



*Trustworthy AI Tools for the Prediction of Obesity Related Vascular Diseases*

*HORIZON-HLTH-2022-STAYHLTH-01-04-TWO-STAGE*

## **DELIVERABLE D7.3**

### **FIRST AI-POD PROMOTIONAL VIDEO**

|                            |   |
|----------------------------|---|
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## EXECUTIVE SUMMARY

This report describes the first AI-POD video that intends to introduce and raise awareness of the project.

### 1. INTRODUCTION

The increasing convergence of medicine and technology offers unprecedented opportunities to address Europe's most pressing health concerns. This is exactly what the AI-POD project hopes to achieve in the field of obesity-related cardiovascular disease. To better explain and introduce this, we set out to create a brief video animation.

The primary motivation behind this initiative was to provide stakeholders, including the general public, clinicians, and policymakers, with a comprehensive overview of the project's aims, methodology, and potential societal impact. This report delves into the key elements of the video, laying out the objective, script, and a description of the video's aesthetic look.

### 2. OBJECTIVES OF THE VIDEO

The objectives of the AI-POD promotional video are multifold:

- **Awareness:** The video aims to introduce the AI-POD project to a broader audience, ensuring that the significance of the venture is communicated effectively.
- **Education:** Through the video, the project informs the public about the challenges posed by obesity-related heart issues in Europe and the novel approach AI-POD is taking to address these challenges.
- **Engagement:** By highlighting the unique fusion of AI technology and clinical solutions, the video encourages viewers to engage with the project, inviting them to envision a future where health and technology seamlessly integrate to enhance healthcare outcomes. We hope to particularly address potential patient end users or at-risk individuals.
- **Trust Building:** Addressing concerns around data privacy and ensuring transparency about the project's objectives and means, the video seeks to build trust among potential users and stakeholders.

### 3. SCRIPT

The video begins with the evocative statement, "Imagine a world where technology and medicine join forces to make our lives healthier." This sets the tone for the narrative that unfolds, introducing the AI-POD project and its mission. The script then moves to highlight the challenges currently faced in the realm of obesity and its associated health risks. Drawing attention to the deficiencies of current methods, AI-POD positions itself as the innovative solution Europe needs, emphasizing its AI-based risk prediction model and the Clinical Decision Support System.

The narrative progresses to introduce the Citizen App, a crucial tool aimed at ensuring the project's benefits directly reach the public. Further emphasis on patient-centered treatment, data security, and the enormous potential impact of the project reiterates AI-POD's commitment to transforming healthcare.

The script concludes with an invitation to join the journey and directs viewers to the project's website for a deeper dive.

#### 3.1 SCRIPT

Imagine a world where technology and medicine join forces to make our lives healthier.

Meet EU-funded project AI-POD!





We're using smart technology to tackle one of Europe's biggest health issues: obesity-related heart problems.

We have a vision of a world where those problems are not just managed but predicted and prevented.

With current methods, we're falling short.

Obesity and its associated diseases affect millions across Europe.

But the current methods of assessment and management lack personalization and need high-tech clinical solutions and daily measurements.

AI-POD aims to be a game-changer for the way we assess and manage obesity-related heart diseases with powerful AI-based risk prediction and a Clinical Decision Support System.

But we're not stopping there! We will develop a mobile Citizen App that seamlessly integrates diet and lifestyle monitoring and works with doctors to keep you healthy.

Clinicians will be armed with evidence-based tools to make informed decisions personalized to patient's health needs. That means better and patient centered treatment.

And there's no need to worry about your data. Security and privacy are our top priorities.

The impact of AI-POD is enormous – potentially saving over 500,000 lives annually, contributing to cost savings of approximately 22 billion Euros across Europe each year.

We're designing AI-POD technologies to engage citizens in their daily life.

Join us on this journey to reshape healthcare, to empower individuals, and to transform lives. Together, we're building a future where AI supports human health and lifestyle.

To learn more, visit our website at [ai-pod.eu](http://ai-pod.eu).

