



# Deliverable 28

Website

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## KEEPCARING project

Healthcare professionals working in hospitals -and those in training to embark on hospital careers- experience high levels of stress, especially in the surgical pathways. While interventions to improve wellbeing and resilience exist, not much is known about the right (combination of) intervention(s) for this specific setting. **KEEPCARING** aims to (re-)build wellbeing and resilience of healthcare workforce in EU hospitals by co-creating a multi-faceted non-digital, digital and AI-supported solution package to prevent burnout among (aspirant) healthcare professionals on the individual, team, and organizational level. Our multi-sector and interdisciplinary consortium will (1) study stress and stressors experienced by (aspiring) health care providers in their specific setting, (2) evaluate digital and non-digital solutions to reduce stress at an individual and team level, (3) study job crafting among (aspiring) health professionals as a way to reduce stress, and (4) finally, develop a change management platform that, using explainable AI, helps hospital managers as well as surgical caregivers to choose the solutions that match their context. All solutions as well as the portal will be developed in co-creation with end users, including 2 professional associations in our consortium. In addition, legal and ethical expertise is provided across Partners and in Advisory Board to ensure privacy and ethical guidance in this sensitive context.

**KEEPCARING** will provide solutions to improve wellbeing among health care professionals and students, thereby reducing burnout and improving the number of health care students entering the workplace. Our organizational solutions will empower individuals and employers to understand and act on stressful situations in their specific setting. Cost-effectiveness analyses will be used for policy recommendations to ensure sustainable uptake among policy makers, funders, and employers.



## 1. Introduction

This deliverable serves as an overview and report on the development and final presentation of the website <https://keepcaring.eu/>, which has been created to support and disseminate the objectives of the Horizon Europe Research & Innovation (R&I) action. As part of a larger effort to promote transparency, communication, and stakeholder engagement, the website is an essential digital platform aimed at showcasing the project's initiatives, progress, and key outcomes.

The KEEP CARING website plays a critical role in facilitating communication across a wide range of stakeholders, including academic researchers, policymakers, industry professionals, and the general public.

This report provides a structured review of the website's overall architecture, the tools and technologies utilized during its development, and the potential areas for future developments as the project matures. By examining both the technical and user-experience aspects of the website, this deliverable aims to present how well the platform supports the goals of the KEEP CARING project and Horizon Europe's broader objectives of fostering collaboration, innovation, and accessibility.

Key aspects of this deliverable include:

- **Website Structure and Sections:** A breakdown of how the website's content is organized to ensure ease of navigation and effective communication of the project's aims.
- **Tools and Technologies Used:** An overview of the underlying technologies, frameworks, and plugins that power the website
- **Future Work:** Considerations for future enhancements, focusing on how the website can evolve to better meet the needs of its audience and stay current with project objectives.

In summary, this deliverable not only presents the technical and functional aspects of the website but also provides strategic insights into its future development. By ensuring that the website remains a robust, and user-friendly platform, it will continue to support the project's objectives and extend its reach across diverse audiences.



## 2. Website Structure and Sections

The KEEPCARING website (<https://keepcaring.eu/>) is organized with a clean, intuitive design that serves to effectively present the goals and information related to the project. Each section is designed to provide clear, structured information for visitors, allowing for easy navigation and quick access to key project details. Below is a detailed breakdown of the core sections and their purpose:

### 2.1 Homepage

The homepage is structured as the central entry point for the website, providing a clear overview of the KEEPCARING project. Its main features include:



*Figure 1 KEEPCARING Homepage*

- Hero Banner: The hero section at the top of the page introduces the KEEPCARING project with a large, visually impactful background image and a succinct mission statement. It immediately conveys the essence of the project, offering a quick link to explore the details further.



- Call-to-Action (CTA): Prominent buttons invite users to "Learn More" about the project or contact the project team, ensuring that visitors are guided towards further exploration of the site.

The homepage presents brief introductions to core sections such as About KEEPCARING, The Project, and Partners. This approach ensures that visitors are quickly acquainted with the essential areas of the website, while the clear layout enhances usability.

## 2.2 The Project

This section provides an explanation of the KEEPCARING project, elaborating on its goals, its relevance to the aging population, and the care services it seeks to improve.



