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## Future Dissemination & Sustainability Plan

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## Review Table

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## Contents

1	EXECUTIVE SUMMARY .....	4
2	PROJECT CONSORTIUM .....	6
3	WORK PACKAGES .....	7
4	DISSEMINATION COMMITTEE.....	8
2	DISSEMINATION OBJECTIVES.....	9
3	TARGET GROUPS AND STAKEHOLDERS.....	9
4	DISSEMINATION STRATEGY.....	10
5	DISSEMINATION ACTION PLAN .....	11
5.1	Dissemination tools and channels.....	11
5.1.1	Project logo.....	12
5.1.2	Templates and dissemination reporting form .....	12
5.1.3	Project website .....	12
5.1.4	Dissemination through Partners' websites .....	13
5.1.5	Internal specific workshops and presentations.....	13
5.1.6	Info days, Workshops, Presentations on MEDITEC .....	13
5.1.7	Inauguration of the MEDITEC Laboratories .....	14
5.1.8	Promotional material .....	14
5.1.9	Social networks.....	14

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ERASMUS+ Programme – MediTec Project Number: 585980-EPP-1-2017-1-DE-CBHE-JP

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5.1.10	Press dissemination .....	14
5.1.11	Publications in scientific journals .....	15
5.1.12	Final conference .....	15
<b>6</b>	<b>DISSEMINATION ACTIVITY EVALUATION AND REPORTING .....</b>	<b>16</b>
<b>7</b>	<b>SUSTAINABILITY .....</b>	<b>19</b>
7.1	Sustainability at the financial level .....	19
7.2	Sustainability at network level .....	20
7.3	Sustainability at institutional level: .....	20

## 1 Executive summary

This delivery outlines the dissemination plan to be adopted by the Erasmus+ Project MediTec as a guideline for organizing and implementing the dissemination activities as provided in the description of the project work package WP5. Its objective is to raise the awareness about the outcomes of the project and the developments that have been achieved within project. The document covers the written and visual identity of the project, offers an overview of the tools designed to develop sound dissemination activities and outlines the dissemination assessment. The Dissemination plan is elaborated in conformity with the MediTec project provisions and taking into consideration the Communication and Visibility Manual for European Union External Actions elaborated by the European Commission. All partners should follow up continuously to reach the Objectives outputs.

“Dissemination for Future Sustainability” Work package aims to establish an effective communication strategy and dissemination of project results. All partners will be involved at three different levels:

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- Promotion of project's activities, objectives and results;
- Promoting the establishment of the MediTec programs and laboratories at the beneficiary partners in Jordan
- Cooperating for the exploitation of project results.

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## 2 Project Consortium

MediTec project consortium is composed of 15 partners, consisting of 5 HEIs from 4 EU member states (Germany, Slovakia, Czech Republic, and Malta), 5 HEIs from Jordan, 3 HEIs from Iraq, 2 HEIs from Iran, as shown in Table (1). Hochschule fur Technik, Wirtschaft und Kultur Leipzig is the project coordinator.

Table 1: The list of the MEDITEC Project consortium partners

Partner	Organization	Acronym	City	Country
P1	 Hochschule fur Technik, Wirtschaft und Kultur Leipzig	HTWK	Leipzig	Germany
P2	 Pavol Jozef Šafárik University in Košice	UPJS	Kosice	Slovakia
P3	 Masarykova univerzita	MUNI	Brno	Czech Republic
P4	 Int@E UG	int@E	Leipzig	Germany
P5	 Jordan University of Science and Technology	JUST	Irbid	Jordan
P6	 University of Jordan	UJ	Amman	Jordan
P7	 Hashemite University	HU	Zarqa	Jordan
P8	 Princess Sumaya University for Technology	PSUT	Amman	Jordan

P9		University of Duhok	UoD	Duhok	Iraq
P10		University of Baghdad	UoB	Baghdad	Iraq
P11		University of Basrah	UB	Ashar	Iraq
P12		Tehran University of Medical Sciences	MTUS	Tehran	Iran
P13		Iran University of Medical Sciences	IUMS	Tehran	Iran
P14		Yarmouk University	YU	Irbid	Jordan
P15		Universita ta Malta	UM	Msida	Malta

### 3 Work packages






MEDITEC project consists of nine main work packages as shown below in Table 2.

