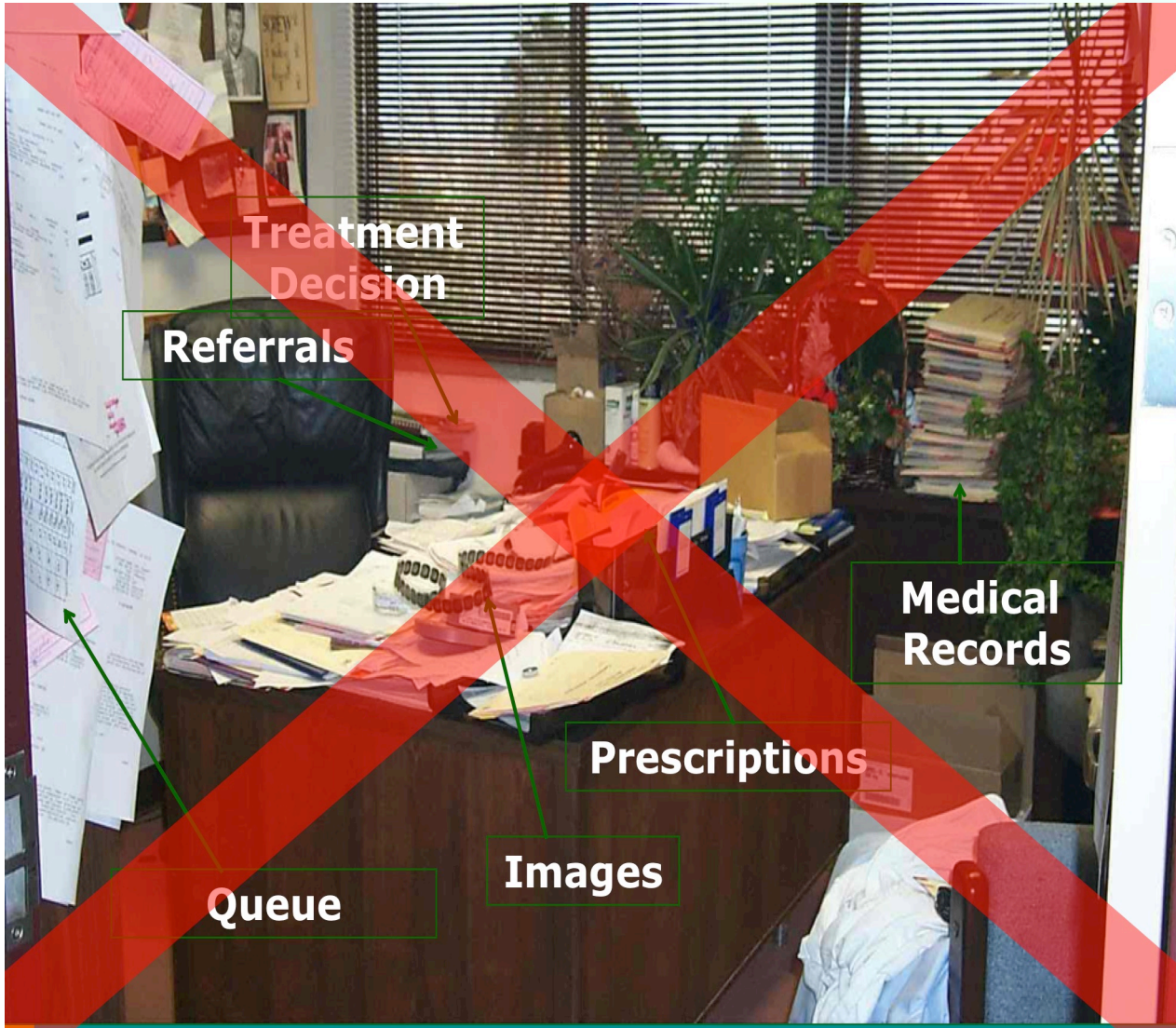


HUMANINSIGHT

We Take Care

mHealth and eHealth Technology for healthy life

We develop and realize software and hardware platforms for disease control and life parameters monitoring. We aim to help your mental and physical wellbeing



Traditional approach to medical conditions is not able to give a deep and complete follow-up or prevent disease evolution

