



ESCAPE – PREPARING MEDICAL PROFESSIONALS FOR CYBERATTACKS

WELCOME TO THE ESCAPE PROJECT NEWSLETTER!

ESCAPE (Equipping Healthcare Professionals with Cybersecurity Skills) is an Erasmus+ project addressing the growing need for cybersecurity awareness in healthcare. Our mission is to prepare healthcare professionals to protect sensitive data and respond effectively to cyberattacks.

Who can benefit from ESCAPE?

ESCAPE provides hands-on and interactive training to help healthcare professionals improve their understanding of cybersecurity and secure data management practices. The project is tailored to people who work or are in training in the following roles:

- **Lab technician**
- **Pharmaceutical technical assistants**
- **Speech therapists**
- **Physiotherapists**
- **Nursing assistants in the healthcare sector**
- **Everyday companion**
- **Healthcare administrative staff**

Introducing “Personas” in the ESCAPE project!

To ensure that our project meets the specific needs of medical professionals, we developed “personas”.

Personas are fictitious profiles based on real research, surveys, and interviews. They represent specific groups of healthcare professionals who could benefit from ESCAPE. These personas help us adapt and optimize our project outcomes to meet the diverse needs of our target audience.

Get to know the ESCAPE personas!

In this issue, we present some of the personas we've developed and show you how ESCAPE helps them overcome their unique challenges. From protecting patient data to promoting data protection awareness among employees, ESCAPE offers customized, practical solutions tailored to employees' specific needs.



Laura Díaz Fernández, a 30-year-old pharmacy technician from Córdoba, with 10 years of experience, values ESCAPE for its practical tools and focus on cybersecurity. This helps her protect patient data and use the technology safely in her daily work.



Alejandro Martínez Pérez, a 28-year-old laboratory technician from Salamanca, is committed to patient data security and improving work efficiency. As a passionate scientist and engineer, he values ESCAPE for its tailored, up-to-date content that helps him ensure data security and promote data protection awareness among his colleagues.



José Ríos González, a 41-year-old nursing assistant from Albacete, is committed to the well-being and dignity of his patients. Social inclusion and patient autonomy are important to him. He values ESCAPE for its user-friendly, free tools available on personal devices. ESCAPE provides him with practical training on protecting vulnerable patients from cybersecurity risks and empowers him to integrate data protection into his daily work.

Stay connected!

Follow us on: **Facebook** and **Instagram** for updates on the project.