Table 2: MEDITEC Work packages

WP Number	Title
WP1	Review, State of the art and Network between partner universities
WP2	Purchase of training equipment and training materials
WP3	Training and integration the training program in teaching system
WP4	Quality control and monitoring

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Partner	Organization		Acronym	Country	Contact persons
P5		Jordan University of Science and Technology	JUST	Jordan	Co-Leader Prof. Fahmi Abu Al-Rub Email: <a href="mailto:abualrub@just.edu.jo">abualrub@just.edu.jo</a>
P6		University of Jordan	UJ	Jordan	Co-Leader Prof. Ahmed Al- Salaymeh Email: <a href="mailto:salaymeh@ju.edu.jo">salaymeh@ju.edu.jo</a>
P4		Int@E UG	int@E	Germany	Mrs. Juman Ebdah Email: <a href="mailto:jum.ebdah@gmail.com">jum.ebdah@gmail.com</a>
P10		University of Baghdad	UoB	Iraq	Dr. Ayaid Zgair Email: <a href="mailto:Dr.ayaidkhadem@gmail.com">Dr.ayaidkhadem@gmail.com</a>
P12		Tehran University of Medical Sciences	MTUS	Iran	Dr. Mohammad Nekoofar Email: <a href="mailto:dira_gsia@tums.ac.ir">dira_gsia@tums.ac.ir</a>
<b>WP5</b>		Dissemination, Exploitation and Sustainability			
<b>WP6</b>		Management of the Project			

#### 4 Dissemination Committee

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## 2 Dissemination objectives

The general objective of the dissemination plan is to raise the awareness about the outcomes of the project and the developments that have been achieved within project, and to support the project sustainability and shall be focused on the following:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions directly and not directly involved in the project in order to share the results, best practices, lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from political decision makers as to facilitate the necessary political support and generate potential positive decision concerning project's outcomes;
- Gaining acceptance and interest from the direct users/ target groups for the delivered outcomes after the project end and/or to potentially support the project's sustainability.

## 3 Target groups and stakeholders

MEDITEC shall be disseminated to the following strategic target groups:

- 1. Teaching, technical & administrative staff** within each participant by involving this target audience in the project activities (i.e. participation in surveying, the train-the-trainer's workshops, seminars)
- 2. Students community**, as the main users of the of MEDITEC outcomes it is essential to get their input and feedback on the new proposals, raise their awareness about project aims, and train them on the needed skills.
- 3. University management** involvement is crucial for sustainable development of the project and financial support. Regular contributions within academic scientific boards, common interuniversity meetings



involving the participation of university management units will strengthen the competitiveness of universities.

**4. Multipliers** such as the Health care facilities and Medical companies will enhance chances to reach direct & indirect beneficiaries and to get their input and feedback on the project outcomes.

**5. International communities.** The visibility of the project at European level and beyond is a very useful way to disseminate our ideas and through this, enable and foster future and interesting relationships for future collaboration.

#### **4 Dissemination strategy**

The dissemination strategy explains how the visibility of the project outputs and outcomes could be maximized, and how the project outcomes are shared with stakeholders, relevant institutions, organizations, and individuals. Thus, the approach for dissemination is addressed to fulfil the project expectations and to ensure its post-implementation sustainability.

The dissemination strategy defines the main action lines to be followed for designing and implementing an efficient dissemination plan. These actions include:

- Design of MEDITEC Project theme (logo, style sheet, presentation template, etc.);
- Production and distribution of promotion materials (rollups, posters, brochures, e-newsletter, etc.);
- Organization and participation in relevant events (Online and face to face workshops, exhibitions, conferences, meetings, etc.);
- Exploitation of media resources (newspapers, TV, web portals, Social media, etc.);
- Ensure communication and involvement of all project partners in dissemination activities;
- Establish synergies with other relevant projects to extent the scope of dissemination results;
- Monitor the implementation of the dissemination plan, assess the dissemination activities results and adjust the Dissemination Plan as needed.



