



HEROES

D 2.3 Website



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Deliverable Plan

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STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive summary

Website is the main pillar of the communication and dissemination activities in HEROES JA. Though many other channels are in use, all of them direct the audience to the website as this online platform will include all content, results, event invitations and information, and news that are related to the Joint Action. This website: healthworkforce.eu has already a long history and extensive publicity with previous EU projects in the health workforce field. This domain was used for sharing information on the Joint Action on Health Workforce Planning and Forecasting, after that this used to be the website of the SEPEN joint tender. When planning the HEROES website we aimed to create a platform that will be a worthy successor of the previous projects and serve as a lead communication channel for health workforce experts and stakeholders of the action.

Introduction

Work package 2 is led by the Ministry of Health of the Slovakian Republic and the Task T2.3 Website is led by the Semmelweis University.

We created the website using a WordPress template called: STAX full site editor. This organic block based template allows us to customize the ready-made content blocks, we can create and edit a variety of headings, paragraphs, images, slide shows or galleries. With the variety of options this template offers we aimed to create a user friendly, transparent and informative website.

In the menu structure there are parts that include so called pillar content that is available already at the beginning of the project and can be uploaded to the website at the website launch. There are some submenus that currently do not have any content because those will be produced during the work package activities such as results or deliverables of the projects, events or newsletters, these content will be available later.

The design of the website is simple and transparent, following the visual identity of the project, involving real life photos, and a short video heading to make the front page visually more attractive for the visitors.

Until the new website will be published, we placed a coming soon message in the landing page to inform the visitors that the website is currently under construction.

Elements of the website

An effective website impresses and engages visitors to the topic it is all about. We created a video “hero section” header to the front page as the header is an element of strategic importance. We believe that a good first impression along with a user friendly website helps visitors to navigate easily and make them come back regularly. Furthermore, consistency such as backgrounds, colours or text tone can give a better user experience. We know that visitors come to our website to find useful information about the Joint Action, in order to deliver them this expectation, we created clear menu structure, easy to navigate submenus and click-on options to find any contact options to our project.

Placing quotes from the project coordinator and task or work package leaders gives visitors a real-life insight and closer understanding of the project and the people working in it as well.

Once we are progressing in the projects we will place clear “Call to action” information buttons to the website, to help visitors register to our events or make sure they can subscribe to our newsletters or guide them to find our EU Health Policy Platform network.

Mandatory elements: the EU emblem with the co-funded text and the disclaimer are uploaded to the website. Privacy policy and cookie settings are also added to the bottom of the website.

Structure of the website

When planning the menu items in the website we considered that the main menu has to cover all information about the project and needs to be clear and easy to navigate for the visitors. Including the archive pages there are seven main menu items on the website. In this document we only discuss the five menu items connected to the HEROES Joint Action.

