

SABATO **20** MAGGIO

VI Sessione

Ore 14.30 Saluto delle autorità e consegna riconoscimenti.

Ore 15.30 Tavola Rotonda e dibattito.

Tema – **COME POTENZIARE LA COMUNICAZIONE
A PARTIRE DAL MODO DI AFFRONTARE IL PROBLEMA TAVI.**

Moderatore:

Francesco Romeo

IMMEDIATE PAST PRESIDENT SIC (SOCIETÀ ITALIANA DI CARDIOLOGIA) - DIRETTORE CATTEDRA DI CARDIOLOGIA
SCUOLA DI SPECIALIZZAZIONE IN CARDIOLOGIA - UNIVERSITÀ DEGLI STUDI DI ROMA TOR VERGATA

Relatori:

Giuseppe Fattori, Marketing Sociale - Università di Bologna

Loredana Frattini, Dirigente Medico U.O.C. Cardiologia-UCC, ASST Santi Paolo e Carlo - Milano,
Comitato Scientifico CONACUORE

Anna Vittoria Mattioli, Professore Associato di Cardiologia - UNIMORE

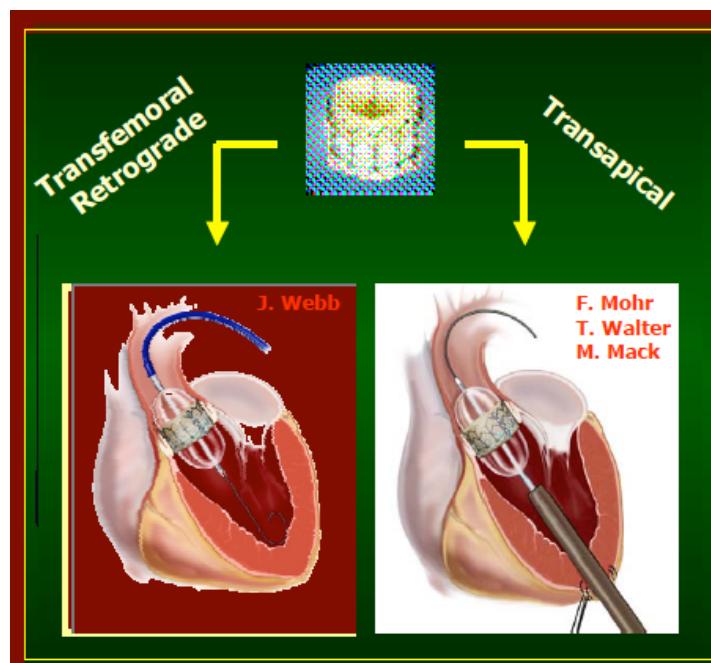
Rosario Rossi, Professore Associato di Cardiologia - UNIMORE

