

# How can IMI leverage your communication?

**Iris Ontavilla**

02.04.2019 • IMI Projects Communication Event • Brussels

# IMI website: homepage plus success stories page

Innovative Medicines Initiative 2 JU [BE] | <https://www.imi.europa.eu/projects-resultssuccess-stories-proje...>

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## Support for patients with respiratory diseases

13/03/2019

IMI's PRO-active project has developed new patient-centred tools and approaches to help people with chronic obstructive respiratory disease (COPD) get more personalised treatments - a means to boost their activity levels, health and well-being.

COPD affects 1 in 10 of all people aged 50 and over and is a leading cause of death. The disease is characterised by breathlessness, coughing and often excessive mucus production, all of which make any physical activity uncomfortable and difficult for sufferers. In Europe alone, some 300 000 Europeans die each year from COPD.

Physical inactivity is a key predictor of death in patients with COPD. The IMI project PRO-active has developed new tools to help researchers and clinicians measure the impact of the disease on patients experience with physical activity and the physical difficulties patients encounter. This information can now be used to assess the impact of effective treatments on an outcome that is directly relevant to patients.

'Lack of physical activity is an indicator of mortality,' says project coordinator Thierry Troosters of the Katholieke Universiteit Leuven in Belgium. 'Patients with COPD who drop their physical activity levels are more likely to die than people who maintain those levels. We could already measure physical activity, but now we have a tool that captures how patients experience it.'

The new tools are providing doctors, nurses and other healthcare workers and researchers with unique information on the effect of treatment on their patients, he adds. They will also feed into the way new medicines and other interventions are assessed and benchmarked, based on patients' experiences.



Innovative Medicines Initiative 2 JU [BE] | <https://www.imi.europa.eu>

€5.3bn BUDGET 118 PROJECTS 2225 PARTICIPANTS >7 000 PROJECT OUTPUTS >3 800 PUBLICATIONS

## LATEST NEWS

IMI Stakeholder Forum 2019 - registration open

Registration is now open for the IMI Stakeholder Forum 2019, which will be held in Brussels on 12 June. The theme of this year's event is 'Brain health and disease in the digital era - 2020 & beyond'. We will explore ways of building IMI Call topics that converge around this relatively new space and which could open up new channels where fresh voices and minds will join established players in the field...

The PRO-active project: support for patients with respiratory diseases

'We brought target binding kinetics to the international research community' – an interview with the K4DD project coordinators

IMI launches IMI2 - Call 17

# IMI website: project factsheet and catalogue tools

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## Catalogue of project tools

In order to help scientists outside of our projects in their research efforts, we have started building a catalogue of accessible tools generated by our projects. Please keep in mind that this list is not comprehensive.  
If you know of a tool which should be included in this catalogue please [contact us](#).

Show 10 entries Search: pro-active

Project acronym	Resource	Short description	Link or contact	Access conditions
PRO-active	Conceptual framework on physical activity	Guidance on the development and content validation of two patient reported outcome (PRO) instruments on physical activity that could be used as a model for other diseases.	<a href="#">link</a>	Free
PRO-active	Patient reported outcomes	Two patient reported outcome (PRO) instruments to capture physical activity (PA) data in patients with chronic obstructive pulmonary disease (COPD) in clinical trial settings: 1) D-PPAC (for daily ...)	<a href="#">Final qualification opinion</a> <a href="#">Contact the project</a>	Free

Showing 1 to 2 of 2 entries (filtered from 82 total entries) Previous 1 Next

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## PRO-active

Physical Activity as a Crucial Patient Reported Outcome in COPD

Closed | IMI | [Respiratory diseases](#) | [Tools for predicting/monitoring safety](#)

### Summary

Although lack of physical activity is one of the most common predictors of mortality in patients with chronic obstructive respiratory disease, there are no validated tools to measure the impact of the disease on how patients experience physical activity. The PROactive project developed new, innovative patient reported outcome tools to capture both the experienced amount of physical activity and the difficulties during activity, opening the way for the development of more effective treatments. The project also developed innovative ways to enhance physical activity, both as it is objectively measured and as it is experienced by patients. Furthermore, the project succeeded in placing physical activity higher on the agenda of clinicians, patient organisations and researchers, and patients are already reaping the benefits.