### 3.2 SCENARIO

The scenario describes the different scenes that accompany the script. In the table below you can find the lines of the script and the corresponding scene that is displayed in the video.

| Voice over   | Scenes  |
|--|---|
| Imagine a world where technology and medicine join forces to make our lives healthier. | <p>We'll see a scene with several people doing healthy activities. Several windows with different scenarios will appear on screen. We'll see:</p> <ul style="list-style-type: none"> <li>• A teenager roller skating,</li> <li>• middle-aged man on a hike,</li> <li>• older lady eating salad at home,</li> <li>• man in his 20s in the gym,</li> <li>• A woman in her 30s doing yoga</li> </ul> |
| Meet EU-funded project AI-POD!   | The camera will move down and we'll see the AI-POD logo in the middle of the screen.  |





| Voice over  | Scenes   |
|---|--|
| <p>We're using smart technology to tackle one of Europe's biggest health issues:</p>                      | <p>The camera will move down again and we will get to a modern laboratory with 3 scientists and clinicians.</p> <ul style="list-style-type: none"> <li>• One will be exploring something on his microscope</li> <li>• Another one will be entering data into the computer</li> <li>• Another one can use VR glasses and we will show a hearth before him.</li> </ul> |
| <p>obesity-related heart problems.</p>  | <p>The scene will blur and darken and an icon of an obese heart appears - with signs of heavy fat. It'll beat very heavily.</p>  |
| <p>We have a vision of a world where those problems are not just managed but predicted and prevented.</p> | <p>This heart will zoom out and several icons of this heart will cover the map of the world. The map will appear behind it. With "but predicted" the fat will start to dissolve and the hearts will appear healthy.</p>  |
| <p>With current methods, we're falling short.</p>   | <p>Cut.</p> <p>We'll get to an abstract environment with several icons symbolizing the methods - there could be some graphs, icons for the insulin testing, DNA spiral, some medicaments and needles, blood cells etc.</p> <p>These icons will shake and they'll all crack. Then, eventually, they'll all fall out of the scene.</p>                                 |





| Voice over   | Scenes  |
|--|---|
| <p>Obesity and its associated diseases affect millions across Europe.</p>  | <p>We'll use the outline of the map of Europe. Inside of it, there will be several titles with names of diseases. Three dots will be placed at the bottom of the map to depict that there are more.</p> <ol style="list-style-type: none"> <li>1. Osteoarthritis</li> <li>2. Heart attack</li> <li>3. High blood pressure</li> <li>4. Type 2 diabetes</li> <li>5. Sleep apnea</li> </ol> <p>A big number starts counting above the map. It starts at several hundreds of thousands and will count up to several millions without stopping to symbolize a growing problem.</p> |
| <p>But the current methods of assessment and management lack personalization and need high-tech clinical solutions and daily measurements.</p> | <p>We'll move to the side. We'll get to an abstract environment again.</p> <p>We'll see two circle icons. One will carry a title "Assessment and Management" and the other "Personalization" A line will be created between these two. Along with the voice over, the line will break and disappear.</p>  |
| <p>AI-POD aims to be a game-changer for the way we assess and manage obesity-related heart diseases</p>  | <p>Then these two circles will merge into one and the AI-POD logo will appear above it.</p>   |
| <p>with powerful AI-based risk prediction and a Clinical Decision Support System.</p>  | <p>Two other icons appear with the VO - first an icon for AI with the title "AI-based risk prediction" and then an icon for "Clinical Decision Support System" with the exact same title. These two icons will get connected to the previous circle.</p>  |
| <p>But we're not stopping there! We will develop a mobile Citizen App</p>  | <p>Here we'll use the UI of the app on a tablet. First, we'll see the app's logo on the screen.</p>   |
| <p>that seamlessly integrates diet and lifestyle monitoring and works with doctors to keep you healthy.</p>                                    | <p>Then, it'll change and we'll see what the app does when it integrates diet, monitors lifestyle and works with the doctor.</p>  |