Fabio Alfredo Sgura, Emodinamista - Policlinico di Modena

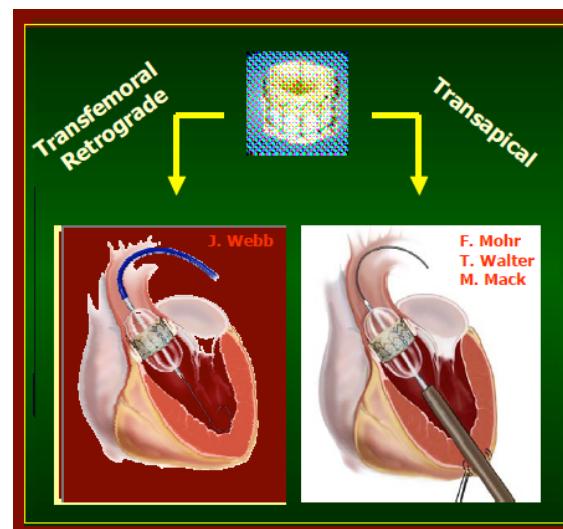
Dai dati alle politiche

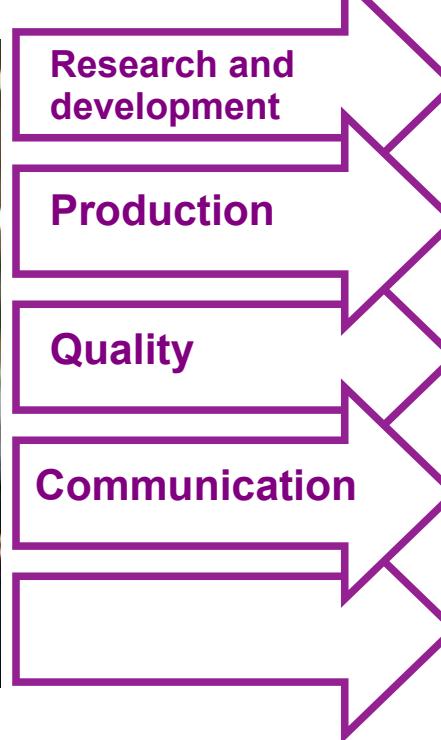
Dati

Politiche

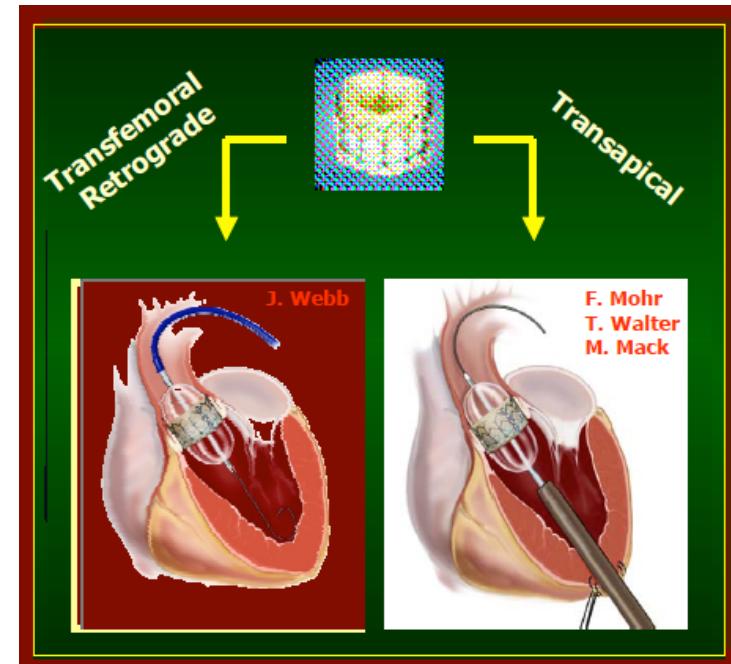
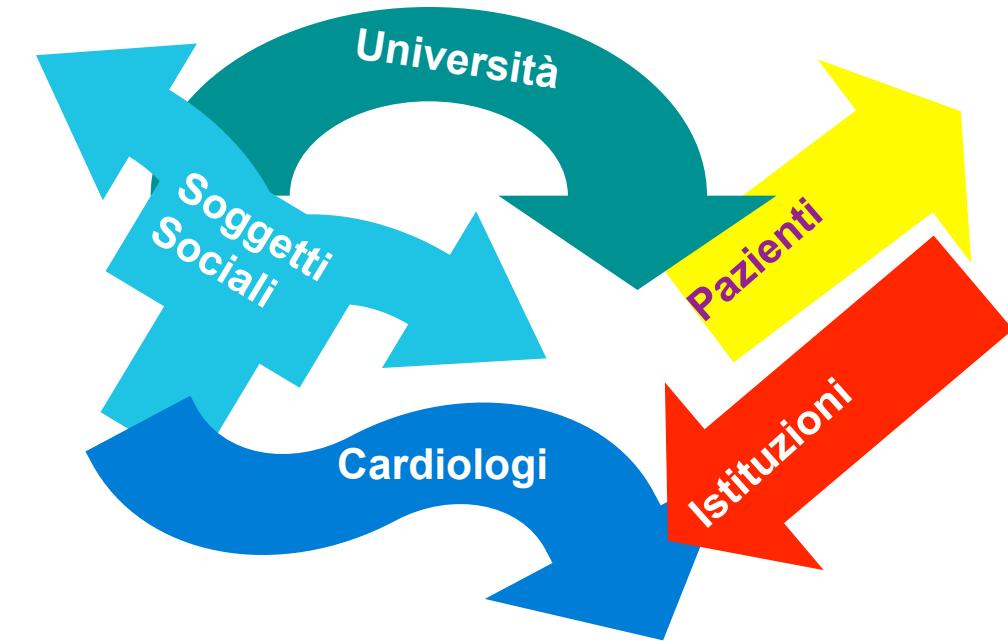