THE PROJECT PARTNERS NEWS & EVENTS CONTACT

### The Project

#### Background

Healthcare professionals, especially those working in hospital settings, face extraordinary levels of stress and pressure. Surgical pathways, in particular, are intense, with long hours, complex procedures, and life-or-death decisions becoming a regular part of the job. Over time, these factors contribute to a rise in burnout, stress-related illnesses, and high turnover rates among healthcare workers, impacting not only the professionals but also the quality of patient care.

The COVID-19 pandemic further intensified these stressors, revealing systemic vulnerabilities in healthcare systems across Europe. While some interventions to improve wellbeing and resilience exist, there is still a significant gap in understanding what combination of solutions works best, especially in high-stress, surgical environments. Many healthcare workers continue to experience job dissatisfaction, mental exhaustion, and disengagement from their roles due to the lack of comprehensive support.



Figure 2 KEEPCARING The Project

The section is structured as follows:

- Project Overview: A detailed description of the project's background, mission, and its alignment with the Horizon Europe framework. It emphasizes the need for improved long-term care services and the project's role in achieving this goal.



- **Problem Statement and Goals:** This subsection outlines the specific challenges faced by caregivers and care systems, and how KEEPCARING aims to address these issues through innovation and technology. It sets clear expectations for the project's outcomes.

This section is dedicated to describing the structure, our approaches, and potential impact of the KEEPCARING project. It provides visitors with a more understanding of how the project is implemented.

## 2.3 Partners

This section introduces the partners and organizations involved in the KEEPCARING project.



The screenshot shows the 'Partners' page of the KEEPCARING website. At the top, there is a navigation menu with links for 'THE PROJECT', 'PARTNERS', 'NEWS & EVENTS', and 'CONTACT'. The main heading is 'Partners'. Below the heading, there are two columns of text. The left column describes the consortium as a collaboration of 20 academic and non-academic organizations across 11 European countries, focusing on improving the resilience and well-being of healthcare professionals and students. The right column lists innovative technologies: Artificial intelligence, Virtual reality, eHealth, and Legal and ethical governance. Below the text, there are two rows of partner logos, including Amsterdam UMC, CHINO.io, Consiglio Nazionale delle Ricerche, ECHAAlliance, Erasmus University Rotterdam, EFN, U.E./U.S., HEALTHY MIND, hope (European Hospital and Health Federation), and INN (MANAGE CONSENT).

Figure 3 KEEPCARING Partners



Each partner organization is represented by their logo, accompanied by a hyperlink to their respective websites. This approach fosters transparency and demonstrates the collaborative nature of the project.

## 2.4 News & Events

The News section is a dynamic part of the website that keeps visitors informed about the latest developments, announcements, and updates related to the KEEPCARING project. It will include:

- Latest News Articles: A list of recent articles or updates, each accompanied by a headline, date, and a brief summary. Clicking on any article takes the visitor to a dedicated page for the full story.

## News & Events



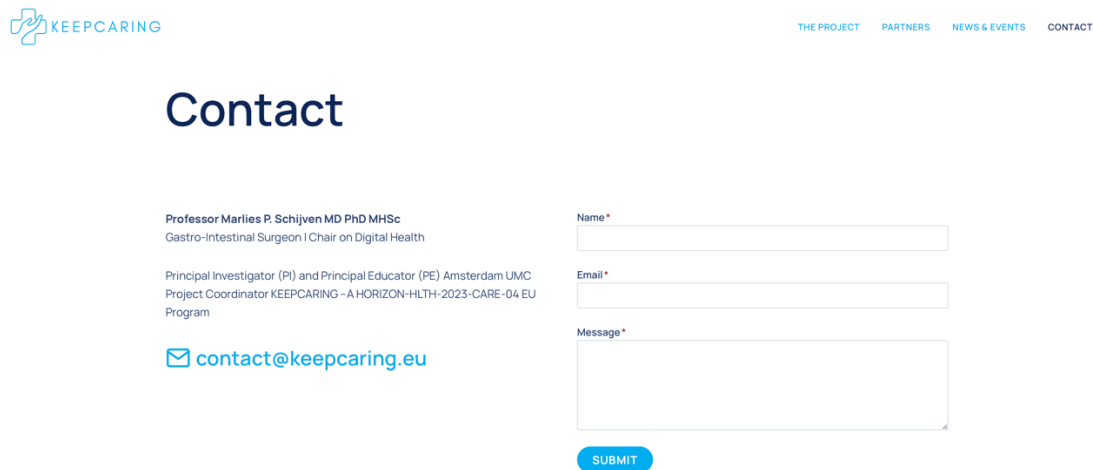
*Figure 4 KEEPCARING News & Events Section*

