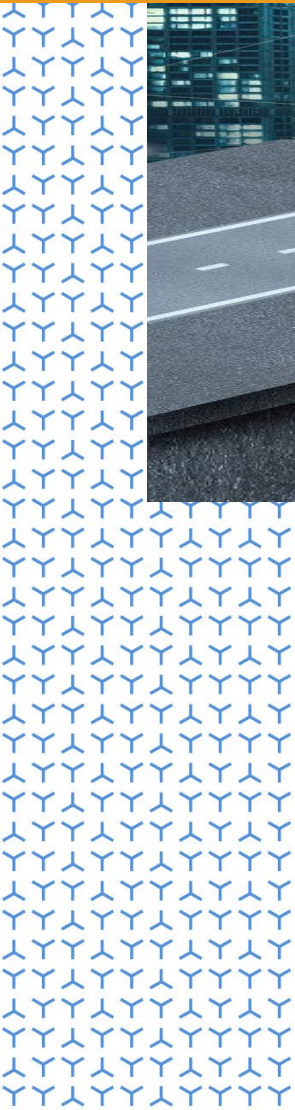
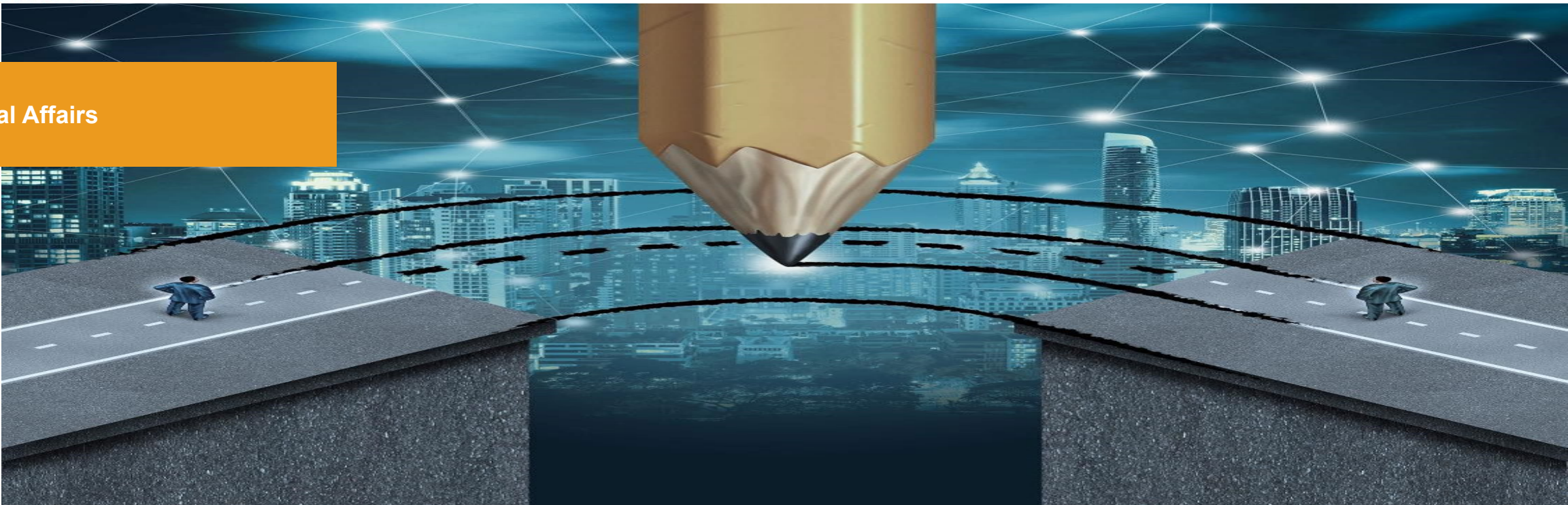




Medical Affairs



# **Digital Health Observatory – Il ruolo della Digital Health nel rapporto tra farmaco e dispositivo**

Laura Antonioli, Medical Innovation Lab & Compliance Head

June 17, 2022

# Digital Health

## considerazioni di base

- ▶ Definire il VALORE
- ▶ Condividere la CULTURA
- ▶ Abilitare l'ECOSISTEMA degli attori
- ▶ Definire le REGOLE
- ▶ Costruire la TECNOLOGIA
- ▶ Monitorare il VALORE
- ▶ Aggiornare tempestivamente (iterazione)





