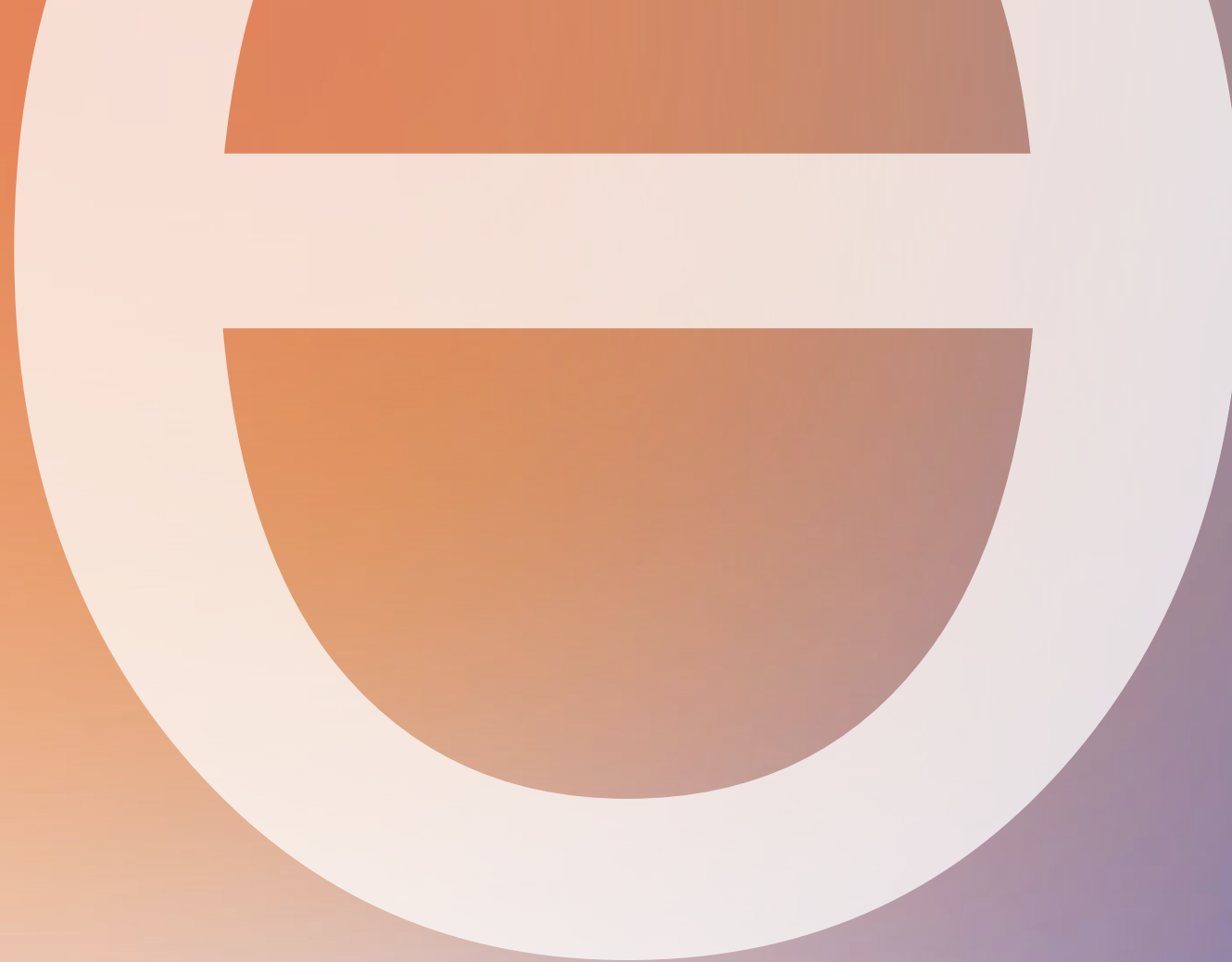




Avant garde solu tions in health care & pharma

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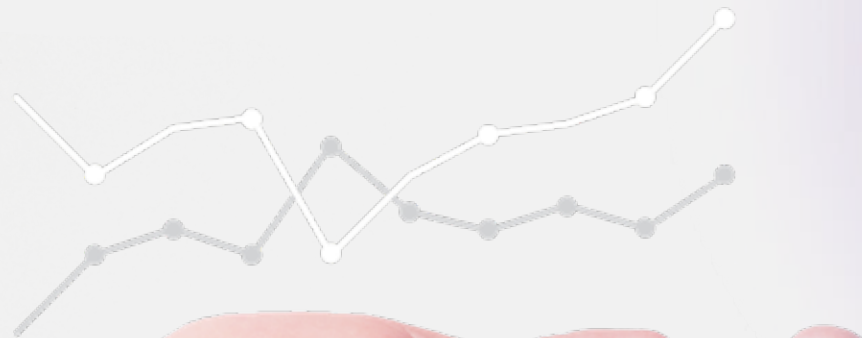
OLIBA

Science and strategy
consulting for Pharma
and Healthcare

C O M P A N Y P R O F I L E

olibahealth.com

Who we are



OLIBA

Oliba is a boutique consulting company that provides expert scientific advice and strategic guidance to healthcare, pharma and biotech companies across the globe.

Oliba — Company Profile

Established in 2011, Oliba offers multidisciplinary perspectives on complex issues in drug and medical device development, including market access, strategic planning and implementation, stakeholder engagement, effective communications, and developing institutional relationships.

The Oliba team comprises a core group of experts and consultants with extensive knowledge of the healthcare, pharma, and biotech sectors. Oliba has also created an international network of specialists with experience in a range of therapeutic areas who provide valuable scientific and clinical insights to our clients' projects.

The strength in depth of the Oliba team, the vast array of knowledge accessible from Oliba's specialist network, and an efficient, procedure-driven approach ensure we guide our clients' projects to a successful completion.

Our approach

Oliba ——— Company Profile



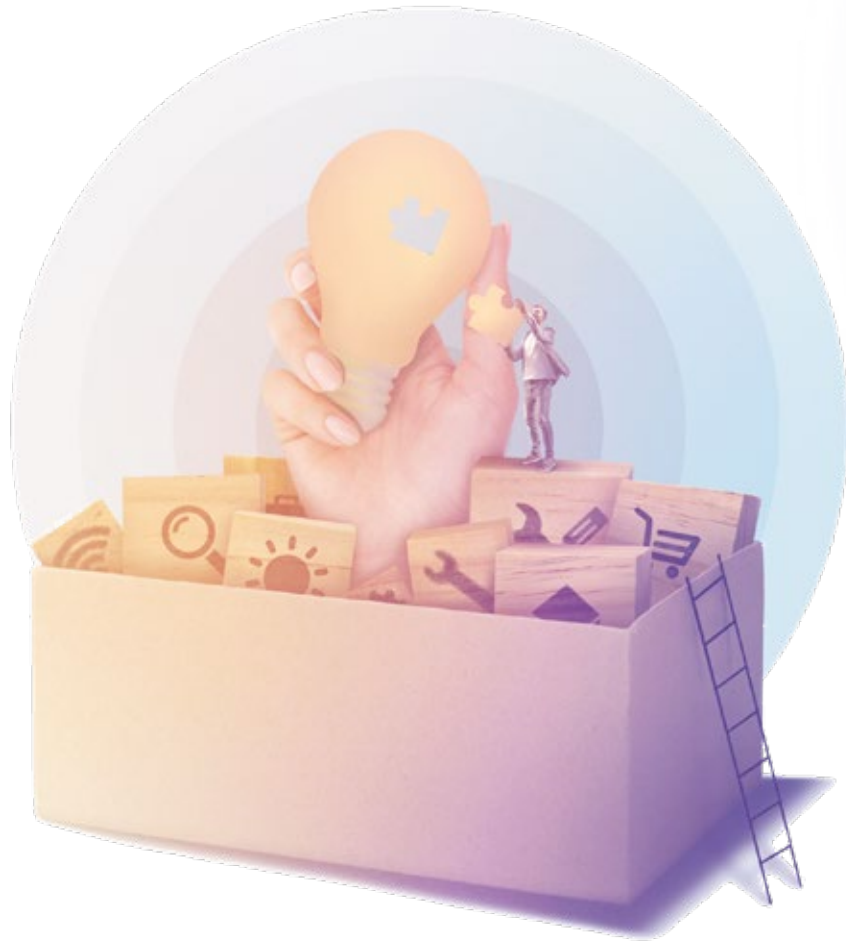
One size does not fit all!