Comunicazione: dai dati alle politiche

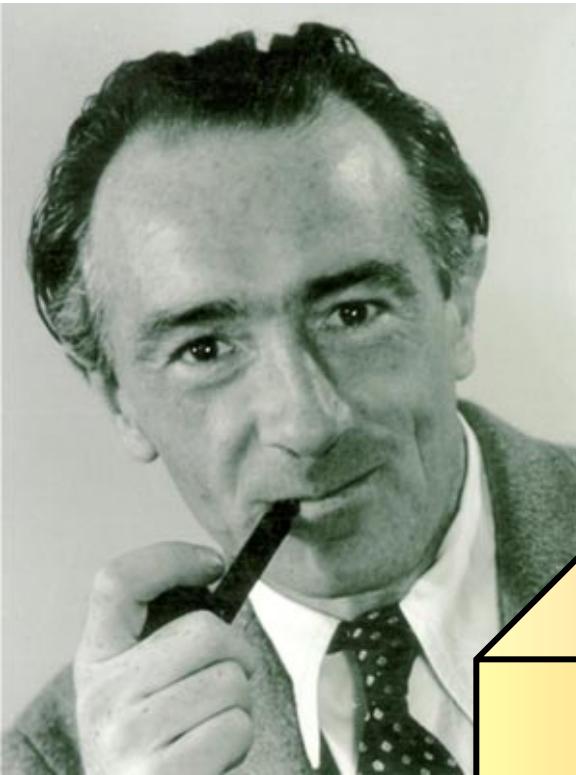




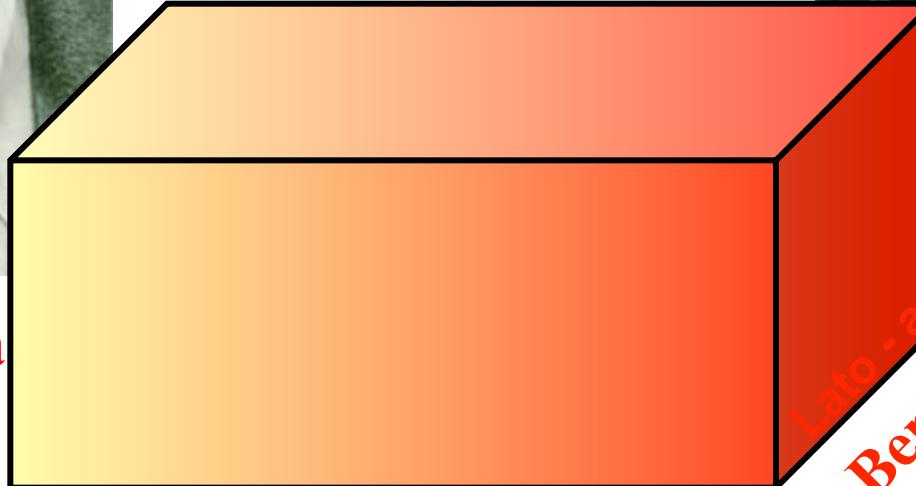
FIAT 500



Le stagioni della comunicazione in medicina



Appropriatezza
sociale



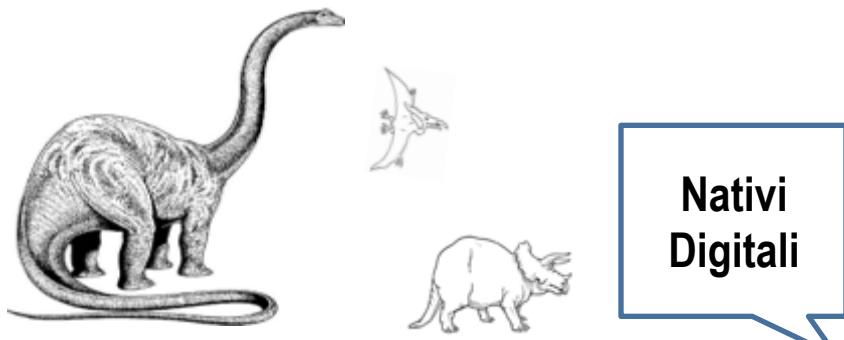
Beneficio
del
paziente



Co-creation



Medico Analogico Paziente Analogico



1950

1960

1970

1980

1985

1990

2000

2010

2020

Medico Digitale Paziente Digitale



Dave deBronkart "e-Patient Dave"
As of April 27, 2014

Renal Cell Carcinoma Survivor,
Keynote Speaker, and Policy Advisor



