



LABOR

Laboratorio di ricerca industriale



BraveHealth

At the heart of e-health

The Kick-Off Event

Rome, March 8th 2010
Grand Hotel Palazzo Carpegna
Via Aurelia 481



*A new patient centric vision for
a widespread adoption of e-health*



Program

At a glance

Rome, March 8th 2010
Grand Hotel Palazzo Carpegna
Via Aurelia 481

9.30 - 9.50

Welcome Speech

Paolo De Stefanis - Labor s.r.l.

Enrico Garaci - President of Istituto Superiore di Sanità

9.50 - 10.10

An overview of e-health in Italy

Ranieri Guerra - Istituto Superiore di Sanità

10.10 - 10.25

The burden of Cardiovascular Disease on Europe

Gaetano Thiene - Università di Padova

10.25 - 10.40

E-health from the stakeholders' perspective

Moderating Sergio Pillon - Azienda Ospedaliera S.Camillo Forlanini

10.40 - 10.55

Actions for the inclusion of Telemedicine in medical practices

Dino Trento - Italian General Practitioners Association

10.55 - 11.10

Telemedicine - An instrument for the doctor of the Third Millennium

Mario Costa - Italian Society of Telemedicine

11.10 - 11.25

Evaluation of the Sanitary Services' effectiveness

Francesca Giordano - Azienda Ospedaliera S.Camillo Forlanini

11.25 - 11.40

COFFEE BREAK

11.40 - 11.55

Telemedicine under the Hospital viewpoint

Michal Nedoszytko - Medical University of Gdansk

11.55 - 12.10

The patients experience of Telemedicine

Jolanta Bilinska - International Alliance of Patients' Organisations

12.10 - 12.25

Towards sustainable business models

Gabriella Guasticchi - A.S.P. Lazio

12.25 - 12.40

Insurance companies in this new market scenario

Emanuele Baruch - Europ Assistance

12.40 - 13.10

BRAVEHEALTH: a patient centric approach to e-health

Paolo De Stefanis - Labor s.r.l.

13.10 - 13.30

BRAVEHEALTH: Presentation of the participants

BRAVEHEALTH Consortium

13.30

Closing speech

Alfredo Picano - Labor s.r.l.



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The Project Vision

The Kick-off event of the FP7 Integrated Project “**BRAVEHEALTH**”, co-funded by the European Commission with 7M€, is the ideal occasion for gathering together all the stakeholders of the e-health field, under the supervision of the **European Commission**. The issue is clear: over the last few years we have read astonishing data regarding the huge impact of chronic diseases, and in particular **Cardio-vascular diseases (CVD)** on European citizens and on EU economy. E-health has long been regarded as one of the most promising and powerful solutions to this issue, and will ensure **an increase in the quality of care delivered and in the quality of life delivered to patients, whilst decreasing the overall healthcare costs**.

It is evident that, besides lots of interesting pilot projects across Europe, the use of e-Health services for supporting remote management of CVD **is still very limited**. E-health currently lacks a standardised approach, the market remains highly fragmented and, critically, no valid approach for Dynamic Decision Support to Clinicians and Risk Assessment of CVD is available to the medical community. Although Member States have expressed their commitment to a wider deployment of e-Health for CVD treatment, most initiatives are no more than one-off, small-scale projects that are not pervasively integrated into each country’s healthcare systems. **That’s why the representatives of the key players of this complex scenario are invited in this conference to identify their standpoint**, describing the benefits of a well established e-health framework and the setbacks encountered so far.

Finally, BRAVEHEALTH project will be presented as the **new solution** conceived to address all the stakeholders’ needs, starting with a cornerstone concept: **the patient must be at the center of this new ecosystem**.



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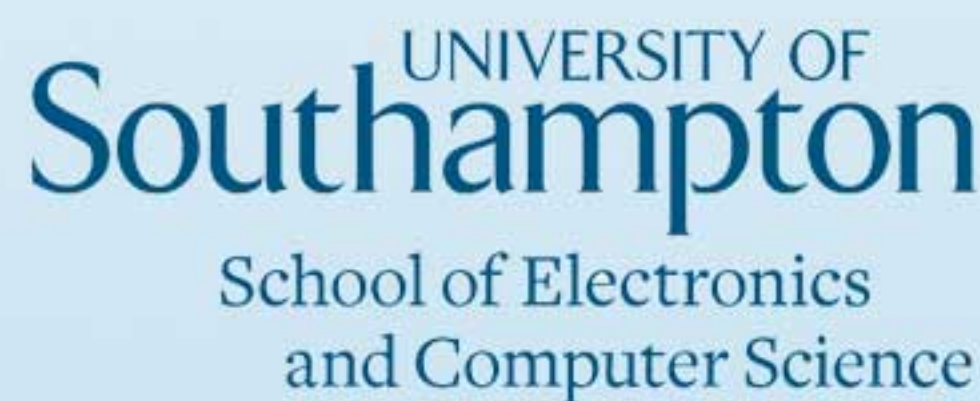
The Consortium



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