Oliba offers personalized and tailored services to meet the unique needs of each client as we know that one size does not fit all.

From healthcare providers and pharmaceutical companies to biotech start-ups, we have the expertise and knowledge to help clients develop and implement strategic activities and drive projects to success.

Services

Oliba — Company Profile



05

**Scientific and
strategic consulting**

**Healthcare, pharma,
and biotech innovation**

**Communication and
education programs**

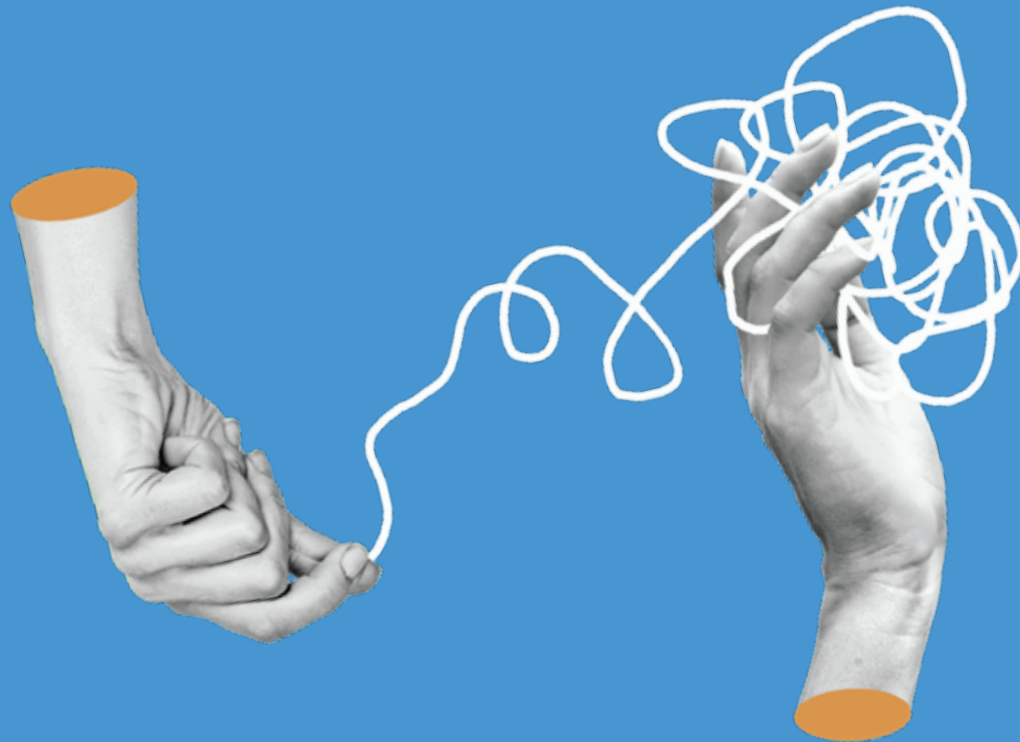
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06

Scientific and strategic consulting

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Oliba supports clients as they navigate the complex and ever-changing landscape of the healthcare, pharmaceutical, and biotech sectors.

The Oliba team works closely with clients and specialists to analyze scientific, clinical and commercial information, providing the ideal collaboration to drive project success, with the ultimate goal of improving the health and quality of life of patients worldwide.

Oliba provides a range of scientific and strategic support, including:

- **Developing and managing healthcare, pharma, and biotech panels and advisory boards**
- **Market research**
- **Patient and caregiver advocacy and engagement**
- **Regulatory affairs**
- **Developing institutional relationships**

Developing and managing healthcare, pharma, and biotech panels and advisory boards

Oliba — Company Profile

Oliba has extensive experience in developing and managing panels and advisory boards to support healthcare, pharma, and biotech companies.

The Oliba team identifies gaps and issues, guides the client, and provides effective strategies to enhance company performance, output, and success.

Oliba selects the board of patients or specialists most suited to drive the effective development and progress of products, campaigns, and projects.

To ensure the most effective and constructive panel or advisory board is selected, Oliba draws on a network of specialist contacts in a range of global healthcare and research settings, including:

- **Academic researchers from renowned universities and hospitals**
- **Institutional stakeholders**
- **Clinical healthcare professionals**
- **Patient-advocacy groups**
- **Caregiver and care partner associations**
- **Healthcare policy makers**

PROJECT CASE

NeReA / AstraZeneca



Oliba, together with AstraZeneca, designed the project **NeReA - Severe Asthma Regional Network** to bring together the main stakeholders of the Lazio Region to define and address the critical issues in the management of adult patients with severe asthma.

An effective care model comprising an integrated multidisciplinary path was proposed for these patients, including a particular focus on the impact on patient quality of life.

A logical, value-based approach was used to identify the unmet needs of adult patients with severe asthma in the Lazio Region, and the main characteristics of the dedicated structures present in the Region were defined according to the "hub and spoke" model.



Market research

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Oliba provides strategic intelligence through analyses, forecasts, and research into emerging trends in healthcare, pharma, and biotech.

This intelligence enables clients to better understand research and technology trends, focus their investment, and uncover new opportunities to gain competitive advantage in a challenging market.

Oliba has developed its own proprietary tools and research approaches to support partners in these fast-moving and highly competitive areas.

Oliba market research services cover a range of settings, including primary, secondary and tertiary care, patients and caregivers, and research and academic institutions, in terms of:

- **Branding**
- **Value proposition**
- **Customer satisfaction**
- **Product research and development**
- **Customer segmentation**
- **Market landscape analysis**
- **Distribution channels**



Patient and caregiver advocacy and engagement

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Oliba liaises with advocacy groups to facilitate the involvement of patients and caregivers in healthcare research and decision-making.

Connecting with patient and caregiver associations early on in a project prevents access issues later in the development process.

The link between patients, caregivers, sponsors, and regulators generates value-based, sustainable protocols, and promotes end-user engagement.

Oliba acts as an intermediary between patients and caregivers and healthcare, pharma, and biotech organizations to ease collaboration, remove some of the organizational burden, saving clients time and tasks, and create an effective forum in which all voices are heard.

Cystic Fibrosis / Viatris



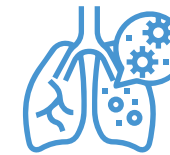
Oliba organized a virtual European-wide roundtable discussion, in which people with cystic fibrosis were encouraged to share their experiences and insights into life with the disease in the presence of a clinical specialist moderator.

Oliba planned the administrative, logistic and scientific aspects of the event, and prepared, managed and supported the technology platform used for the meeting.

In addition, Oliba created an online survey for the participants, and analyzed the data collected during the event.

The data and insights from the meeting were utilized to create a research letter for submission to a peer-reviewed journal.

Summary of Patient Advocates Discussion



Heterogeneity in patient journey - no two patient journeys are the same. Two patients were not taking inhaled antibiotics (lung transplant in one; eradication of *Pseudomonas aeruginosa* in the other).

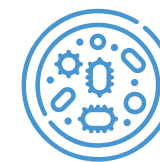


Tolerance to inhaled antibiotics was described by some participants as a major problem because of throat issues on taking treatment.



The time needed to take medications and the device cleaning process are hugely impactful; the third daily dose in the middle of the day is particularly problematic and forgetfulness stems from repetition of exactly the same process every day.

Deteriorating device function (in the context of a nebulizer used for delivering multiple drugs) is a problem, creating slower drug delivery and patient frustration.



Hard to combine inhaled antibiotics with professional activities; access to effective inhalers that are reimbursed is critical to maintain adherence.