- Why it does not work



Lack of
Patients-Clinician
interaction



No patients
complete
follow-up

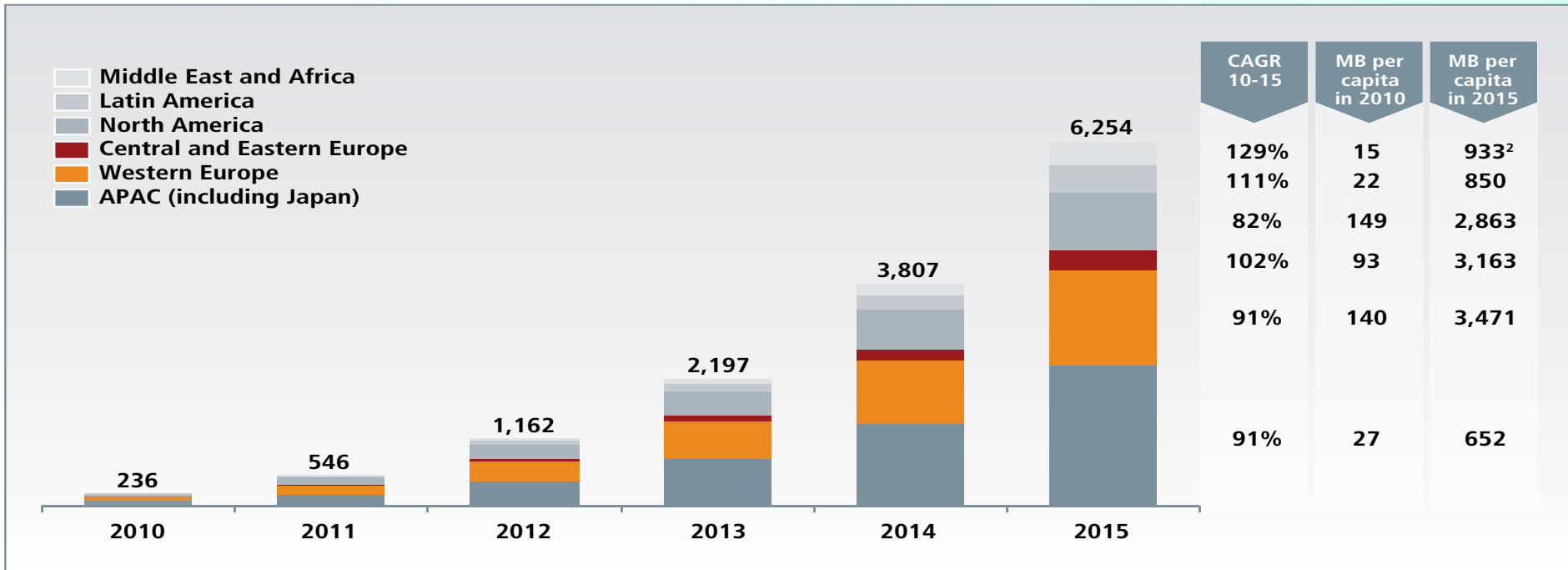


Clinician Burn-out
due to excessive or
not well organized
work

WHAT WE WOULD CHANGE ?

Use of mobile technologies in everyday life is strongly increasing.

Global Mobile Data Traffic by Region and Per Capita, in Petabytes per month



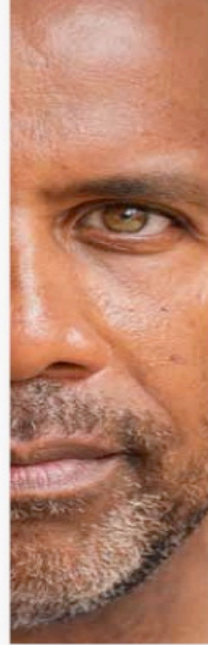
Source: CISCO VNI, 2011; EIU

Global diffusion of eHealth:

Making universal health
coverage achievable

Report of the third global
survey on eHealth

Global Observatory for eHealth



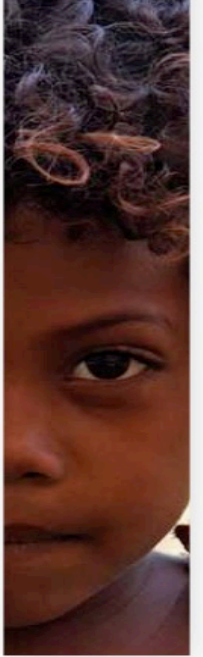
2016

mHealth

New horizons for
health through mobile
technologies

Based on the findings of the
second global survey on eHealth

Global Observatory for
eHealth series - Volume 3



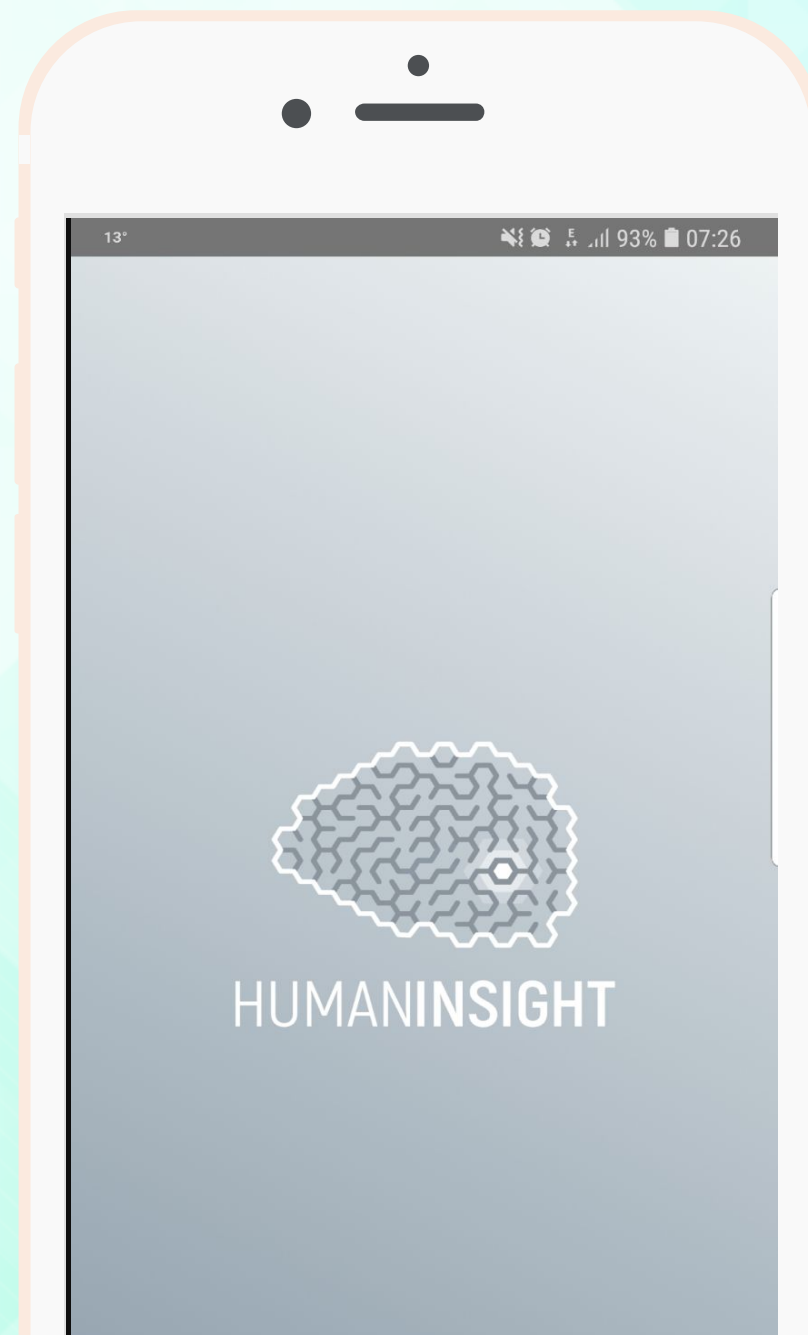
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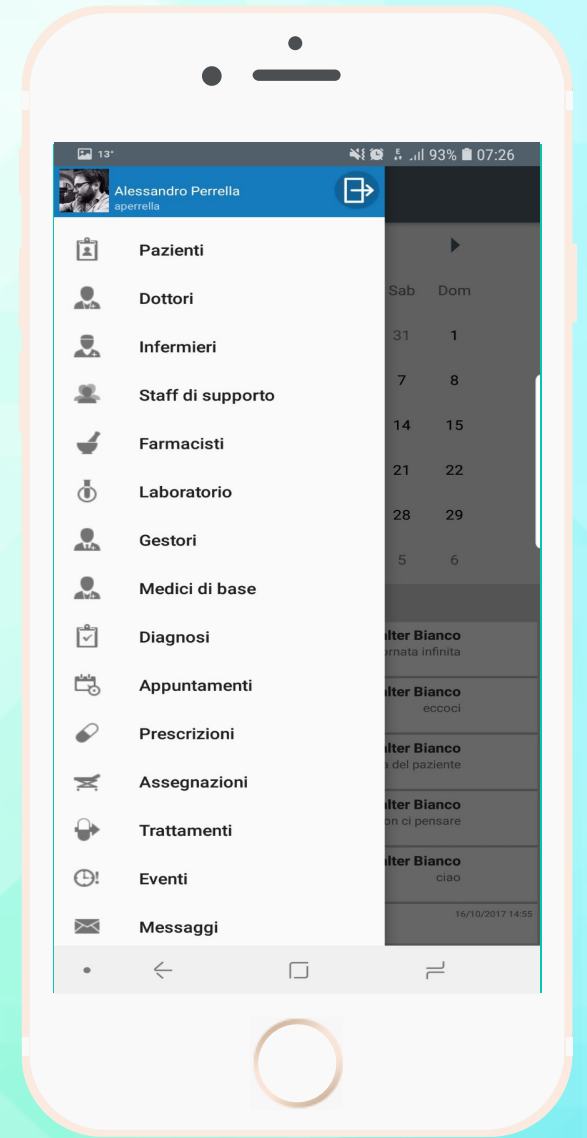
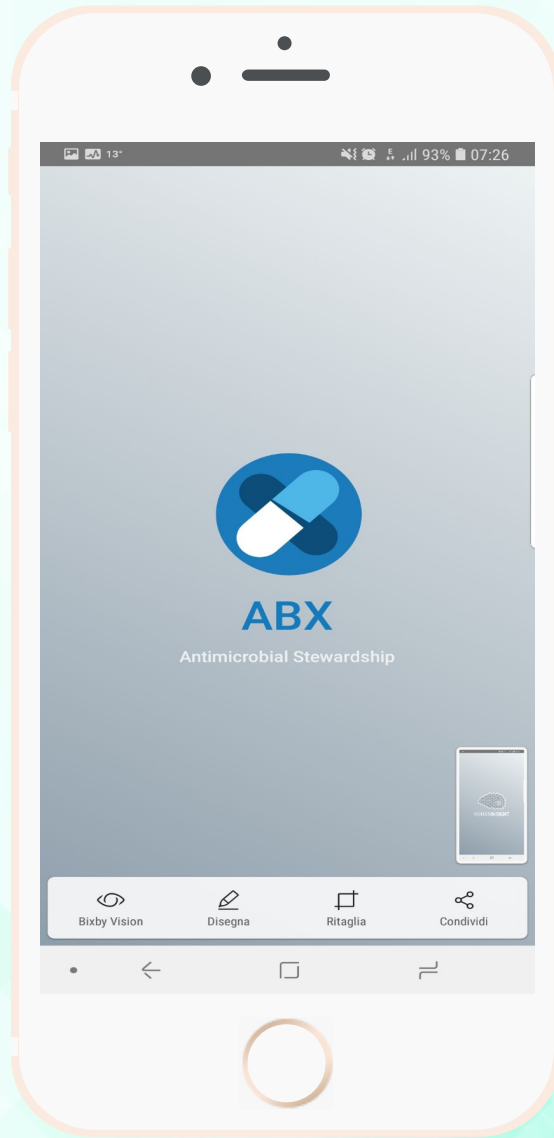
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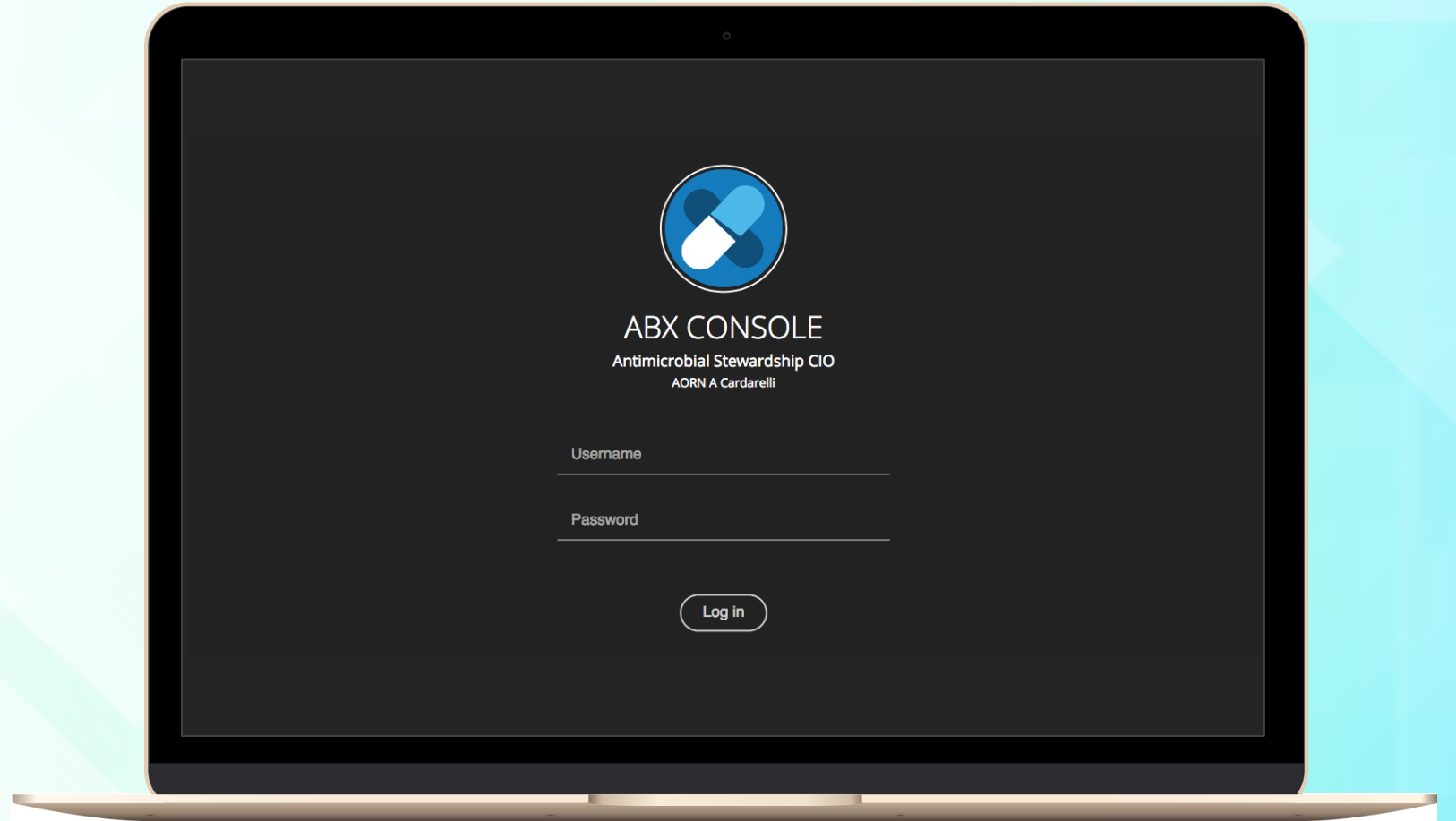
Our Solution for eHealth and mHealth

