

FSE: quale il vantaggio per il clinico?

il lato sociologico

Convegno AME– Roma

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"An illuminating perspective on the coming digitalization of

The Creative Destruction of

MEDICINE



HOW THE DIGITAL REVOLUTION
WILL CREATE BETTER HEALTH CARE

ERIC TOPOL, M.D.

With a New Postscript by the Author

"A must-read for anyone that cares about health care."

—Forbes.com

THE PATIENT WILL SEE YOU NOW

The **FUTURE** of **MEDICINE**
is in **YOUR HANDS**

Eric Topol

*Author of **The Creative Destruction of Medicine***

'The Patient Will See You Now,' by Eric Topol

By SANDEEP JAUHAR FEB. 13, 2015



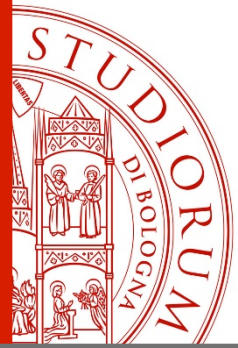
With his previous book, “The Creative Destruction of Medicine,” Eric Topol, a cardiologist and director of the Scripps Translational Science Institute, established himself as one of medicine’s most innovative thinkers about the digital future. In “The Patient Will See You Now,” his exhaustively researched follow-up, Topol turns his attention to medicine’s “democratization” via “unplugged digitization, with the smartphone as the hub.” With approximately two billion users worldwide, smartphones, Topol says, “are the most rapidly adopted technology in the history of man.”

“We are about to see a medical revolution with little mobile devices,” he writes, and in this transformation, “smartphones will play a role well beyond a passive conduit.” They will perform blood tests, medical scans,



Salute digitale: le buone notizie

- According to Topol's vision of the future, we will soon be the “consumers,” the real protagonists, of the management of our health, thanks in large part to the practically **endless data** about our bodies, behaviors, and lifestyles, we will be able to collect and analyze.



Salute digitale: le buone notizie

- Laboratory tests, digital X-Rays, biomarkers, genetic, and lifestyle data will all converge in the memory of our mobile phones, available to us upon a mere touch.
- We will share our health information in real time with the doctors whom we will choose based on their score in clinical rankings.



Salute digitale: le buone notizie

- In turn, these doctors – thanks to evidence-based medicine and sophisticated algorithms – will be able to process our data and intervene in a precise, accurately predictive, and personalized way.

Fitbit Teams With Health Insurance Giant to Reward Healthy Habits

By Jen Booton / August 7, 2018



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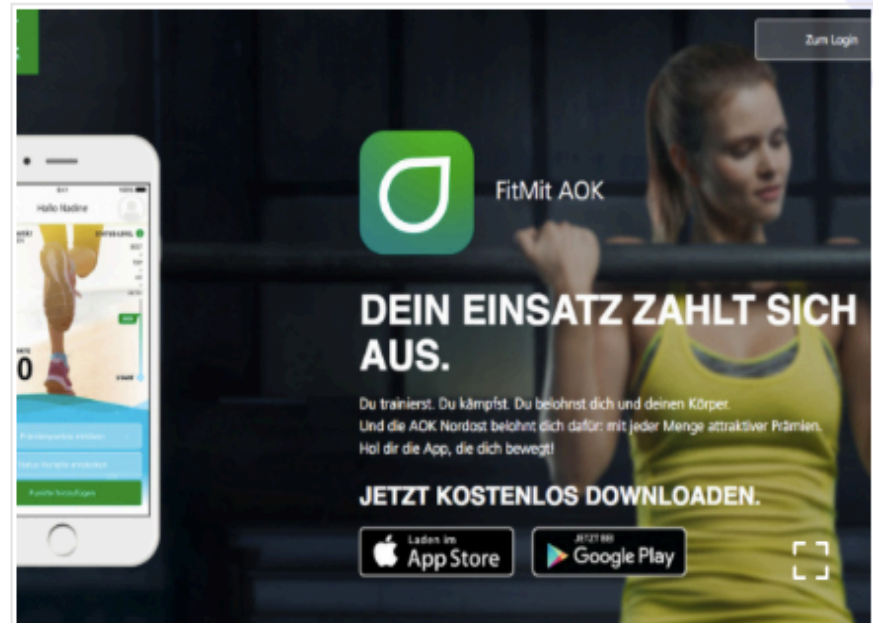
Self-tracking generates billions

Our growing desire for digital self-tracking is driving billions in growth for the industry – in both revenue and data. But not all fitness and health apps conform to data protection laws.

