ODELIA

Open Consortium for Decentralized Medical Artificial Intelligence

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PROJECT VIDEO

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DISCLAIMER

EXECUTIVE SUMMARY

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

INTRODUCTION

This report presents the ODELIA video and the motivations behind its creation. The video serves as a conduit to communicate the project's aspirations, methodologies, and potential impact, with the overarching goal of fostering awareness, understanding, and engagement.

OBJECTIVES OF THE VIDEO

The video seeks to educate, engage, and inspire a diverse audience, ranging from healthcare professionals and researchers to the general public, by presenting ODELIA's innovative approach to medical AI and its potential positive outcomes. In particular the video aims to achieve several key outreach objectives:

- Awareness: The video introduces the viewers to the ODELIA project and its mission, emphasising the significance of the project in the context of healthcare advancements and AI-driven solutions. By focusing on breast cancer detection in MRI screenings, it underscores the real-world impact and importance of the project.
- Education: The video educates the audience on swarm learning as a novel and privacy-preserving approach to AI model training.
- Promotion and Engagement: The video engages viewers by posing questions and scenarios that encourage them to envision the impact of ODELIA's work on AI algorithms and personal data security. Moreover, the video promotes the ODELIA website as a platform for ongoing information dissemination and updates and encourages engagement by inviting viewers to explore the ODELIA website, learn more about the project and stay in touch. This aims to foster engagement and potential collaboration with individuals and organisation interested in the project.
- Trust Building: The video addresses privacy concerns and explains how ODELIA's swarm learning approach allows the collaborative training of AI models without sharing sensitive patient data, thereby ensuring data privacy.
- Empowerment: The video empowers viewers by presenting ODELIA's goals as directly beneficial to them. The video explains the potential benefits for individuals such as improved medical diagnostics, personalised care, and a more efficient healthcare system. By conveying that the advancements in medical AI brought about by ODELIA have the potential to positively impact their healthcare experiences, the video aims to instil a sense of agency and optimism in patients.
- EU-Funded Project Recognition: By highlighting that ODELIA is an EU-funded project, the video establishes credibility and emphasizes the significance of the initiative. This is likely to attract the attention of individuals interested in research and innovation supported by prominent funding bodies.

SCRTIPT

The ODELIA video script serves as a guiding narrative, offering insight into the motivations, methodologies, and potential impact of ODELIA. The video aims to break down the complexities and make medical artificial intelligence and swarm learning more and better understandable. The script touches on key aspects such as safeguarding patient privacy, collaborative efforts, and the future impact of advanced technology on medical care. Breast cancer detection in MRI screenings is presented as the use-case underlining the real-world impact and importance of the project.

Throughout the script, the audience is invited to explore the intricacies of ODELIA, envisioning a future where personalized and improved healthcare outcomes are made possible through cutting-edge AI.

Narrator (Voiceover)	Accompanying Visuals
Explore the advancements in healthcare with the EU-funded project ODELIA, which will Revolutionize Medical AI through Swarm Learning.	Dynamic animation of the ODELIA logo.
ODELIA brings together top European institutions in a unique mission: to harness AI for better, faster, and more accurate diagnosis.	Animation connecting and indicating the project's partners.
As a first use-case, ODELIA focuses on breast cancer detection.	Breast cancer detection
But how do we train AI without compromising your privacy? Enter Swarm Learning. In Swarm Learning, individual AI models, each train independently on local datasets. Unlike traditional AI, which needs vast data often raising privacy concerns, Swarm Learning allows multiple healthcare centres to collaboratively train AI models in a privacy-preserving manner, without sharing sensitive patient data.	Animation comparing traditional AI data collection with Swarm Learning's decentralised approach. Highlight data protection; local datasets, no data is shared/transmitted
Imagine this: AI algorithms becoming as skilled as expert doctors in diagnosing diseases, all while keeping your personal data secure.	AI algorithm working alongside healthcare professionals, analysing data on a screen.
Our goals? To build a Pan-European network for medical AI, transforming healthcare while protecting your privacy and ensuring fair access to cutting-edge technology.	Animation highlighting these goals: network for medical AI, data protection, fair access
What does this mean for you? Improved medical diagnostics, personalized care, and a healthcare system that's more efficient and more responsive to your needs.	Patients in a healthcare setting, receiving care with advanced technology in the background.
At ODELIA, we integrate AI into healthcare, striving for a future where technology enhances care for all.	ODELIA logo
Visit odelia.ai for more information.	Website URL and EU funding disclaimer appear on screen

