

## **SILVERMEDIA & THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME**



*Innovative IT solutions for Europe's chief instrument for innovation and research funding*

### **SILVERMEDIA'S FP7 STORY**

Throughout its history, Silvermedia has always kept itself busy with regional or national Polish projects it was invited or approached to take part in. It developed a reputation for itself as an [outstanding customised solutions provider of secure, user friendly web-based information management platforms and solutions for mobile devices](#).

In 2008 it was invited to develop the full [IT support system](#) for an [audiology screen program](#) with The Institute of Physiology and Pathology of Hearing, a world-class specialist medical institution based in Warsaw, Poland. It was a highly successful implementation. Hearing this, Department of Neurology of Jagiellonian University invited Silvermedia to take part as an SME in GRASSP: Genes and Response to Aspirin in Secondary Stroke Prevention.

The project was an application under the [European Union Seventh Framework Programme \(FP7\) HEALTH.2010.1.1-2](#) call topic: Genome-based biomarkers for patient stratification and pharmacogenomic strategies. Silvermedia was asked to develop a complex information management platform for which the data functional capabilities and usefulness could be maximised. It was also asked to integrate with various public health, genetic and bioinformatics databases to bring a greater volume of information into the platform.

Unfortunately, in 2011 the consortium received negative feedback regarding its application. But the process was important for Silvermedia. It gave Silvermedia an understanding of FP7, an insight into the opportunities it provided for innovation, advancing research, and extending its portfolio outside Poland. It gave Silvermedia the motivation to pursue FP7 projects!

[As a result, Silvermedia's primary international strategy going forward is FP7.](#)

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## OUR COMPANY FOLLOWS THREE MAIN PRINCIPLES IN ITS WORK



### **CUSTOMER CENTRICITY**

*We deeply value our customers, listening closely to their needs and developing a unique customized solution.*



### **INNOVATION**

*Our goal is to provide completely unique solutions with no competitors. We are active in developing and implementing new technologies and academic research thanks to our solid relationships with AGH-University of Science and Technology and Jagiellonian University, and also our active involvement in European Union's Seventh Framework Programme. We also have strong partnerships with major IT companies, who we cooperate on innovations with.*



### **CULTURE OF EXCELLENCE**

*We carefully select the best employees and offer them a high performing, stimulating yet enjoyable work environment.*

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## GOALS



### **TO PROVIDE COMPREHENSIVE SERVICES TO ADDRESS EVERY ASPECT OF OUR CUSTOMER'S NEEDS**

*We focus on delivering an outstanding and holistic service to our customer, exceeding their expectations and ensuring optimal satisfaction. So strong is our focus that if we are not capable of addressing some of our customer's needs in the best way possible, we will recommend someone who will. Our strong network allows us to provide our customers with an extended set of services, including assistance in obtaining funding for projects, or support for expanding IT infrastructure.*



### **TO SET TRENDS AND DIRECTIONS IN THE SECTORS WE ARE ACTIVE IN**

*We are a visionary company, committed to making significant contributions to our specializations, especially e-health, telemedicine and biosciences. We are constantly evolving, trying to find best way possible to address challenges. We achieve this goal primarily through innovation and research avenues such as our strengthening relationships with universities, and our active involvement in the European Union's research and development innovation programs.*



### **TO CREATE IT SOLUTIONS WHICH MAKE A POSITIVE IMPACT ON SOCIETY**

*There is no greater pleasure for us than to see the fruit of our labor making a positive difference to society. We especially like to work on projects that bring new approaches and resolutions to our clients' desires, linking research and innovation with real-life scenarios and challenges.*



### **TO CREATE LONG LASTING MUTUALLY BENEFICIAL BUSINESS RELATIONSHIPS**

*We would like to develop long-lasting business relationships with all our stakeholders. Our customers take a special priority, a relationship we continue to develop and prioritize long after our services are completed. However it is not exclusive to the customer. All relationships we build with stakeholders: suppliers, technology partners, universities, potential partners, professors, government representatives and public administrators, are built and maintained. We see this as a core approach to achieving our values of innovation, customer centricity and excellence.*

***Silvermedia is all about innovation IT. One of the pillars in its company philosophy is innovation, and has the following experiences to reinforce it:***

- / Silvermedia is among a select few partners of Microsoft® in Eastern Europe for Windows® Embedded software development. In 2009, it made the biggest deployment of Windows® Embedded in medical sector in Europe.
- / Silvermedia is a partner of IBM® in Poland, with whom it is creating some of the most advanced new Business Intelligence solutions in medicine.
- / Silvermedia has 3 postdocs, 6 PhD candidates specialising in biosignals, algorithms and healthcare IT, and its medical algorithms, biosignal processing and analysis is considered among the best in the world.
- / Silvermedia's close relationships with AGH-University of Science and Technology and Jagiellonian University Medical College involve the transfer of innovative research and technology, access to cutting-edge experts and networks.
- / Our active involvement in FP7.