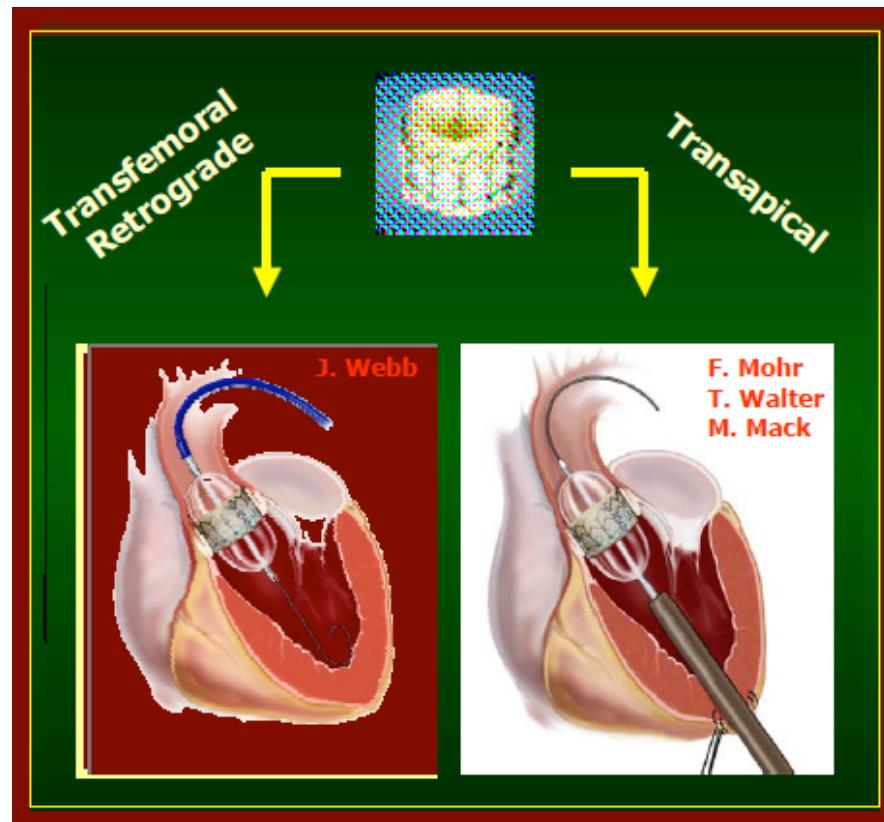
 21.5K followers/50.1k Tweets

 672 followers

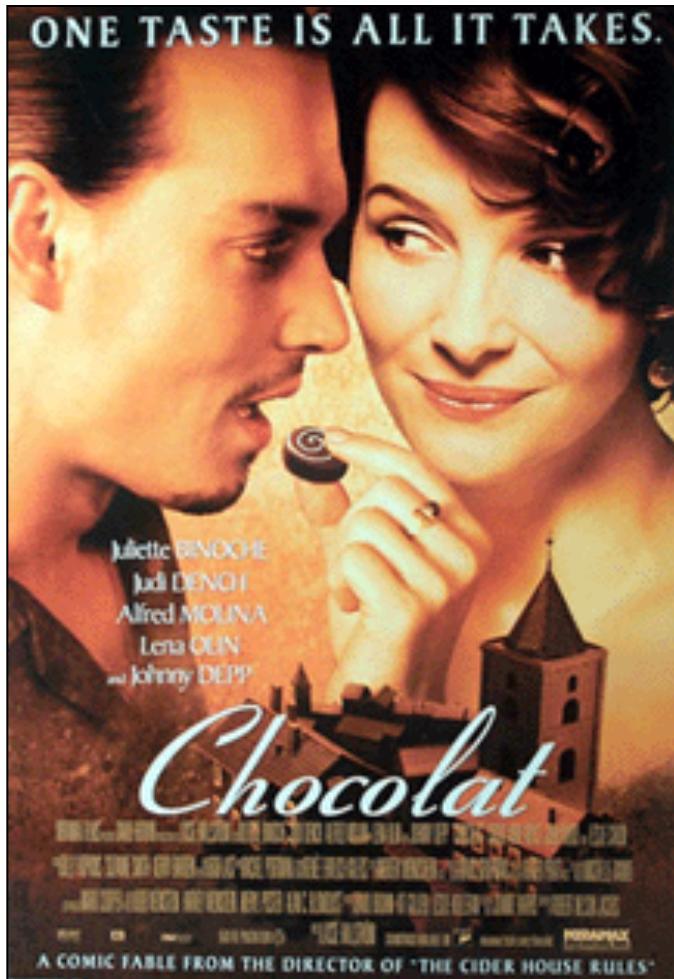
 Google PageRank 5

 1,906 friends

 **KLOUT** 79 Klout Score*: 79



Dal film *Chocolat*



COMUNICAZIONE

Salute

Sanitaria

Istituzionale

Obiettivo

Stile di vita

Servizi
Prestazioni

Identity

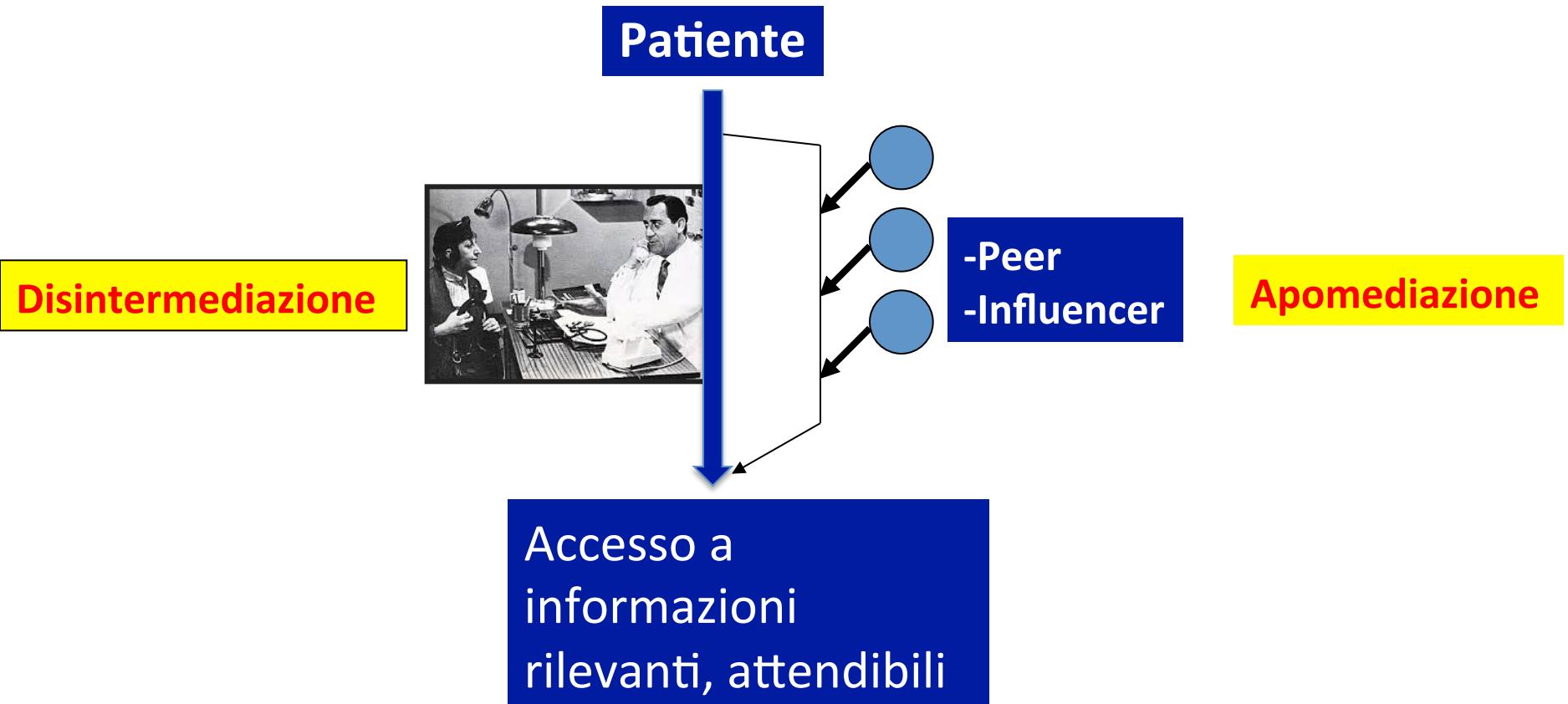
Destinatari

Comunità

Pazienti

Stakeholders

Tra Disintermediazione e Apomediazione



How Twitter Is Studied in the Medical Professions: A Classification of Twitter Papers Indexed in PubMed

