

## Communication guidelines for Medical Delta programs, projects and results

1. The entire program is communicated as Medical Delta. So also future projects and results as part of the program; See in the attachment the Medical Delta logo, a Medical Delta PowerPoint template, a Medical Delta Word template and three slides about the communication positioning of Medical Delta;
2. All programs are communicated with their full name: see the list of program names below. In cases this name is too long, use an abbreviation of the name that includes 'Medical Delta' if necessary.
3. Medical Delta is mentioned in presentations of programs, projects and results, at least by including the Medical Delta logo. The Medical Delta logo cannot be used for other topics or purposes besides the programs without consulting the innovation manager on forehand;
4. The Medical Delta logo is included in dissertations;
5. In articles or publications the name of the Medical Delta program is included in the acknowledgement: either the full name or use an abbreviation of the name that includes 'Medical Delta'.
6. Contacts with the press about Medical Delta program, projects or results are coordinated with the Medical Delta communication manager, Sietse Pots (sietse.pots@medicaddelta.nl; 06-23599771).
7. Please share events, topics and successes interesting for communication in the media with the relevant innovation manager, see contact details below.

Medical Delta Program titles and the involved innovation manager:

Program title	Innovation Manager	
	Name	Email
Medical Delta Diagnostics 3.0: Dementia and Stroke	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta Cancer Diagnostics 3.0: Big Data Science of in & ex vivo Imaging	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta UltraHB: Ultrafast Ultrasound for the Heart and Brain	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta NIMIT: Novel Instruments for Minimally Invasive Techniques	Caroline Duterloo	caroline.duterloo@medicaddelta.nl
Medical Delta Cardiac Arrhythmia Lab	Caroline Duterloo	caroline.duterloo@medicaddelta.nl
Medical NeuroDelta: Ambulant Neuromonitoring for Prevention and Treatment of Brain Disease	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta IMT: Improving Mobility with Technology	Caroline Duterloo	caroline.duterloo@medicaddelta.nl
Medical Delta Institute of Fetal and Neonatal Care	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta eHealth & selfmanagement for a healthy society	Marijke Will	marijke.will@medicaddelta.nl
Vital Delta: Medical Delta's journey towards vitality and health	Marijke Will	marijke.will@medicaddelta.nl
METABODELTA: Metabolomics for clinical advances in the Medical Delta	tbd	tbd
HollandPTC Medical Delta program on HTA value proposition	tbd	tbd
Medical Delta Regenerative Medicine 4D: Generating complex tissues with stem cells and printing technology	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta AI for Computational Life Sciences	Lian van Amerongen	lian.vanamerongen@medicaddelta.nl
Medical Delta's Journey from Prototype to Payment	Gertine van der Vliet	Gertine.vanderVliet@medicaddelta.nl