

Italian Pilot Business Case

LEAD: Orthokey

Pilot Members: UNIFI, UP, CSS, CORO, ENT, SENL, ASC

Orthokey

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Task 1.4 Impact assurance

phara

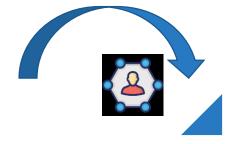
Italian pilot business case



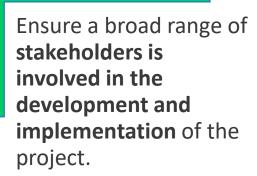
Objective 9



Milestone 8



Ensure the greatest potential implementation of the platforms after the end of the project.



Strategy for future sustainability



Ensure the findings and results of the project can be built upon after the project by interested stakeholders.



implementation of the project's exploitation and innovation strategies that will allow to extend the Pharaon ecosystem all around Europe and beyond.

Italian pilot strategy for sustainability



 Today we will present the analysis for a preliminary service model design implemented with the two service providers the Italian pilot site





Monitoring and socialization as integrated service

Monitoring and socialization as two different services



PHArA-ON PHARA-ON

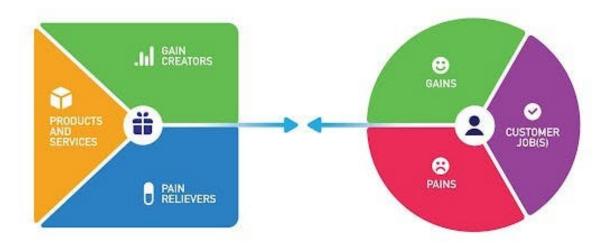
Focus on the value proposition for each customer



Vale proposition for each customer segment

CSS → Puglia Region, Private users, Insurances

UP → Tuscany Region, Private users



Healthier Citizens for a Healthier RegionThe well being is a well promotion

• Live better. Live safe. Stay in contact. Within everyone's reach.

Breaking Good

• QoL and job improvement

Focus on selection and prioritization of the most strategic customer segment



Tuscany Region Private users



Insurances

Puglia Region Private users



Insurances



Focus on possible business model for the target customer segment



Two different starting points



Already on the market with home based services → On top of existing BM

Monitoring & socialization as integrated service

Tuscany Region is the main customer but have also private users

→ Presentation of 3 current successful BM



Currently don't have home based service → From scratch

Monitoring & socialization as two different services

Puglia Region is the main customer

Don't have private users

→ Necessity to shape a new service/business model

Next action → **Expected revenues definition**



Some missing elements......

Fine tuned fixed and variable costs

Initial customer segments forecast starting from pharaon enrolled users e.g.



Some initial reference pricing: UP service catalog pricing, customer segments

Value proposition for the service provider

Two different starting points





Competitive advantage:
enrich the current offer
Optimization of resources has
to be confirmed by the
validation phase



Competitive advantage: New service in the portfolio

Strenghts of the service provider





Competitive advantage:

the wide territorial diffusion of the home services of UP cooperatives could allow rapid scalability



Competitive advantage:

Replicability and scalability in other departments

Action plan

Umana Persone





Receive missing costs for technology and support Discuss and refine the model with the cooperatives

Prepare a coordinated proposal for local authorities













Present the cost analysis and a first draft of the service model to cooperatives

Monitor local funding and contributions for innovation (e.g. **RRF**) Collect the first qualitative data from the deployment

Action plan

Casa Sollievo della Sofferenza



Receive missing costs for technology and support

Present
business model
draft and cost
analysis to the
Hospital
Management



Prepare a proposal for the Regional Health Authority













Present
business model
draft and cost
analysis to the
newly
established
internal team
on paid services

Monitoring funds for research organizations and hospitals deriving from NextGenEU (RRF) Collect data and evidence from the deployment

UP & CSS Feedback



Umana Persone & Casa sollievo della sofferenza



Moment of reflection to give a sense to the path methodically guided by an external subject



First opportunity to directly participate in the BM definition beyond project dimension

Special thanks to
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Letizia



Open Questions