Regulatory affairs

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Oliba provides expert regulatory advice and support to global healthcare, pharmaceutical, and biotech companies in the design and implementation of innovative regulatory strategies to expedite product development, marketing authorization and commercial distribution.

- 1. Market outlook** – : Oliba identifies the drugs with the highest demand with reference to the biggest European markets (IT, DE, FR, NE, and ES), based on physician indication, therapeutic area, consumption rates, analysis of competitors, analysis of the market landscape, patents, pricing, and consumption trends, and creates a shortlist of 3-5 drugs on which to develop subsequent strategies.
- 2. Marketing authorization processes** – Oliba provides a range of supporting activities, from strategic advice and document review to full authoring and publishing of the submission and responses for the three main categories: national authorizations, mutual recognitions, and centralized approvals. The Oliba team has expert knowledge and experience of all the European registration pathways, including for products eligible for assessment under accelerated approval or priority review. Oliba delivers and supports the client throughout the submission and review process.
- 3. Out licensing and distribution** – Oliba develops the most efficient supply chain and distribution flows, based on regulatory, international and customer pharmaceutical standards. Oliba identifies the appropriate business partners to bring the product to the intended market and secure efficient and capillary distribution and commercialization. Oliba facilitates and optimizes the contact with pharma companies and distributors with a strong network both nationally and internationally.
- 4. Education and training of personnel (physical, virtual or mixed training)** – Oliba trains the team about the different payer archetype systems and patterns of payer decision-making, with specific reference to Europe's highly fragmented payer landscape; supports the control of complex supply chains with quality assurance and GMP, GLP, GDP, GVP, and GDP auditing; and understands the dynamic of reimbursement and distribution in the top European healthcare systems.
- 5. API sourcing and procurement** – Oliba provides strategic API sourcing through CGMP-compliant, EU and US-FDA inspected suppliers in Europe, offering a wide portfolio and state-of-the-art facilities. Oliba liaises with strategic API manufacturers to managing logistics and regulatory requirements through its extensive network of prequalified and geographically distributed API manufacturers.

PROJECT CASE

Managed Entry Agreement / Novartis



Oliba devised a unique training program for Novartis Regulatory Affairs teams in the USA and Asia.

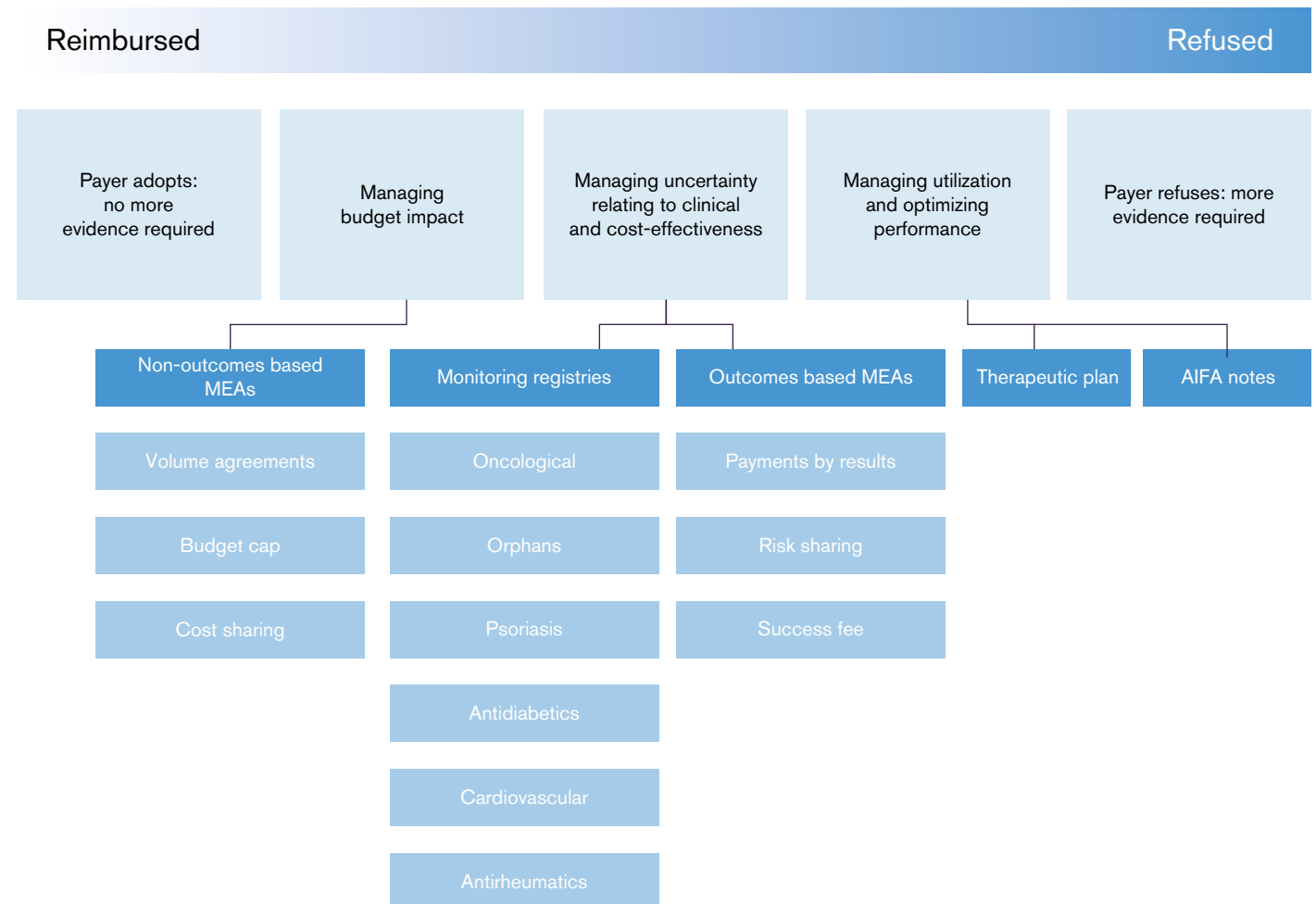
This program was based on real world cases, and the gold standard model of Managed Entry Agreements on different therapeutic areas.

An expert panel was developed to identify potential areas of improvement in market access strategies.

Experts from different regulatory settings presented the most recent trends in market access strategies and interacted directly in real-time with program participants, enabling constructive discussion and the application of real-world evidence.

Macro and micro economic tools for pharmaceutical expenditure

Managed Entry Agreements (MEAs): defining appropriateness and managing expenditure



Developing institutional relationships

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Oliba provides strategic advice on the development and management of relationships between pharma and biotech companies with regulatory authorities to enable effective liaisons.

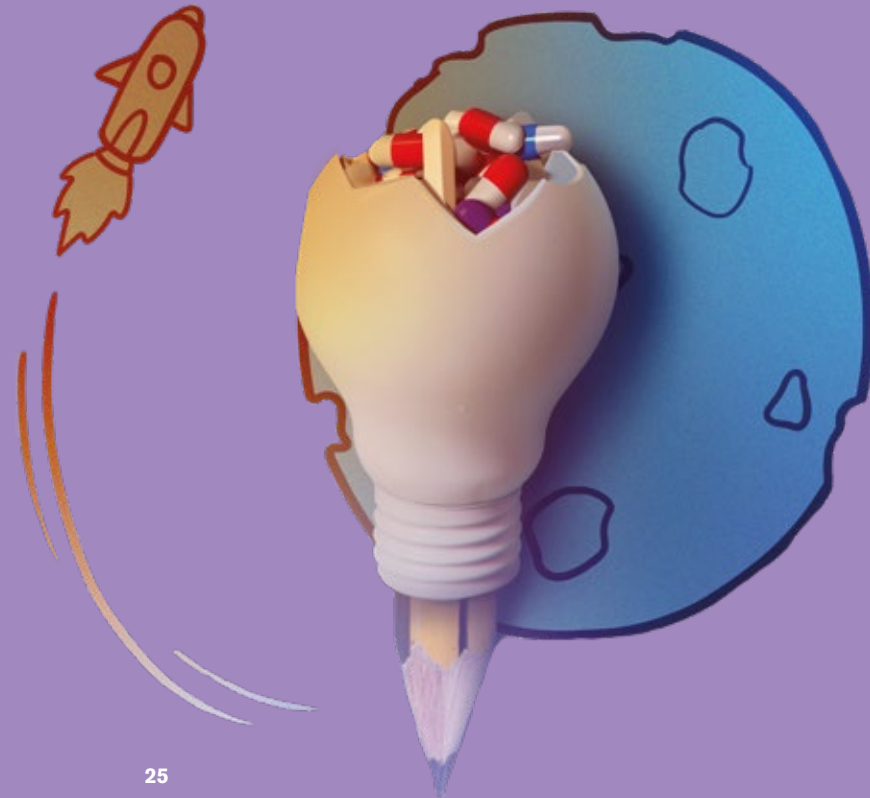
The Oliba core team and specialist network has the specific skills required to effectively manage institutional relationships in a transparent and ethical manner, including:

