

How can the web and social media help medicine

March 30, 2018

Interview with Eugenio Santoro, Head of the Health Informatics Laboratory at the "Mario Negri" Institute of Pharmacological Research in Milan

How is the health news network used in Italy?

What is the most searched information?

What is our situation compared to the rest of Europe and how habits have changed since the early days of the web?

How is it possible to defend citizens from "self-diagnosis" on search engines?

What is the contribution of data scientists in this field?

We asked these and other questions to the expert on the occasion of the lecture he held on March 28 at FBK's Povo premises as part of the event "[Digital Health and Social Networks](#)" promoted by the [FBK for Health](#) program.

Medicine is going through a time of big changes – a paradigm shift – which evolve its profile, instruments and organization.

FBK for health promotes a new way of doing medicine, through higher education training, starting from places and activities related to the local area.

FBK's activities and competences can be found in different nodal points of the Healthcare system layout that is emerging, and has been already partly implemented. Today, central concepts such as Systems Medicine, personalized medicine, and continuity of care find in the scientific, technological and methodological know-how of the Foundation's various Research Units, significant elements of strength.

FBK for Health is a program designed to integrate that expertise with advanced training exercises, conducted in collaboration with the local institutions concerned: the Provincial Agency for Healthcare Services (APSS), the University of Trento, the Medical Association, and the School for specific training in general medicine, which is housed in a wing of the Foundation and with which FBK for Health collaborates synergistically.

The meeting was attended by Antonella Graiff, Head of the FBK Health Program, Mauro Larcher, Director of the School of Specific Training in General Medicine, and Stefano Forti, Coordinator of the High Impact Health and Welfare Area, Head of the e-Health Unit at the FBK ICT center, who

presented the speaker. Dr. Marco Clerici, General Practitioner, clinical advisor of the FBK Health Program, took part as a discussant.

PERMALINK

<https://magazine.fbk.eu/en/news/how-can-the-web-and-social-media-help-medicine/>

TAGS

- #artificial intelligence
- #digital health
- #digitalhealthwellbeing
- #internet
- #medicine
- #Web

RELATED VIDEOS

- <https://www.youtube.com/watch?v=ZoQuq5h03VI>

RELATED MEDIA

- Salute digitale e social network : <https://www.fbk.eu/it/event/salute-digitale-e-social-network/>
- Programma FBK per la salute : <https://www.fbk.eu/it/initiative/fbk-per-la-salute/>

AUTHORS

- Giancarlo Sciascia