# Il VALORE per il paziente e per chi si occupa della sua cura: la ricerca clinica



# Success Story

Welcome to:

**New Era**

The first ever digital  
Trial done in Italy by



NOVARTIS



Powered by  
 PatchAi™

# Our solution

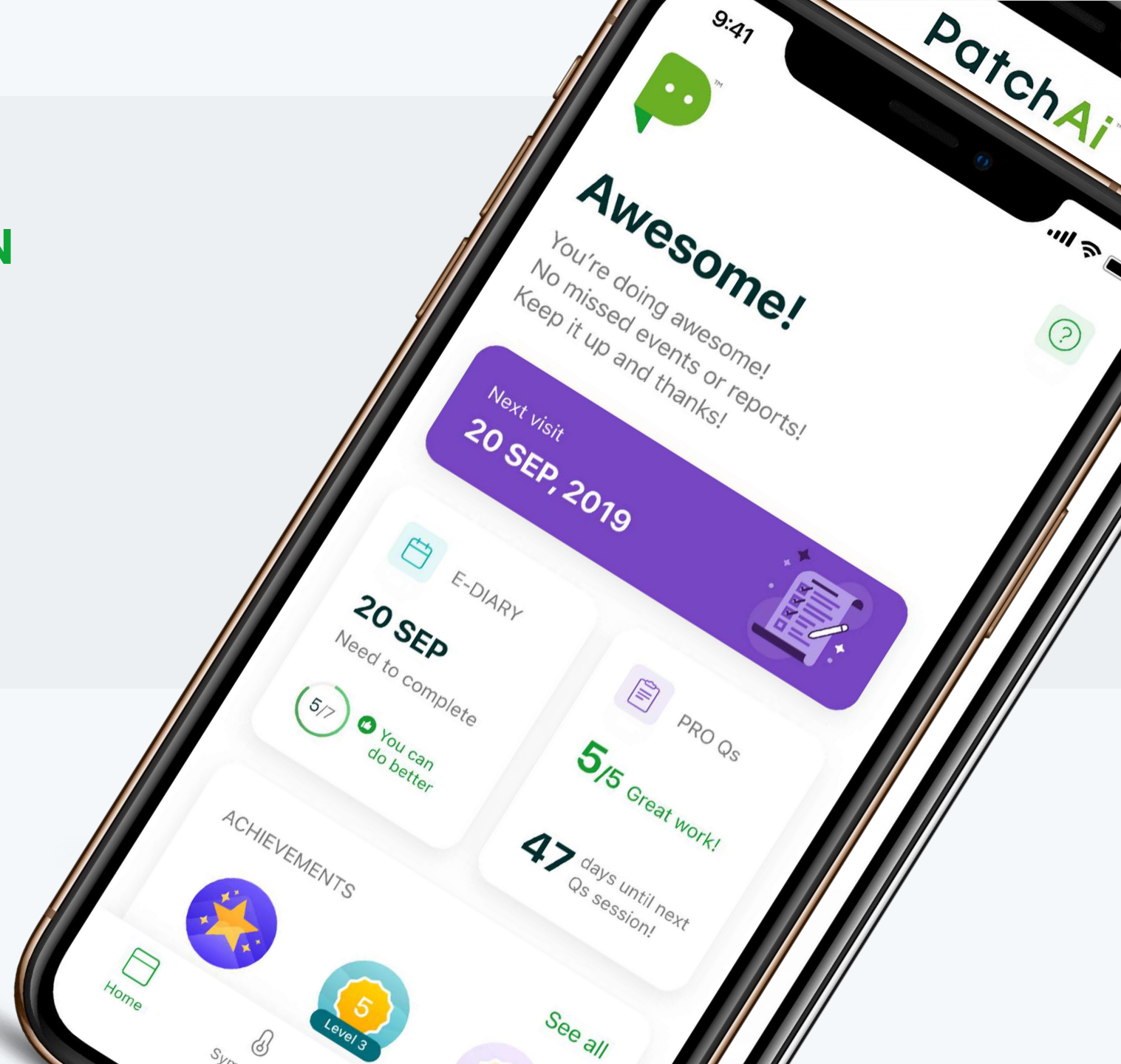
