



Joint EU-MNE Programme for  
Employment, Education and Social Welfare



CInMED

Institute for Medicines and  
Medical Devices of Montenegro

# REPORT ON DISSEMINATION ACTIVITIES

Monitoring the prescription of diclofenac  
with the aim of optimisation  
of its safe use

*CFCU/MNE/128*

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This project is co-funded by  
the European Union



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## List of Abbreviations

<b>C&amp;VP</b>	<b><i>Communication and Visibility Plan</i></b>
<b>EU</b>	<b><i>European Union</i></b>
<b>PHC</b>	<b><i>Primary Health Care</i></b>
<b>IT</b>	<b><i>Information Technology</i></b>
<b>IHS</b>	<b><i>Integral Information Healthcare System</i></b>
<b>HCP</b>	<b><i>Healthcare Professionals</i></b>
<b>HCI</b>	<b><i>Healthcare Institutions</i></b>
<b>CInMED</b>	<b><i>Institute for Medicines and Medical Devices</i></b>
<b>MoH</b>	<b><i>Ministry of Health</i></b>
<b>HIF</b>	<b><i>Health Insurance Fund</i></b>
<b>PHC</b>	<b><i>Primary Health Care</i></b>
<b>PHCIS</b>	<b><i>Primary Health Care Information System</i></b>





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## 1. PROJECT DESCRIPTION

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This project refers to monitoring the prescription of diclofenac and optimization of its safe use in PHC institutions, through innovative Information Technology (IT) solutions, with a scientific analysis, evaluation and publication of obtained data. By upgrading existing IT solutions into an Integral Information Healthcare System (IIHS) and creating new ones, scientific research in the field of rational use of medicines will be strengthened and thus contribute to improvement of health of people and society as a whole. In order to achieve defined goals and objectives, the activities covered by this project include activities related to implementation but also activities related to continuous support, in terms of project management and dissemination of project results to target groups and final beneficiaries. The Scientific community will also be involved through preparation of scientific articles for publishing in relevant scientific journals. For this reason, two work packages (WP) exclusively refers to overall project management activities and dissemination activities, while the remaining work packages refer to the implementation of different types of activities.

These implementation activities encompasses scientific analysis and comparison of data on the prescription of diclofenac before and after, by innovative IT solutions imposed restrictions in its use. These activities will be performing with the aim to achieve the expected results and finally the expected impact of the project.

**The expected results** of the project:

**Result 1.** Engagement of young and experienced researchers to scientific analyze the observed problem of nonrational use of diclofenac, which will improve scientific potential and visibility of CInMED in the domain of rational use of medicines.

**Result 2.** Development of innovative IT solutions, thanks to which the prescribing and use of diclofenac is going to be optimized.

**Result 3.** Improvement and better integration of Information System (IS) of CInMED and PHC.

**Result 4.** Optimising the prescription and consumption of diclofenac in PHC institutions in Montenegro.

**Result 5.** Harmonizing the prescription of diclofenac in PHC institutions with CInMED evidence based recommendations.

**Impact** - The strengthening of synergy between science and innovation, stimulating research and development of science, cooperation between the public and the private sector in improvement of human health and finally improvement of visibility and importance of CInMED in Montenegrin health and scientific community.





## 2. GENERAL DISSEMINATION STRATEGY

### 2.1 Overall and Specific dissemination objectives

**Overall dissemination objective** is to raise awareness among defined target groups and final beneficiaries (scientific and IT communities, patients, HCPs, creators of health policy) on rational use of medicines and importance of synergy between science and innovation (IT solutions) for that purpose.

**Specific dissemination objectives includes:**

- promotion of intermediate and final project results to key target group and final beneficiaries with focus on HCPs in PHC as prescribers of diclofenac
- publishing of obtained results in relevant scientific journals after thorough scientific analysis of obtained data on diclofenac prescribing
- delivering of key messages (recommendations) on diclofenac rational use through IS that HCPs use in they daily work.

### 2.2 Target Groups

In order to promote results of the project, a range of dissemination activities, focused on different target audience is going to be established. Priority target groups of the project are patients, HCPs and HCIs, CInMED (Coordinator on project) and MG Soft as project partner.