Our mobile solution





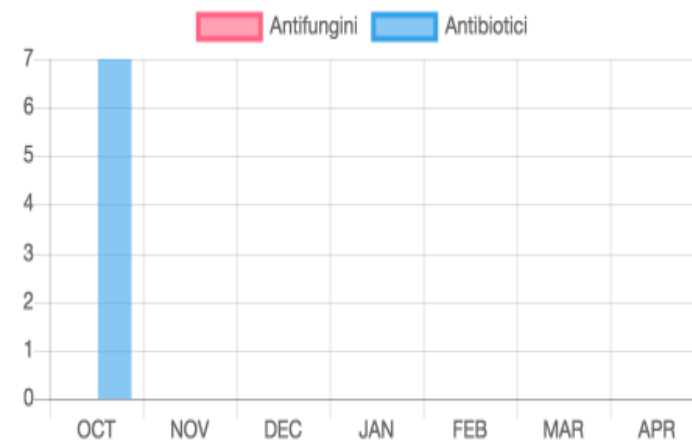
Our Web Side solution



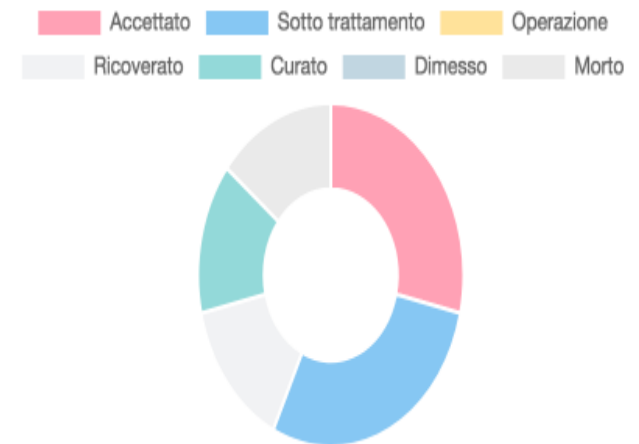
- Scrivania
- Agenda +
- Gestione +
- Comunicazioni +
- Operazioni
- Report

Dashboard Statistics Overview

Riepilogo ABX

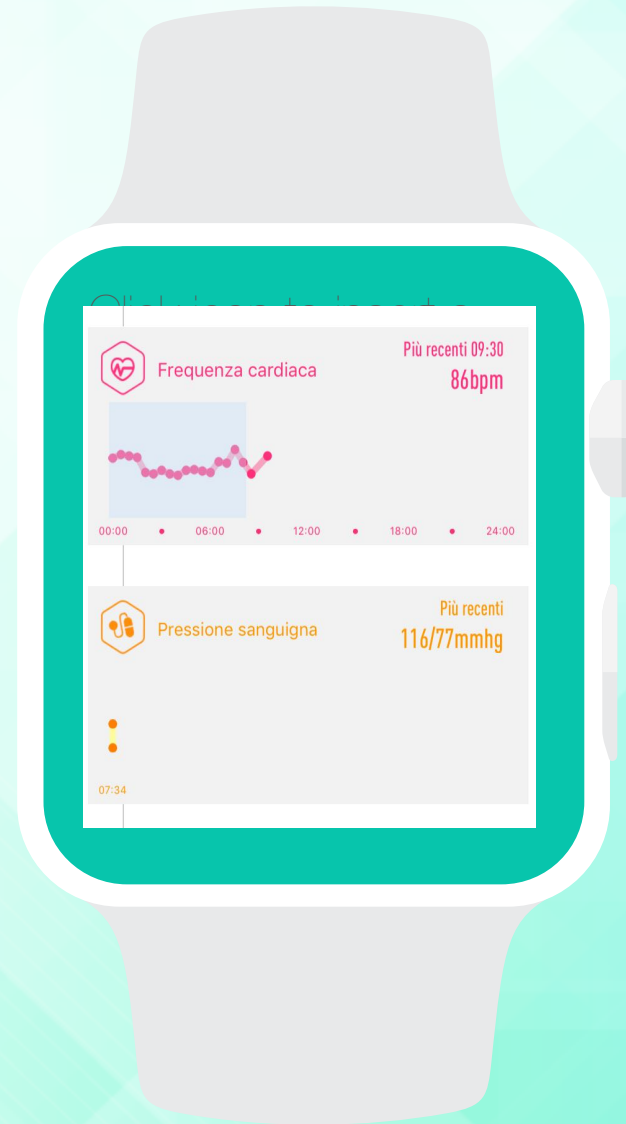


Riepilogo stato pazienti



4 Pazienti Vedi dettagli	17 Prescrizioni Vedi dettagli	9 Diagnosi Vedi dettagli	5 Linee guida Vedi dettagli	6 Appuntamenti Vedi dettagli	3 Assegnazioni Vedi dettagli
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Our wearable solution