## HEALTH CONCIERGE





# Our solution

## DAHBOARD AND GAMIFICATION

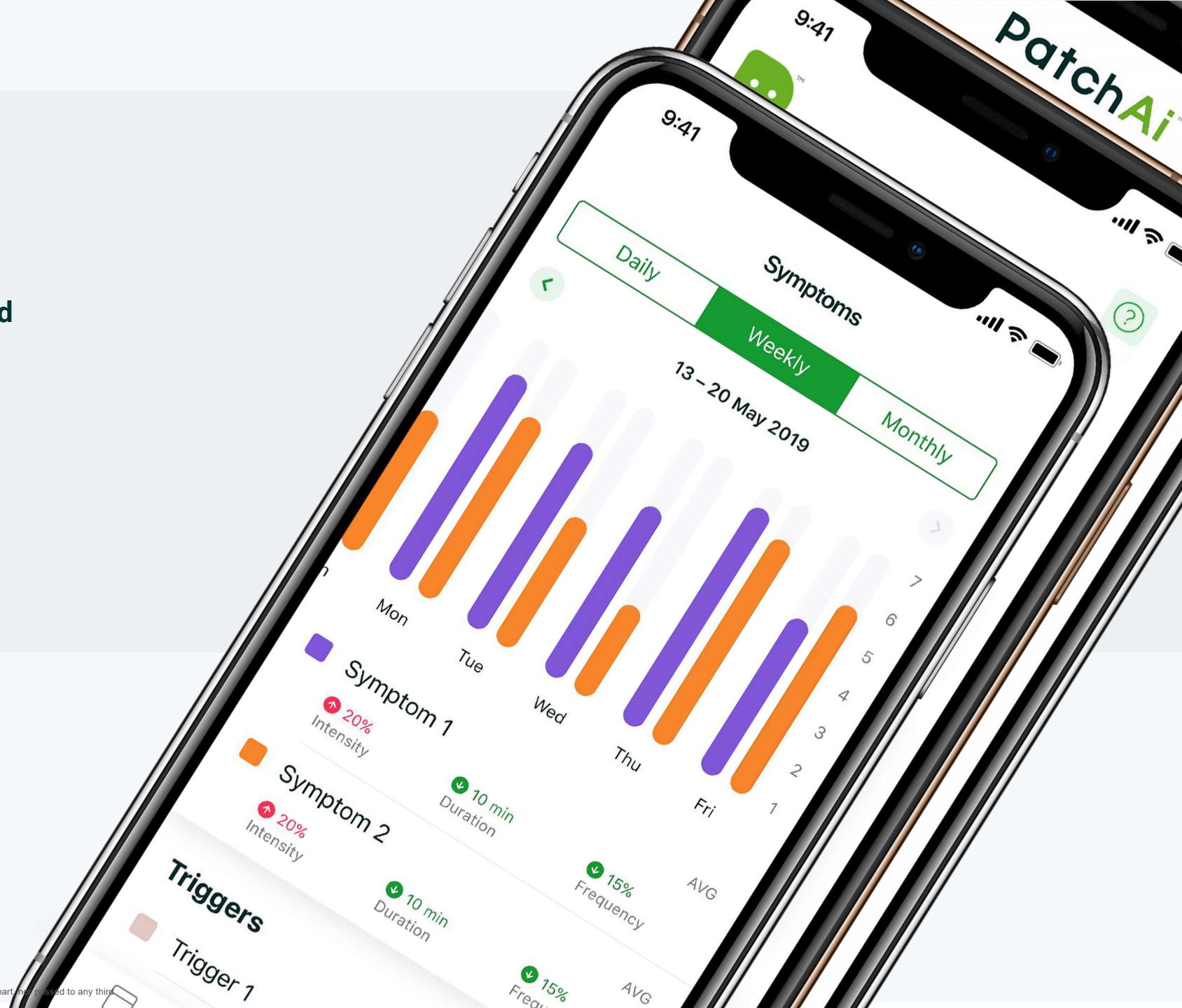


# Our solution

## HEALTH MONITOR

### Empowering patients

Content to increase patient awareness and understanding:



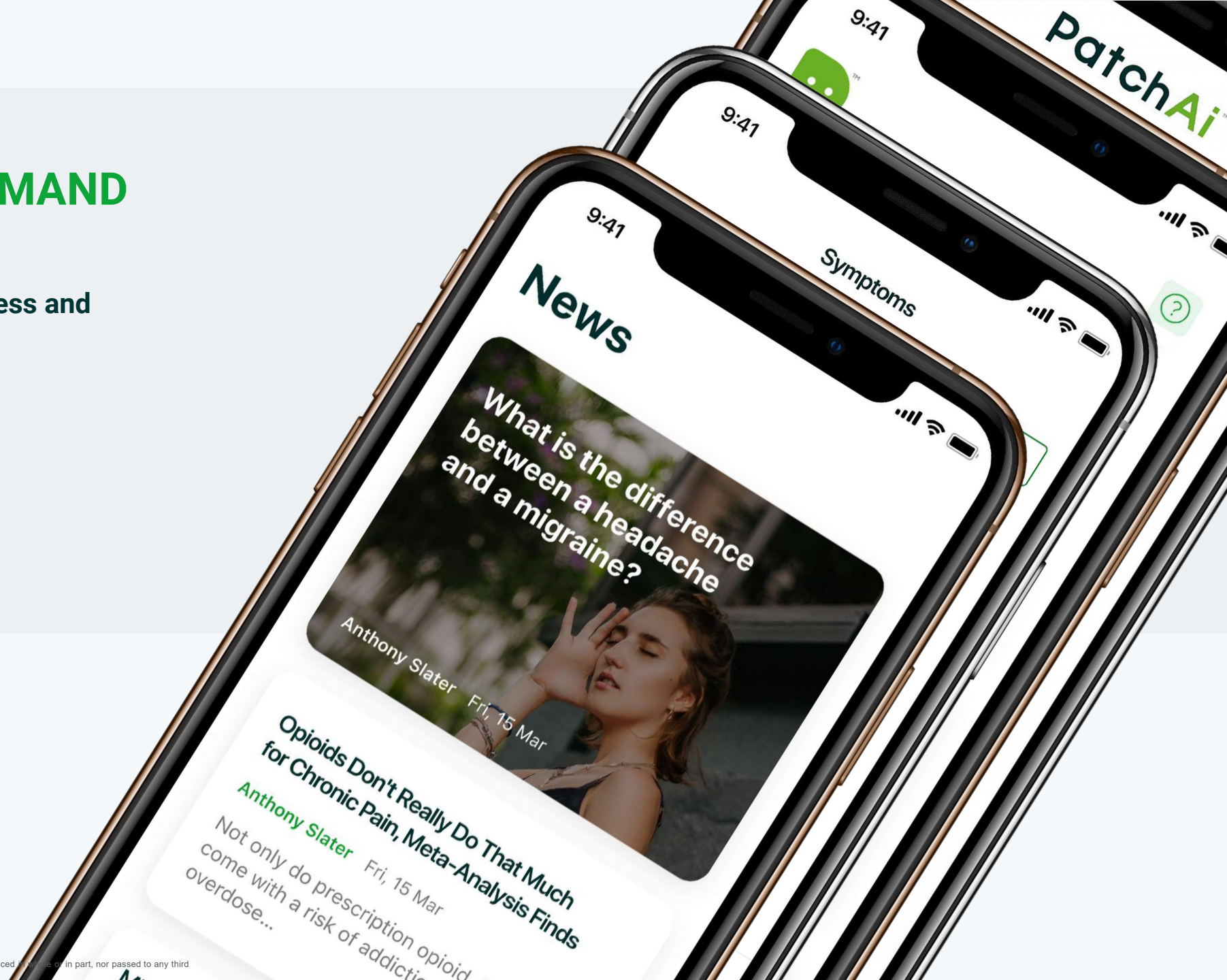


# Our solution

## INFORMATION ON DEMAND

### Empowering patients