- Event Listings: information about upcoming and past events related to the project, such as conferences, workshops, or webinars. Each event is described with the relevant details, including date, location, and agenda.



## 2.5 Contact

The Contact section provides visitors with the necessary information to reach out to the KEEPCARING project team. It is structured as follows:



The screenshot shows the 'Contact' page of the KEEPCARING website. At the top left is the KEEPCARING logo. At the top right is a navigation menu with links for 'THE PROJECT', 'PARTNERS', 'NEWS & EVENTS', and 'CONTACT'. The main heading is 'Contact'. Below this, there is contact information for Professor Marlies P. Schijven MD PhD MHSc, Gastro-intestinal Surgeon | Chair on Digital Health. It also lists her role as Principal Investigator (PI) and Principal Educator (PE) at Amsterdam UMC, and Project Coordinator for KEEPCARING - A HORIZON-HLTH-2023-CARE-04 EU Program. An email icon and the address 'contact@keepcaring.eu' are provided. To the right is a contact form with three input fields: 'Name \*', 'Email \*', and 'Message \*'. A blue 'SUBMIT' button is located below the message field.

*Figure 5 KEEPCARING Contact Form*

- Contact Form: A simple, user-friendly form that allows visitors to submit inquiries. Fields include name, email address, subject, and message, ensuring that the project team can respond to specific questions or feedback.
- Direct Contact Information: For visitors who prefer direct communication, this section provides the project's email address and other relevant contact details.

The website also features a prominent acknowledgment of the EU's financial support. This section outlines the funding program under which the KEEPCARING project is supported, offering transparency on the sources of financing.

This acknowledgment serves not only as a legal requirement but also as a testament to the project's credibility. It reinforces the European Union's investment in tackling significant societal challenges, particularly the mental health of healthcare workers.

The structure of the KEEPCARING website is tailored to present key information in a concise and accessible manner. The design facilitates easy navigation, ensuring that both project



stakeholders and the general public can quickly find the information they need. By focusing on sections such as About KEEPCARING at the Homepage, The Project, Partners, and News, the website effectively supports the Horizon Europe initiative's mission to promote collaboration and innovation in the care sector. The inclusion of a dedicated Contact section ensures that communication between the project team and its stakeholders remains open and accessible.

### 3. Tools and Technologies Used

The KEEPCARING website is built using the widely adopted WordPress Content Management System (CMS). WordPress is a robust platform known for its flexibility, scalability, and ease of use, making it a popular choice for project websites, particularly those that need frequent updates and scalability. The website's structure, appearance, and functionality rely on various tools and technologies that enhance both the frontend and backend components.

WordPress serves as the backbone of the KEEPCARING website. This CMS is known for its ability to facilitate content management without requiring deep technical knowledge, making it ideal for collaborative projects such as Horizon Europe initiatives. WordPress provides:

- A user-friendly interface for managing content, media, and pages.
- Built-in SEO features, allowing for easier optimization of content to improve search engine visibility.
- A plugin architecture that enables the integration of additional functionalities.

In addition to the WordPress CMS, the website utilizes standard web technologies such as HTML, CSS, and JavaScript to render its content, styles, and interactive features:

- **HTML (Hypertext Markup Language):** HTML provides the foundational structure of the website, defining the organization of content elements such as headings, paragraphs, images, and links.
- **CSS (Cascading Style Sheets):** CSS is used to define the visual styling of the website, controlling aspects like fonts, colors, spacing, and the responsive layout that ensures the site looks good across different devices. The theme's CSS is likely customized to match the KEEPCARING branding.