The dissemination plan shall consider the sustainability strategy of MediTec Labs, including what dissemination activities could contribute to the sustainability, exploitation and spreading of project results. The dissemination plan shall be based on a stakeholder's analysis. A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes. Stakeholders need to know what has been achieved and why it is important.

## 5 Dissemination Action Plan

The objectives of the communication and dissemination plan will be the promotion of the action and its visibility, the systematic dissemination of the project results, the increased awareness of potentially interested groups and the attention of the public.

All dissemination actions in the projects should be properly planned and focused on the achievements and impact of the action. In order to maximize the impact of communication efforts:

- Activities need to be timely.
- Information used must be accurate.
- Activities should be coordinated closely with all project partners.
- The right audience(s) should be targeted.
- Messages should be designed as to answer the interests of the target audience(s).
- Activities should be appropriate in terms of resources spent and expected impact.

### 5.1 Dissemination tools and channels

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the MEDITEC information to the different identified target groups through different channels, looking for the best match. The dissemination tools throughout the project are as follow:

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### 5.1.1 Project logo

to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding logo will be clear and explicit in every visual published document produced during the project life cycle.

### 5.1.2 Templates and dissemination reporting form

for project documents and reports, complying with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries. A designed template will be elaborated dealing with the cover page, desirable contents (i.e. Table of content, executive summary, methodology, results, list of tables, etc.), style (i.e. font type, font size, etc.), the template will include the necessary logos and disclaimers of the project (MEDITEC logo, EU logo, and EU disclaimer).

### 5.1.3 Project website

The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. The project's website will be the focal point for informing on objectives and methods as well as the main channel where results will be published. The website will be adapted to different levels of communication (general information and technical documentation) and different types of content (text and presentations).

MEDITEC website link: <http://meditec.just.edu.jp/Pages/default.aspx>

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#### 5.1.4 Dissemination through Partners' websites

All partners will introduce the project description on their own official websites. Project partners will refer to the website when disseminating MEDITEC Project contents.

#### 5.1.5 Internal specific workshops and presentations

In each partners' institution Online and face to face will be organised in order to involve as many members as possible.

#### 5.1.6 Info days, Workshops, Presentations on MEDITEC

Scientific and Info-days (Online and face to face) will be held in each university, in order to present the project's objectives and main activities and information in the area of Medical Sciences; Also, focus groups meetings should be held for consultation with stakeholders, Info-days will involve public institutions and local administrations, universities, professional associations and enterprises, media. During the Info-Day, enterprises will be invited to support project activities (to take part in lectures and seminars) and the promotion of results.

At least one workshop/presentation/info day in each partner university should be done each year of the project. In total there will be 12 Info-days and 6 workshops should be organized at Jordan Universities with at least 20 participants each in (M18) of the project either Online and face to face event.

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### 5.1.7 Inauguration of the MEDITEC Laboratories

One of the main outcomes of MEDITEC project is Establish Telemedicine Laboratories in every JO HEI; these centres will collaborate with each other for cost effectiveness and better efficiency.

### 5.1.8 Promotional material

Such as posters, postcards, brochures, branded calendars, branded pens, rollups, etc. All partners will distribute them through their regional/national events. Production of a project flyer which provides a definition for the MEDITEC Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.

### 5.1.9 Social networks

Establishing close links to projects stakeholders (Staff, Students, and Industrial Sector) who are interested and affected by project outcomes/outputs. Each partner will use his/her own channels, Facebook, Twitter and LinkedIn in order to promote Project outcomes and share them with targeted and general public. All partners will post on the mutual page of MEDITEC project on Facebook interesting and relevant information.

Facebook Page: <https://www.facebook.com/meditec.jordan>

### 5.1.10 Press dissemination

Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end.



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### 5.1.11 Publications in scientific journals

At least two publications during the project life.

### 5.1.12 Final conference

At the end of the project aims to present the results achieved by the project and to sustain its network and benefits. The conference will be organized in Amman, Jordan. All partners will participate, and stakeholders will be invited. The conference will be organized with at least n.90 participants in (M35) of the project.

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## 6 Dissemination Activity Evaluation and Reporting

The outcomes of the dissemination activities shall be collected by all project partners and submitted to the WP Leader (UJ) for further processing. The dissemination related information is analysed by the WP8 Leader in order to document project dissemination progress. The findings of the assessment exercise shall be used for further improvement of the dissemination materials and activities.