Shirley Ann Williams, Melissa Terras, Claire Warwick

Med 2.0 2013;2(2):e2

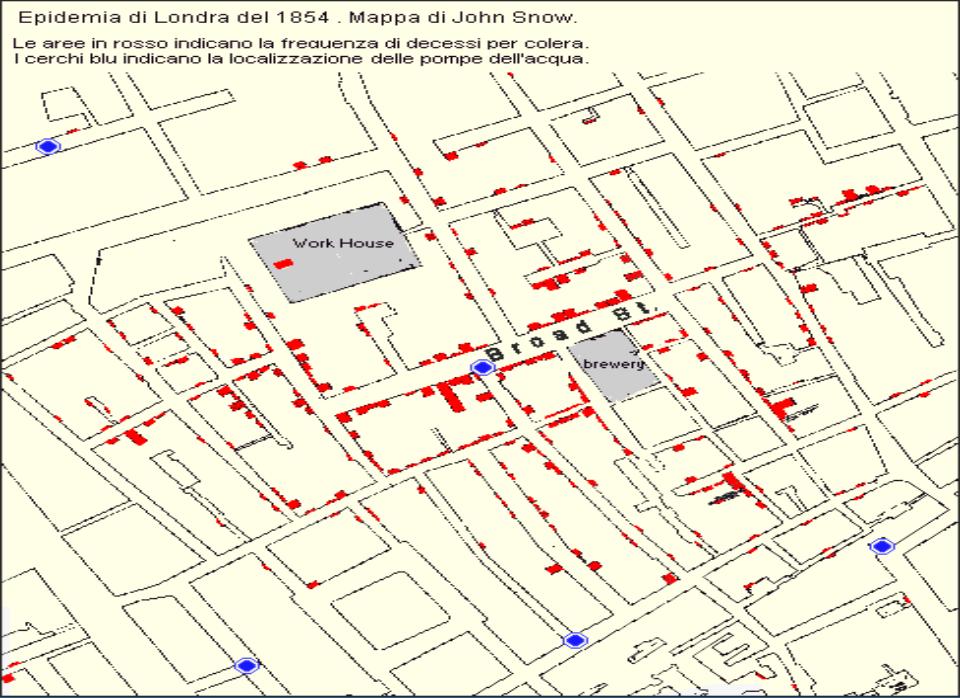
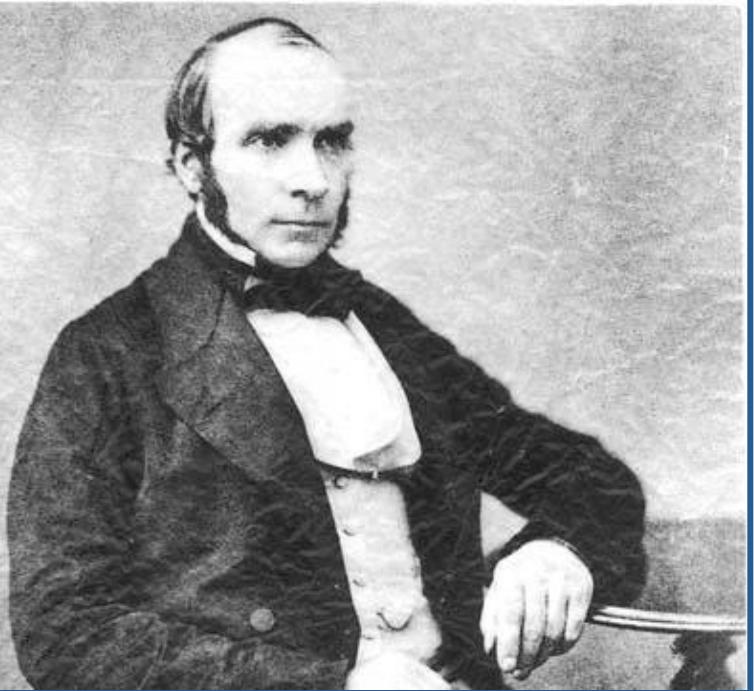


Dal 2009 PubMed ha indicizzato gli articoli scientifici pubblicati relativi a **Twitter** per fornire una **classificazione** ai futuri lavori dei ricercatori.

I primi paper scientifici (2009 - 2010) contenenti termini come - *twitter*, *tweet*, *microblog* - nel titolo o abstract, erano focalizzati sui meccanismi di **funzionamento del microblog**.

Dal 2011 la tendenza va al *data mining* e *data-sets*, e gli studi si spostano a considerare: **“Twitter as a source of data”**

L'accesso a grandi quantità di dati derivanti dai singoli tweet correlato con i meta-dati della località, ora del giorno, reti di follower può **favorire l'identificazione della diffusione delle malattie infettive**