- **Intermediation between different stakeholders**
- **Data collection for issues that influence decision-making**
- **Supporting companies in front of local, national and international institutions**
- **Developing and executing effective strategies to identify, nurture, and supervise corporate and government agency relationships**
- **Fundraising strategies**

Healthcare, pharma, and biotech innovation

Oliba ————— Company Profile

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and Healthcare



Oliba helps healthcare, pharma, and biotech organizations bridge the gap between patients, caregivers, and healthcare professionals and sustainable innovation, safeguarding wellness, and increasing empowerment for making appropriate healthcare and business decisions.

The Oliba team researches and develops comprehensive overviews of the clinical, regulatory, organizational, and financial impact of the introduction of advanced therapies, even before marketing authorization.

The team devises strategic programs to market innovative therapeutic and diagnostic technologies, including commercial strategy design and implementation, sales forecasting, institutional relationships with local and national authorities, and communication and education campaigns.

Development and coordination of healthcare projects and partnerships

Oliba ————— Company Profile

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and Healthcare

Oliba is a boutique consulting company that specializes in healthcare, pharmaceutical and biotech scientific innovation. We understand the importance of developing and coordinating scientific projects and partnerships. Our team of experienced professionals has the knowledge and expertise to support clients in developing scientific projects from conception through implementation to completion.

The Oliba team works closely with clients to identify the most promising research ideas and technologies, and to develop comprehensive plans for putting these ideas into action. We help clients to identify potential partners, funding sources, and legal and regulatory aspects of partnerships to ensure that all parties are aligned with the goals and objectives of the project, thus driving project success.

Oliba has a proven track record of success in developing and coordinating scientific projects and partnerships in the healthcare, pharmaceutical and biotech sectors, collaborating with academic institutions, pharmaceutical companies, and government agencies.

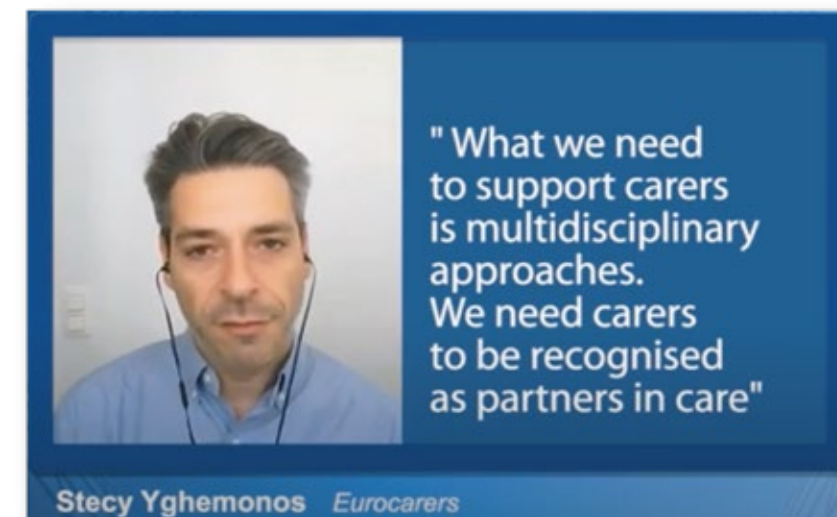
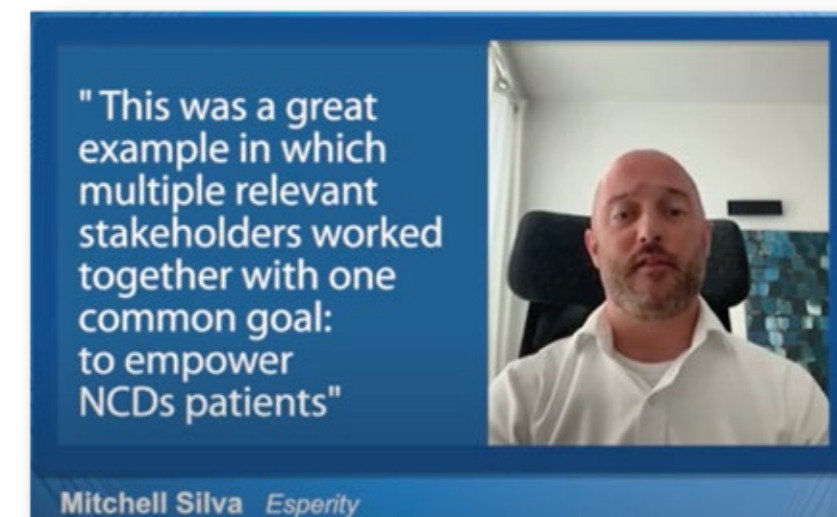
PROJECT CASE

The NCD partnership / Viatris



The NCD partnership focused on the common goal of improving the lives of patients with non-communicable diseases during the pandemic, implementing various activities and skills on three interconnected projects:

1. Expert opinion paper highlighting pandemic risks, restrictions and other health interventions targeting patients with non-communicable diseases. At the start of the pandemic, the partnership published one of the first expert opinion-based studies and an evidence-based prospective article that emphasized the unmet needs of patients with NCDs during the crisis and the potential risks of short-term control measures and long-term in patient management.
2. Virtual advisory board between associations of patients with non-communicable diseases and public and private stakeholders. The partnership also organized an advisory board on the challenges and needs of patients with noncommunicable diseases during and after the pandemic. The perspectives collected were published in a peer-reviewed journal. This event was implemented to ensure that policy makers, healthcare professionals, researchers and industry experts worked together, also taking into account the direct voice and opinions of patients and healthcare professionals.
3. Advisory board with caregivers aimed at empowering patients. A second advisory board with caregivers and healthcare specialists focused specifically on the unmet needs of patients during the pandemic. This event was patient-led, with attendees identifying the need to implement new digital tools to support disease management during the pandemic as a priority topic. The views collected were integrated and published in a peer-reviewed journal.





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Communication and education programs

Oliba ————— Company Profile

Oliba supports public and private organizations with highly effective written, verbal, and visual communication strategies that are tailored to the client's communication goals and target audiences, to inform and positively influence decisions and actions to improve healthcare.

The Oliba team is committed to designing, implementing, coordinating and managing all activities around content development, tools acquisition, and networking required for effective healthcare communication. Using a data-driven, evidence-based approach, Oliba delivers engaging communication campaigns in all areas of healthcare to inform, educate and empower healthcare professionals, patients and the general public.

Experts at Oliba draw on their extensive experience in Health Marketing, comprising traditional marketing theories and principles, and science-based strategies, and apply it to disease prevention, health promotion, and health protection.

Health Marketing provides a framework of theories, strategies, and techniques that Oliba uses to guide work in research, healthcare, wellbeing interventions, and communication campaigns.