### Achievements & News

**PROactive concludes telecoaching study for COPD patients**  
May 2015  
The **ProACTIVE** project has successfully concluded testing in its telecoaching study on **physical activity in patients with chronic obstructive pulmonary disease (COPD)**.

**PROactive researcher wins COPD award**  
September 2014  
Professor **Milo Puhon**, a researcher from IMI's **PROactive** project on **chronic obstructive pulmonary disease (COPD)** has been awarded the European Respiratory Society (ERS) **COPD Research Award 2014**.

**PROactive trials for lung disease patients underway**  
July 2014  
IMI's **PROactive** project on **chronic obstructive pulmonary disease (COPD)** has launched a number of trials and studies using its innovative tools for accurately capturing the **impact of COPD on patients' physical activity levels**.

Physical activity in patients with chronic obstructive pulmonary disease



### FACTS & FIGURES

Start Date	01/09/2009
End Date	31/05/2016
Call	IMI1 - Call 1
Grant agreement number	115011

Type of Action:  
RIA (Research and Innovation Action)

<b>Contributions</b>	€
IMI Funding	6 767 597
EFPIA in kind	7 230 350
Other	1 637 875
<b>Total Cost</b>	<b>15 635 822</b>

### CONTACT

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# IMI twitter

Tweets  
**7,311**

Following  
**2,324**

Followers  
**8,522**

Likes  
**1,687**

You Retweeted



**Horizon 2020** @EU\_H2020 · Mar 7

Low physical activity levels can lead to premature deaths in lung disease sufferers  
An #H2020 project has developed patient-centred tools to help people w/  
chronic obstructive respiratory disease #CODP get + personalised treatments  
#EUHealthResearch

[europa.eu/!pT94YM](https://europa.eu/!pT94YM)



You, EU\_Health, WHO/Europe and 3 others



# IMI newsletter



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## 88th Edition – March 2019



### IMI News

- [Stakeholder Forum – registration open](#)
- [Meet IMI at BIO 2019](#)

### News from our projects

- [Scientists identify culprit in organ scarring diseases](#)
- [RADAR-CNS study reveals factors influencing digital technology use for depression](#)
- [Join the iPIE project's final event](#)
- ['We brought target binding kinetics to the international research community' – an interview with the K4DD project coordinators](#)

### IMI News



At the end of 2018, IMI had maintained 2 398 newsletter subscribers

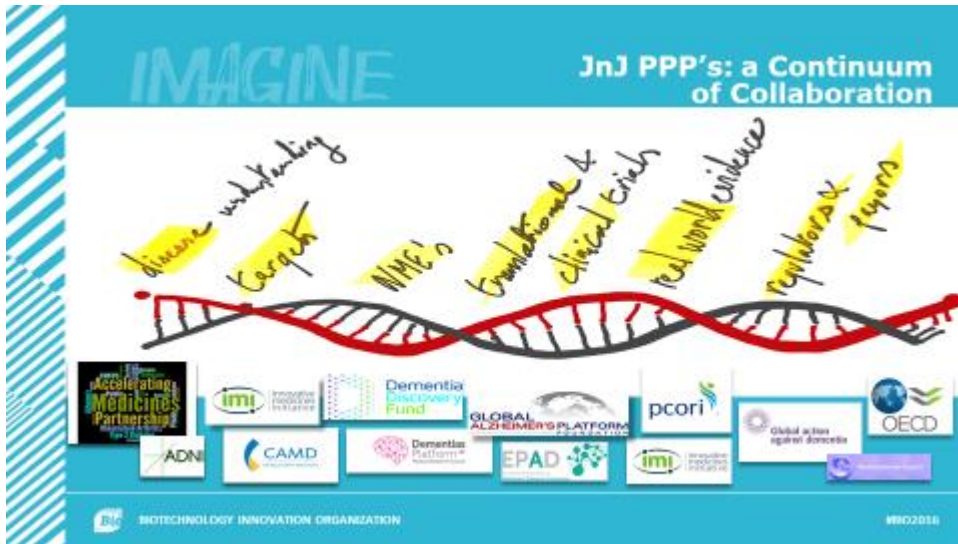
# IMI Events organised by IMI



- Gave the floor to **162 speakers**
- Attracted over **1 060 participants** from diverse audiences