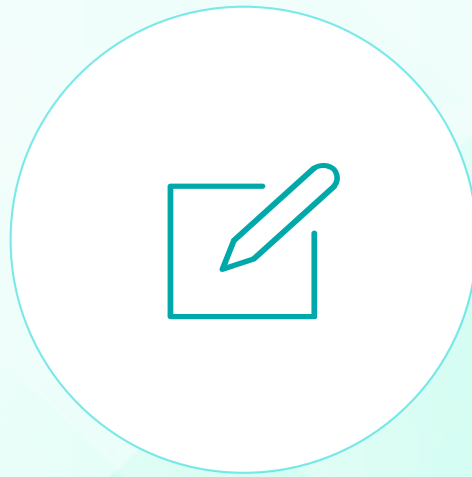




New and innovative features



Real Time Life
Parameters
monitoring



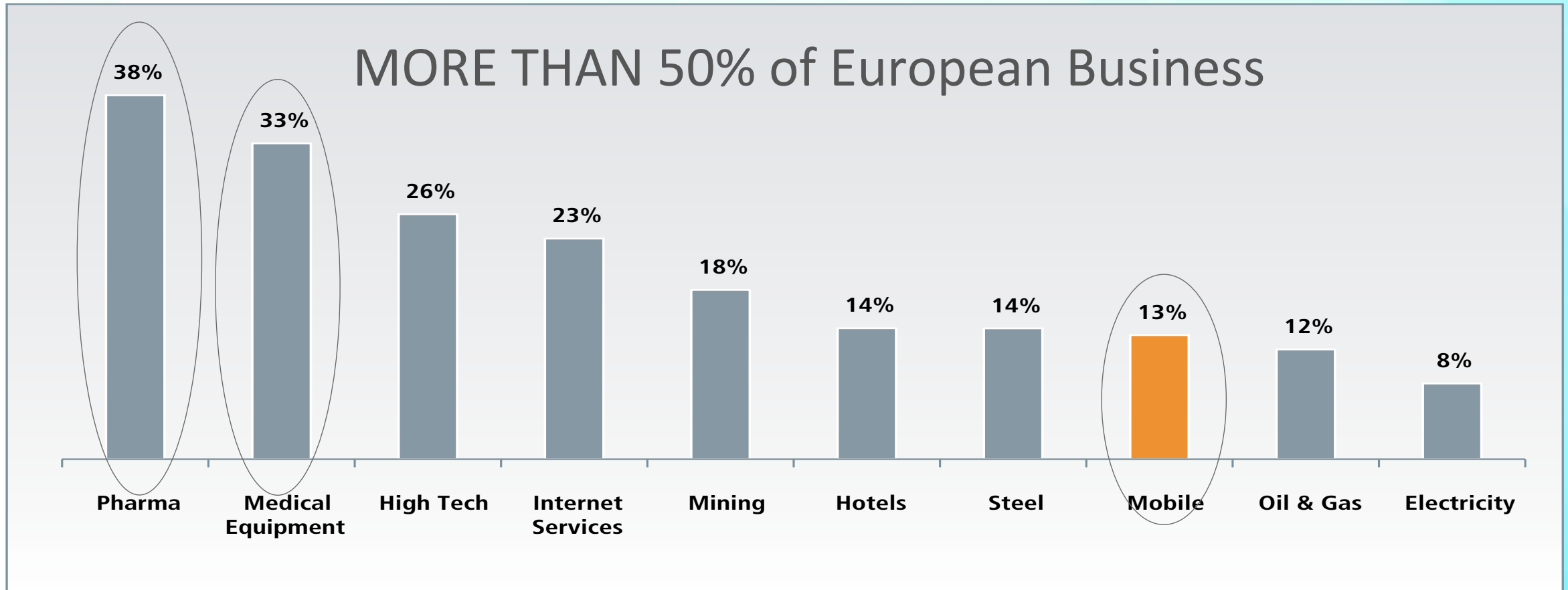
Big Data on
Medical DB



Automation
and Machine
Learning

How mHealth will impact

ROCE for Mobile and Other Industries (Europe, 2010)