C A S E S T U D Y

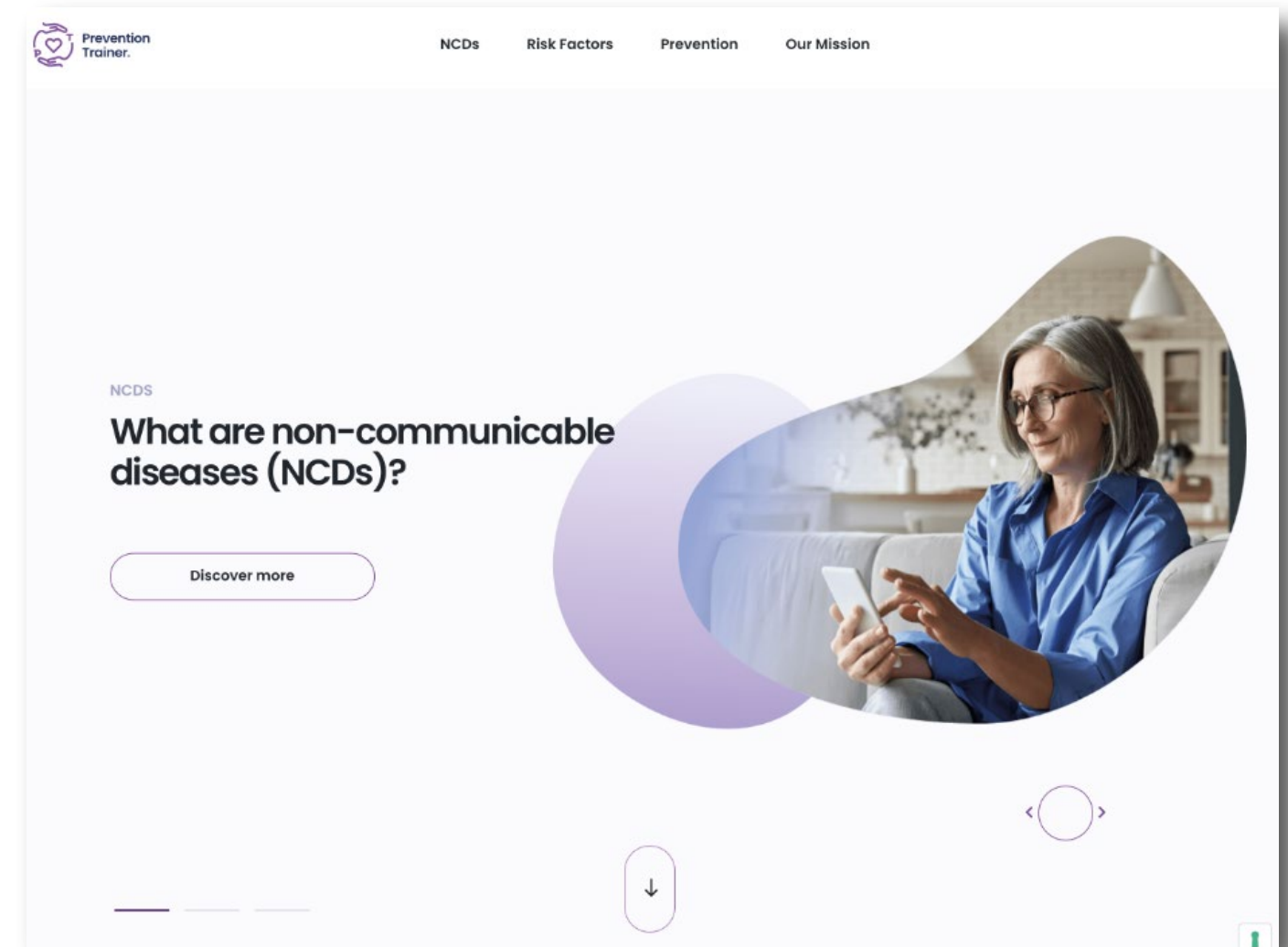
Preventiontrainer.com | Pfizer



Oliba created Prevention Trainer, a web information platform aimed at empowering individuals to recognize the risk factors for developing non-communicable diseases (NCDs) and providing advice on how to take steps to reduce the chances of developing health problems.

This is a virtual information platform, designed and implemented by Oliba, with an innovative, user-friendly interface and tools to empower patients and engage them in a virtual community.

The objective of this tool was to address the challenge of prevention and continuity of care for the community by implementing a comprehensive, free, and non-profit web platform to empower patients to increase self-management of risk factors for NCDs.



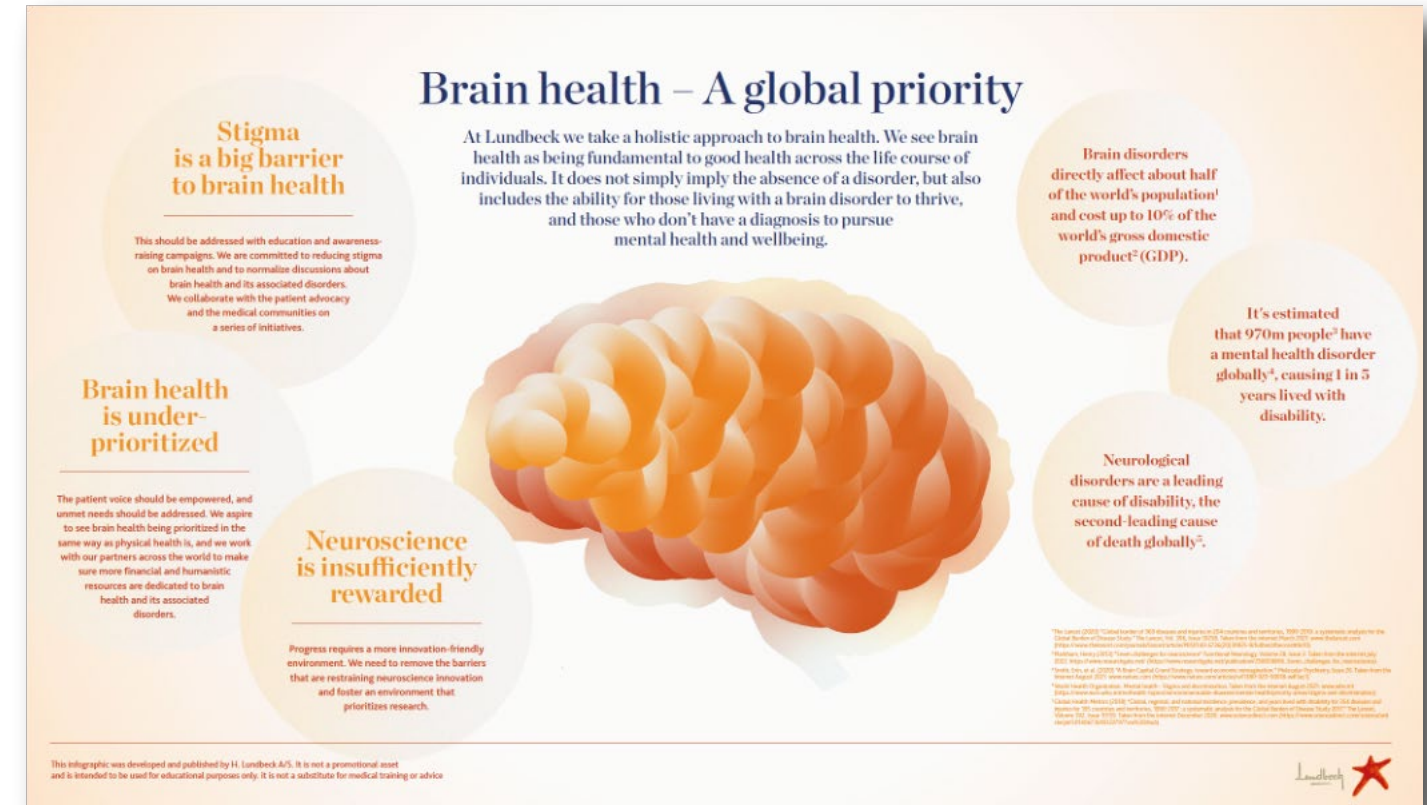
PROJECT CASE

Mental Health / Lundbeck



Oliba supported Lundbeck in creating informative, evidence-based content to increase awareness of mental health issues.

Oliba engaged in the World Mental Health Day 2022 to discuss an easy-to-understand and accessible approach to representing the underestimated burden of mental diseases, including existing strategies to address patient care.