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 are a number of screenshots taken from the video:
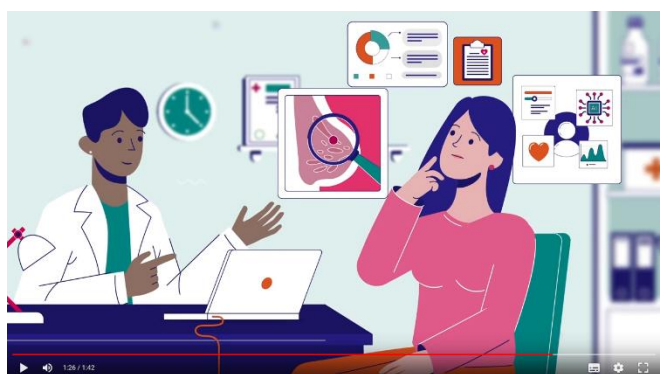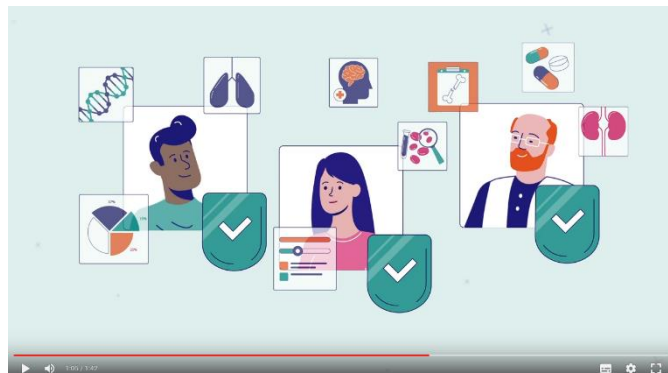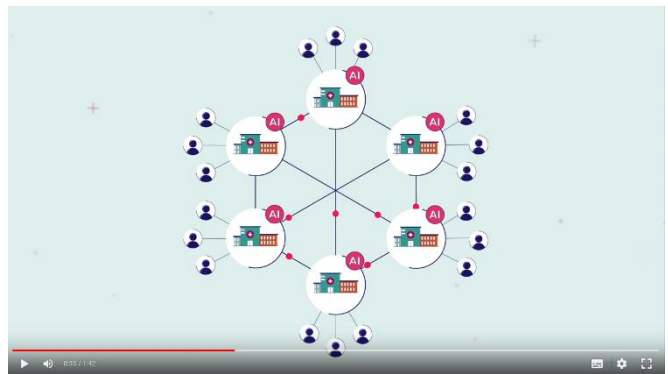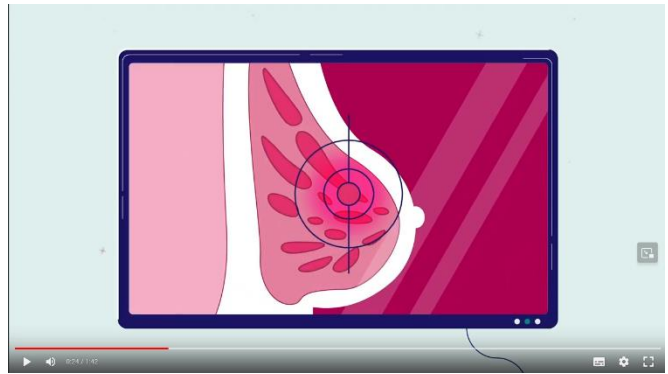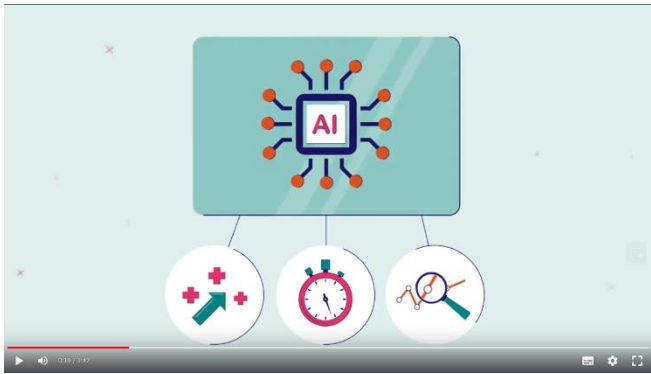
PUBLICATION

The video will be published the EIBIR YouTube account and embedded on the ODELIA project website (www.odelia.ai). The update and publication are shared through the ODLEIA social media accounts on X and LinkedIn as well as the partners' dissemination and communication channels to ensure widespread reach of the video. The video will also be featured in the project's first newsletter to be released in January 2024.

CONCLUSION

In conclusion, the presentation of the ODELIA project video marks a significant milestone in our endeavour to promote our project and communicate our main goals and objectives. This deliverable report establishes the successful realisation of the first ODELIA video. It shows that the project video serves as a crucial communication tool promoting the project's objectives, methods and anticipated societal benefits and ensures the ODELIA mission resonates with a diverse audience.