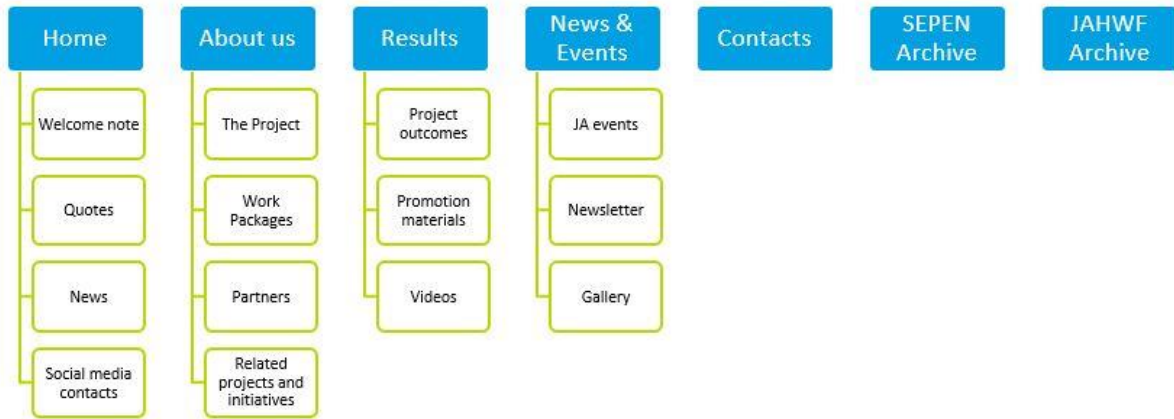


Figure 1. HEROES website menu structure

The front page (Home) does not have a drop down menu, the content is only shown in figure 1 above. The About us menu has four submenu items, The Project, Work packages, Partners and the Related projects and initiatives. Results menu involves three drop down submenu items: Project outcomes, Promotion materials and Videos. News&Events menu has three submenus, namely JA events, Newsletters and Gallery. The last two main menu items do not have relevant content currently, those will be continuously added as the project progresses. Finally the last one is the Contacts menu item with no drop down menus.

Pages of the website

Hereby we will introduce the starting content of the HEROES website, going through the pages one-by-one.

The “Coming soon” message on Figure 2. Will be removed as the website will be approved and will be launched to the public.



The new HEROES website is coming soon!

Figure 2. Coming soon message

Homepage - elements

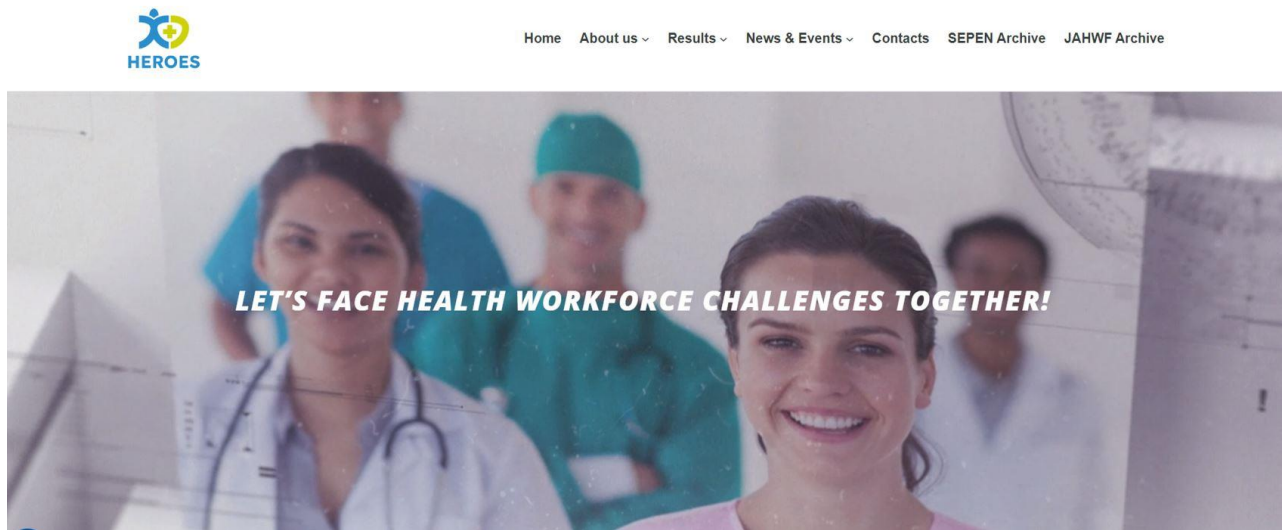


Figure 3. The home page with the video “hero header”

HEROES Joint Action (HEalth woRkfoRce to meet health challEngeS), is dedicated to be a worthy successor of the JA Health Workforce and the SEPEN Joint Tender. These projects have achieved important results in the field of planning and forecasting of health workforce in the recent years.

Continuity is indicated in this website as HEROES JA took over healthworkforce.eu serving as a guiding platform of the health workforce field, where results of the previous projects remain also available.

THE PROJECT




Figure 4. Short introduction with button to the Project description




Paolo Michelutti
PROJECT MANAGER | AGENAS | ITALY

"HEROES is the joint action that is strengthening EU Member States capacity to better organise and plan their health workforce to meet future health system challenges. All 19 countries involved in the action are working to create a more resilient and flexible health workforce. At the end of the action, they would be able to rely on solid databases, appropriate forecasting models, effective stakeholder involvement and a skilled staff of "health workforce planners". The results of the participating countries will help all EU Member States to improve their capacity by creating a European community of experts and practitioners."