15 May, 2017

Measuring your hours of sleep, counting your steps – more and more of us are using digital self-tracking apps to determine data relating to our health. According to analyst **BCC Research**, the global market for self-tracking products is set to grow to almost US\$ 20 billion by 2019. It is estimated that by the end of this year, two billion people worldwide will be using apps to monitor their bodies.

Health insurance companies have now started to tap into this trend, too. Whether digital bonus books, pollen forecasts, or online stress journals,



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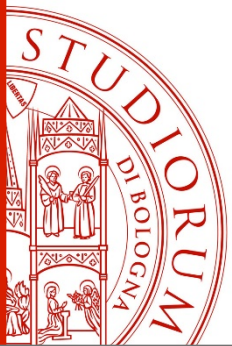
Laden im **App Store** | **Google Play**

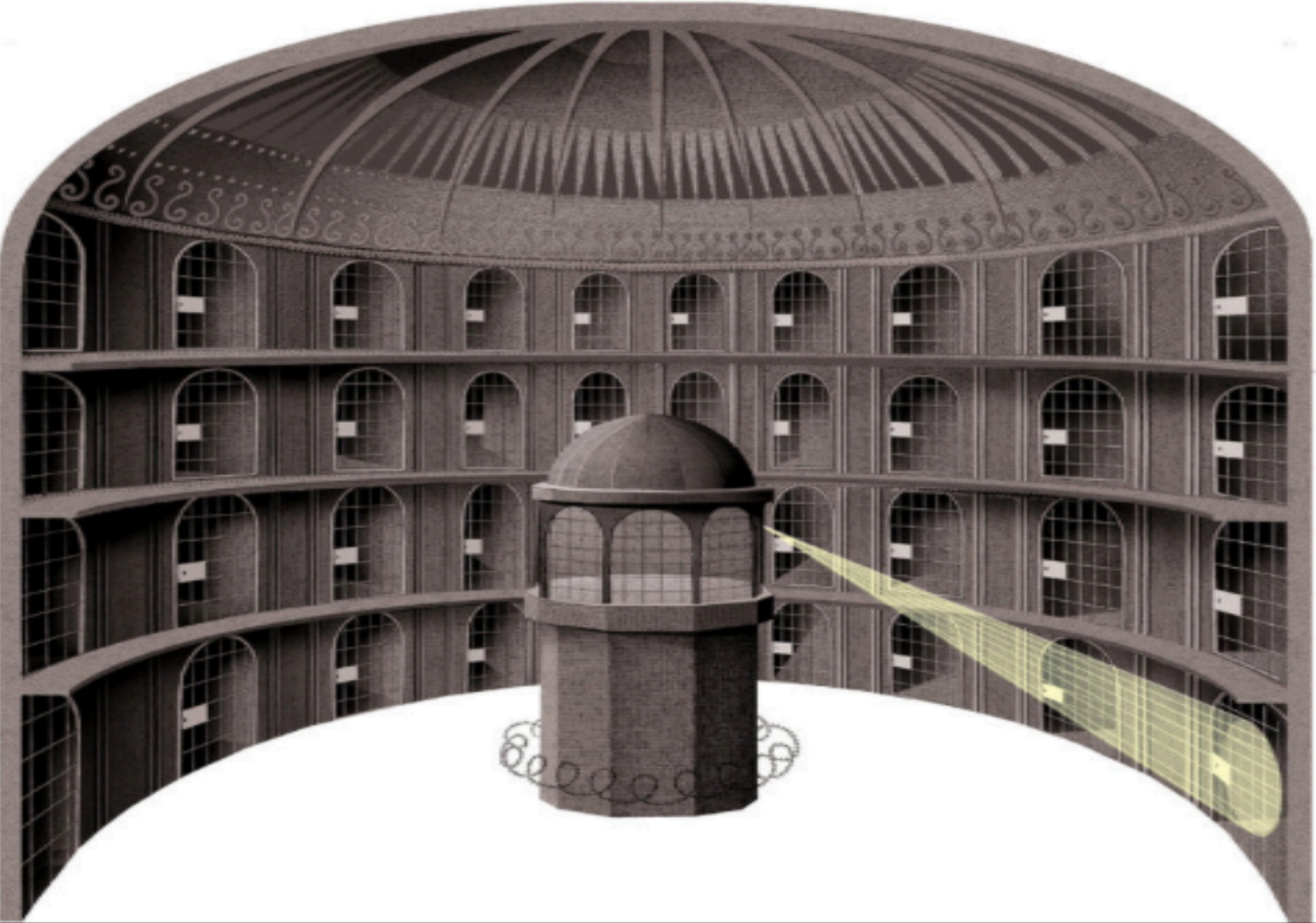
Self-tracking generates billions (Foto: AOK)



Could your Fitbit data be used to deny you health insurance?

