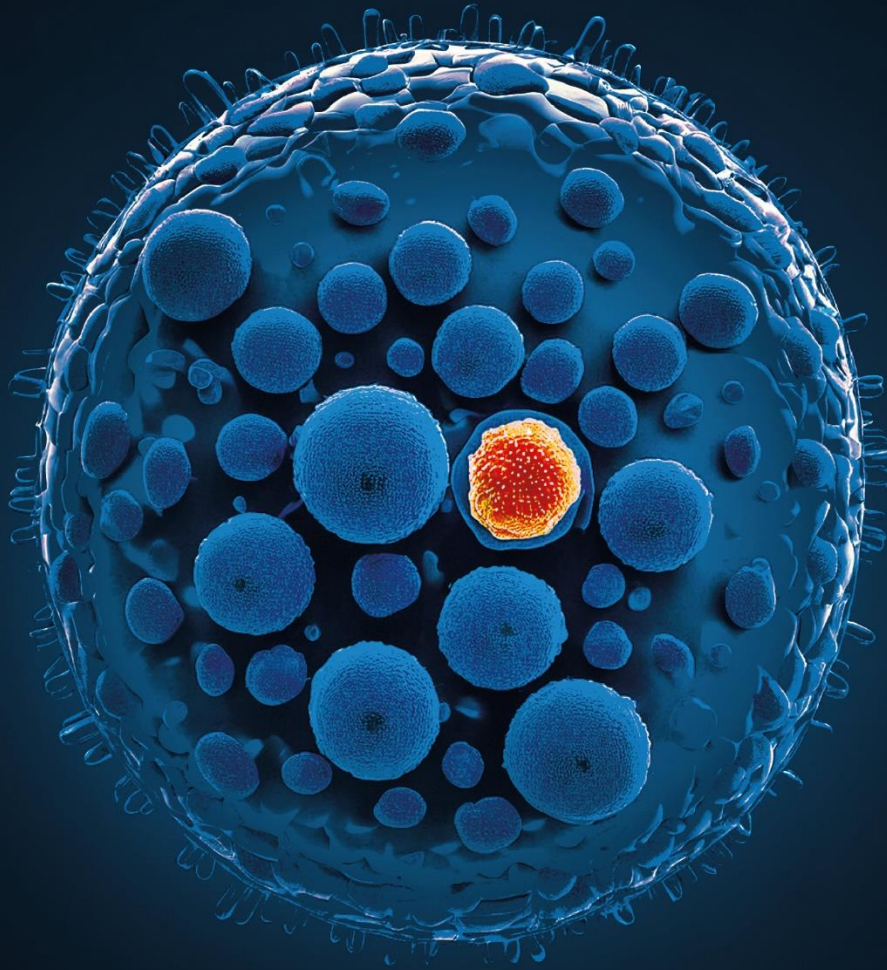


# COMMUNICATION PLAN 2024





## SUMMARY

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## INTRODUCTION

Given the complexity and structure of the Heal Italia Foundation, for communication to fulfill its functions it must be organic and structured, acting as a fundamental and essential segment of the creative and implementation process of each intervention or project.

The communication of the Heal Italia Foundation must be thought of as a single flow. All actions communicated externally must be able to be traced back to a single precise and clear image, as well as coordinated direction. What is communicated must reflect what is done. The more functional external communication is, the more effective the organization's ability to convey relevant and significant content about what it carries out internally and externally will be.

The primary objective is to achieve the maximum degree of transparency, clarity and timeliness of the communications to be provided to the relevant public in matters of interest to the Foundation, contributing to the achievement of the mandate objectives identified by the Presidency and the Operations Management as well as the visibility and recognisability of the results achieved.

Furthermore, one of the primary functions of communication is to foster a sense of belonging and sharing among those who work within or for the structure. Knowing and sharing objectives, activities and results supports active participation and contributes to organizational well-being. Communication is in fact a strategic tool for striving for organizational improvement that allows us to rationalize office activity, in order to work in an efficient and coordinated way. Only by simplifying - and supporting - internal and external communication procedures will it be possible to give the right emphasis to the work done and the results produced.