Ronald Batenburg
PROFESSOR | NIVEL | THE NETHERLANDS

"This Joint Action creates the opportunity for countries to effectively learn from each other. Not only from good practices but also from countries that share the same healthcare system and health workforce challenges. This principle of "country learning clusters" will improve the cross-fertilisation and country support, which needed more than ever to mitigate the extraordinary pressure on our health workforces today!"



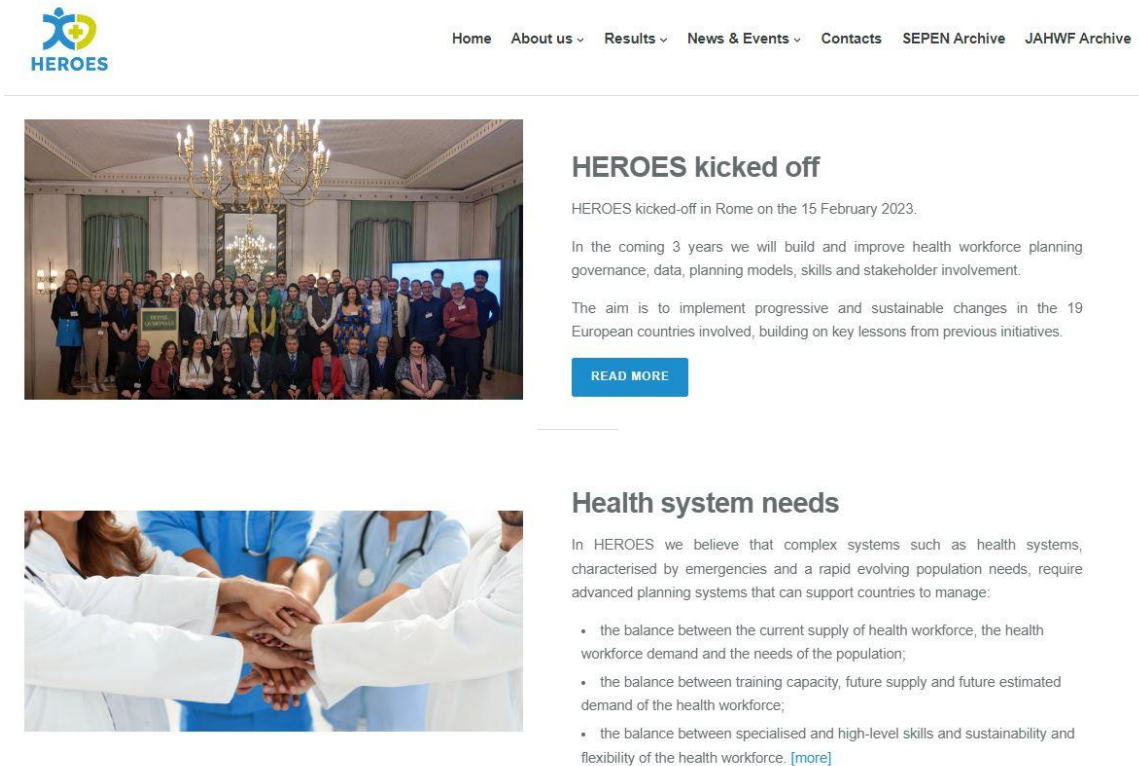
Dora Toth
SENIOR EXPERT | OIVP | HUNGARY

"Optimizing the human workforce in health care is one of the biggest challenges today. I believe that the methodologies and health policies set up in the HEROES project and the knowledge transfer between Member States will help to bring about major system changes for a better healthcare environment with the joint effort in Europe."

Despite the development of technology, digitalisation, medical devices, pharmaceutical research and innovation, the foundation of an effective and resilient health system, is the health workforce.

