

## TAKING CARE OF PATIENTS BEYOND THE TREATMENT

ItaliAssistenza is the Group Company that **provides private home care to patients suffering from chronic diseases**. In 2018, it registered **revenues of over 9 million euros**.

It has been running in Italy since 1993, thanks to Privatassistenza, the national network that currently has 220 Home Care Centres. Employing 8,000 qualified professionals, ItaliAssistenza manages to reach about 40,000 families per year.

The Company legitimately takes part in the **Human Assist Care (HAC) project**, a *brand* with which Zambon is bringing innovation to the *home care* field both in Italy and in Europe.

Individuals and their well-being lie at the heart of the project (*Human*) which, through highly qualified assistance (*Assist*), takes care of the patient (*Care*).

*Human Assist Care* represents the first step towards internationalisation and export of services. Our first directly managed Home Care Centre based in Lugano is up and running, servicing all the Canton Ticino.

ItaliAssistenza focuses its activity on managing treatment in chronic diseases through **PSPs (Patient Support Programmes)** in collaboration with pharmaceutical companies.

Switching from a “curing” to a “caring” approach, PSPs seek to ensure adherence to and efficacy of pharmaceutical treatment, and require planning a system of home assistance, telephone and technological services, that meet chronic patient’s needs for the duration of the treatment.

Poor adherence is in fact the main cause for ineffective

treatment. Studies have shown that **adherence rates are lower than 50%**, especially in chronic diseases with severe outcomes for patients and the health system. PSPs ensure an increase in such rates, achieving in numerous cases, optimum adherence. In order to develop such programmes, ItaliAssistenza relies on a *Program Board* made up of professionals with specific skills. ItaliAssistenza currently manages over 30 PSPs involved in different therapeutic areas.

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