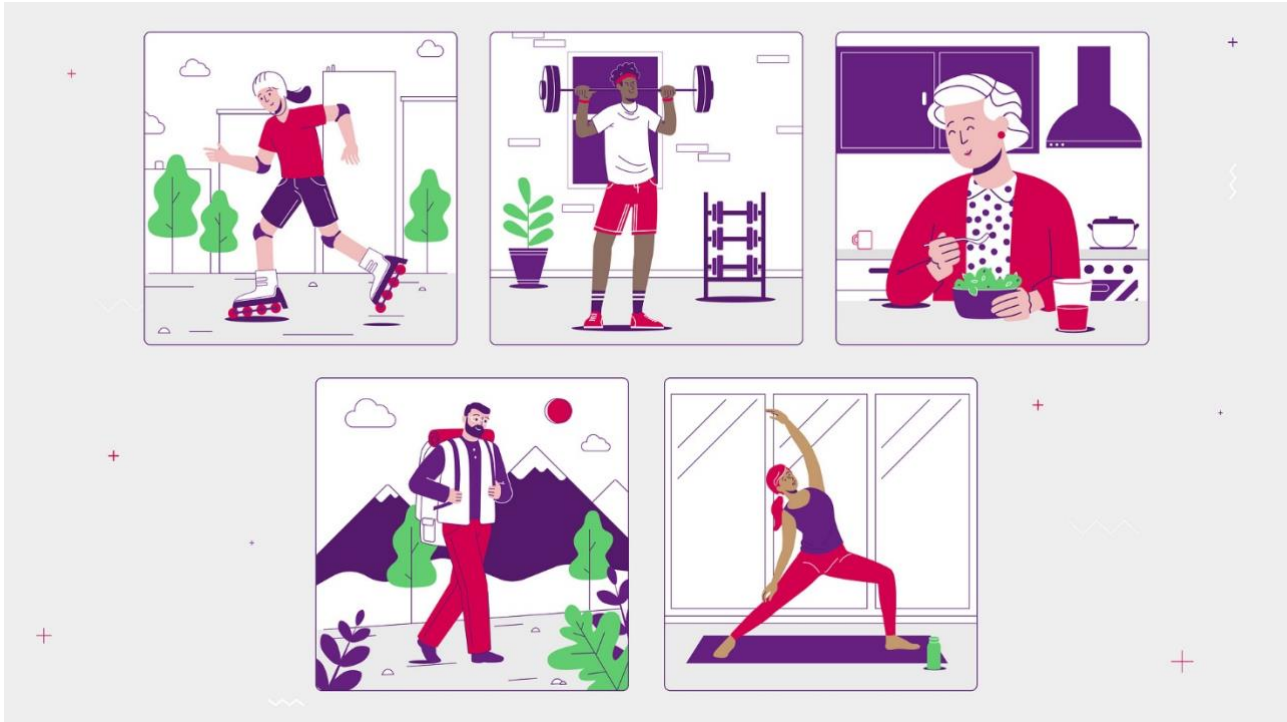
| Voice over  | Scenes  |
|---|---|
| <p>Clinicians will be armed with evidence-based tools to make informed decisions personalized to patient’s health needs. That means better and patient centered treatment.</p>        | <p>Cut.<br/>We'll be at the doctor's office. The office is very modern. He's sitting by the computer. User icon will appear above his head - other icons - graphs, methods etc. will appear around the user icon.</p>   |
| <p>And there’s no need to worry about your data. Security and privacy are our top priorities.</p>   | <p>We'll get to an abstract environment filled with user icons - each user icon will have other icons behind symbolizing the personalized data. Then, a green check mark will appear across each user icon.</p>   |
| <p>The impact of AI-POD is enormous – potentially saving over 500,000 lives annually,</p>   | <p>We'll get to a scene with a big heart icon with the pulse line across it. The heart will beat. Below it, a number will count up to 500 000.</p>  |
| <p>contributing to cost savings of approximately 22 billion Euros across Europe each year.</p>  | <p>Then the scene will change and we'll see a map of Europe again. Stacks of money will appear all around it. Above it, a number counting up to 22 billion appears.</p>   |
| <p>We're designing AI-POD technologies</p>  | <p>The camera will move up again. We'll get to another abstract environment filled with user icons. The camera will then zoom out and these icons will merge into one big AI-POD icon.</p>  |
| <p>to engage citizens in their daily life.</p>  | <p>Then the camera will zoom out again and we'll see a person holding their phone. The AI-POD logo will float above it. The person will be smiling.</p>   |
| <p>Join us on this journey to reshape healthcare, to empower individuals, and to transform lives. Together, we're building a future where AI supports human health and lifestyle.</p> | <p>We'll zoom out again and we'll get to the previous scene where the people did healthy activities and talked to the clinicians. We'll add some new ones. First three will be added subsequently with the VO (reshape healthcare, empower individuals, transform lives) and the rest will be added quickly, ending up in a 3D-looking environment.</p> |
| <p>To learn more, visit our website at <a href="http://ai-pod.eu">ai-pod.eu</a>.</p>  | <p>The camera will zoom out from the previous scene and we'll get to the logo with the website.</p>   |



