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Welcome everyone to the first issue of the FRAIOMIC study newsletter! We intend to use this newsletter to provide you and your co-workers with regular updates about our exciting project.

We aim to release three or four newsletters each year along with special editions whenever we achieve critical milestones. Please feel free to provide us with the contact details of anyone in particular who you would like to receive the newsletter but is not a member of the team.

You may not realise but a lot has already happened!

Branding



A vital component of any branding strategy is the development of an identity.

In the first instance we wanted to establish the preliminary brand identity by agreeing on a logo design and corporate colours. The logo allows for the instant recognition of a brand and reinforces its identity when used in study communications and materials.

In producing a logo for FRAILOMIC, Niche prepared several different versions that were sent to the partners ahead of the kick-off meeting that took place in Spain in January earlier this year. At the meeting, a consensus was taken as to which logo version worked better.

From the feedback we have received, we can only conclude that everyone is very pleased with it. Please make sure you have the latest version of the logo. Also remember to use the FP7 logo whenever you use our logo.

The Website

A critical aspect of establishing an identity for the study is its web presence in the form of an attractive, professional and informative website.

Website registration, the first stage of establishing the FRAILOMIC's web presence has been completed. The front page can be found at www.frailomic.org. The feedback received on the website has been very positive.

This is, however, only the first stage of website development and it is now necessary to take it to the next level. Current plans include adding short biographies and a photo of the key partners from each of the institutions involved in the programme, a more detailed "Background and Objectives" page and an area that has links to relevant references and web resources. Some steps are already complete and we are hoping to be able to add these new elements to the website very soon.

It may be a good idea to check on the website regularly to see what is changing. This is the best time for you to let us know your expectations for the FRAILOMIC website.



Meeting in Windsor

Key members of the FRAIOMIC consortium met at the Mercure Hotel in Windsor on 10–11 June to discuss some of the practicalities involved with implementing the project.

Professor Leo Rodríguez Mañas from SERMAS and Professor Alan Sinclair from IDOP opened the session by welcoming everyone after which they made a general presentation of the objectives for the meeting.

The opening presentation was followed by a discussion on the analysis of the samples already collected and stored in the bio-banks.



The discussion was led by Professor Mañas and Magali González-Colaço. Several agreements were reached including the acknowledgment of the amount of sample needed by each partner organisation and biomarkers to be selected and included in the database.

A decision schedule to determine the total number of patients to be included in the analysis was agreed to be put into practice. A list of clinical and biochemical biomarkers was approved by the partners and Professor Sinclair took on the responsibility of refining the list.

The meeting ended with a short discussion about the next gathering and everyone agreed to meet in November later this year.

It was decided that Dr Jose Viña from the Universidad de Valencia will act as the host for the meeting and it was suggested that the meeting should be held in Mallorca. The attendees agreed that it would be useful for each of the institution leaders to make a brief presentation detailing the science and rationale behind their tests.

It was agreed that this would empower the attendees in terms of deciding on the projects' communication pathways, strategy and intent. Dr Tim Hardman agreed to provide an agenda to the team detailing how this would be achieved. Other key topics expected to be discussed include clarifying data access privileges as well as intellectual property and commercialization rights. Niche and IdeTra will liaise to draft the agenda.



Partner Engagement

In an attempt to engage all partners in the process of developing the 'story' behind the FRAILOMIC study a 'Preliminary Partner Engagement Document' has been prepared by Niche and sent to all partners.

This document was designed to inform Niche on investigator expectation for the study. Data provided by the partners will be used in designing the strategic communication plan aspect of the November meeting.

We would like to thank those of you who have already taken the time to complete the questionnaire. The information gathered will have a central role in

designing the team exercises that will be used to develop the communications session to be conducted at the November meeting.

The replies received are very interesting and we expect that they will lead to many fruitful discussions. We are expecting to take full advantage of the team gathering in Mallorca to conduct some brain storming sessions.

This meeting will represent the critical opportunity for you to put your 'stamp' on the study and how it is viewed by your peers. It will also offer a unique opportunity for you and your institution to let the other partners know exactly what you are contributing and its relevance to our current understanding of frailty.



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