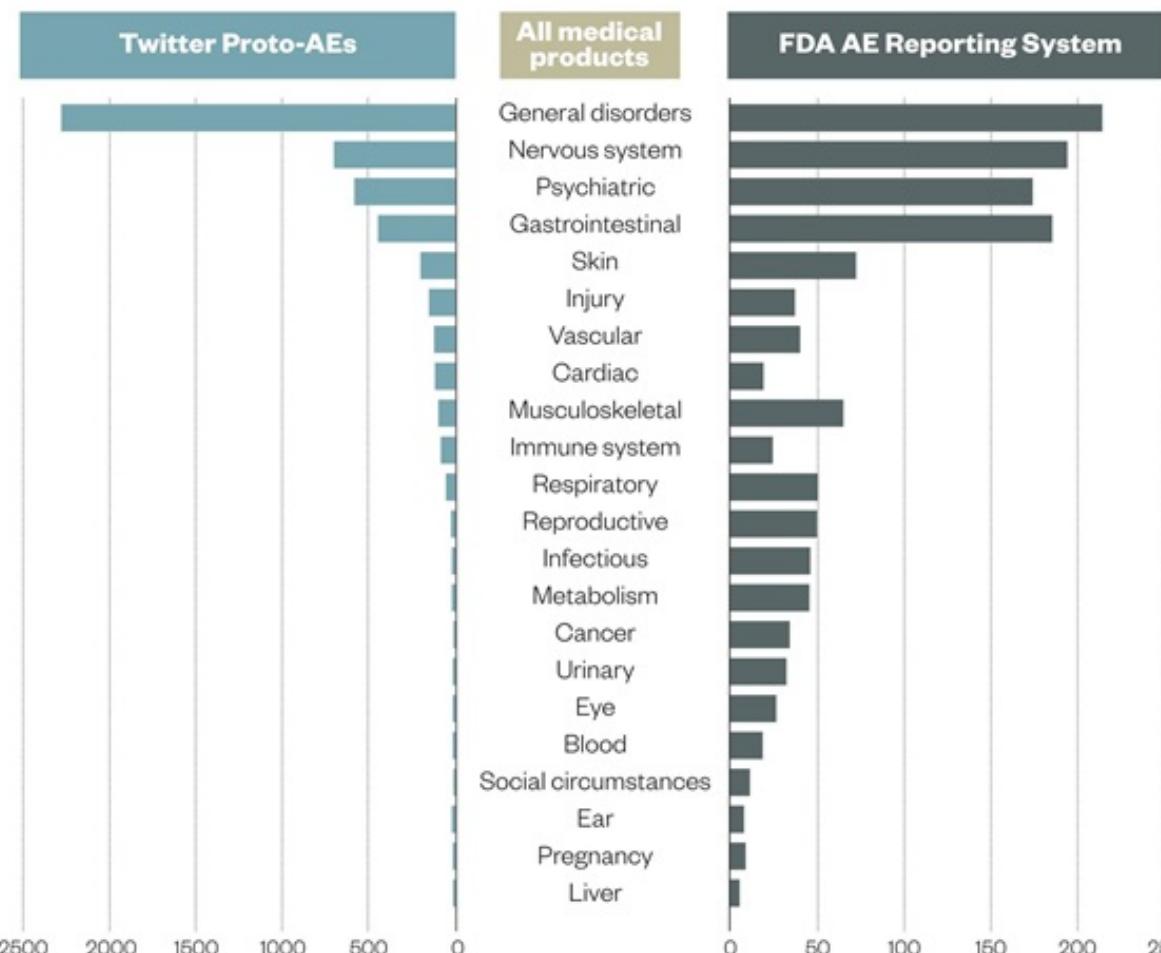


Visualiser : Amér. Nord Amér. Sud Europe Afrique Moyen Orient Asie Australie Monde



Monitoring drug safety using Twitter

Drug Safety 2014;37:343-350.



Researchers collected 6.9 million Twitter posts, identifying 4,401 posts with resemblance to an adverse event (known as 'Proto-AEs'). An analysis of the Proto-AEs found concordance with consumer reports in the Food and Drug Administration Adverse Event (AE) Reporting System at the system organ class level (note log-log scale)



thebmj

TWEET 28700 FOLLOWING 5.548 FOLLOWER 231000 MI PIACE 763 LISTE 8

The BMJ
@bmj_latest

The BMJ aims to lead the debate on health, and to engage doctors, researchers and health professionals to improve outcomes for patients

📍 London, UK
🔗 thebmj.com
📅 Iscritto a ottobre 2008

Tweet **Tweet e risposte** **Contenuti**

Visualizza 1 nuovo Tweet

thebmj The BMJ @bmj_latest · 25 min
"Lack of policy to encourage fit doctors to work in some way after retirement indicates bad management" #BMJResponse
bmj.com/content/355/bm...

3 000

The BMJ ha ritwittato



NEJM

TWEET 10400 FOLLOWING 319 FOLLOWER 373000 MI PIACE 57 LISTE 1 MOMENTI 1

NEJM **NEJM** @NEJM

The New England Journal of Medicine (NEJM.org) is the world's leading medical journal and website.

📍 Boston, MA
🔗 NEJM.org
⌚ 1,06 Mln Vine Loop
📅 Iscritto a marzo 2009

Tweet **Tweet e risposte** **Contenuti**

NEJM **NEJM** @NEJM · 6 ott
See what people are saying about the #SPRINTChallenge! #TwitterMoments: "Join the SPRINT Data Analysis Challenge"



Circulation

Circulation

TWEET 4.454 FOLLOWING 4.332 FOLLOWER 17100 MI PIACE 272

Following

Tweet **Tweet e risposte** **Contenuti**

Circulation **Circulation** @CircAHA TI SEGUO

Circulation @CircAHA · 11 mag



JAMA

TWEET 17900 FOLLOWING 498 FOLLOWER 186000 MI PIACE 131

JAMA **JAMA** @JAMA_current

JAMA, published since 1883, is an international, peer-reviewed medical journal published weekly.