A template for reporting the dissemination actions will be provided to partners. The first reporting will cover the first year of the project, after that each project partner shall submit the report every six months, using the reporting form. The WP Leader will collect and compile the information on the dissemination events and will share it among project partners and other interested stockholders. The WP Leader will participate, whenever possible, in the dissemination events organised by the project partners.

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Table 3: Responsibilities

Actions	Responsible Partners
Project logo	JUST
Templates and dissemination reporting form	WP leader, UJ
Project website: MEDITEC website link: <a href="http://meditec.just.edu.jo/Pages/default.aspx">http://meditec.just.edu.jo/Pages/default.aspx</a>	JUST
Dissemination through Partners' websites	All partners
Internal specific workshops and presentations	JO, IR, IQ Partners
<p><b>Info days, Workshops, Presentations:</b></p> <p>At least one (<b>Online and face to face</b>) workshop/presentation/info day in each partner university should be done each year of the project. In total there will be (<b>Online and face to face</b>)12 Info-days and 6 Workshops organized at JO Universities with at least 20 participants each in (M18) of the project.</p>	JO, IR, IQ Partners
<p><b>Establishment of Telemedicine Laboratories:</b></p> <p>The inaugurations are expected by Month 24 and at least one European Partner will participate in each inauguration. This will be a major event in the project, and the institutions top management, staff, students, external stakeholder, and media will be involved.</p>	JO, IR, IQ Partners
<b>Events:</b>	All Partners



<p>Presentation of the project products at events and conferences related to MEDITEC Project. Minimum one event per project year.</p>													
<p><b>Promotional material: Posters, postcards, brochures, branded calendars, branded pens, rollups, etc.</b></p>	<p>JUST</p>												
<p><b>E-Newsletters:</b></p>	<p>Specified partners under the coordination of University of Jordan and HTWK.</p> <table border="1" data-bbox="1073 798 1417 1045"> <tr> <td>Issue 1</td> <td>UJ &amp; JUST</td> </tr> <tr> <td>Issue 2</td> <td>UOD &amp; UB</td> </tr> <tr> <td>Issue 3</td> <td>IUMS</td> </tr> <tr> <td>Issue 4</td> <td>HU &amp; YU</td> </tr> <tr> <td>Issue 5</td> <td>UOB</td> </tr> <tr> <td>Issue 6</td> <td>MTUS</td> </tr> </table>	Issue 1	UJ & JUST	Issue 2	UOD & UB	Issue 3	IUMS	Issue 4	HU & YU	Issue 5	UOB	Issue 6	MTUS
Issue 1	UJ & JUST												
Issue 2	UOD & UB												
Issue 3	IUMS												
Issue 4	HU & YU												
Issue 5	UOB												
Issue 6	MTUS												
<p><b>Social networks:</b></p> <p>Each partner will post on Facebook website: <a href="https://www.facebook.com/meditec.jordan">https://www.facebook.com/meditec.jordan</a></p>	<p>All partners</p>												
<p><b>Press dissemination:</b></p>	<p>All partners</p>												
<p><b>Publications in scientific journals:</b></p>	<p>All partners</p>												
<p><b>Final conference:</b></p> <p>The conference will be organized in Amman, Jordan. All partners will participate in the conference. Conference organized with at least n.90 participants (M35).</p>	<p>All partners</p>												



## 7 Sustainability

Sustainability activities are designed to ensure that Jordanian institutions are committed, and have the ability to continue implementation of the outcomes of the project. MEDITEC will have a sustainable impact on social reforms and addressing issues of MEDITEC programme to ensure the sustainability of results, the project will produce the following outcomes:

- Activities planned to be in a place including the training (Online and face to face) workshops and newly prepared teaching materials.
- Staffs with training abroad returning to their universities with improved knowledge and pedagogic experience are active in spreading their gained knowledge amongst colleagues.
- The sustainability plan will have activities that enable the partners to continue with the implementation and possibly the improvement of the teaching process.
- In order to ensure the sustainability of the project outcomes and the ability of partner institutions to continue with prepared teaching and training materials after the expiry date of the project.
- The teaching materials will be offered for other universities together with a training package that support their implementation at that specific university.