1. **Patients** and their health are the centre of every health system and society as a whole. The realization of the project and dissemination of its results is in the interest of all patients who are on the treatment with diclofenac and especially those patients who are due to comorbidities, medicines taken concomitantly with diclofenac, at high risk of serious adverse reactions; Prescribing of diclofenac in accordance with the latest scientific data will finally improve their health.
2. **HCPs and HCIs** in PHC owing to innovative IT solutions, will have key recommendations for safe and effective prescription of diclofenac in IT system they use in daily work; These IT solutions will decrease their workload and give more time to communicate with patients
3. **CInMED** will gain insight into reasons for nonrational consumption of diclofenac and be able to propose new measures to rationalize use of this medicine. CInMED will also strengthen its scientific potential in the domain of the rational use of medicines;
4. **MGSOFT** as leading national company in healthcare IT systems, will benefit with: (i) increased knowledge and expertise in developing DataWarehouse and





Business Intelligence tools; (ii) improvement of in house developed Healthcare IS for Montenegro; (iii) implemented innovative services/applications which significantly spread the experience and expertise within the company;

- 5. Governmental institutions (MoH, HIF) and society as a whole** are final beneficiaries of this project. MoH, institution that is responsible for determining measures for rational use of medicines may owing to results of this project introduce changes in national policies and regulations dealing with rational use of medicines. Development of IT system for monitoring of prescribing practice of diclofenac and in the future other medicines of public health interest, can contribute to their rational use thus leading to the more optimal use of limited financial resources at disposal of HIF.

- 6. Scientific research community (Montenegrin and global)**

CInMED is a scientific institution licenced for carrying out scientific and research activities in the fields of medical sciences and interdisciplinary research.

As fundamental activities in this project presume scientific analysis and comparison of data on the prescription of diclofenac before and after, by innovative solutions imposed restrictions in prescribing of diclofenac and preparational activities for publication of these data in relevant scientific journals, scientific research community, Montenegrin and global will be reached out.

This will contribute improved visibility and importance of CInMED in Montenegrin scientific community.





## 3. DISSEMINATION ACTIVITIES

Dissemination activities were carried out throughout the project, as planned, in order to achieve the maximum impact of the project.

These activities include the following:

### 3.1 Project web site

In accordance with the dissemination strategy plan, project website is launched in June 2020.



This project is intended to strengthen the scientific and research activity of CInMED in the field of rational use of medicines, on the example of diclofenac, by creating innovative IT solutions to monitor the prescription of diclofenac in the Primary Health Care (PHC) and reduce its prescribing to patients at risk of developing serious adverse reactions, with unfavorable outcomes for their health.

Institute for Medicines and Medical Devices (CInMED) together with its project partner MG SOFT is one of the 13 grant beneficiaries awarded under the EU pre-accession assistance program to Montenegro (IPA II) "Collaborative grant scheme for innovative project ideas". The project primarily addresses the following thematic priorities, defined by the call for proposals: Medicine and health of people and Information and communication technologies. As the realization of the project will include scientific analysis of data, their publication in relevant scientific journals as well as education of the expert public (health care professionals) the project also addresses the thematic priority Science, education and identity. More information is available on the website of the Ministry of science, under the following [link](#).

### Project goals

1. Engagement of young and experienced researchers to scientific analyze the observed problem of nonrational use of diclofenac, which will improve scientific potential and visibility of CInMED in the domain of rational use of medicines,
2. Development of innovative IT solutions, thanks to which the prescribing and use of diclofenac is going to be optimized,
3. Improvement and better integration of Information System (IS) of CInMED and PHC,

### Project website

The project website can be accessed directly through [this link](#) or indirectly through the CInMED (project coordinator) website:

#### News

01.04.2021

Monitoring visit and support for preparation of interim report and OTSC

Monitoring was conducted by MS. Ivana Staljetović from ICE (International Consulting Expertise) and Ms. Snežana Vukotić from Ministry of Education, Science and Culture of Montenegro. [Read more](#)

15.03.2021

Forth coordination meeting

Current realisation of project activities were considered and new project activities were discussed. [Read more](#)

05.02.2021







CInMED website [www.cinmed.me](http://www.cinmed.me)

This web site comply with the criteria for appropriate communication and visibility set out in *Communication and Visibility in EU-financed external actions Manual* and all visibility requirements are implemented according to the Grant contract and its Annex 2. The EU emblem accompanied by text acknowledging the Union's support is prominently featured. Project web site promote the project, its results and finally impact to expert (HCPs) and general audience (patients) as key target groups and to final beneficiaries as well. All relevant information about the project (objectives, information, news, event announcements, public reports, analysis...) are published on the project web site.





### 3.2 Promotional materials (brochures, leaflets, flyers...)

In this stage of project has not been published any promotional materials.

### 3.3 Project events

Two internal workshops has been held by MG Soft for CInMED employees.

First workshop was organized in order to train CInMED employees for usage of DW and BI tools, delivered in first phase of the project.

Second workshop has included training for usage of the module for setup of rules in CInMED IS on the basis of which doctors will receive appropriate messages and warnings in the process of prescribing Diklofenak.