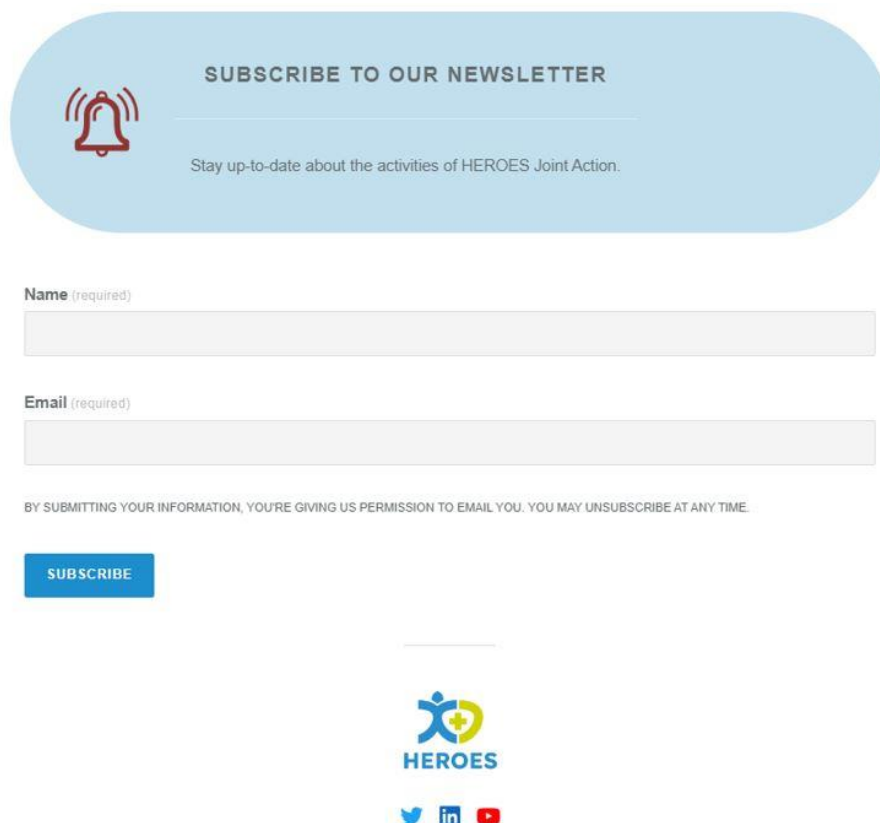
Figure 5. Quotes from the partners

Quotes from the partners will be uploaded as we receive their thoughts and messages related to the project.



The screenshot shows the HEROES website header with the logo and navigation menu: Home, About us, Results, News & Events, Contacts, SEPEN Archive, JAHWF Archive. Below the header, there are two news articles. The first article is titled "HEROES kicked off" and features a group photo of participants in a grand hall. The text below the photo states: "HEROES kicked-off in Rome on the 15 February 2023. In the coming 3 years we will build and improve health workforce planning governance, data, planning models, skills and stakeholder involvement. The aim is to implement progressive and sustainable changes in the 19 European countries involved, building on key lessons from previous initiatives." A "READ MORE" button is visible. The second article is titled "Health system needs" and features a photo of healthcare professionals with their hands stacked. The text states: "In HEROES we believe that complex systems such as health systems, characterised by emergencies and a rapid evolving population needs, require advanced planning systems that can support countries to manage:" followed by a bulleted list of three points regarding workforce balance, training capacity, and specialised skills. A "[more]" link is at the end of the list.

Figure 6. Latest news of HEROES JA



The newsletter subscription form is contained within a light blue rounded rectangle. At the top, it features a bell icon and the text "SUBSCRIBE TO OUR NEWSLETTER". Below this, a sub-headline reads "Stay up-to-date about the activities of HEROES Joint Action." The form includes two input fields: "Name (required)" and "Email (required)". A small disclaimer text states: "BY SUBMITTING YOUR INFORMATION, YOU'RE GIVING US PERMISSION TO EMAIL YOU. YOU MAY UNSUBSCRIBE AT ANY TIME." A blue "SUBSCRIBE" button is positioned below the input fields. At the bottom of the form, the HEROES logo is displayed, followed by social media icons for Twitter, LinkedIn, and YouTube.

Figure 7. Newsletter subscription session and social media contacts

About us main menu- submenu sites



The project

HEROES
Joint Action on HEalth woRkfOrce to meet healht challEnges

19 European countries and 51 partner organisations working together to improve the health workforce planning capacities so to ensure accessibility, sustainability, and resilience of healthcare services.