Specialist scientific writing services

Oliba ————— Company Profile

OLIBA | Science and strategy consulting for Pharma and Healthcare

Oliba provides specialist scientific writing services, including:

- 1. Expertise in scientific writing:** scientific writing is a specialized skill that requires a thorough understanding of the research process, scientific conventions, and effective communication. The expert scientific writers at Oliba have the knowledge and experience needed to produce a range of high-quality documents, including scientific manuscripts for publication in peer-reviewed journals
- 2. Access to latest research:** Oliba's specialist scientific writers keep up-to-date with the latest developments in healthcare and have the skills to extract the most pertinent information from a wide range of scientific literature. This enables them to provide clients with current and relevant information for their required documentation
- 3. Improved clarity and structure:** our expert scientific writers can help clients to structure their documents in a logical and clear manner, ensuring that the content is easy to read and understand. Applying this process during the development of scientific manuscripts increases the likelihood of acceptance by peer-reviewed journals
- 4. Customized services:** the scientific writing services provided by Oliba are customized to meet the unique needs of each client, and include writing services for grant proposals, conference abstracts, review articles, and websites

PROJECT CASE

High impact, high quality publications

Richardson Parry et al.
International Journal for Equity in Health (2021) 20:119
<https://doi.org/10.1186/s12937-021-00441-6>

International Journal for
Equity in Health

RESEARCH Open Access

Interventions to reduce cancer screening inequities: the perspective and role of patients, advocacy groups, and empowerment organizations

Afua Richardson-Parry^{1*}, Carole Elzer², Shaantanu Donde³, Bianca Hensel⁴, Maimah Karmali⁵, Zorana Maravic⁶, Lars Munster⁷, Ignacio Riera-Cabero⁸, Mitchell Silva⁹, Stacy Tolanov¹⁰, Jose M. Valderas¹¹, Seth Woodruff¹² and Joris van Vugt¹³

Abstract
Background Health inequities lead to low rates of cancer screening in certain populations, such as low income and ethnic minority groups. Different interventions to address this have been developed with mixed results. However, interventions are not always developed in collaboration with the people they target. The aim of our article is to present the viewpoints of patients, survivors, advocates, and lay persons on interventions to increase cancer screening from a health inequity perspective.
Methods We prepared talking points to guide discussions between clinicians, who included representatives from nine patient and survivor advocacy groups, organizations working for citizen/patient empowerment, and health equity experts. Perspectives and opinions were first collected through video conferencing meetings and a first draft of the paper was prepared. All authors, read through, revised, and discussed the contents to reach an agreement on the final perspectives to be presented.
Results Several themes were identified: it is important to not view screening as a discrete event, but as underlying an individual's beliefs and self-perceptions to engage screening as a continuous, individually tailored intervention. There are likely to be more effective than a one-size-fits-all approach, because they may better accommodate the person's personal beliefs, knowledge, behaviors, and preferences, targeting people who are unknown to service providers and largely unreachable is a major challenge, including professional/patient advocacy groups and relevant lay persons in the co-design of interventions at all stages of design, implementation, and evaluation is essential along with relevant stakeholders (patients, survivors, local government, and community organizations) and.
Conclusions Interventions to address cancer screening inequity currently do not adequately solve the issue, especially from the viewpoint of patients, survivors, and lay persons. Several new pathways should be focused on when designing and implementing interventions: advancing individually tailored interventions; digital tools and social media; peer-based approaches; empowerment; addressing policy and system barriers; better design of interventions; and collaboration, including the involvement of patients and patient advocacy organizations.

Agging Clinical and Experimental Research (2021) 13:400–414
<https://doi.org/10.1007/s13075-021-02441-6>

The potential long-term impact of the COVID-19 outbreak on patients with non-communicable diseases in Europe: consequences for healthy ageing

Katie Palmer^{1*}, Alessandro Monaco², Nita Khajuria^{3,4}, Graziana Onder⁵, Stefania Muggi⁶, Jean-Pierre Michel⁷, Rita Prieto⁸, Georgios Tsakris⁹, Shaantanu Donde¹⁰

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Abstract
The early stages of the COVID-19 pandemic have focused on containing SARS-CoV-2 infection and identifying treatment strategies. While controlling this zoonotic disease is of utmost importance, the long-term effect on individuals with non-communicable diseases (NCDs) is unclear. Although certain NCDs appear to increase the severity of COVID-19 and mortality risk, SARS-CoV-2 infection in survivors with NCDs may also affect the progression of their pre-existing clinical conditions. Indirect consequences may have substantial short- and long-term consequences, social distancing and quarantine restrictions will reduce physical activity and increase other unhealthy behaviors, thus increasing NCD risk factors and worsening clinical symptoms. Various clinical single disease and polydisease might be at risk to manifest clinical diseases. Many countries have made changes to routine management of NCD patients, e.g., cancelling non-urgent outpatient visits, which will have important implications for NCD management, diagnosis of new-onset NCDs, medication adherence, and NCD progression. We may have opportunities to learn from this unprecedented crisis on how to leverage healthcare technologies and improve procedures to optimize healthcare service provision. This article discusses how the COVID-19 outbreak and related infection control measures could be the most that individuals, worsening the condition of NCD patients, while further jeopardizing the sustainability of the healthcare systems. We suggest ways to deliver an integrated strategy that could involve both public institutional entities and the private sector to safeguard frail individuals and mitigate the impact of the outbreak.

Keywords COVID-19 · SARS-CoV-2 · Chronic diseases · NCD · Elderly · Frailty · Comorbidity

Agging Clinical and Experimental Research
<https://doi.org/10.1007/s13075-021-02441-6>

ORIGINAL ARTICLE

The role of collaborative, multistakeholder partnerships in reshaping the health management of patients with noncommunicable diseases during and after the COVID-19 pandemic

Alessandro Monaco^{1*}, Amara Cantagalli Monaco², Mari Cabale^{3,4}, Elise Costa⁵, Nick Goldmann^{6,7}, Christine Harcourt⁸, Graziana Onder⁹, Sergio Piccinini¹⁰, Mitchell Silva¹¹, Joe Tolanov¹², Caterina Trevisan¹³, Riccardo Vitti¹⁴, Joris van Vugt¹⁵, Nita Khajuria¹⁶, Vincent Clay¹⁷, Franco Morcellio Malvestri¹⁸, Kuntur De Schutter¹⁹, Georgios Tsakris²⁰, Shaantanu Donde²¹

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Abstract
Background Pandemics to combat the COVID-19 pandemic have disrupted the screening, diagnosis, treatment, and monitoring of noncommunicable diseases (NCDs) patients while affecting NCD prevention and risk factor control.
Aims To discuss how the first wave of the COVID-19 pandemic affected the health management of NCD patients, identify which aspects should be carried forward into future NCD management, and propose collaborative efforts among public-private institutions to effectively shape NCD care models.
Methods The NCD Partnership, a collaboration between UpToDate and the European Association of Public Health and Healthy Aging, held a virtual Advisory Board in July 2020 with multiple stakeholders, healthcare professionals (HCPs), policymakers, researchers, patient and informal caregiver advocacy groups, patient empowerment organizations, and industry experts.
Results The Advisory Board identified barriers to NCD care during the COVID-19 pandemic in four areas: lack of NCD management guidelines, disruption to integrated care and shifts from hospital-based NCD care to more community and primary level care, information and a lack of reliable health information for patients and HCPs on how to manage NCDs, lack of availability, training, standardization, and regulation of digital health tools.
Conclusions Multistakeholder partnerships can promote swift changes to NCD preventive and patient care. Better and more communication between all stakeholders should be facilitated involving all players in the development of clinical guidelines and digital health tools, health and social care infrastructure, and patient support within short-, medium- and long-term future. A comprehensive response to NCDs should be delivered to improve patient outcomes by providing strategic, scientific, and economic support.

