness

A Call for Participation in the first competition has been created (see Deliverable 5.1). This Call will be printed and distributed at conferences and events attended by members of the VISCERAL consortium. It will also be sent around on e-mailing lists aimed at research communities working in the areas of medical image processing, computer vision, machine learning, and image and information retrieval. This activity aims to generally raise awareness of the competition, and potentially encourage research groups beyond those on the targeted dissemination list (Section 2.2) to participate in the competition.

2.2 Targeted dissemination to potential participants

The members of the VISCERAL consortium have already identified the following groups as being likely to have interest in participating in the VISCERAL competitions:

- Microsoft Research, Cambridge (Antonio Criminisi);

- INRIA Sophia-Antipolis, France (Nicholas Ayache);

- GE, USA (Albert Montillo);

- Siemens, USA (Dorin Comaniciu);

- Philips, The Netherlands (Leon De Vries);

- Stanford University, USA (Christoph Seiler);

- University College London, UK (Sebastian Ourselin);

- Imperial College London, UK (Daniel Rueckert);

- UCLA, LONI, USA (Zhuowen Tu);

- University of Southern California, USA (Brent J. Liu);

- TU München, Germany (Nassir Navab);

- TU Delft, The Netherlands (B.P.F. Lelieveldt);

- University of Oxford, UK (Michael Brady, Vaclav Potesil);

- Xerox Research Center Europe, France (Gabriela Csurka);

- German Cancer Research Center, Germany (Karl Rohr, Stefan Woerz);

- TU Graz, Austria (Horst Bischof, Martin Urschler);

- ETH Zürich, Switzerland (Luc Van Gool, Jurgen Gall).

These groups will therefore be targeted with a focussed dissemination strategy for encouraging participation in the competitions.

In January 2013, members of these research groups will be informed about the first VISCERAL competition. At this stage they will be provided with the following information:

- Call for Participation

- Examples of manually annotated medical images representative of those to be used in the competitions

- A list of 4 or 5 succinct descriptions of potential tasks to be set to be solved in the competition

- A questionnaire to provide feedback on the potential tasks and to indicate which are of most interest

Feedback from the questionnaire will guide the selection and final form of the tasks to be set for the competition. Furthermore, the strategy is that through being integrated into the design of the tasks, these groups will also feel more bound to participating in the competition.

If at this stage, a number of groups express interest in contributing to the design of the tasks to an even greater extent, then a small workshop will be organised in February or March 2013.

Furthermore, we will apply in January 2013 to organise a workshop on Medical Computer Vision with a session dedicated to VISCERAL at the MICCAI 2013 Conference from 22 to 26 September 2013. The MICCAI Conference is regularly attended by research groups working on topics closely related to

the VISCERAL competitions. If this workshop is accepted by the MICCAI Committee, it will serve two purposes:

- Potentially encourage some groups to make a late decision to participate in Competition 1

- Provide face-to-face support to groups already participating, to prevent groups from dropping out of the competition due to difficulties with the new cloud-based approach to evaluation used in VISCERAL.

3 Dissemination to the scientific community

VISCERAL is producing results of interest in two areas:

- Medical imaging: the competitions and their results are of interest to research groups working in the medical imaging area;

- Evaluation infrastructure: the cloud-based evaluation infrastructure is of interest to research groups working, amongst others, in the areas of Big Data analysis, eScience and Information Retrieval.

Section 3.1 presents the strategy for the publication of results in these areas, while Section 3.2 presents the cooperation with other projects.

3.1 Publication Strategy

3.1.1 Medical Imaging

The results of the first competition will be published in a journal (we will aim for either Medical Image Analysis or IEEE Transactions on Medical Imaging), and as volume in a book series (e.g., Springer LNCS).

For the second competition, we will aim for a similar publication strategy.

The main conference at which VISCERAL medical imaging results will be presented is the Medical Image Computing and Computer Assisted Intervention (MICCAI) annual Conference. The main workshops at which VISCERAL results will be discussed are also planned to take place at the MICCAI.

Further venues of interest for the publication of VISCERAL medical imaging results or for organising tutorials or workshops related to VISCERAL results are:

Journals:

- Methods of Information in Medicine

- Computerized Medical Imaging and Graphics

- IEEE Transactions on Information Technology in Biomedicine

- International Journal of Medical Informatics

- Journal of the America Medical informatics Association

- International Journal of Computer Vision

- Medical Image Analysis

- IEEE Transaction on Medical Imaging

- IEEE Transactions on Biomedical Engineering

- IEEE Transactions on Pattern Analysis and Machine Intelligence

- IEEE Transactions on Image Processing

- Radiographics

- Radiology

Conferences:

- SPIE Medical Imaging

- IEEE Conference on Computer Vision and Pattern Recognition (CVPR)

- Medical Informatics Europe (MIE)

- World congress of Medical Informatics (Medinfo)

- International Conference on Computer Vision (ICCV)

- European Conference on Computer Vision (ECCV)

- International Conference on Pattern Recognition (ICPR)

- International Symposium on Biomedical Imaging (ISBI)

- Information Processing in Medical Imaging (IPMI)