### 7.1 Sustainability at the financial level

It can be achieved due to:

1. Image of MediTec Labsat various levels, conducted seminars and meetings, reviews of listeners will attract a big number of people willing to undergo training and be employed later.
2. Effective cooperation and participation of non-academic partners such as health care facilities and associated partners will also attract listeners.



3. Development of programs based on Baseline analysis to prepare the grounds for effective implementation of academic staff and Students.
4. Carrying out both field trainings for various businesses, and at the MEDITEC LABSs.

## 7.2 Sustainability at network level

he sustainability plan will be connected to one or more of the following key dimensions:

**Partnership:** an assessment of the capabilities and competences of the project partners to deliver effective results also in the future.

**Governance:** collaboration between different sectors and over multiple levels of governance for improving coherence, coordination and complementarity in policies, programmes and projects.

**Innovation:** in terms of practices, methodologies, technologies of the project

**Transferability:** good practices to be implemented.

## 7.3 Sustainability at institutional level:

Structural changes of the economy, causing unemployment guarantee necessity and demand for Established Telemedicine's laboratories. Also the Opportunity to obtain professional training of people who could not get it for various reasons at the political level can be achieved, in addition to the recognition of the need for cooperation of employment with universities.

## Training workshops

These Online and face to face workshops are meant to increase the awareness of stakeholders on the importance of having MediTec programs.



As all JO stakeholders realized the importance of MediTec programs, all of them will contribute to the sustainability of these workshops.

For the successful implementation and sustainability of these workshops, staff who received training in EU should lead these efforts. Small funds will be needed to organize these events during and after the life time of the project.

The training materials received by staff trained in EU will be an important material to these activities. University funds, Medical Association, Ministry of Health donations will be the main funding sources for these activities. Also, the MEDITEC may fund these activities using the income they receive from consultation.

Having sustainable training elements and processes will lead to a sustainable MediTec program. Thus, we need to ensure main training programme components and processes. To do so, we need first to identify the key elements and process of the training program. The following are the main elements of the training programs.

- Location, logistics and labs
- Students and Academic Staff
- Curriculum
- End users

### **Location, logistics and labs**

To secure sustainability of the above elements, the MediTec program and training workshops should run at each partner university simultaneously. The Commitment of each university toward the program will guarantee and secure a location to establish telemedicine laboratories. At the same time, performing the



MediTec programs process of the bachelor program at all partner universities; will grant the approval and the commitment of all administrative levels in the universities toward the program. Thus, the logistics will be provided by each partner university to the MediTec Labs in the same manner as it is given to other running training workshops and Lectures at the university. This will add minimum cost on each university.

Furthermore, Telemedicine labs constitute the infrastructure for the research needed from students towards their degree, and also is a source for faculty members to carry out research. Moreover, the services provided by the MEDITEC to the health care facilities are very important to all stakeholders.

Equipped Telemedicine labs for the project should take into consideration the real need for the MediTec program. Labs equipment will be selected in such a way to strengthen the MediTec program, allow offering increased the chance to teaching MEDITEC Courses practically, and it should enable students to continue producing visionary work. Thus MediTec Labs equipment should be carefully selected to satisfy the academic need and proper demonstration. It also should take into consideration the type of research activities and MEDITEC activities that students can use to carry out before graduation.

Establishment of these MediTec Labs by the project fund is the first strategy to sustain these MEDITEC LABS. The MEDITEC will be equipped by the budget allocated by the project. Thus, equipment will be available in the MEDITEC using the budget from the MEDITEC-JO project.

As it concerns the sustainability of the MEDITEC LABS, established within the project life cycle, it will be pursued through the implementation of a business model quite similar to those applied to a 'start-up to scale up' deal.

This will take into account:

- The Customer Segments (who are the people and organizations targeted through the services delivered).



