

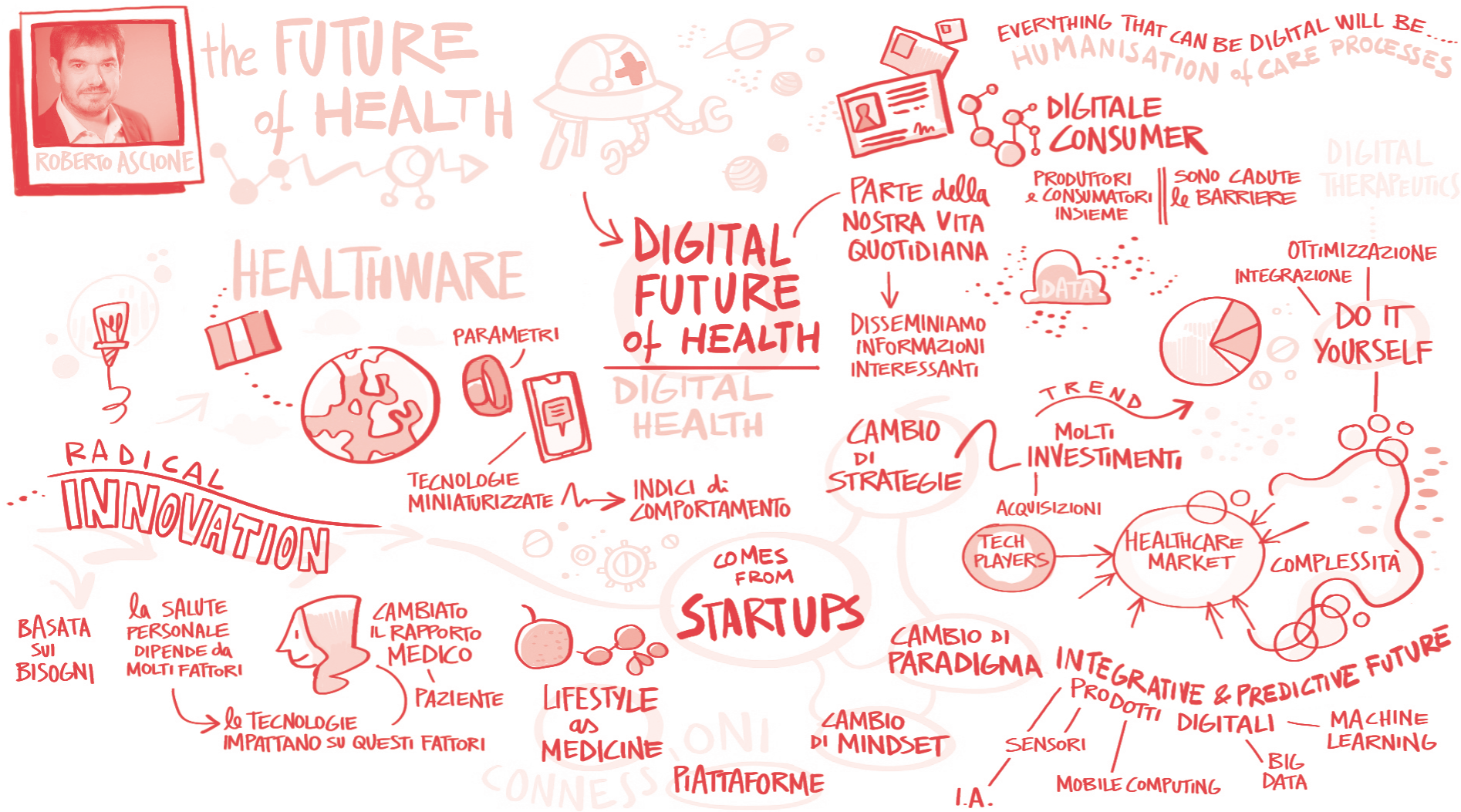
ITALIASSISTENZA

OpenZone Talk

Sharing Ideas with
Roberto Ascione

Founder and CEO of *Healthware International*
12 April 2019

ItaliAssistenza.....60



ITALIASSISTENZA



Demand for home care significantly increased in 2020

ItaliAssistenza has designed a medium-long term Strategic Plan

The first directly managed home care centre has been launched in Milan

HEMOCARE QUALITY

ItaliAssistenza S.p.A. is a home care provider in Italy and Switzerland, delivering quality **Human Assist Care** services to patients with chronic conditions. These services focus on human beings and their well-being (*Human*), pursued through highly professional and personalised assistance (*Assist*), designed and implemented with the aim of taking care of the patient (*Care*).

The expertise and professionalism of ItaliAssistenza proved itself to be particularly effective and robust in 2020, a year in which the demand for home care grew, both in terms of scale and in terms of speed of response to the needs generated by illnesses linked to the spread of the coronavirus.

A turnover of **10.36 Mio€** was recorded.

It was specifically in light of the growing importance of home care for the effective and sustainable management of the healthcare system that, in 2020, ItaliAssistenza prepared a **medium-to-long term strategic plan** to strengthen the current core business areas and develop new areas of care for some particularly debilitating diseases, making use of technological tools and telemedicine to provide continuous and improved support in patient care, both in the patients' daily lives and in their family environments, and to support close family members.

ItaliAssistenza is Italy's market-leading provider of support for the home management of therapies for chronic diseases, thanks to its pharmacological therapy support programs known as **Patient Support Programs (PSPs)**, conducted in collaboration

with the leading multinational pharmaceutical companies.

PSPs are designed to ensure adherence to and effectiveness of drug therapies and involve the organisation of a structured and coordinated system of home, telephone and technological services to support chronic patients on their therapeutic pathways.

Low therapeutic adherence is recognised as the main cause of ineffectiveness of therapies. A number of studies show that, for many chronic diseases, the rates of adherence are below 50%, with serious consequences for both the patients and the national healthcare system. PSPs produce an immediate increase in adherence rates, in many cases leading to the achievement of optimal adherence levels.

In order to develop these programmes, ItaliAssistenza relies on its team of expert professionals, who design, prepare and coordinate all the of activities required to meet the specific needs of patients and their therapies.

Since 1993, ItaliAssistenza has also been operating in Italy through **Privatassistenza**, a market-leading nationwide network which has approximately 200 affiliated centres. 2020 saw the launch of the **first directly operated home care centre in Italy, in Milan**, which joins the Human Assist Care centre in Lugano, active throughout the Canton of Ticino, in Switzerland, since 2017. Services at the centres are provided by handpicked experienced and qualified social workers, nurses and doctors.

FIRST DIRECTLY MANAGED HOME CARE CENTRE