3.1.2 Evaluation infrastructure

The following are venues for publication of articles on the cloud-based infrastructure for evaluation or for organising tutorials or workshops related to this topic:

Journals:

- Information Retrieval

- Information Processing and Management

- ACM Transactions on Information Systems

- Computing in Science & Engineering

- Future Generation Computer Systems

Conferences:

- Cross-Language Evaluation Forum (CLEF)

- IEEE International Conference on Big Data

- European Conference on Information Retrieval (ECIR)

- ACM Special Interest Group on Information Retrieval Conference (SIGIR)

- ACM International Conference on Information and Knowledge Management (CIKM)

- Healthcare informatics, imaging and systems biology conference (HISB)

3.1.3 Overall project results

At the end of the project, we will aim to submit a summary of the findings of the project to a high-impact journal such as Science or the British Medical Journal. This will potentially be done in

collaboration with the BioASQ project (with which a Memorandum of Understanding is being signed), to focus on the advances that competitions can bring to both medical image and text mining.

3.2 Cooperation with projects

VISCERAL has started a cooperation with the BioASQ project (http://www.bioasq.org/), and will sign a Memorandum of Understanding with this project. Allan Hanbury is on the Advisory Board of this project, and will hence ensure transfer of knowledge and experience between the projects.

As both VISCERAL and the PROMISE NoE are working with evaluation infrastructures, a cooperation will be targeted. As a first step, the VISCERAL ideas have already been presented at the CLEF conference in 2012, and a poster on VISCERAL is planned to be presented at the PROMISE Winter School in February 2013.

Through having three common partners, exchange of knowledge with the Khresmoi project is guaranteed. Technology developed in Khresmoi will be evaluated in the VISCERAL competitions. A joint talk between the Khresmoi and VISCERAL projects has already been given at the Medical Content-based Retrieval for Clinical Decision Support (MCBR-CDS 2012) workshop at the MICCAI 2012.

As vice-chair of the Working Group 2 on *Processing Infrastructures for IR and MT* of the COST Action on *Multilingual and Multifaceted Information Access* (MUMIA - http://www.mumia-network.eu/), Allan Hanbury will ensure that infrastructure knowledge and experience from VISCERAL is transferred to the MUMIA partners.

Further cooperation with projects as listed on page 43 of part B of the VISCERAL Description of Work will be undertaken.

4 Dissemination to the business community

Dissemination to the business community is defined as the dissemination to encourage SMEs and large companies, in particular those developing PACS systems or medical imaging hardware, to take up and exploit results of VISCERAL. At this stage of the project (month 3), dissemination to the business community is not yet emphasized, because:

- The project has not obtained any concrete results yet
- Dissemination is focussed on encouraging participation in the competitions

Note that dissemination to the research departments of companies does not fall into this category of dissemination to the business community, and we are in contact with various commercial research departments to encourage participation in the competitions (see Section 2.2).

This section will be updated as the initial exploitation plan is developed over the next 6 months, and will be more detailed in the update of this deliverable at project month 9 (D6.3.2).

5 Dissemination to the medical community

As for the dissemination to the business community, dissemination to the medical community will become more important once the results of the first competition are available. The main target in the medical community for VISCERAL dissemination is the radiology community, although dissemination to a wider community will be considered.

We will aim to publish articles in the following scientific journals read by radiologists:

- American Journal of Roentgenology
- European Journal of Radiology
- European Radiology
- Investigative Radiology
- NMR in Biomedicine
- Radiology
- RadioGraphics
- RöFo – Fortschritte auf dem Gebiet de Röntgenstrahlen und der bildgebenden Verfahren

We will aim to have articles on the results of VISCERAL in the following channels aimed at the medical community in general:

- Medizin&Technik (Germany)
- Ärzte Zeitung (Germany)
- Deutsches Ärzteblatt (Germany)
- Österreichische Ärztezeitung (Austria)
- doktor in wien (Austria)
- Ärztemagazin (Austria)
- Medical Tribune (Austria)
- e-health-suisse.ch (Switzerland)
- Diario Médico (Spain)
- Hospital Digital (Spain)
- Ingenería Hospitalaria (Spain)
- Sanitaria 2000 (Spain)

VISCERAL information and results will be presented at the following congresses aimed at radiologists, presented at the stands organised by Khresmoi partners. An aim of these presences will be to encourage voluntary manual annotation work by radiologists.

- ECR (European Congress of Radiology)

- RSNA (Radiological Society of North America)

- Deutscher Röntgenkongress (Annual Meeting of the German and Austrian Radiological Societies)

6 Dissemination to the general public

The dissemination to the general public will be via the project website and via press releases. Partners will coordinate press releases with their institution press offices to get the optimum distribution and timing of VISCERAL information and results.

7 Conclusion

This document presents the first version of the VISCERAL dissemination strategy. The focus of the document is on attracting research groups to participate in the competitions. Two strategies are covered for this: a strategy for raising awareness and a targeted dissemination strategy. The strategy for dissemination to the scientific community is also presented in detail. Strategies for dissemination to the business and medical communities will be enhanced in future updates of this deliverable (D6.3.2 and D6.3.3). Dissemination to these communities only makes sense once the first concrete results of the project become available. The dissemination strategy to the business community will be developed together with the exploitation strategy.