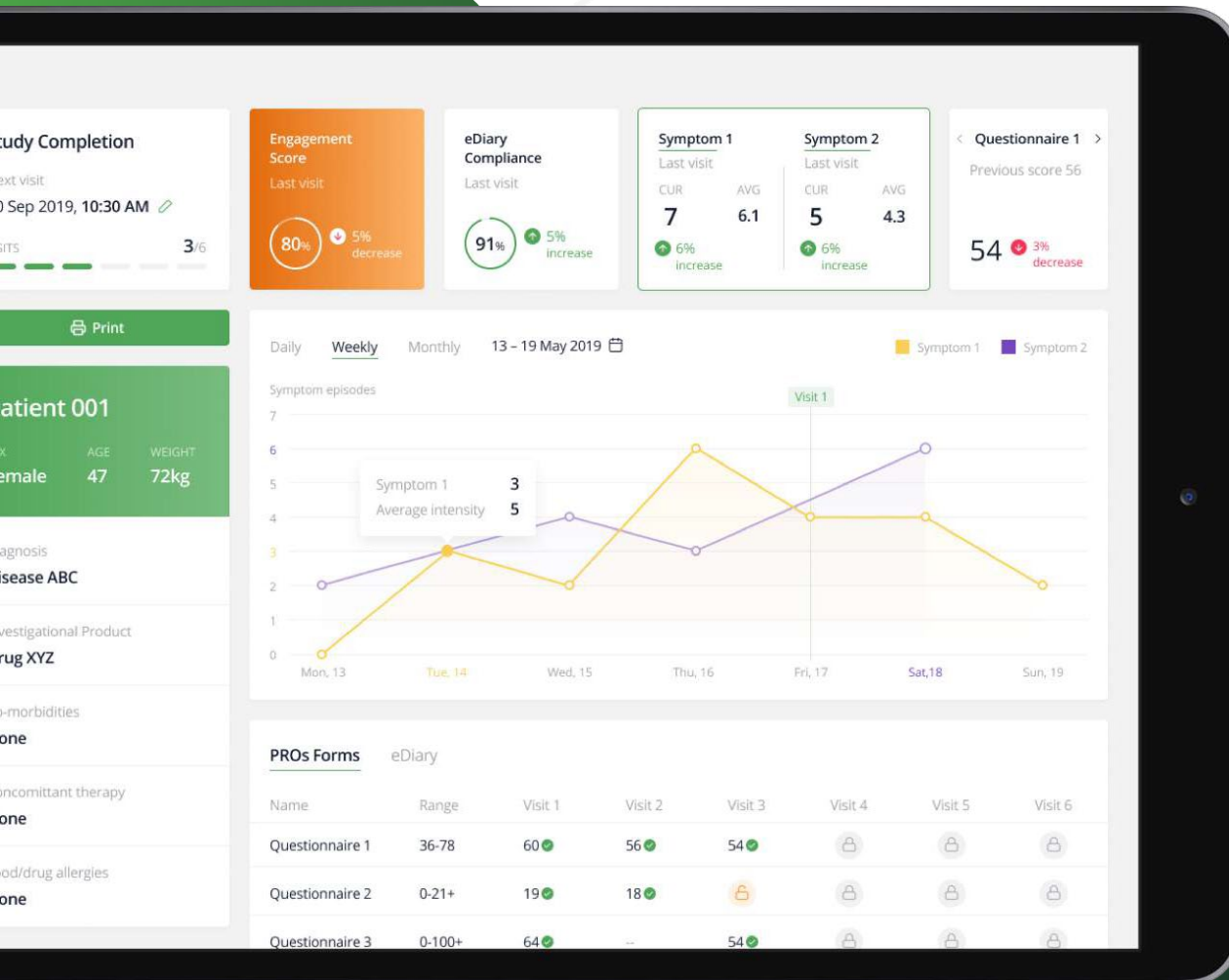
Content to increase patient awareness and understanding