Communication is a tool to support the full implementation of the strategic objectives of the Strategic Programme, as summarized below:

- The Consolidation of Scientific Thematic Networks
- The economic valorization of knowledge with the aim of promoting economic growth through the transformation of research into knowledge that can be used for the production of goods and services
- The Creation of a Heal Italy Core Facility
- The consolidation of driver technologies for HEAL ITALIA: Artificial intelligence for precision diagnostics, personalized therapies and for the organizational and management innovation of healthcare processes
- The Creation of Heal Italia Research Centers
- The Enhancement of a Training Action Plan
- The internationalization of the Heal Italia Foundation

## Communication channels

### Internet web site

The Foundation has developed and consolidated the website online:

- [www.healitalia.eu](http://www.healitalia.eu) in the two versions english and italian

### Social Network

Communication on social networks is currently the most direct and immediate way to reach certain identified target audiences

- [www.healitalia.eu](http://www.healitalia.eu) Facebook e Instagram

### Press Office

It deals with external communication, disseminates and promotes the Foundation's activities by managing relations with the media and the press regarding the Foundation's activities and services. Carries out orientation activities for the media.

## Scenario Analysis

### Key Word

- Innovation
- Precision Medicine Research
- Network
- Health
- Research
- Research laboratories
- Pharmaceutical industry
- Future
- Concreteness
- International
- Europe
- Sustainability
- Flexibility
- Transparency

### Strengths

- Diversification of areas of activity
- Authority
- Recognition by clients
- Competence and knowledge in Research and Precision Medicine
- Heterogeneity and plurality of interlocutors
- Strong interconnection between the different areas and services
- High professional quality of research partners

### Points of weakness

- Lack of unified external understanding of who the Foundation is and what it does today
- Organizational complexity
- Ties and constraints defined by the client
- Heterogeneity and plurality of interlocutors
- Complexity of relationships and connections between the different areas and services

### External opportunities

- Independent scientific positioning on a national and international level
- New specific agreements with bodies and institutions
- Partnership in the communication area

## External risks

- Loss of authority/positive reputation of a technical/scientific nature
- Competition with entities that have a solid brand and structured public relations

## Strategic communication objectives

- Support the achievement of the objectives identified in the Strategic Program with appropriate communication
- Promote a unitary identity and a homogeneous image of the services offered and the products created (both internally and externally)
- Promote the dissemination of the networking and research model focused on Precision Medicine promoted by the Heal Italia Foundation
- Promote the visibility of the Scientific Networks developed by the Foundation at a national and regional level
- Promote collaborations and positive relationship systems with a plurality of subjects and references of interest, in the public and private sphere
- Identify and create synergies with the sector press to become their priority interlocutor.
- Gain positioning in specialized publishing
- Strengthen internal communication.
- Consolidate the internal coordination of communication flows and processes.
- Communicate in a transparent, effective, efficient and transversal way.
- Make accessible the large quantity of material that is produced and processed by the Foundation's areas and services.
- Spread the culture of Open Science

## Target Audience

The recipients of the Foundation's communication can be divided into homogeneous groups to be achieved for each operational objective:

### Internal communication:

- Scientific community
- internal staff, collaborators and professionals
- service providers

### External communication:

- local citizenship
- public and private bodies, associations and institutions at local, regional, national and international level
- students, teachers, external researchers
- media and journalists
- sponsors and supporters
- stakeholders

## Strategy based on the target audience

Differentiated: differentiated messages are reworked depending on the type of recipients  
Direct and indirect on a large scale: in some cases the recipients are reached with one-to-one communication, in others through communication mediated by another communication tool or another target. Informative, scientific, accessible, sustainable, economical.

## Internal communication

Given the organizational complexity of the Foundation, particular attention will be paid to strengthening internal vertical and horizontal communication. To optimize resources and time, clarity and schematization in the procedures for circulating information within the Foundation become essential.

- The communication process is not a marginal fact, but an integral part of the activity itself which is the object of it. This role is entrusted to the Communication Project Unit which:
- Is available with the Foundation's governance to collaborate and conduct the dissemination part of the projects;
- Disseminates the results of the checks on website updates and news dissemination and press review activities in a coordinated manner to the various internal stakeholders involved
- Participates when functional in the preliminary phase of project development in order to satisfy the communication expectations of the partners
- Has the task of contributing to the drafting of projects in relation to its scope of action and of defining the most appropriate type of communication
- Has the task of defining the best strategy for communicating individual events/projects.

