



ROBOTICA E DOMOTICA IN SANITÀ

QUALI SISTEMI SANITARI E QUALE PERSONALE,
PER I NUOVI SCENARI INTERNAZIONALI

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17. Novembre 2017

La sfida per la
prossima
generazione:
**evitare malattie non
trasmissibili**
(noncommunicable diseases, NCDs)

NCDs uccidono 40 milioni di persone / anno;
questo è il 70% di tutti i decessi nel mondo;
15 milioni muoiono da un NCD di età compresa tra i
30 ei 69 anni (i decessi prematuri);

Malattie cardiovascolari (17 milioni)
Cancro (8,8 milioni)
Patologie respiratorie (3,9 milioni) e
Diabete (1,6 milioni)
rappresentano l'80% di tutti i decessi prematuri.

L'uso di tabacco, l'esercizio inadeguato, l'abuso di
alcol e diete malsane aumentano il rischio di
morte premature per malattie non trasmissibili.



Noncommunicable Diseases
Country Profiles 2014



#CHOOSEHEALTH

- 1**
EAT A
HEALTHY DIET
- 2**
BE PHYSICALLY ACTIVE,
EVERY DAY, YOUR WAY
- 3**
GET
VACCINATED
- 4**
DON'T USE
ANY FORM
OF TOBACCO
- 5**
AVOID OR MINIMIZE
USE OF ALCOHOL
- 6**
MANAGE STRESS FOR
YOUR PHYSICAL
AND MENTAL HEALTH



- 7**
PRACTICE
GOOD HYGIENE
- 8**
DON'T SPEED,
OR DRINK AND DRIVE
- 9**
WEAR A SEAT-BELT
WHEN DRIVING
AND HELMET
WHEN CYCLING
- 10**
PRACTICE
SAFE SEX
- 11**
REGULARLY CHECK
YOUR HEALTH
- 12**
BREAST FEEDING:
BEST FOR BABIES



World Health
Organization

WWW.WHO.INT/HEALTHPROMOTION

Digitalizzazione

Inaugurazione del papa

Benedetto 2005

Francesco 2013

Chi controlla il messaggio?



Digitalizzazione

Chi controlla il messaggio?

uno smartphone =
un giornalista

**Migliaia di smartphone =
Migliaia di giornalisti**



Digitalizzazione

Siamo tutti giornalisti. Ogni giorno con l'aiuto di Social Media

La digitalizzazione porta nuovi fornitori e giocatori

Anche in assistenza sanitaria!



economia comportamentale

=

economia e psicologia

9.10.2017

The Nobelprize in Economics goes to

...

[The Royal Swedish Academy of Sciences](#) has
decided to award the Sveriges Riksbank Prize in
Economic Sciences in Memory of Alfred Nobel
2017 to

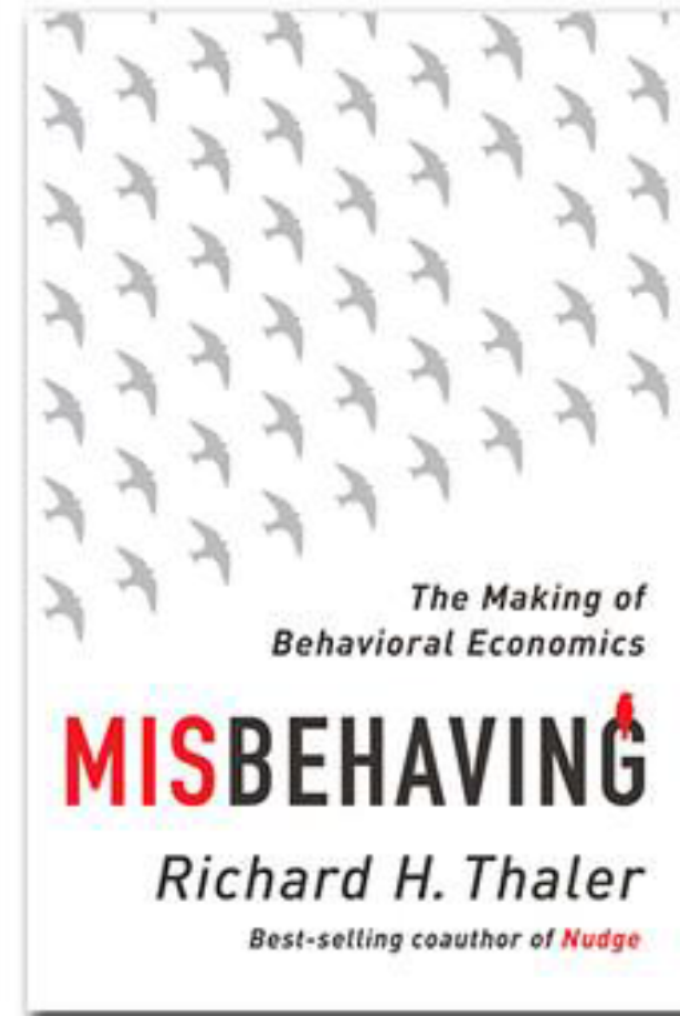
Richard H. Thaler
University of Chicago, IL, USA

"for his contributions to behavioural economics"

Integrating economics with psychology

Website:

https://www.nobelprize.org/nobel_prizes/economic-sciences/laureates/2017/press.html



Analysiere deine Skitage im Detail!
Analizza in dettaglio la tua giornata di sci!