- The Value Proposition (what the centres offer to these customers and how it differs from other similar initiatives).
- The Customer Relationships (the right mixture of relationships with the customer segments to attract and retain members in the network).
- The Channels (the roads via which the centres deliver their resources and information to customers and promote themselves to attract and retain more customers),
- The Key Partners (who give them potential, competitive advantage),
- The Key Activities (for the network to be sustainable and expandable by promoting the resources and opportunities available).
- The Key Resources (tools in the availability of the partners and their customers, that turn theory into practice).
- The Revenue Stream (i.e. Fees, revenues for consulting services), the Cost Structure (fixed and variable costs).

Finally, this equipment should be used as training benches to improve capacities of students on state-of-the-art technologies and systems related to MediTec program.

### In the short and long term:

- Modernized Courses contents on MEDITEC courses that qualitative the Quality of courses developed, Topics of MEDITEC the courses cover and Skills and competences gained.
- Modernized Curricula in MEDITEC to achieve the good quality of curricula developed Skills and competences in MEDITEC Topics of MEDITEC the courses cover and the good quality in assessment plan



- Achieving the quality of the implementation plan, Admission requirements, Accreditation Process and availability of Research facilities.
- Establishment of Labs and thus cause to the variability of Research Topics and types of Medical consultation.
- Capacity building plan for staff and students, by qualify the received training and the conducted research.
- Teaching staff in Faculty of Medicine widely will apply entrepreneurship skills in teaching, learning and outreach activities, and they will staff gain skills in entrepreneurship skills in medical education.
- Increased employability prospects for MediTec programs graduates and that will lead decreasing the number of un-employability among university graduates.
- Conducting New training model and approach including training materials (Books, videos...), Change in teaching and learning methodologies.

## Students

To achieve sustainability for the student element, we need to insure the enrolment of the maximum number of students at all times. The program student-capacity is usually defined by the accreditation committee according to the faculty members involved in the program. To ensure that, we need to attract all students from the school of medicine and also medical Schools to MediTec programs at all Jordan Universities which will be held by:

- Creating a more welcoming and diverse community through Info days, seminars and advertisement. This part is in process now and will be continue.
- Promote increased interaction between students, stakeholders and academic staff to be primary contributors in research and workshops.





## Elements of the MEDITEC Program (Curriculum)

The approval package will contain for the new MediTec programs the following elements:

1. Program conception & objectives
2. Description of the MediTec program
3. Faculty resources
4. Operational arrangements
5. Enrolment plan:
6. Job prospects and career options
7. Financial Plan

Modules on MEDITEC : this is the most important outcomes to sustain, as the MediTec programs are based on the developed modules

In order for these Modules to sustain, the JO HEIs should include them in the curricula of Medicine, regardless if it is medicine and surgery or MediTec. Moreover, the accreditation bodies will be consulted to include these topics as requirements to accredit any medical program.

### End users

To ensure the sustainable MediTec program, MediTec Labs implementation and to achieve MEDITEC all objectives, the following strategies should be applied:



- The JO HEIs should include them in the curricula of Medicine, regardless if it is medicine and surgery or MediTec. Moreover, the accreditation bodies will be consulted to include these topics as requirements to accredit any medical program.
- As all JO stakeholders realized the importance of MediTec programs, all of them will contribute to the sustainability of these workshops
- Conducting the Online and face to face info days and workshops which are important to increase the awareness for the importance of these programs to the students, universities, and medical associations.
- The research activities at the MEDITEC are another strategy to sustain these programs. Thus, sustainability of MEDITEC will contribute largely to the sustainability of the programs.
- All partners will contribute to the sustainability of the website. However, the sustainability of the site after the life time of the project is the main issue that should be considered. For this reason, the website will be hosted on the server at JUST, thus no maintenance fees will be needed. The site will be connected to the MEDITEC to disseminate the activities of these MEDITEC LABS. Thus, any needed cost for the site will be from the MEDITEC LABS.
- Establishment of these MEDITEC by the project fund is the first strategy to sustain these MEDITEC LABS. The MEDITEC will be equipped by the budget allocated by the project. Thus, equipment will be available in the MEDITEC using the budget from the MediTec project. The research conducted by students will be another strategy to sustain the MEDITEC LABS. Providing services to health care facilities is another key strategy to sustain these MEDITEC LABS. Finally, securing external and internal funds is an important strategy to sustain these MEDITEC LABS.