# External events with IMI involvement



P Stoffels slide for the BIO 2016 IMI session

IMI  
@IMI\_UK

At the #ResearchImpactEU event, Deborah Watson-Jones explained how our #Ebola #vaccine projects allowed the vaccine development process, which usually takes 10+ years, to be compressed because of the urgency to find an Ebola vaccine #IMICarryTheTorch bit.ly/2QmWy4M



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## IMI at ESOF 2018

Start Date 11/07/2018

Toulouse, France

2:40 PM - 28 Nov 2018

8 Retweets 7 Likes

London School of Hygiene & Tropical Medicine, @LSHTM, @IMI\_UK and 2 others

Add another Tweet

f t in

IMI took part in [ESOF 2018](#) with a session on the (re)-use of health data on Wednesday 11 July. ESOF (the EuroScience Open Forum) 2018 was held in Toulouse, France from 9 to 14 July inclusive. The IMI session was part of the [Scientific Programme](#) under the 'Health in our societies' theme. In addition, IMI was present at the European Commission stand in the exhibition.

IMI session: 'My health, my data? A role-playing game surrounding the (re)-use of health data'

Wednesday 11 July, 13:30-14:45



# IMI LinkedIn

Group members reached the figure of 4 974 at the end of 2018

**Ellen [P.B.] de Waal** • 1st  
Communication Manager HARMONY Alliance [European Network of Excellenc...  
5d

Algorithms To Transform Knowledge Into Better Medicine Outcomes. Sharing this article with you about the BigData Platform of the IMI HARMONY Alliance:  
<https://lnkd.in/df2yKAT> #bigdata #patientinvolvement #research #hen ...see more

Algorithms To Transform Knowledge Into Better Medicine Outcomes  
harmony-alliance.eu

3 Likes

Like Comment

Be the first to comment on this

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**Christophe Bintener** • 1st  
Project Officer at Alzheimer Europe  
1w

We're pleased to launch the @IMI2\_NEURONET coordination and support action for @IMI\_JU projects focussed on neurodegenerative diseases - working towards a #HealthierFuture: <https://lnkd.in/dWHSg5i> ...

Neuro Alzheimer Europe Press release - The Innovative Medicines Initiative launches a public-private  
Efficiently Networking Neurodegeneration Research alzheimer europe.newsweaver.com

10 Likes

Like Comment



# IMI in the media


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### The Network

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#### Support for patients with respiratory disease


IMI's PRO-active project has developed patient-centred tools and approaches to help people with chronic obstructive respiratory disease (COPD) get more personalised treatments - a means to boost their activity levels, health and well-being.

18 Mar 2019

[More news about IMI](#)



Sponsored by IMI



#### A novel, preventive approach to treating rheumatoid arthritis

Novel therapies being developed by IMI-funded researchers could help to prevent and cure rheumatoid arthritis by tackling the autoimmune disease in the very early stages, before debilitating symptoms appear.

18 Feb 2019

[More news about IMI](#)

### Most Read

1. ETH Zurich to fire astronomy professor over 'unprofessional conduct'
2. What's on the horizon for Horizon Europe
3. European universities battle for €60M funding in giant matchmaking competition
4. The Joint European Torus is going out with a

Homepage with 25,000 unique monthly pageviews  
Science|Business bi-weekly newsletters- opt-in list of 18,000  
Social media promotion with total outreach of 12,000 followers

# IMI next steps

- BIO two IMI sessions:
  - ‘Getting to grips with data quality issues through international neuroscience initiatives’ - IMI’s EQIPD project,
  - ‘Building a brighter future for children: How will large paediatric trial networks help to deliver safe, effective medicines - IMI’s C4C project
- Results Pack on the digital future of Brain research: EU-AIMS, PRISM and AETIONOMY
- SF 2019 on ‘Brain health and disease in the digital era - 2020 & beyond’. Several speakers from related IMI projects
- ... and focus results, results, results. Help us demonstrate IMI impact!