Key Facts about HEROES

- Duration: 36 months, 01/02/2023 – 31/01/2026 2026.01.31
- JA HEROES involves 19 countries
- The estimated project cost: 8 748 922.55€; EU contribution is: 80%
- Granting Authority: European Health and Digital Executive Agency (HaDEA) under the powers delegated by the European Commission

General objectives

To improve the countries' capacity for health workforce planning to ensure a future accessible, sustainable and resilient systems, focusing on **4 MAIN AREAS**:

- databases, data collection, analysis, linkages, sources, on health workforce supply and demand;
- forecasting tools and planning methodologies to address health workforce future challenges;
- development and enhancement of skills and capacities for effective management of the health workforce planning systems at national and regional levels;
- stakeholders engagement for a successful and sustainable health workforce governance.

Steps of activities

1. Defining a sustainable framework for health workforce intelligence and data gathering
2. Assessing the current situation in each country involved in HEROES
3. Defining area of improvement, identify key stakeholders and possible actions to be taken at national and/or regional level
4. Testing and piloting good practices in the four domains at national/regional level

Moreover, the Joint Action HEROES will also create:

Figure 8. Heading and content item of the Project sub site



Work packages

Structure of the HEROES JA Work packages

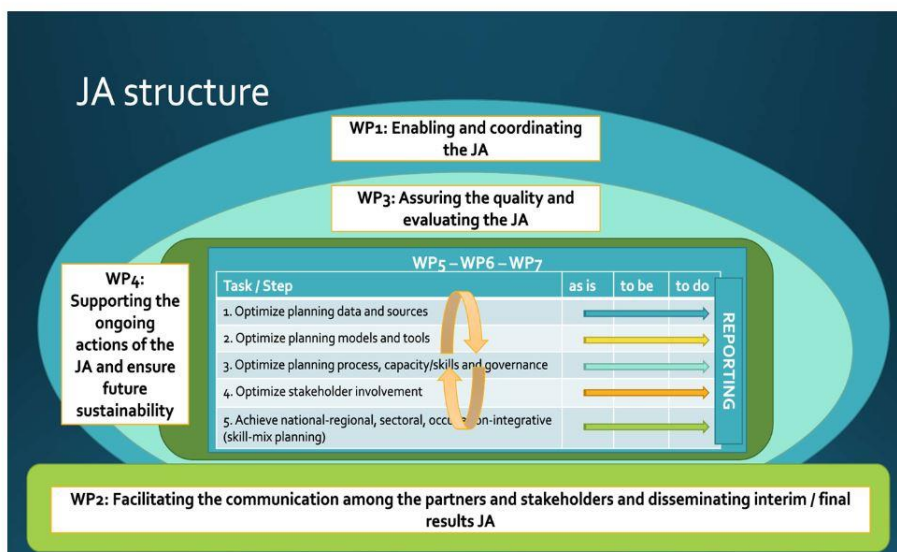


Figure 9. Heading and content item of the Work packages sub site



Partners

Coordinator: AGENZIA NAZIONALE PER I SERVIZI SANITARI REGIONALI (AGE.NA.S)

Figure 10. Heading of the Partners sub site



Figure 11. Map of the partner countries

On the Partners sub site currently we can see a map in which partner countries are highlighted with green colour. This map will be replaced with a moving GIF image, where partner countries will be highlighted one-by-one and in a pop-up window the names of the partner organisations will be shown.

Beneficiaries

COUNTRY	ORGANISATION
Italy	National Agency for Regional Health Services
Belgium	Sciensano
Croatia	Croatian Institute of Public Health
Czech Republic	Ministry of Health of the Czech Republic
Estonia	Ministry of Social Affairs
Greece	Health Quality Assurance Organization
Hungary	National Directorate General for Hospitals
Lithuania	Ministry of Health of The Republic of Lithuania
Malta	Ministry for Health
Netherlands	Netherlands Institute for Health Care Research
Norway	Norwegian Directorate of Health
Poland	Ministry of Health of the Republic of Poland
Portugal	Central Administration of the Health System IP
Romania	Ministry of Health