- JavaScript: JavaScript is used to add interactive elements to the site, such as dynamic menus, animations, or form validation. It enhances user experience by making the website more responsive to user interactions.

The KEEPCARING website is hosted on a server that supports the WordPress environment, which includes:

- PHP: The server-side scripting language used by WordPress to process dynamic content and serve webpages.
- MySQL: Relational database management system is used to store the website's content, user information, and configuration settings.
- Web Server: The site is hosted on a web server capable of delivering WordPress content.

The website uses SSL (Secure Sockets Layer) encryption, as indicated by the HTTPS in the URL. This ensures that data exchanged between the website and its users is encrypted and secure, protecting sensitive information from being intercepted by malicious actors.

## 4. Future work

As the KEEPCARING project progresses, the website will naturally evolve to meet the growing needs of its stakeholders and to reflect the advancements made within the project. The current website provides a foundational structure that efficiently communicates the project's mission, key goals, and consortium details. However, as the project develops, additional sections and functionalities will need to be integrated to provide a more comprehensive online presence and better support dissemination activities. Below are several potential areas for future development:

### 4.1 Publications and Deliverables Section

As KEEPCARING advances, research outputs such as peer-reviewed papers, white papers, and public deliverables will play a key role in communicating the project's findings and contributions to the wider community. Therefore, a dedicated section for Publications and Deliverables will be critical. This section would include:



- Publications Subsection: Include all peer-reviewed articles, conference papers, and other publications produced by the consortium. Each entry could feature a title, abstract, authorship, and a link to the full publication (if publicly available).
- Deliverables Subsection: Once deliverables are approved, a separate area could host the public deliverables, making them easily accessible for stakeholders and the general public. This subsection might include filtering options by work package or thematic area to improve usability.

This section would be crucial for sharing the project's research output and promoting transparency by making deliverables accessible in accordance with Horizon Europe's open science principles.

#### 4.2 Case Studies and Success Stories

As the KEEPCARING project begins to produce tangible outcomes, a Case Studies and Success Stories section could be added to showcase the practical impact of the project's innovations. This section would:

- Highlight Real-World Applications: Case studies could demonstrate how the solutions developed within KEEPCARING are being implemented in real-world scenarios, showing measurable improvements in care services.
- Engage Stakeholders: By showcasing success stories, the website can engage potential adopters of the project's outcomes, including policymakers, care institutions, and other stakeholders, while also offering them a vision of what can be achieved through the project's innovations.

This section would help build the project's credibility and encourage broader adoption of its solutions.

#### 4.3 Change Management Platform Integration

As the KEEPCARING project progresses, a Change Management Platform will be developed, featuring interactive dashboards and a suite of digital tools. To facilitate easy access to this platform, a visual cue or dedicated button will be added to the main project page. This button will serve as a direct link, allowing users to seamlessly navigate from the website to the platform.



The button will be prominently placed on the homepage, ensuring that stakeholders and project participants can quickly find and access the Change Management Platform once it is available. This integration will enhance the website's role as a central hub for both project updates and interactive tools.

## 5. Conclusion

In conclusion, this report has provided a comprehensive evaluation of the KEEPCARING website, focusing on its structure, technologies, and future development prospects. As an evolving digital platform, the website currently serves as a foundational tool for disseminating information about the KEEPCARING project and engaging stakeholders in the Horizon Europe initiative. The current structure, built on WordPress CMS, offers a user-friendly experience, while responsive design ensures accessibility across devices.

As the project progresses, the website will continue to evolve alongside it. Key additions, such as sections for publications and deliverables, links to the Change Management Platform, and potential future enhancements like case studies, testimonials, and an FAQ, will further strengthen its role as a comprehensive information hub. These future expansions will enhance user engagement, improve dissemination, and ensure the website remains aligned with the project's goals and objectives.

By staying flexible and responsive to the project's needs, the KEEPCARING website will remain a vital tool for promoting transparency, collaboration, and innovation throughout the project's lifecycle. Implementing the recommended future work will ensure that the platform continues to support the project's mission and its stakeholders effectively.

 KEEP CARING

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