February 17, 2017 2:00am GMT Updated February 18, 2017 2:23am GMT

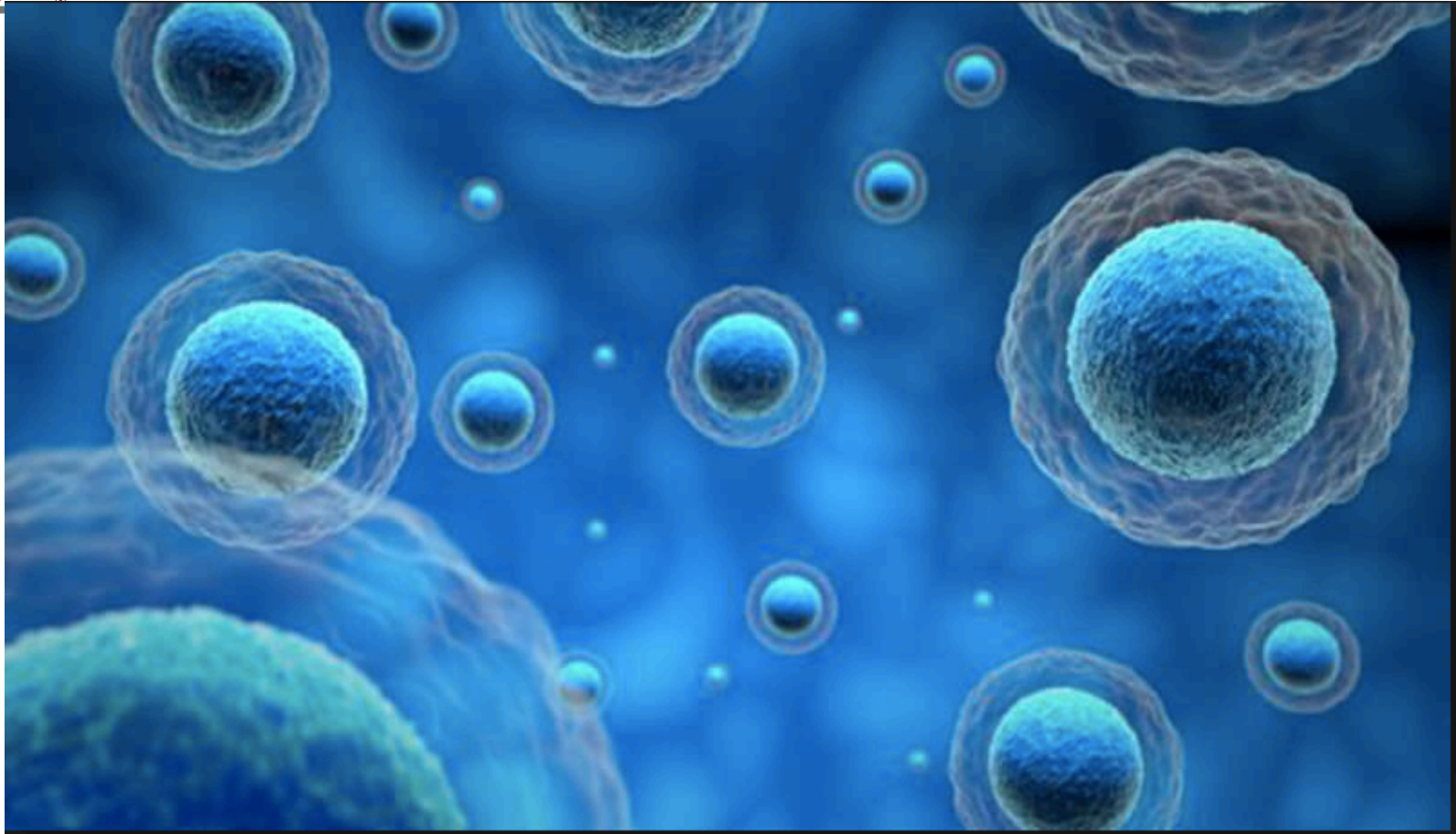
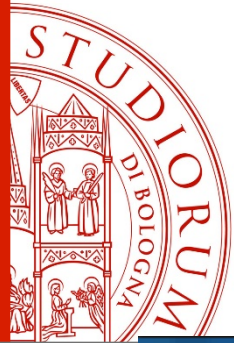