Tweet **Tweet e risposte** **Contenuti**

JAMA **JAMA** @JAMA_current · 11 min
Study examines use of deep machine learning for detection of diabetic #retinopathy ja.ma/2gSNt2u in @WIRED

A service of the U.S. National Institutes of Health

[Try our beta test site](#)

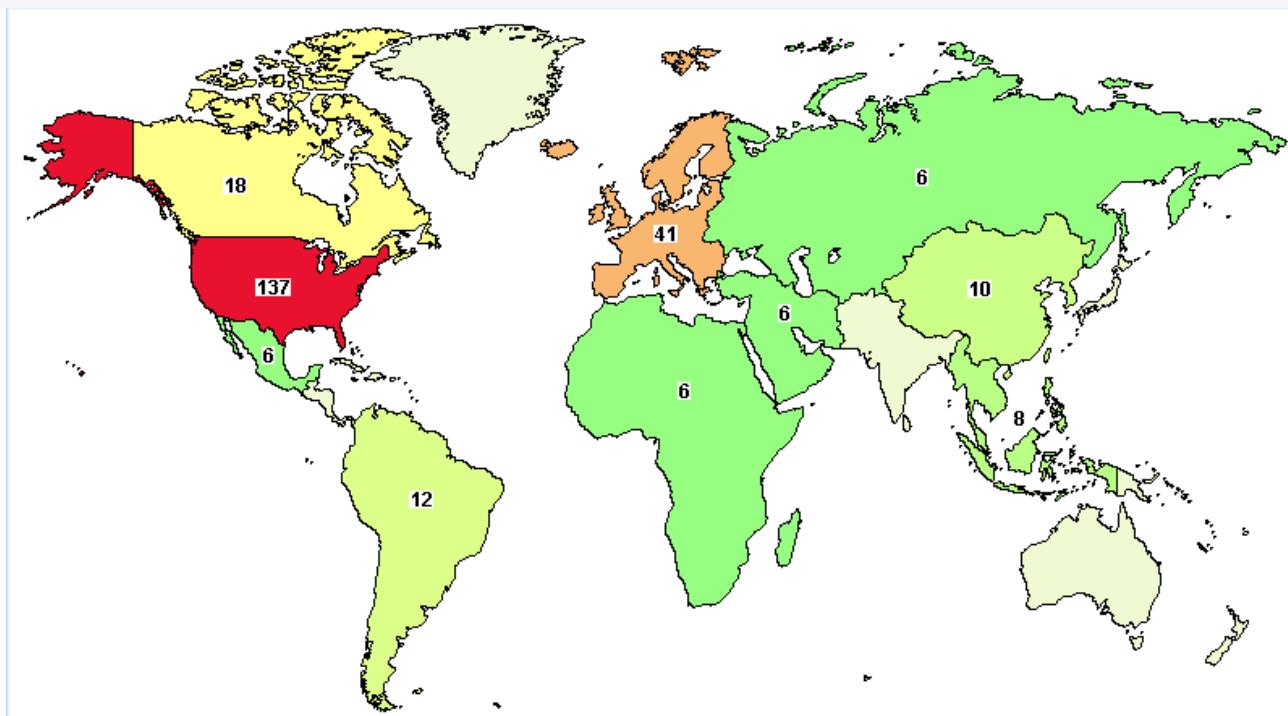
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226 studies found for: social media



Mobile Medicine Resources: FDA Approved Apps

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Home	Becker Resources	Journal/eBooks apps	Clinical Resources	Drug Guides & Calculators	Medical Specialty Apps
Student Resources	FDA Approved Apps	Patient Education	App Lists and Blogs	Productivity	Need Help?

FDA Approved Apps

The only mobile apps that are currently regulated by the FDA are those that are used as an accessory for a regulated medical device, or transform the mobile platform into a regulated medical device. The apps and devices listed below fall under these categories and have been approved for use by the FDA.

If you would like more information about FDA regulation of medical apps please access their Guidance document here: [link](#)

- [AliveCor](#)  

AliveCor is an app and portable device that works as a portable ECG heart monitor. The heart monitoring device costs \$199, the app is free. The link above will bring you to more information about the AliveCor system. Links for iTunes and Google Play (Android) can be found on the bottom of the page The FDA approved the AliveCor device for over-the-counter purchase.

- [iExaminer](#) 

Information provided by the manufacturer: The iExaminer turns the PanOptic Ophthalmoscope into a mobile digital imaging device allowing you to view and take pictures of the eye. The adapter aligns the optical access of the PanOptic Ophthalmoscope to the visual axis of the iPhone camera to capture high resolution pictures of the fundus and retinal nerve. The iExaminer App then allows you to store the pictures to a patient file or email and print them.