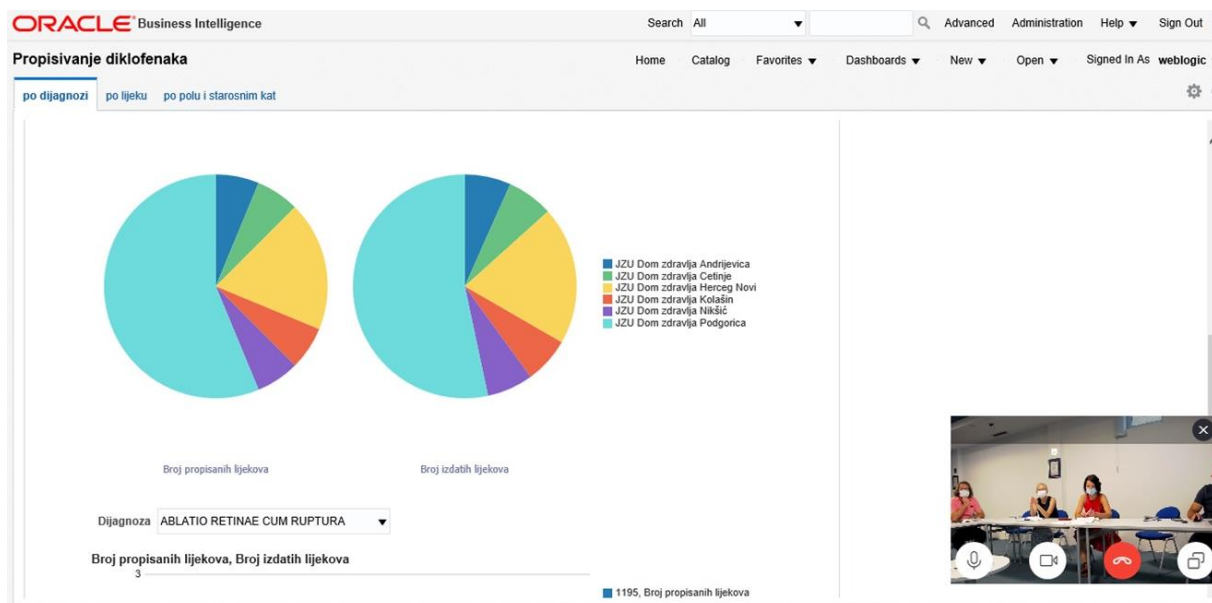
In order to raise awareness about importance of rational prescribing of medicines, and the benefits it can bring to the HCPs, patients and the society as a whole, there were organized two events-workshops gathering representatives of target groups and final beneficiaries.

First workshop has been on occasion of presenting the results of the first phase of the project and the second one to present the final results of the project. Due to the COVID19 pandemic the first workshop for the healthcare professionals has been delayed.

#### 3.3.1. Workshops for CInMED employees

In August 2020, as planned, two workshops were held for CInMED researchers. The workshops were held by representatives of the project partners and related to the presentation of developed IT tools that will enable scientific analysis of data on prescribing diclofenac in Montenegro. Due to the complex epidemiological situation in Montenegro, the workshops were held through an *online* platform.





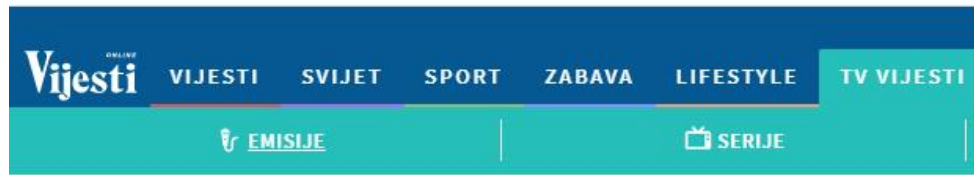
Online meeting with participation of CInMED and project partner project team

### 3.3.2. Hosting on TV Vijesti Morning Show programme

On 2<sup>nd</sup> October 2020 project goals and activities has been presented on the 10 minutes hosting on TV Vijesti Morning Show programme by Project manager Ms. Maja Stanković.

News was published on TV Vijesti web site on further link: <https://www.vijesti.me/tv/emisije/474139/gradjani-crne-gore-u-znacajnoj-mjeri-koriste-diklofenak-stankovic-alarmantne-vrijednosti> and also published on Youtube Link: <https://www.youtube.com/watch?v=yjhJ5vulctA>





## Građani Crne Gore u značajnoj mjeri koriste diklofenak, Stanković: Alarmantne vrijednosti

"Ako je vrijednost za dnevnu definisanu dozu na hiljadu stanovnika na dan, a to je ta osnovna statistička jedinica, u Crnoj Gori je preko 40. To znači da najmanje 40 stanovnika na 1.000 stanovnika u Crnoj Gori popije jedan diklofenak, dok u zemljama Evropske unije (EU) 10 do 15", rekla je farmaceutkinja Maja Stanković

8884 pregleda 1 komentar(a)



Stanković, Foto: Screenshot/TV Vijesti

*News on web site of TV Vijesti*

All project dissemination activities has been realized according to the *Dissemination Strategy and Exploitation Plan* and consistent with special conditions stipulated in Grant Contract and its relevant Annex, taking into considerations guidelines from Manual – Communication and Visibility in EU-financed external actions (01/01/2018).