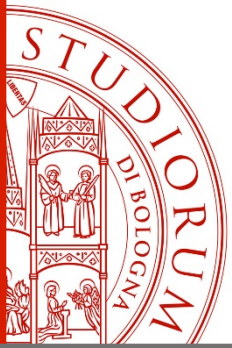


ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA

IL PRESENTE MATERIALE È RISERVATO AL PERSONALE DELL'UNIVERSITÀ DI BOLOGNA E NON PUÒ ESSERE UTILIZZATO AI TERMINI DI LEGGE DA ALTRE PERSONE O PER FINI NON ISTITUZIONALI

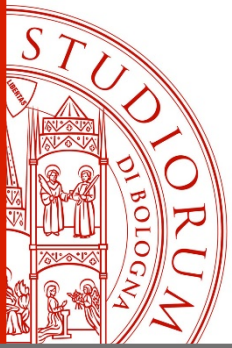
Dal Panoptikon all'Endoptikon?





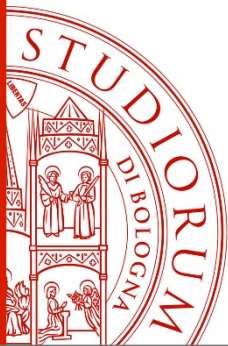
Numeri

- Society is becoming structured as a “world of scores rather than classes” (Fourcade and Healy 2013)
- “Quantification has never been so intensively central in our society as it is today. Perhaps it is so important that we take it for granted” (Espeland and Stevens 2009)



Conclusioni

- Luddismo (no)
- DH: nudging per la prevenzione
- DH: aiuto concreto per cura, riabilitazione, organizzazione sanitaria
- Attenzione a sorveglianza e approcci individualizzanti
- Determinanti sociali, contesto sociale, diseguaglianza



E l'endocrinologo?

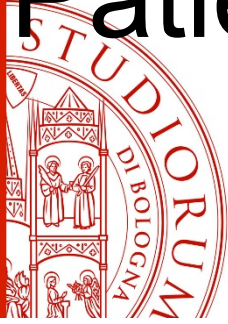
The Four Levels of Patient Activation

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
<p>Predisposed to be passive</p> <p>Patients lack the confidence to play an active role in their health.</p> <p><i>'My doctor is in charge of my health.'</i></p> <p>GENERAL POPULATION: 10-15%</p>	<p>Building knowledge and confidence</p> <p>Patients have some knowledge but large gaps remain. They can set simple goals.</p> <p><i>'I could be doing more.'</i></p> <p>20-25%</p>	<p>Taking action</p> <p>Patients have the key facts and are building skills. They are goal-oriented.</p> <p><i>'I'm part of my health-care team.'</i></p> <p>25-30%</p>	<p>Maintaining behaviors, pushing further</p> <p>Patients have adopted new behaviors but may struggle in times of stress or change. Healthy lifestyle is a key focus.</p> <p><i>'I'm my own advocate.'</i></p> <p>20-25%</p>

Patient Engagement

<https://www.fondazioneerono.org/disabilita/>

ultime-notizie-disabilita/patient-engagement-necessita-coinvolgere-pazienti-processi-cura

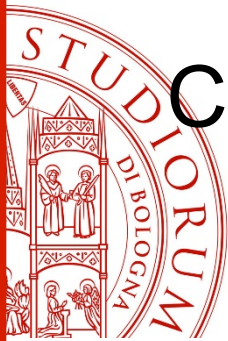


Che cos'è il patient engagement

Tradotto letteralmente dall'inglese, *patient engagement* vuol dire coinvolgimento del paziente, e inserito nel contesto sanitario indica il coinvolgimento attivo del paziente in tutto ciò che riguarda il suo percorso di cura.

L'obiettivo del *patient engagement* è quello di favorire una maggiore autonomia e proattività della persona nella gestione del proprio stile di vita, della propria salute e cura nell'ambito della sua relazione con il sistema sanitario. Perché una persona più coinvolta è

- più attenta nei processi preventivi, consapevole dei rischi per la propria salute e dunque capace di cambiare il suo stile di vita;
- un ambasciatore del suo stile di vita verso le persone più vicine
- in grado di capire i primi segnali di una malattia e quindi mettersi in contatto con il proprio medico.



Conceptual model of healthcare service coproduction (Batalden et al. 2015)



Antonio Maturo, Veronica Moretti, Flavia Atzori

Dalle politiche sociali all'algoritmo: le app per la salute come agenti di medicalizzazione

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Politiche Sociali (ISSN 2284-2098)

Fascicolo 2, maggio-agosto 2018

*Antonio Maturò
Veronica Moretti*



DIGITAL HEALTH AND THE GAMIFICATION OF LIFE

*How Apps Can Promote
a Positive Medicalization*