CE

# Our doctor and Pharma Web Dash



Predictive Analytics

Real-time RWD

Reports on the go

video-visits

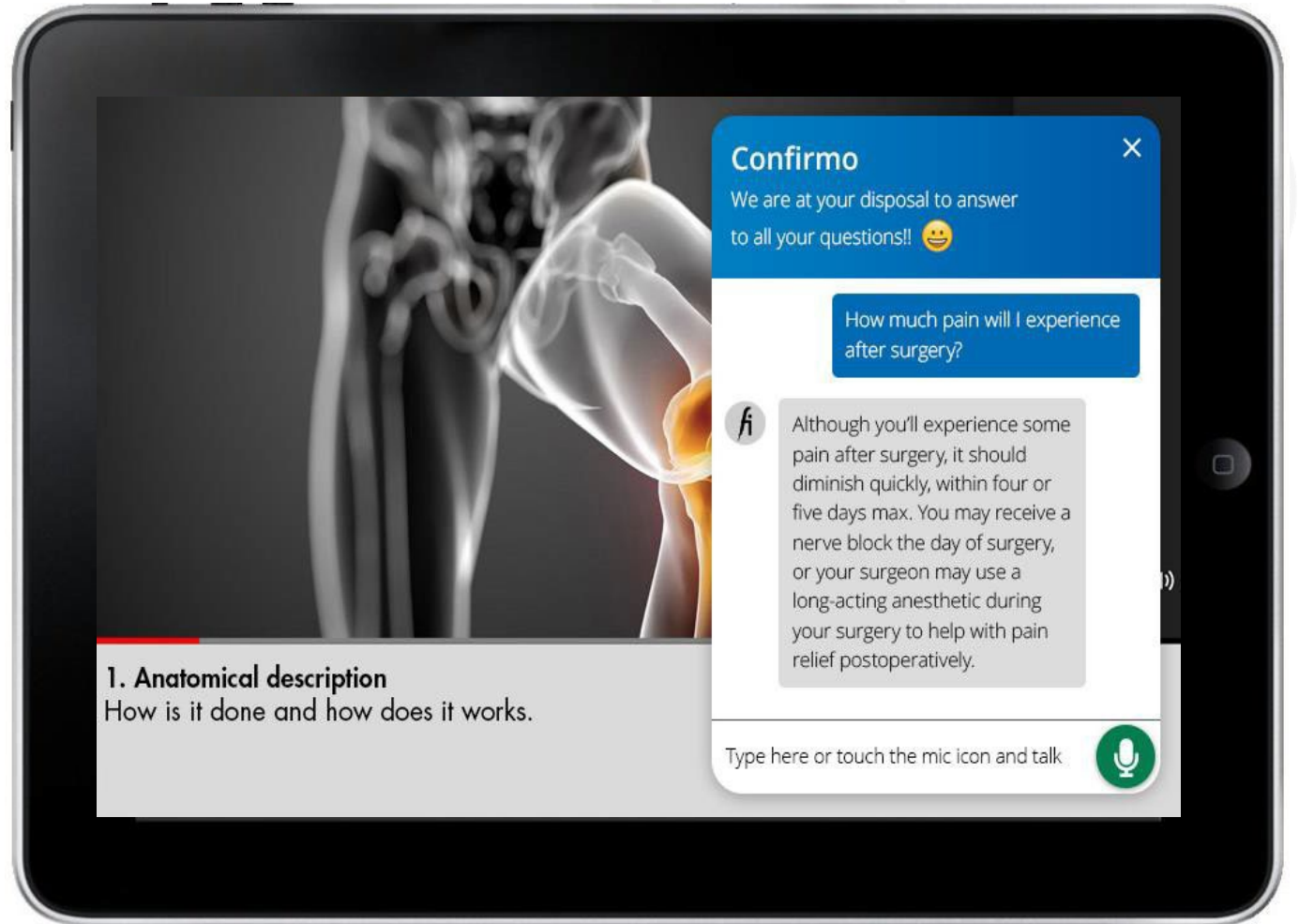
...and more



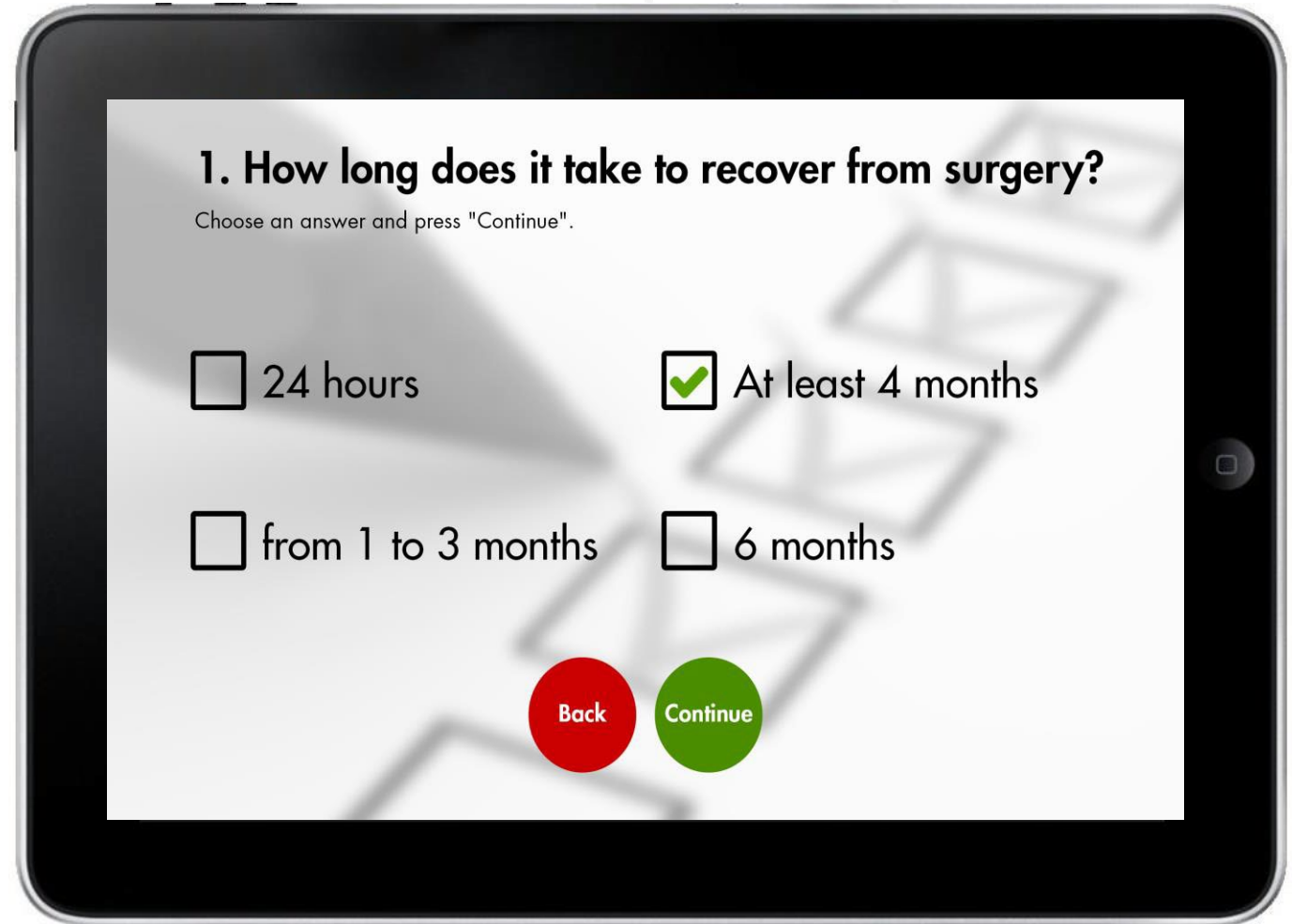
confir*m*o



# Multimedia Informed Consent



# Certification of Understanding





Investigator



Inserts patient contact information

Activates the virtual assistant phone caller

Patient



Receives a phone call

Interacts with the AI powered virtual assistant by phone

Replies to the survey questions using the natural language

Confirmo Cloud Services



Stores all the information

Extracts data from the speech

Saves the structured data for analytics dashboard

CRA



Verify, via WEB interface, the whole process and data through dashboards

Performs Source Data Verification (SDV)





# Il VALORE dell'integrazione ospedale territorio



Contributo  
medico-scientifico e  
coordinamento



Piattaforma di presa in carico e  
telemedicina



Intelligenza Artificiale



# La CULTURA attraverso la FORMAZIONE

## DIGITAL EDUCATION 4 VALUE



LA FORMAZIONE COME CATALIZZATORE DELLA  
SANITÀ DIGITALE

**GRAZIE!**