DAUER 2h 41m 2s
SKI-TAG 5 12.01.13, Heiligenblut

GESCHWINDIGKEIT Ø 15km/h, max 69km/h

PISTEN 18,7km LIFTE 7

HÖCHSTER PUNKT 1.738m

<https://tracker.iski.cc/>

Digitalizzazione

‘smart’ tecnologia, ‘smart’ persone, ‘smart’ collaborazione, ‘**smart**’ salute

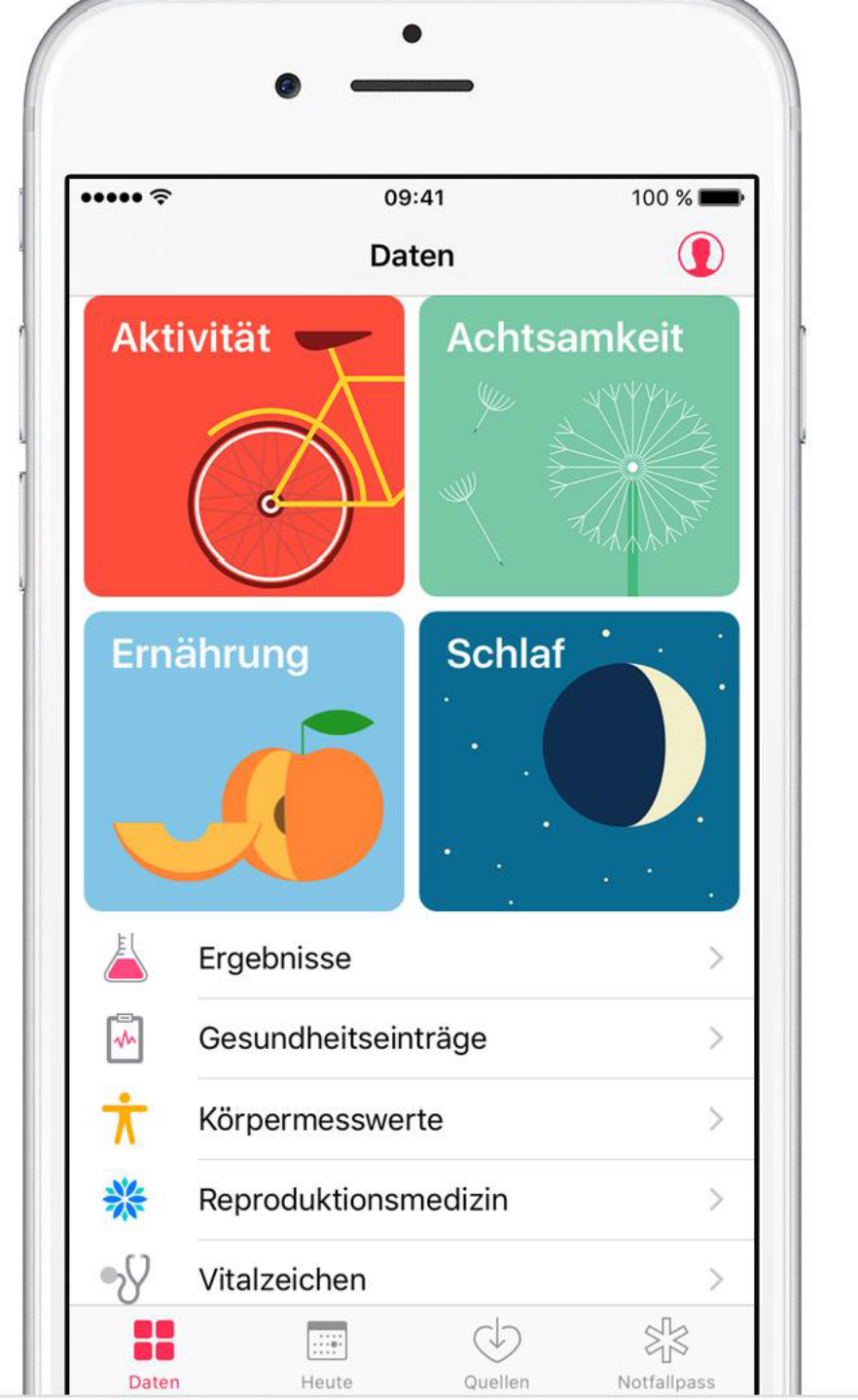
economia comportamentale e salute

Apple, Google & Co

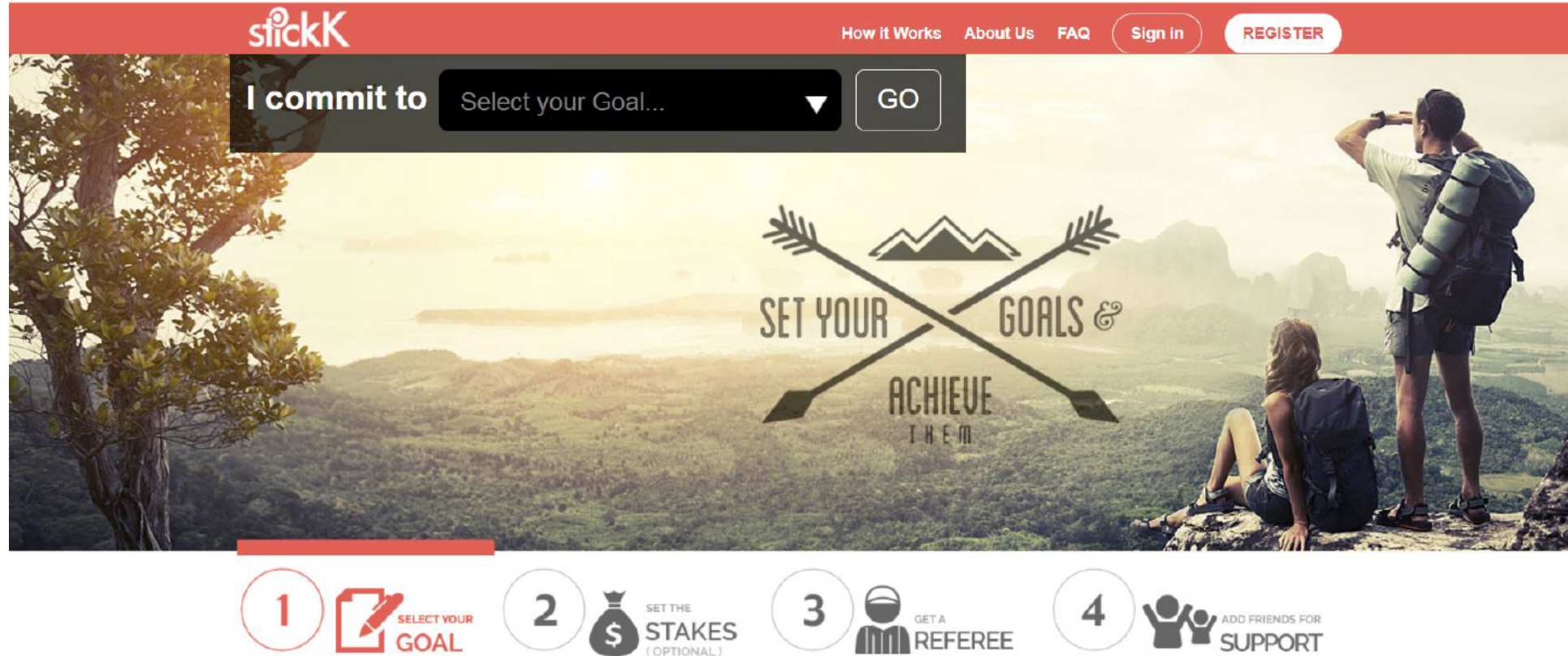
<https://www.google.com/fit/>

<https://www.apple.com/de/ios/health/>

The *Health* app makes it easier to keep track of your *health* and wellness data, focusing on four areas: activity, sleep, mindfulness, and nutrition.



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stickK

How it Works About Us FAQ Sign in REGISTER

I commit to Select your Goal... GO

SET YOUR GOALS & ACHIEVE THEM

- 1 SELECT YOUR GOAL
- 2 SET THE STAKES (OPTIONAL)
- 3 GET A REFEREE
- 4 ADD FRIENDS FOR SUPPORT

stickK is a free goal-setting platform created by behavioral economists at Yale University.

Stickk

StickK: *Set your goals and achieve them.*
Available at: www.stickk.com

SIDEKICKHEALTH

For Providers For Employers [Let's Talk](#)

For Providers For Employers

We Help You Promote Health and Lifestyle Change

77% Reduced frequency of sugar consumption Reducing risk for obesity and type-2 diabetes	8 Health improving exercises daily Including 44 minutes of physical activity	49 Minutes spent on active relaxation weekly Reducing stress and anxiety
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How Will SidekickHealth Help Your Employees?

SidekickHealth helps employers drastically lower costs by improving health outcomes, and decreasing burnout and absenteeism.

Side kick Health

Side kick Health: Improve your Health the Fun Way.

Available at: <https://www.sidekickhealth.com/>



Chi sono i fornitori di servizi sanitari del futuro?

Il medico, l'economista, la programmatrice, la giurista, ...,
il computer e il robot
... **o tutti insieme?**



Grazie

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**>> formazione multidisciplinare
per sfide multidisciplinari**