

Press release

**DIGITAL360 LAUNCHES EMPOWERCARE, A NEW ADVISORY SERVICE FOR HEALTHCARE FACILITY INNOVATION**

*An ecosystem of services to respond to the health emergency and to design new Connected Care models*

Milan, 9 July 2020 - **Digital360 S.p.A.**, a company listed on the AIM Italia, organised and managed by Borsa Italiana S.p.A., through its subsidiary **P4I-Partners4Innovation**, announces the launch of a new line of advisory services called "**EmpowerCare**" to aid Healthcare players in the innovation process. These services were created to respond to the Covid-19 health emergency and which have evolved - from a strategic point of view - into tools to support the new "connected care" model.

The objective is to offer a full range of consulting services for managing this emergency to hospitals of all levels, research institutes, ARNAS, IRCCS, and any other healthcare facility. These services include, for example, support in implementing video-exam services, consulting to define continued care solutions aimed at ensuring the integration between hospital and territorial assistance (which therefore not only provide care in hospitals but also in territorial facilities and even at home), consulting on services that encourage digital reception and management of business continuity.

The consultancy support also focuses on designing new strategic connected care models, through services that range from institutional communication to data management, from the review of healthcare logistics processes and scheduling of critical resources to the testing of the healthcare system as a whole, identifying any weaknesses.

EmpowerCare will help healthcare professionals redesign reception by allowing people to book and pay for services online, to perform administrative acceptance without having to go to the counters, to collect reports of their services online. It will also help employees, managers and doctors manage business continuity, with the possibility of smart working using the company systems without interruption, sharing documents, managing meetings, training and events with participants spread throughout the territory.

This new line of services, especially now during this health emergency, enriches the entire range of consultancy services provided in a field, the healthcare sector, which is currently under a great deal of strain, and can positively contribute to the group's revenues.

The new Advisory line relies on the P4I "Healthcare Innovation" team's vast experience, making it a qualified partner for developing processes and services that comply with privacy and safety standards, for determining the organizational and technological requirements, their architecture and integration with company computer systems, and also for market recognition and the choice of the most suitable technological solutions.

*"The health emergency has highlighted the need to speed up the digital transformation of our healthcare system in order to create a new healthcare model that is more easily available to citizens - says **Gabriele Faggioli**, CEO of Digital360 -. With EmpowerCare, we want to assist healthcare facilities by designing new organizational models and processes that can adapt to the current emergency and to the upcoming phases and by evaluating the most suitable technological solutions to meet the population's changing healthcare needs. The objective is to provide full support to healthcare professionals on their path towards innovation".*

For more information: <https://www.p4ihub.it/category/empowercare/>

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This press release is available on the Company website at [www.digital360.it](http://www.digital360.it).

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## **DIGITAL360**

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called “Demand Generation”, supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called “Advisory & Coaching” is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For further information: [www.digital360.it](http://www.digital360.it)

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