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## **CASE STUDY 1: GENE AND RESPONSE TO ASPIRIN IN SECONDARY STROKE PREVENTION**



This was an application we prepared under the coordination of Jagiellonian University Medical College for the HEALTH.2010.1.1-2 call topic: Genome-based biomarkers for patient stratification and pharmacogenomics strategies.

The aims of the GRASSP project were: to distinguish responders and/or adverse responders from non-responders to aspirin treatment in secondary stroke prevention through the identification and characterisation of genome-based biomarkers; to develop clinically useful and cost-effective test(s) allowing predict responses to aspirin treatment, and to avoid/reduce adverse effects.

Silvermedia's role was to develop the information management platform that would collate the data and analysis obtained and completed by the 14 research institutions. In the platform, it was responsible for maximising the functional capabilities and usefulness of the data. Silvermedia were also asked to integrate with various public health, genetic and bioinformatics databases to bring a greater volume of information into the platform.

Unfortunately while the project was rejected, it motivated us to focus on FP7 as a key strategy for our expansion into international markets.

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## **CASE STUDY 2: CONCEPT-ORIENTED COLLABORATIVE SOFTWARE DEVELOPMENT**

This was an application for call ICT.2011.1.2: Cloud Computing, Internet of Services and Advanced Software Engineering under the leadership of Warsaw University of Technology. Its goal is to develop a new software development paradigm, which leverages end users to create and (re-)use software code in the same way as they would normally handle content on the Internet.

*So far, we have contributed the following expertise to major projects and consortiums:*

## WEB PLATFORM DEVELOPMENT



We specialise in web platforms for a huge number of users from all over Europe. Our platforms display information in a user friendly manner, give full control to administrators on the information and privileges allowed for different users, offer various communication modules, all while maintaining the utmost information security and safety. They are also highly customisable to user needs, and able to integrate with any system. They are also fully compatible with all mobile devices.

Our web platforms have been requested to fit various needs. They have been used in proposals to facilitate international research collaboration between various institutes across Europe and the world and to present health research outcomes throughout Europe in a dynamic and inclusive way.

## IT CONSULTING



We like to be involved heavily in the planning and concept stages of any IT implementation. This includes the organisation of requirements, selecting the most suitable software and hardware solutions, development of specifications document or integration plans. This is particularly important in HEALTH calls where we are usually one of the only ICT partners involved.

## COLLECTING DATA FROM EXISTING DEVICES TO A COMPUTER AND STORING ONLINE AND/OR THE DEVELOPMENT OF NEW MEDICAL DEVICES



Our developers can download the signals or data from any medical testing device and display it on a mobile device such as a smartphone, tablet or notebook. The information is then stored on the device until connection to the Internet, when it is immediately uploaded to a centralised system, which can be either our web platform or your existing systems. We also produce a highly advanced system for survey and questionnaire data collection using mobile devices.

Silvermedia is also certified and capable of producing new medical devices. Remote testing equipment, remote monitoring devices and devices which can be managed remotely are our specialties.

## MANAGEMENT OF MASSIVE AMOUNTS OF COMPLEX DATA



Our web platforms are designed to accommodate unlimited amounts of data. They enable a user friendly support process for the data's collection, management and then analysis. Our systems produce sophisticated statistics and reports to help you understand your complex data and make conclusions for research and/or decision-making. All data can be exported to popular statistical analysis and spreadsheet software.

## DATA COLLECTION PROGRAMMES



A special suite of our solutions together form a comprehensive support system for conducting data collection programmes such as screening or market research. Our solutions support the management of locations, personnel, assets, schedules and plans. Survey and/or medical test data is collected using the mobile device, which makes an extremely attractive solution for remote data collection and programmes collecting data across wide spaces. Collected data integrates with the complex data management systems and the web platform user interface.

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## BIOSIGNAL PROCESSING AND ANALYSIS



Silvermedia hosts some of the foremost experts in biosignal processing and analysis in Poland. Our solutions enable the powerful analysis and interpretation of signals to ensure physicians and researchers can have the greatest confidence in making diagnosis or research conclusions. Until now, our signal analysis expertise is in the medical specialisations of cardiology and audiology.

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## END USER PROJECTS



Silvermedia is an end user for a software engineering ICT call, which it will apply in a healthcare IT project. It is open to participating as end users for other ICT focus areas, whether it is in robotics, networks, infrastructures, ICT for learning or any other ICT challenges.