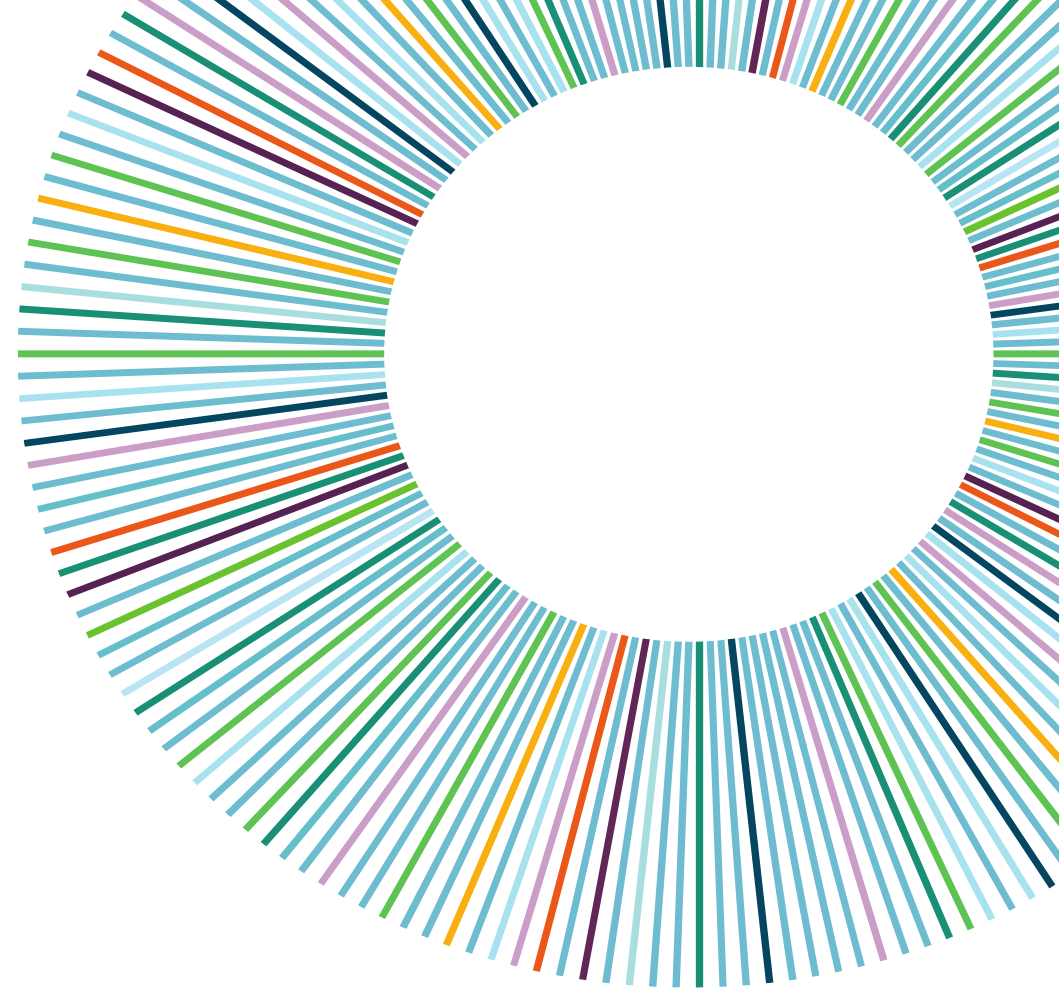
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**10 YEARS OF  
BREAKTHROUGHS**  
A HEALTHIER  
FUTURE



**Thank you!**