Source: Confidential Operator data; Bloomberg; A.T. Kearney analysis

Market Sizing



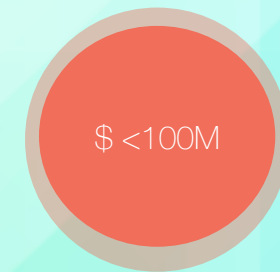
Total World Market

Source : <http://www.strategyr.com>



Total EU Market

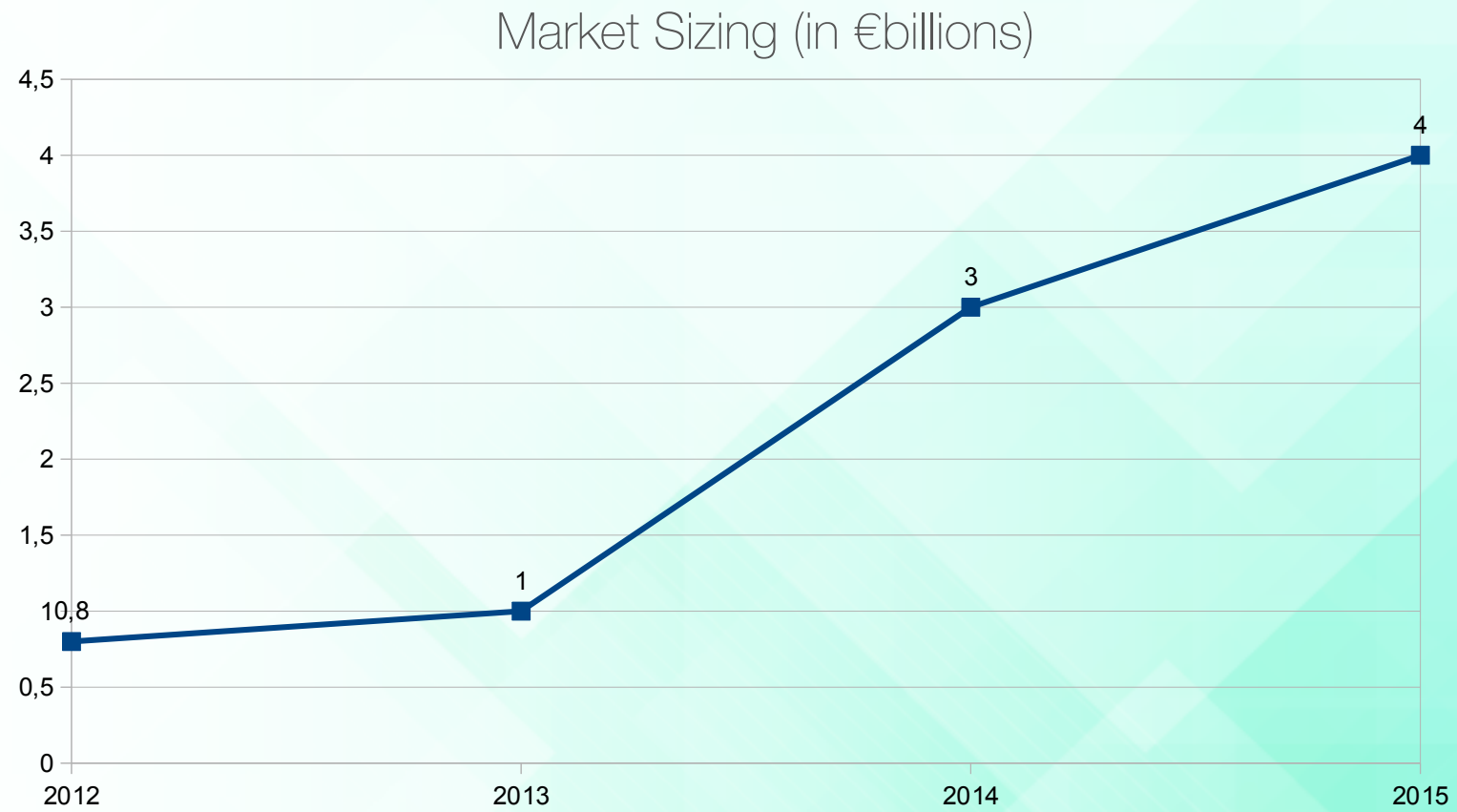
Source : <http://www.strategyr.com>



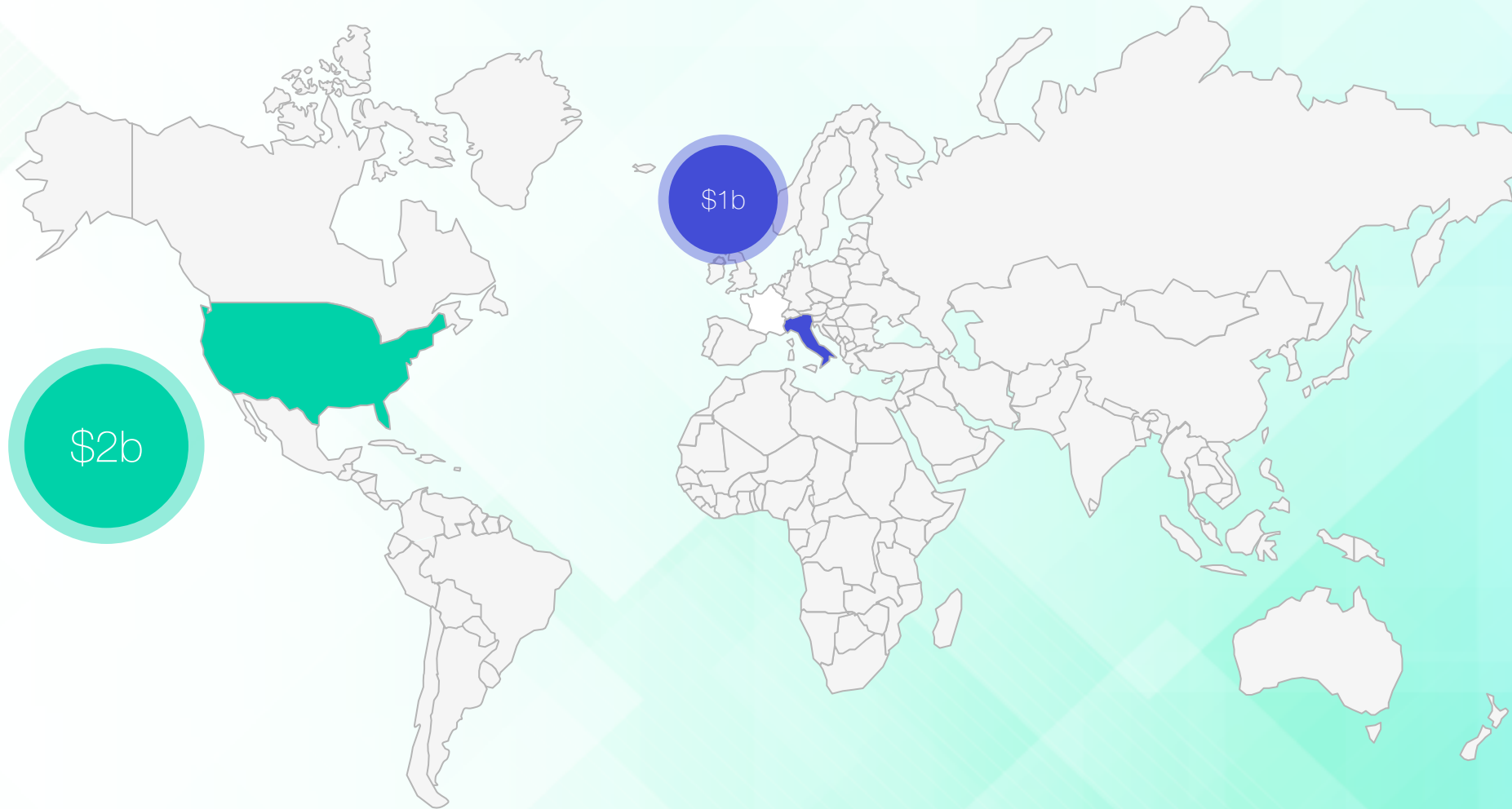
Total IT Market

Source : <http://www.strategyr.com>

Market Size over Time

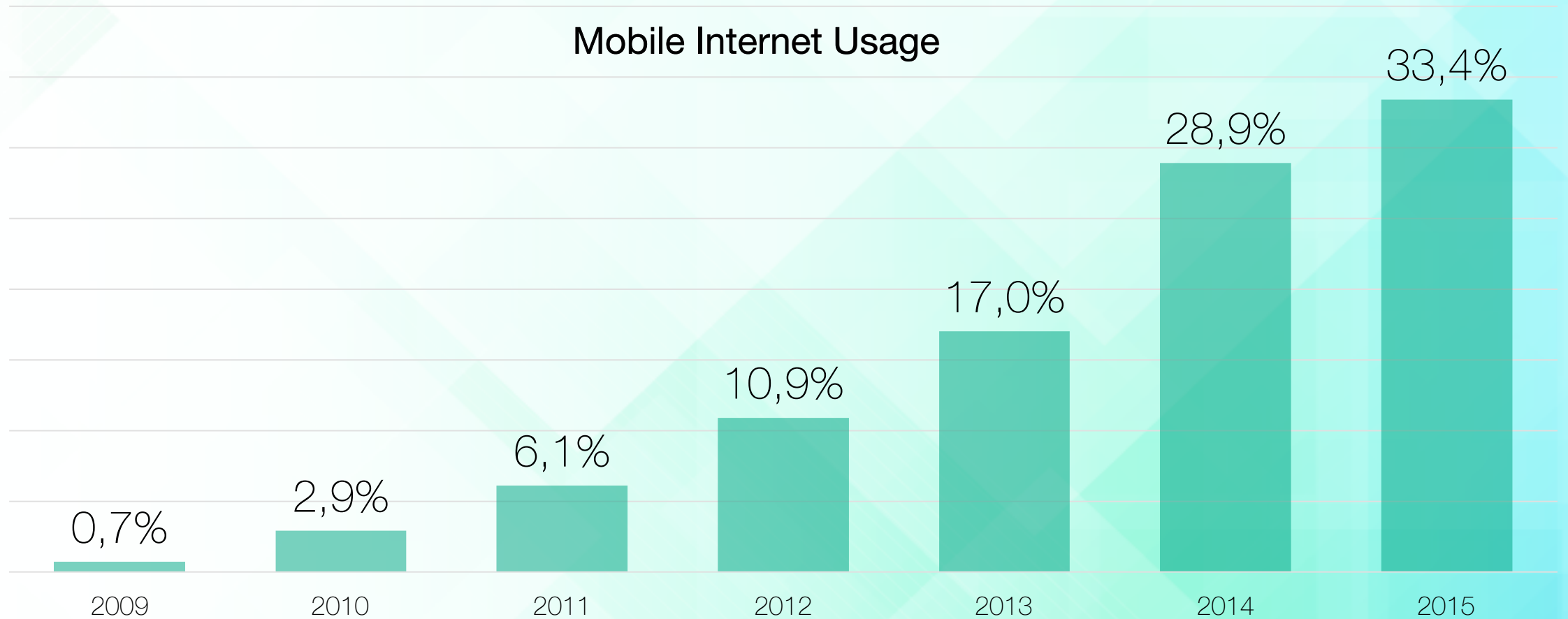


Market on Map



Why Now??

Mobile Internet Usage



What we have more than others ?

Scientific Background based on research directly
involving patients

Experimental smartphone app to follow-up and take care of patients with chronic infectious disease:

First Phase Study – The Survey –

Alessandro Perrella* ~ Valerio Morfino* ~ Costanza Sbreglia* ~ Vincenzo Scarallo^ ~ Giuseppe Nardini^ and Oreste Perrella*

(*VII Dpt Infectious Disease and Immunology- Hospital D .Cotugno, Naples Italy

(^)Psychiatric Dpt – Hospital D.Cotugno, Naples, Italy

(*)Futuridea Innovazione Utile e Sostenibile, Benevento, Italy

→ 01 INTRODUCTION

In the last few years mobile technology has been proposed to improve health management. However it is usually based on “one way” interaction, where Hospitals may suggest or remind some treatment strategy or prevent some other behaviours. More recently some new applications have been proposed, aimed to monitor patient’s vital signs, uploading those to a medical server to eventually activate possible medical assistance at home.

However, nowadays the smartphone technology → Figure 1 may be used in a “two-way” interaction, where the hospital may send an input but could receive response not only from conscious but also from unconscious reaction as well as sleep activity of the patients under pharmacological treatment, by means of smartphone’s sensor as accelerometer, oscilloscope, proximity and touch.

For that reason we managed a research project to develop an application able to recognize and monitor the above mentioned parameters matching them to treatment schedule and the impact that this might have on patients at conscious and unconscious level.

WTC is a iOS™ and Android™ based smartphone app according to a well-defined procedural architecture → Figure 2 .

Even if the app may appear of great interest to clinicians and other specialists involved in the care of patients, it should also be considered which kind of impact it may have on social life of the patients who should use it.