Keywords Noncommunicable diseases · NCD · COVID-19 · SARS-CoV-2 · Patient advocacy · Informal caregiver · Aging · Patient empowerment · Public-private partnerships · Healthcare · Adherence

JOURNAL OF MEDICAL INTERNET RESEARCH

Monaco et al.

Digital Health Tools for Managing Noncommunicable Diseases During and After the COVID-19 Pandemic: Perspectives of Patients and Caregivers

Alessandro Monaco¹, MBA, PhD, Katie Palmer², PhD, Nicolai Holm Ravn Faber³, MA, Irene Kohler⁴, MSc, Mitchell Silva⁵, PhD, Anita Valland⁶, MSc, Joop van Griensven⁷, Mariano Votta⁸, MSc, Donna Walsh⁹, BA, Vincent Clay¹⁰, MA, Mehmet Cunevi Yazicioglu¹¹, MD, Danute Duciolskiene¹², MD, PhD, Shaantanu Donde¹³, MBBS, MSc

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Digital Health Tools for Managing Noncommunicable Diseases During and After the COVID-19 Pandemic: Perspectives of Patients and Caregivers

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ARTICLO ORIGINALI

Project NeReA (Network Regionale Asma grave) roundtable consensus statement

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Matteo Bonini - *Università Cattolica del Sacro Cuore, Fondazione Policlinico Universitario A. Gemelli - IRCCS, Roma*
Luca Casertano - *Ospedale San Camillo De Lellis, Bari*
Luciano Cattaneo - *Associazione AsmaGrave, Roma*
Fabrizio Ferrante - *ASL, Frosinone*
Fabrizio Massimo Ferrara - *ALTEMS - Università Cattolica del Sacro Cuore, Roma*
Sandra Fratucci - *ALAMA - Associazione Liberi dall'Asma, dalle Malattie Allergiche, Aspiriche, Respiratorie e Rari - APS, Roma*
Eda Graziani - *Azienda Ospedaliero-Universitaria Policlinico Umberto I, Roma*
Bruno Macchiocchi - *Azienda Ospedaliero-Universitaria Sotteristica/Cassino, ASL, Frosinone*
Paola Ruggiani - *Azienda Ospedaliero-Universitaria Policlinico Tor Vergata, Roma*
Antonella Sardi - *Azienda Ospedaliero-Universitaria Policlinico Tor Vergata, Roma*
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Andrea Silenzi - *Centro di Ricerca e Studi sulla Leadership in Medicina, Università Cattolica del Sacro Cuore, Roma*
Maria Cristina Zappa - *Ospedale Sandro Pertini, Roma*

Interactive or tailored digital interventions to increase uptake in cervical, breast, and colorectal cancer screening to reduce health inequity: a systematic review

Afua Richardson-Parry¹, Mitchell Silva², Jose M. Valderas³, Shaantanu Donde⁴, Seth Woodruff⁵ and Joris van Vugt⁶

Background and objectives Significant health inequities exist in screening uptake for certain types of cancer. The review question was to identify and describe interactive, tailored digital, computer, and web-based interventions to reduce health inequity in cancer screening and review the effectiveness of such interventions in increasing screening rates versus usual care.

Methods We searched four medical literature databases for randomized control trials (RCTs) published until 12 January 2023 that evaluated interventions aimed at increasing the percentage of breast, prostate, cervical, or colorectal cancer screening uptake. Meta-analysis was not conducted due to heterogeneity among studies.

Results After screening 4200 titles and abstracts, 17 studies were included. Studies focused on colorectal (n = 10), breast (n = 4), cervical (n = 2), and prostate (n = 1) cancer screening. All were based in the USA except two. Most studies focused on ethnicity/race, while some included low-income populations. Intervention types were heterogeneous and used computer programs, apps, or web-based methods to provide tailored or interactive information to participants about screening risks and options. Some studies found positive effects for increasing cancer screening uptake in the intervention

groups compared to usual care, but results were heterogeneous.

Conclusion Interventions that use individual and cultural tailoring of cancer screening educational material should be further developed and investigated outside of the USA. Designing effective digital intervention strategies, with components that can be adapted to remote delivery may be an important strategy for reducing health inequities in cancer screening during the coronavirus disease 2019 pandemic. *Euro J Cancer*. 2023; 120:1-12. Copyright © 2023 Wolters Kluwer Health, Inc. All rights reserved.

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Keywords apps, breast cancer, cancer screening, cervical cancer, colorectal cancer, digital health, health equity, health inequality, mammography, prostate

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ARTICLE TYPE

Artificial Intelligence Solutions to Increase Medication Adherence in Patients With Non-communicable Diseases

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SHORT COMMUNICATION

Information and communication technology for increasing healthy ageing in people with non-communicable diseases: identifying challenges and further areas for development

Alessandro Monaco¹, Stefania Muggi², Paolo De Cola³, Tarek A. Hassan⁴, Katie Palmer⁵, Shaantanu Donde⁶

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Abstract
Information and communication technology (ICT) within healthcare covers a range of technologies that aim to improve disease management or help modify health behaviors. We discuss clinical practice and system-related ICT challenges in Europe in relation to healthy ageing in people with non-communicable diseases (NCDs). Although ICT use within healthcare is increasing, several challenges remain, including: (i) variation in ICT use within Europe; (ii) under-use of electronic health records; (iii) impact of digital divide on access to ICT; (iv) lack of integration of ICT in clinical practice; (v) lack of awareness of patients to ICT development; (vi) need to develop and adapt ICTs to the people with cognitive or sensory impairment; and (vii) need to be included by those better ICTs: collaboration between key stakeholders (patients, caregivers, and technology providers, healthcare, policy makers, patients, and caregivers) should foster technology of innovation and innovative models to foster more effective approaches, ultimately leading to increased healthy ageing.

Keywords Chronic disease · Aging · NCD · Clinical practice · Successful aging

ORIGINAL ARTICLE

Integrated care for the management of ageing-related non-communicable diseases: current gaps and future directions

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Abstract
Due to the increase in the older population in Europe and associated rise in the absolute number of persons with Non-Communicable Diseases (NCDs), it is becoming increasingly important to find ways to promote healthy ageing, which is defined as the process of developing and maintaining the functional ability that enables well-being in older age. Older persons with NCDs face health-related complexities, such as the increased risk of frailty, multimorbidity, and polypharmacy. However, current health systems in Europe often provide fragmented care for older people with NCDs; many involve diagnosed care from numerous specialists or via different levels of care. In the current article, we discuss barriers and challenges in implementing integrated care models in European settings for older NCD patients. Specifically, we discuss the need for greater use of care managers in the care and treatment process with complex care needs as well as the lack of training and education in health care professionals on topics related to multimorbidity, frailty, and polypharmacy. We discuss the limitations that arise from the current focus on disease-specific guidelines and care models that do not take comorbid conditions into account, and the lack of good quality evidence that evaluates the effectiveness of integrated care interventions, especially in European health settings. We highlight the importance of evaluating and monitoring overall health in conjunction with somatic symptoms in NCD patients and discuss the integral role of information and communication technology in healthcare to streamline integrated care processes and help to achieve better outcomes for patients.

JOURNAL OF MEDICAL INTERNET RESEARCH

Monaco et al.

Digital Health Tools for Managing Noncommunicable Diseases During and After the COVID-19 Pandemic: Perspectives of Patients and Caregivers

Alessandro Monaco¹, MBA, PhD, Katie Palmer², PhD, Nicolai Holm Ravn Faber³, MA, Irene Kohler⁴, MSc, Mitchell Silva⁵, PhD, Anita Valland⁶, MSc, Joop van Griensven⁷, Mariano Votta⁸, MSc, Donna Walsh⁹, BA, Vincent Clay¹⁰, MA, Mehmet Cunevi Yazicioglu¹¹, MD, Danute Duciolskiene¹², MD, PhD, Shaantanu Donde¹³, MBBS, MSc

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Digital and in-person events

Oliba ————— Company Profile



OLIBA | Science and strategy
consulting for Pharma
and Healthcare

Digital and in-person events organized by Oliba offer unique opportunities for professionals in the healthcare, pharmaceutical, and biotech sectors to network, learn about the latest developments, and collaborate with peers.