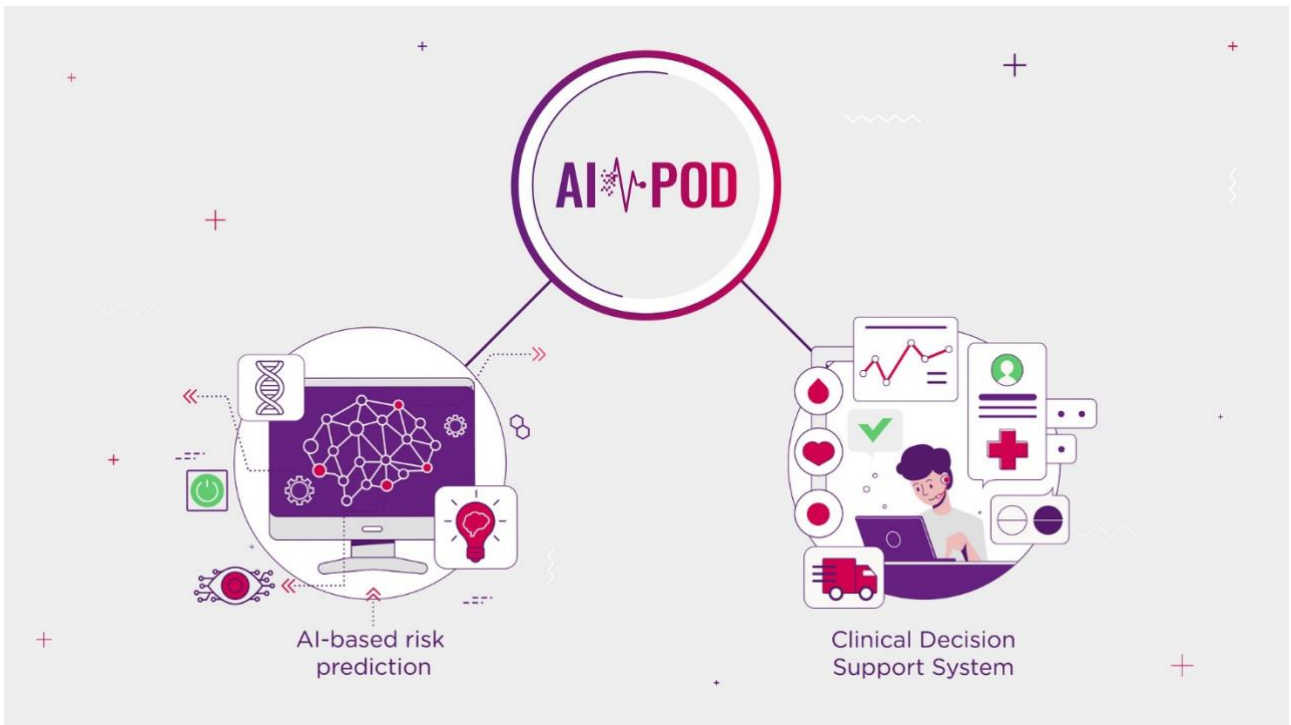
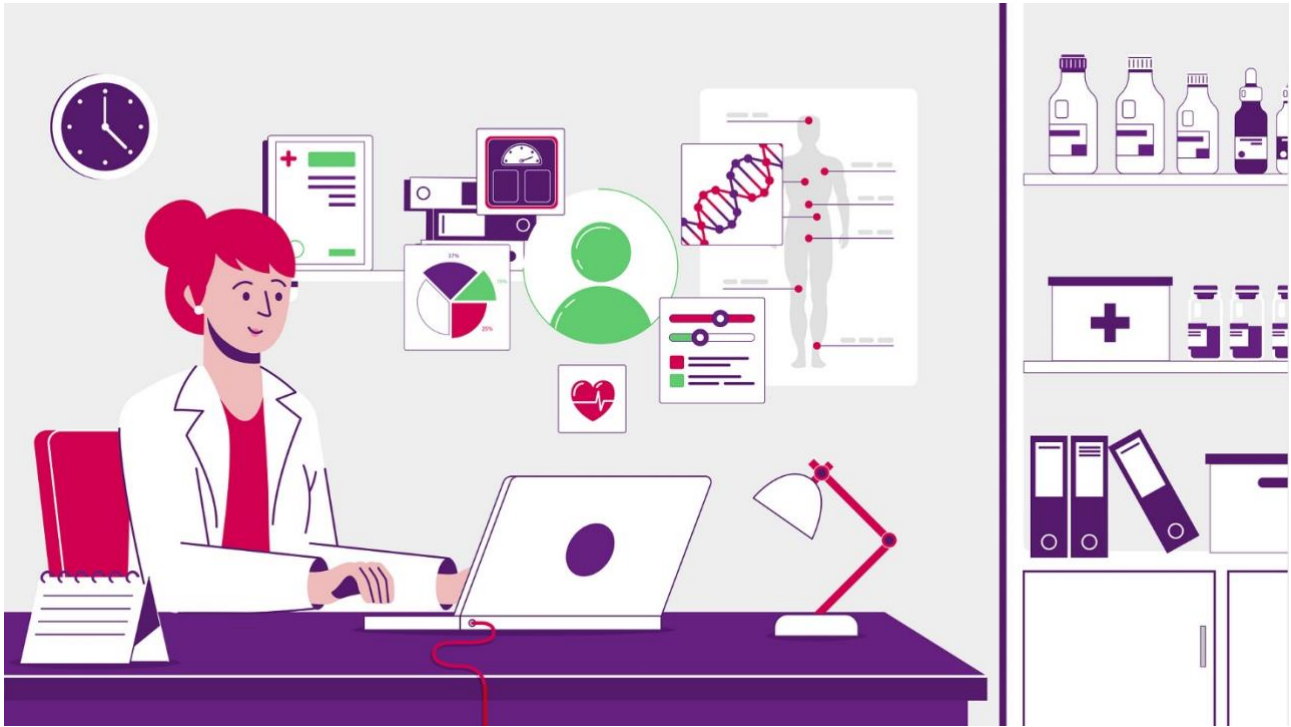