Thus, the research project is mainly divided in three phase:

- > Survey
- > Clinical Trial
- > Daily use in clinical practice

Figure 1

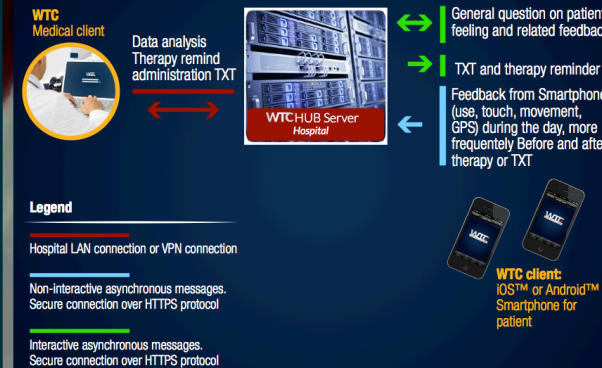
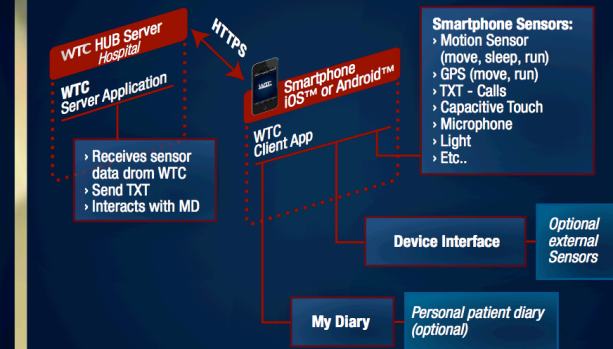


Figure 2



Aim of the Survey Phase was

to evaluate patient’s interest on WTC and possible impact of this app on daily social life of patients with chronic infectious disease.

→ 02 METHODS

In this phase of our study we have managed a survey on 100 randomly selected patients (age 18-55 years 63 Male and 37 female) with chronic infectious disease (HBV 35 pts-HCV 40 pts –HIV 25 pts).

Survey was based on 5 simple questions with two possible answers (Yes or No). → Figure 3

→ 03 RESULTS

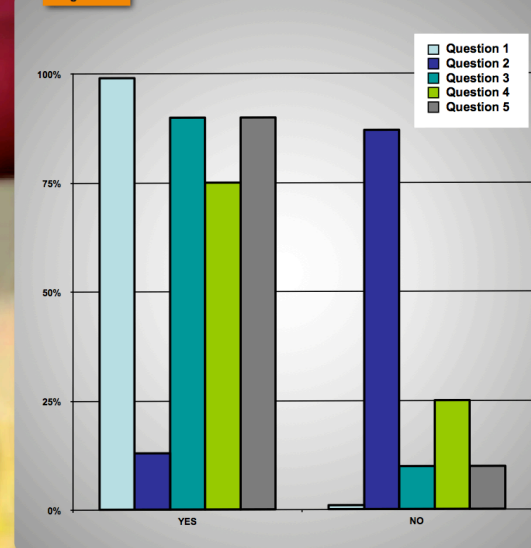
95% of all patients would accept to use a smartphone based technology for their disease care. Nevertheless 87% of the subjects would participate in a possible trial not considering this medical strategy as a privacy violation. 90% would consent to send and receive info while 75% of these patients would feel more followed-up with this app. → Figure 4

Figure 3

WTC WE TAKE CARE PROJECT
Phase 1 - The Survey

- 1) Would you use a smartphone based technology to have receive and send information about your health and behaviour? - Yes No
- 2) Would you consider this kind of strategy as a privacy violation? - Yes No
- 3) Would you consent to send information about your position, the use of your smartphone according to Figure? - Yes No
- 4) Would you feel more followed-up and protect by the hospital having this app on your smartphone? - Yes No
- 5) Would you participate in an experimental trial based on this technology? - Yes No

Figure 4



→ 04 SUMMARY

This survey shows the interest of patients in an app (WTC) which could help clinicians in healthcare. Further, the survey also suggests that patients having chronic infectious disease would feel more followed-up by hospital with this kind of use of a new technology, being of minimal impact on their social life.

→ 05 CONCLUSION

Smartphone app based technology would be of usefulness in health care with minimal impact on patient’s privacy. WTC, a new concept of smartphone based app, would propose a new way to care patients, where clinicians could have a more complete and wider information on health status of the patients coupled to patients. Next step would be to manage a clinical trial once WTC app will be completely realized.

DISCLOSURE

Authors of this presentation have not financial to disclose that may have a direct or indirect interest or link in the subject matter of this presentation.

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GLOBAL SUSTAINABILITY INSIDE AND OUTSIDE THE TERRITORY



Editors

Carmine Nardone
Salvatore Rampone

 World Scientific

Scientific Background

WTC (WE TAKE CARE) EXPERIMENTAL SMARTPHONE APP TO FOLLOW-UP AND TAKE CARE OF PATIENTS WITH CHRONIC INFECTIOUS DISEASE: WHICH IMPACT ON PATIENTS LIFE STYLE?

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Abstract

People may experience in their life several types of stressful events that may influence social life. Chronic disease represents a further stress that may influence not only social life but may also have impact on disease evolution too. Infectious disease represents one of the most important fields in Medicine. Currently there is no tool to follow-up patients difficult to treat neither to evaluate emotional and social life of those subjects suffering chronic illness. Here we present our preliminary data on our project WTC (We take Care) a smartphone based App to monitor and follow-up patients with chronic infectious disease. The development of the App actively involved the patients, final users of our App.

1 Introduction

The concept of stress is fundamentally related to organism's adaptation to challenging environmental conditions over time. Studies on the stress have sought to explain mainly two key questions: a) how the body maintains core regulatory functions despite the continual, and often times extreme, perturbations imposed by environmental events, and (b) the psychobiological costs and consequences of these dynamic regulatory processes. Indeed stress involved diverse responses that, according to previous researches (Weiner 1992)

Outstanding Founders



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Gianluca de Majo
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Uber

Awwwards

MIT Media Lab

Roadmap



We are trying to start a new
approach to patients care

BIG-data

Machine-Learning

AI analysis