These events can be structured separately or in combination, according to client need, to achieve specific goals.

Digital Events:

Digital events are becoming increasingly popular in the healthcare, pharmaceutical, and biotech sectors due to their accessibility and flexibility. Oliba arranges digital events in many forms, including webinars, virtual conferences, and online training sessions.

In-person Events:

In-person events have been a staple of the healthcare, pharmaceutical, and biotech industries for many years. Oliba has extensive experience in arranging in-person events, such as conferences, seminars, workshops, and trade shows.

Webinar VTE / Viatris



Oliba organized a webinar aimed at providing healthcare professionals, including cardiovascular intensive care unit managers, intensive care specialists, internists, geriatricians, diabetologists, oncologists, cardiologists, and Emergency Room managers, with an up-to-date perspective on the primary and secondary prevention of venous thromboembolism (VTE).

The objective of this educational webinar was to increase awareness and prevention of VTE, with a focus on hospitalized patients at risk for VTE, as 55-60% of VTE cases occur during or following hospitalization, and up to 10% of deaths in hospital are due to pulmonary embolism.

The project included a survey on unmet needs and gaps in clinical practice for prophylaxis and management of VTE in hospitalized patients.

The survey was submitted to the target audience, and the information gathered was used to create a scientific publication for a peer-reviewed journal.

TURN OFF THE ALARM CLOCK

WEBINAR

17 May 2023 4.30 - 6.00 pm CET

VENOUS THROMBOEMBOLISM (VTE):
AN UNDERDIAGNOSED CONDITION FOR HOSPITALIZED PATIENTS

Speakers

THROMBOPROPHYLAXIS IN MEDICAL PATIENTS: EVOLVING CONCEPTS
Prof. Giovanni Di MINNO, MD
Professor Emeritus, Internal Medicine, Medicine Department of Università degli Studi di Napoli Federico II.

CONTROVERSIAL ASPECTS IN THE MANAGEMENT OF PATIENTS WITH PULMONARY EMBOLISM
Prof. Domenico PRISCO
Full Professor Internal Medicine university of Florence

Moderator

Prof. Elena TREMOLI
Scientific Director and Experimental Laboratory Director at Maria Cecilia Hospital Cotignola.

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CASE STUDY

Iperkalemia / AstraZeneca



Oliba organized a multidisciplinary scientific roundtable meeting to discuss methods to optimize the management of patients with hyperkalemia, a serious condition in which potassium levels in the blood are above the normal range.

This meeting comprised clinicians, healthcare managers, and patients, who discussed strategies to improve and personalize the treatment for and management of patients with this condition, in the context of economic sustainability for the national healthcare system.

GRUPPO DI LAVORO

Iperkalemia, verso un percorso multidisciplinare

Pre-read | settembre 2021

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OLIBA | Healthcare and Pharma consulting

L'iperkalemia: gruppi a rischio

Numerosi studi osservazionali chiariscono come nella popolazione generale l'incidenza sia bassa (2-3%), andando ad aumentare nei gruppi di pazienti a rischio:



Pazienti con malattia renale cronica
compresi i pazienti in Dialisi



Pazienti con insufficienza cardiaca



Pazienti trattati con inibitori di RAAS

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Burden clinico - Iperkalemia non controllata: una patologia persistente

Due recenti studi, condotti su pazienti con Malattia Renale Cronica e Scompenso Cardiaco, hanno dimostrato come l'iperkalemia sia caratterizzata da episodi ricorrenti con una frequenza che aumenta al ripetersi degli episodi^{1,2}



*MRC: Malattia Renale Cronica; **SC: Scompenso Cardiaco
Adattato da: 1. Thomson RH et al. / Am Heart Assoc 2018;7:e008912. 2. Thomson RH et al. / Am Heart Assoc 2018; 3(5): 1010-1020

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Seminars, workshops, and training programs

Oliba — Company Profile

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and Healthcare



Oliba organizes seminars, workshops, and training programs to enable the continuing development of professionals in the healthcare, pharma, and biotech sectors.

These events take many forms, each offering a unique set of benefits and advantages, and are adapted to the needs and goals of the client.

Oliba develops seminars that offer in-depth learning and interaction opportunities, workshops that provide practical experience and skills building, and training programs that address specific educational requirements and lead to certifications.



PROJECT CASE

GP COVID platform / Pfizer



Oliba developed an online training platform for general practitioners to instruct them on the latest evidence on the management of patients with COVID-19 symptoms.

Oliba involved top experts in the creation of training in several clinical domains, including:

- General screening and assessment of COVID-19 symptoms
- Symptom management
- Epidemiology of COVID-19
- Assessment and management of comorbidities and multimorbidity in patients with COVID-19
- COVID-19 in children and adolescents
- Patient perspectives and psychological support
- Prevention of COVID-19
- Assessment, monitoring and treatment of persistent symptoms and post-COVID-19 syndrome

To maximize the interactive approach and to support the learning process, Oliba created a regular bulletin on scientific developments, and researched, collected and made available articles, institutional documents, scientific resources, and links to key online resources.



Partners

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Certifications and awards

Oliba — Company Profile



Our team

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Alessandro Monaco PhD, MBA

General manager and Founder

He is an experienced manager and healthcare consultant with a strong scientific background. He holds an international Executive MBA from HEC (Paris, Berlin, Doha, Singapore) and a PhD in Haematological Sciences and a Post- Doctoral Fellowship at the National Institutes of Health (NIH), Bethesda-MD, where he coordinated multiple Precision Medicine research projects. He gained institutional experience in Pharmaceutical Policies, Regulatory Affairs and Economic Strategies at the Italian Medicines Agency (AIFA) at an international level (collaborating with the European Commission and the European Medicines Agency). He is senior consultant for several global pharmaceutical and healthcare companies.



Guglielmo Savarese

Administrative and project manager

He is a project manager with a multifaceted international background. He holds two Master's degrees, one in Islamic Finance from Durham University (UK) and one in Finance from Business School Lausanne (Switzerland). Also, he graduated with a Bachelor's degree in Business Management from King's College London (UK). He currently manages a portfolio of projects in the healthcare and pharmaceutical sectors while supporting Oliba's top management and business activities.



Ayazhan Akhmetova

Project manager

Master in Management and Politics at Luiss Guido Carli University in Rome. Originally from Kazakhstan, she holds a Bachelor of Arts degree in Political Science and International Relations, with a minor in French and Francophone Studies from Nazarbayev University. With three years of working experience in various administrative roles, Ayazhan brings a wealth of knowledge and skills to the table. She has worked for the US Embassy in Kazakhstan, where she was responsible for the general services office. She has also work experience for the American companies in different sectors.



Brigitte Scott PhD

Scientific writer

Experienced medical writer and editor. Brigitte has an honours degree in Biochemistry from the University of Bristol and a PhD in Biochemistry from King's College London. She has over 25 (years' medical writing experience in a wide range of documents in many therapeutic areas for different target audiences. Her specialities include researching and writing medical books; producing press releases, infographics, slide kits, lectures and medical conference and meeting reports; preparing training manuals, product monographs, white papers, clinical study protocols, expanded access protocols, clinical study reports, patient narratives, clinical evaluation reports, investigator brochures, research papers and review articles; writing and editing peer review manuscripts; researching and writing key opinion leader interview articles, symposium review articles and independently commissioned articles.



Cinzia Giovani

Marketing and Communication manager

Senior digital consultant expert in communication and marketing for the management of integrated communication projects. She has gained specific experience as a project manager in the healthcare sector for pharmaceutical, hospital and biotech companies. Professor of Project Management in masters and training courses and of Market analysis and management of communication budgets.



Luca Lucattoni

ICT manager

Has an engineering background and a broad technical expertise in the IT field thanks to his several work experiences in multiple European companies. As a supervisor of a wide variety of projects, Luca is a skilled problem solver and the most experienced member of Oliba's team. While contributing to Oliba's operations since its inception, he makes sure that the whole IT infrastructure runs smoothly and oversees all the activities that require high technology skills.