Paziente:

Giuseppe Fattori, 01/01/56 (60anni)

ID:

1234

Registrato:

domenica 16 ottobre 2016 00:20:23

Frequenza cardiaca:

63 bpm

Durata: 30s

Rilevamento

Normale

Kardia:

Kardia





AAMC NEWS

MEDICAL EDUCATION



Tuesday, February 21, 2017 | by Toni Gallo

Twitter Is Trending in Academic Medicine



"transcatheter aortic valve implantation"



Trip Database @tripdatabase · 3 h

New2Trip: **Transcatheter aortic valve implantation (TAVI)** for severe symptomatic aortic stenosis bit.ly/2p8XKu6

ⓘ Traduci dalla lingua originale: inglese



أحمد عباس @n6NVr73AWJazZRk · 13 mag

Transcatheter Aortic Valve Implantation TAVI youtu.be/f661Po-BgkQ
 @YouTube



Transcatheter Aortic Valve Implantation TAVI

youtube.com



CARDIOLOGIA UMG @cardiologia_UMG · 10 mag

Transcatheter Aortic Valve Implantation in Patients at Intermediate Surgical Risk - goo.gl/scholar/MmjsCa #ScholarAlerts

ⓘ Traduci dalla lingua originale: inglese



TheRightDoctors @therightdoctors · 9 mag

Dr. Brian Pinto in Conversation with Dr. Fayaz Shawl: **Transcatheter Aortic Valve Implantation** buff.ly/2q1vSqH #TheRightDoctors

ⓘ Traduci dalla lingua originale: inglese



Cerca su Twitter



JAMA

JAMA

@JAMA_current

Segui



Transcatheter Aortic Valve Implantation in Failed Bioprosthetic Surgical Valves

Traduci dalla lingua originale: inglese



JAMA AUTHOR INTERVIEWS: COVERING RESEARCH IN MEDICINE, S
Transcatheter Aortic Valve Implantation in Failed Bioprosthetic Surgical...

30'

00:00:49

30'

libsyn

Transcatheter Aortic Valve Implantation in Failed Bioprosthetic...

Interview with Danny Dvir, MD, author of Transcatheter Aortic Valve Implantation in ...

traffic.libsyn.com

RETWEET

11

MI PIACE

10



08:06 - 2 apr 2017



11



10

Strengthening the quiet voices in healthcare

Incredible value and wisdom await those with a willingness
to listen.



Osservatorio "Marketing sociale" Aziende Sanitarie e Twitter in Italia

Maggio
2017



**Aziende Sanitarie
Pubbliche = 47**
Follower 87.249



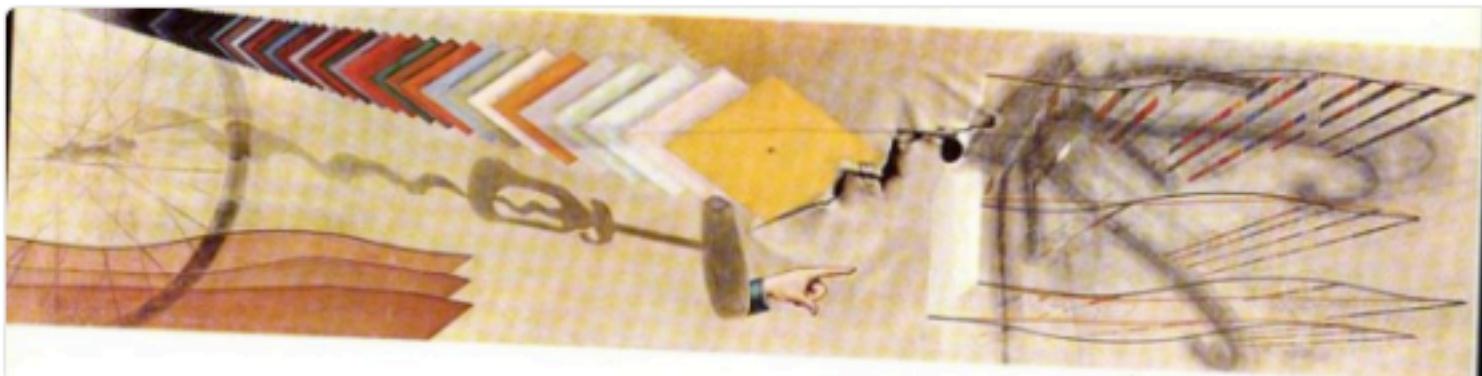
Giuseppe Fattori, MD
@mksociale

Segui



#Top10 Aziende Farmaceutiche Tweeter
Engagement Index bit.ly/2qhwfyU

- 1 [@EliLillyItalia](#)
- 2 [@SanofiIT](#)
- 3 [@msdsalute](#)
- 4 [@osservasaluteaz](#)



RETWEET

7

MI PIACE

6



22:47 - 14 mag 2017

Il Sole 24 ORE Sanità
è anche una APP
**Scaricala
gratuitamente**



Sanità
24 ORE



Sanità
24 ORE

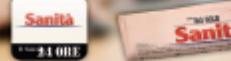
24 ORE

Sanità

Il Sole 24 ORE Sanità
è anche una APP
**Scaricala
gratuitamente**



Sanità
24 ORE



Sanità
24 ORE

I professionisti guardano con favore al «digitale» che semplifica gli aspetti organizzativi e amministrativi

Medici, social sì ma con prudenza

Stop al web per le informazioni che riguardano più strettamente diagnosi e terapie

L'interesse degli italiani per i media digitali è in continua crescita tanto che, come rilevabile dal 13° rapporto Censis-Ucni sulla comunicazione tenutosi a Roma lo scorso 28 settembre, l'utilizzo di Internet è aumentato di 2,8 punti percentuali nell'ultimo anno con una crescita complessiva nel periodo 2007-2016 pari al 28,4 per cento. L'utenza della rete ha così toccato un nuovo record attestandosi al 73,7% degli italiani. Lo sviluppo e la diffusione di nuove tecnologie che, nonostante il protrarsi della crisi economica, prosegue ininterrotto dal 2007 a oggi, ha contribuito a cambiare il modo in cui i cittadini