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## SOFTWARE DEVELOPMENT



As a software development company, Silvermedia is experienced and capable in the design, implementation, integration, deployment and support of customised software solutions. It develops IT solutions for the web, desktop and mobiles. It is also able to perform integration projects, bringing together different software solutions for improved data sharing and performance.

# HEALTHCARE IT IN SPECIFIC DISCIPLINES

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## CARDIOLOGY



Silvermedia has developed electrocardiogram (ECG) analysis software for researchers and physicians for screen programs and clinical use. Our software is able to download the signal of any ECG device to a mobile device assuming it has a USB or Bluetooth connection. It is then both viewable from the mobile device and uploaded to a central cloud-based system for viewing by anyone who has access, for example clinicians or researchers.

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## AUDIOLOGY



Our experience in audiology can be seen in both the case studies and the FP7 project experience. We have developed mobile-testing devices based on audiograms, dichotic digit test (DDT) and gap detection threshold (GDT) tests using notebooks or other mobile devices. The results are automatically uploaded to a central cloud-based system for viewing by anyone who has access, such as researchers or clinicians.

## AUDIOLOGY HEARING SCREENING PROGRAM

From March to June 2010, The Institute for Physiology and Pathology (IFPS) organised a hearing and speech prophylactic research program for children from rural areas in partnership with the President of the Agricultural Social Insurance Fund. It was an extension of the program that had been conducted in Eastern Poland in 2008. Prophylactic screens (audiogram, dichotic digit test and survey) were conducted in nine states of Western Poland. Over 95,000 school children from over 4,500 schools were to be tested. Coordinating a program of such a large scale presented IFPS with a huge organisational challenge.

Silvermedia provided, implemented and technically supported an integrated information system prepared specifically for screening programs. The main goal was the informatisation of the processes executed in the screening process. A fundamental characteristic of this system was its web browser access, enabling a centralised information repository accessible securely from anywhere with an Internet connection.

### *IFPS required a solution that could:*

- / Perform screens from remote locations without expert staff on-site
- / Collect and store data
- / Guarantee test quality
- / Interact with patients post-screen
- / Optimise the screen diagnosis process
- / Plan and supervise multiple screen programs simultaneously
- / Track assets and employees
- / Use data for future research

***” The implementation of this screening tests support system allowed us to accomplish all our goals in a smooth and timely manner. Silvermedia improved the coordination of all our actions, significantly simplified the gathering of research results and accelerated the implementation of the research results assessment process. ”***

— Marcin Kopaczewski, Deputy Director of Organisation and Development, Institute of Physiology and Pathology of Hearing, Warsaw, Poland



SILVERMEDIC



# OTHER MAJOR CASE STUDIES

## EDUCATION PLATFORM

Education Platform was an information management system we had created as a complete solution for educational administration offices, schools and kindergartens. From 2002-2011 it was a product of Silvermedia, and now belongs to one of our major partners.

While a Silvermedia product, its features included recruitment management, online assessment and attendance records, school-teacher-parent communication, and management modules for insurance, programs and inventory.



## ASSETMANAGER

Silvermedia were contracted to develop a customised solution for cities in the United States to keep track of the condition and quality of its water assets.

Each asset has a profile with different variables that determine the asset's condition, a schedule which dictates how often these variables are tested and updated, and the ability to upload photo and video attachments. The software automatically determines the optimal asset maintenance and repair plans.

*AssetManager can be used in any organisation that needs to manage the condition of its asset. For example:*

- / To manage the equipment of a public utility
- / To support flood control, fire prevention and other extraordinary natural disasters and threats to humans and the environment
- / To manage the quality of large industrial assets, equipment and machinery



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**SILVERMEDIA ENDEAVOURS TO EXPAND ITS SOLUTIONS FROM POLAND TO THE WHOLE EUROPEAN UNION. IT WANTS TO CONTRIBUTE ITS SME EXPERTISE TO FP7-HEALTH PROJECTS WITH SOFTWARE DEVELOPMENT REQUIREMENTS.**

**QUALITY CERTIFICATIONS**



To ensure the best possible quality of our services, Silvermedia has obtained ISO Certifications: ISO 9001 and ISO 13485.



**Certificate ISO: 9001** - Silvermedia meets the requirements of its Quality Management System.



**Certificate of ISO: 13485** - Silvermedia meets the requirements of a quality management system for the design and manufacture of medical devices.



**CE certificate** - Silvermedia possesses a CE certificate for our Screening Examination Platform medical device.

**PARTNERS AND MEMBERSHIP**



As an innovative company, Silvermedia cooperates with major scientific and R&D institutions in Poland, including AGH University of Science and Technology, Jagiellonian University Medical College, Medical University of Warsaw and Children's Memorial Health Institute in Warsaw. We are members of clusters:



We are technology partners of the Association of Polish Counties.

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