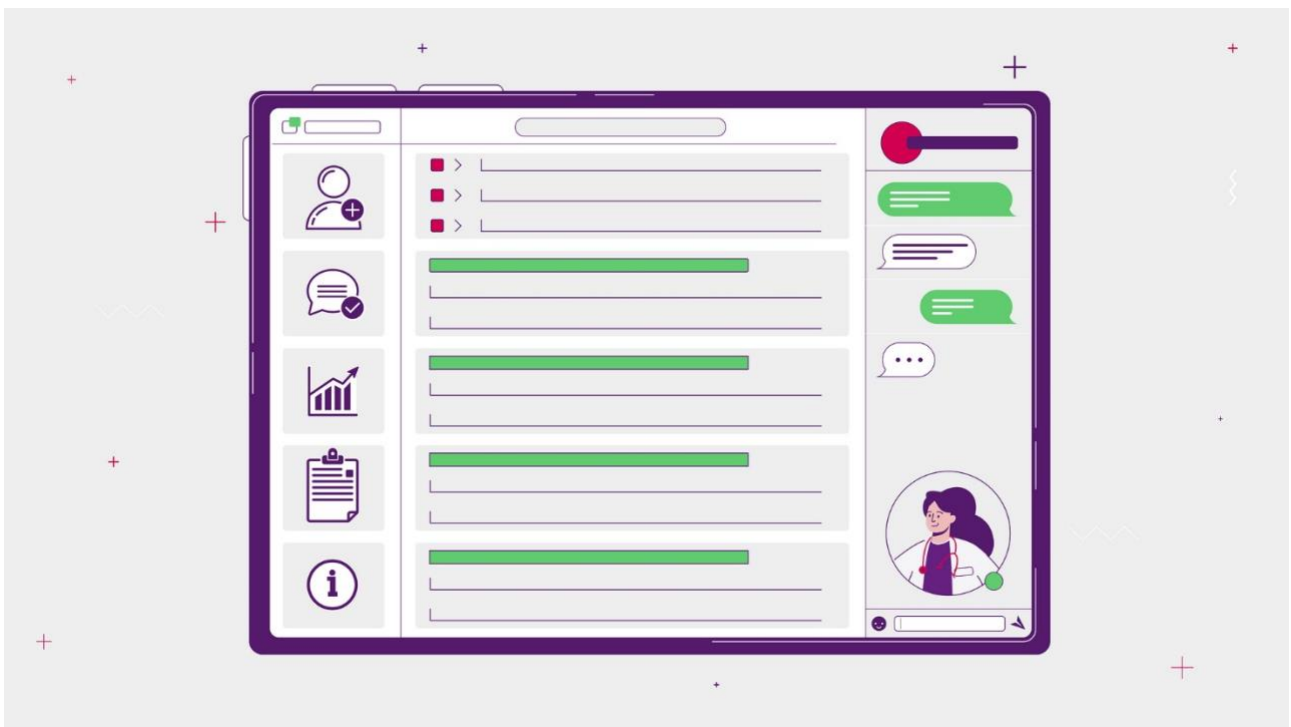
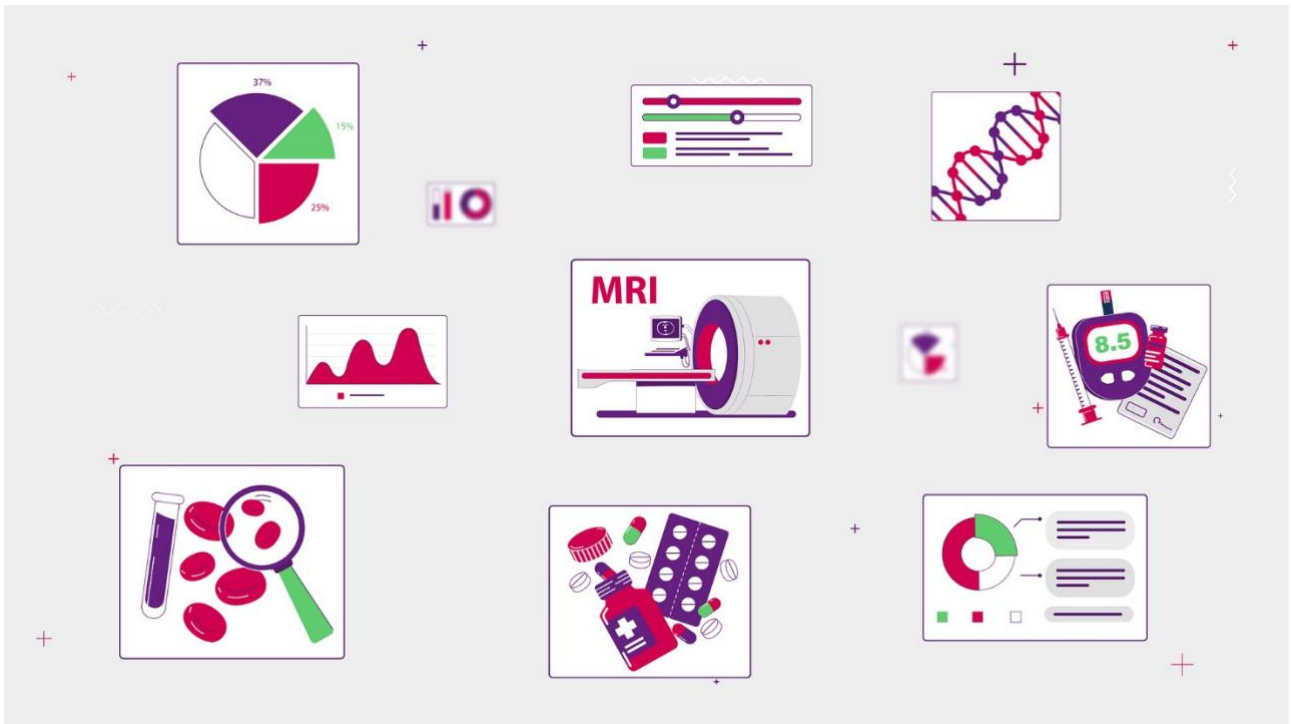
## 4. LOOK

The look of the video is simple, yet friendly, with simply shapes and no overly complex illustrations. Attention was paid to ensure the different characters featured in the video are diverse and inclusive in all regards. Below is a number of screenshots taken from the video:











## 5. PUBLICATION AND CONCLUSION

The AI-POD promotional video serves as a crucial communication tool, encapsulating the project's objectives, and anticipated societal benefits. Through a well-crafted script and an engaging visual representation, the video ensures that AI-POD's mission resonates with a diverse audience.

It paints a vivid picture of a future where technology and medicine work synergistically to tackle pressing health issues, fostering a spirit of collaboration and innovation. This promotional effort not only raises awareness but also underscores the European Commission's commitment to fostering innovative solutions





that prioritize the well-being of its citizens. As the AI-POD project progresses, such initiatives will undoubtedly play an instrumental role in engaging stakeholders and driving the project towards its envisioned goals.

The video is published on the AI-POD project website ([www.ai-pod.eu](http://www.ai-pod.eu)). The update and publication is shared through the partners' social media accounts and newsletters.

Following a period of exclusivity to drive traffic to the website, will also be shared on YouTube and social media platforms X and LinkedIn in direct uploads to ensure widespread reach of the video.