Affiliated entities

COUNTRY	ORGANISATION
Belgium	Federal Public Service (FPS) Health, Food Chain Safety and Environment
Czech Republic	National Center of Nursing and Non-medical Health Care Professions
Czech Republic	Institute of Health Information and Statistics of the Czech Republic
Czech Republic	Charles University
Greece	National and Kapodistrian University of Athens
Hungary	Semmelweis University
Italy	Università Cattolica del Sacro Cuore
Italy	Emilia Romagna Region
Italy	National Institute of Statistics
Lithuania	National Health Insurance Fund under the Ministry of Health of the Republic of Lithuania
Lithuania	State Health Care Accreditation Agency under the Ministry of Health of the Republic of Lithuania
Norway	Statistics Norway
Portugal	Nova University Lisbon
Romania	Public Health Directorate of Mures county

Figure 12. Content items of the Partners sub site

OASES

OASES project aims to **reinforce the capacity of health authorities** to reform their health systems and address all the important aspect to **successfully tackle the challenges** that the medical desert is posing them. Specifically regarding actions focusing on skill mix, task shifting, use of e-health or IT systems, recruitment and retention management and policies in order to guarantee universal coverage also in rural and underserved areas.

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AHEAD

The project Action for Health and Equity: Addressing medical Deserts – or AHEAD – aims to reduce health inequalities by addressing the challenge of medical deserts and medical desertification in Europe. Our goal is to achieve better access to health services, especially in underserved areas, and more equitable access to sufficient, skilled and motivated health workers, starting with the countries involved in the project: Italy, Moldova, the Netherlands, Romania and Serbia. We aim to do this by building knowledge encouraging (digital) innovation in health service delivery and applying a participatory approach to public health policymaking.

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ROUTE-HWF

ROUTE-HWF aims to help EU Member States to improve timely access to high-quality healthcare across all EU regions, thus reducing disparities in population health.

[LEARN MORE](#)

TaSHI

TaSHI stands for Empowering EU health policies on Task SHifting. Health workforce planning systems show a high variety of maturity in the EU. Member States tend to focus on diverse aspects of managing health workforces and health policy focuses on optimising the operation of health systems by various measures. Initiatives on task shifting can contribute to more effective organisation of care and human resources for health management at different levels, so committing to improve efficient and sustainable health systems in innovative ways. The main objectives of the TaSHI project are to provide a novel understanding and up-to-date knowledge on task shifting and on transferability and uptake of good practices in implementation.

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METEOR

The METEOR Project focusses on the job retention of healthcare workers in the European Union. More specifically, METEOR aims to enhance the scientific knowledge on job retention of healthcare workers in Europe and we will develop policy recommendations to increase job retention for this occupational group. METEOR will achieve this in two ways. First, one online survey will be submitted to physicians and nurses in eight hospitals in four diverse EU countries (i.e. Belgium, the Netherlands, Poland and Italy). Second, co-

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ECHO

The main objective of ECHO is to strengthen the proactive cyber defence of the European Union, enhancing Europe's technological sovereignty through effective and efficient multi-sector and multi-domain collaboration. The project will develop a European Cybersecurity ecosystem, to support secure cooperation and development of the European market, as well as to protect the citizens of the European Union against cyber threats and incidents.

[LEARN MORE](#)

BeWell

BeWell project will contribute to the transformation of healthcareFostering a sustainable, fair and resilient ecosystem, with a clear blueprint for sectoral cooperationEuropean countries have increasingly been recognising the importance of adopting green and digital solutions. The COVID-19 pandemic has exacerbated the health challenges that Member States have been facing, and the pressures on health systems, but it has also provided an opportunity for European countries to **accelerate** their digital and green transitions via the mass adoption of digital solutions in a world requiring physical distancing.

[LEARN MORE](#)

Figure 13. Content of the Related projects and initiatives sub site

Results and News&Events main menu sites

In the Results main page the Project outcomes sub site content will be uploaded as they will be approved by the European Commission. Promotion materials and videos will be also uploaded during the course of the project.

In the News&Events menu, JA events sub site will contain an event calendar, the Newsletter sub site will include the newsletter editions and a newsletter subscription session. The Gallery has currently some photos of the Kick-off event, this sub site will be also regularly updated as the Joint Action will organise events or partners participate in any related events where photos will be taken.

Contacts main menu



Figure 14. Content of the Contacts site

In the Contacts main menu site we invite visitors to join our network on the EU Health Policy Platform (will be created shortly) and also to follow us in several social media sites.

SEPEN Archive and JAHWF Archive contents will be available at the launch of the website.



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