During the last months of 2024 it worked to strengthen internal communication and to strengthen the graphic coordination of the promotional products created for the first Forum for Precision Medicine which was held in Palermo on 13/14/15 June. Specifically through:

- Creation of coordinated graphics for the Foundation's products: brochures, invitations, presentations, etc.;
- Drafting a document to review and update the Foundation's merchandising and communication kit

## The activities carried out and the objectives achieved in 2023

Even considering the short time span of the 2023-2024 communication plan, active since September, during the year 2023 all the expected objectives were substantially achieved but, above all, a coordinated system was set up and implemented, capable of guaranteeing adequate information and representation of all the Foundation's diversified areas of intervention.

Communication was managed as a single flow with the dual objective of making known externally and giving relevance to the activities, initiatives, events and more generally to what was produced, conceived and implemented - in whole or in part - by the individual areas and individual services that make up the Foundation. What was communicated reflected as much as possible almost all of what was done, with the result of having conveyed relevant and significant content internally and externally on what the Foundation does, with the maximum degree of transparency, clarity and timeliness of both external and internal communications.

To achieve this, a system for collecting information, planning communications and organizing the management of work resources has been developed such as to allow an integrated monthly vision of the activities, initiatives and events involving the Foundation.

This collection of information, which also took shape thanks to the collaboration of the other scientific areas of the Foundation, also made it possible, in cascade, to spread the news to almost all the researchers and collaborators, thus encouraging the circulation of information and also the meaning of belonging among those who work within the Foundation. Knowing and sharing objectives, activities and results, in fact, supports active participation and contributes to organizational well-being.

Below are the main results achieved with reference to the objectives identified for 2023

- The presentations of the Foundation's main areas of intervention (services, research and international activities) have been updated in order to have a company profile in Italian and English to be used in institutional relations and in starting collaborations.
- Communication in the press, on the website and on social channels of agreements and memoranda of understanding with other public administrations in the areas of activity of the Institute, of conference initiatives and/or technical-scientific in-depth analysis proposed in the context of the main client relationships and partnership. 60 news items were produced on the institutional website, over 50 posts published on the various institutional social channels;
- Support was guaranteed for the creation of a video campaign on Precision Medicine and the development of a campaign on the recruitment of new researchers is underway.
- Coordination was ensured with the promotion and communication actions activated by the Foundation through collaboration in the review of the site and the identification of contents and methods of dissemination

Finally, it should be noted that the development of a circulation method for the internal flow of information which collected in a timely and punctual manner all the elements necessary for the design and planning of external communication regarding all those events, initiatives and projects involving the Foundation.



## The objectives to be achieved by 2024

- Strengthening the Foundation's positioning at national and international level as the main and most authoritative interlocutor on Precision Medicine
- Communication on the site and on our channels and, if deemed appropriate by the Foundation's top management and dissemination in the press, of the new collaboration agreements (activities and results) entered into by the Foundation during 2024.
- Communication on the website and on our social channels and, if deemed appropriate by the Foundation's top management, dissemination in the press of the programming of the Foundation's activities such as the organization of eight Roadshows in eight Regions Project target HEAL ITALIA Roadshows 2024- 2025

## Transversal and additional actions

- press office, local, national and where possible international
- production of content and communication material
- relations with journalists and information bodies
- convocation, management and presence at press conferences agreed with the management of the Foundation
- management and updating of the Foundation's social accounts and those managed by it
- Web monitoring and development of the Foundation's social media strategy
- drafting presentation and institutional texts
- targeted research of newspapers and sites to relaunch the Institute's individual initiatives
- planning and management of any interviews on topics of primary interest to the Foundation with newspapers, television and radio stations
- consolidation and expansion of relationships with bodies/institutions/private individuals
- coordination of communication activities relating to events and initiatives involving the Foundation, in collaboration with press offices and external communication representatives in the case of collaborative activities
- search for partners and synergies that can relaunch the image of the Fondazione.

## Tools

- online communication (sites, social channels)
- newsletter
- average
- audiovisual products (video, photos)
- company profile
- presentations of the individual services
- public relations
- organization of events
- moments of direct participation and sharing by users on our social channels
- conception and organization of one internationally relevant conference per year
- progressive intensification of our presence outside and abroad
- search for greater collaborations with bodies\institutes\associations

## Economic resources

Since these are goods and services with multi-year utility, the economic resources necessary to finance the actions planned for 2023-2024 are allocated in the budget of the Operations Management. The completion of all the planned actions is however subject to verification of the maintenance of the correct economic and financial balance.



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