

## Interview summary

**Interviewee:** Roberta Papa (Marche Region)

**mHealth Practice:** MyCupMarche

**Interviewers:** Nicola Scomparin - ProMIS Staff

**Date of interview:** 2020-11-26

### Topics

MyCupMarche has a successful approach on the following topics:

- Execution
  - **Interoperability models**
  - **Data security – legal framework**
- Monitoring and Evaluation
  - **Secondary use of data**

### Summary

- Multi-channel system developed to optimise the management of the regional Centralised Appointment Centre (CUP) of Marche Region and reduce waiting lists
- The project started in 2017 and took about two years to complete. The system is constantly evolving and additional services are about to start along with a renewed version.
- Main factors of success were the strong political support and the chain of responsibility entrusted to the single entities of the health system.
- Technical obstacles faced were linked to the integration of the platform with existing systems, which have been overcome
- The App was awarded at national level

### Strengths

- Single regional CUP
- Integration with other regional applications
- Direct contact of the health system with the citizen
- Reduction of waiting lists
- Perspective of development towards other dimensions, such as the optimisation of the production processes of health services

### Weaknesses

- Need, according to the regulations, to adopt strong authentication credentials to access the system, which could inhibit its widespread diffusion
- Limited access to training and user training material and limited institutional communication about the system towards citizens

### COVID context

- integrated with the management software dedicated to monitoring quarantined patients
- ensured, through the automatic recall and SMS system, daily contact with thousands of patients to follow the onset of symptoms in order to alert the general practitioner and the prevention department.
- the system supports a series of activities linked to contact tracing.
- the system has been used to warn clients of the change of their bookings due to the emergency

### Scope of the mHealth Practice

The good practice is a multi-channel system developed to optimise the management of the regional Centralised Appointment Centre (CUP) of Marche Region and reduce waiting lists. Citizens can interact with the system via automatic telephone recall, an App, a SMS, a chatline and social networks. The system can be accessed from a PC, tablet and smartphone. The aim is to guarantee constant, multi-channel and transversal interaction, which can accompany the person to the various points of contact with the Healthcare system.

Initially, the system made it possible for citizens to confirm or cancel the appointment booked by means of an automatic telephone reminder. Subsequently, through a dedicated APP, other functions were implemented such as:

- Book and cancel an appointment for about 200 tests and specialist medical examinations monitored nationwide in regards to waiting lists;
- Ask to be contacted by the CUP;
- Pay for the health ticket;
- Have all the details of your appointment - such as the date, time, and any specific warning, - and create specific reminders.

In order to make an appointment the person needs to access the system through strong credentials, while for cancellation and payment no confidential access is required.

The project started in 2017 and took about two years to complete. The system is constantly evolving and we are planning to implement some additional services in conjunction with the launch of the renewed regional CUP soon. The system has seen further expansion during the COVID-19 pandemic, with the addition of some specific functions.

The development process began following a specific request from the President of the Region, such as the identification of a tool to address the management of the waiting lists. Then, we had the idea of developing a multi-channel platform to support the regional CUP. The project was carried out within the framework of an existing contract with a private company in order to manage the regional cup software. This contract was then extended with the takeover of another private company, who analysed the existing activities of the cup to develop the additional functionalities to support operators and citizens. The system exploited, for some components, solutions already tested and implemented, which were integrated with the regional infrastructure.

The **strengths** are:

- The presence of a single regional CUP
- Its integration with other regional applications
- The direct contact of the health system with the citizen

- The reduction of waiting lists
- The perspective of development towards other dimensions, such as the optimisation of the production processes of health services.

Some **weak points** are:

- The need, according to the regulations, to adopt strong authentication credentials to access the system, which could inhibit its widespread diffusion
- The limited access to training and user training material and limited institutional communication about the system towards citizens.

The App has been downloaded by over 10,000 citizens of the Marche region. With regard to the recall and SMS services, in 2019 approximately 67,000 visits were reassigned and approximately 145,000 reminders sent via SMS, contributing to the reduction in waiting lists. The advantage for citizens was also that they could feel the health system "closer" and benefit from a personalised reminder on where, at what time and what they should do (e.g. fasting) before coming to the appointment. The economic return was extremely significant, estimated at over one million euros in one year, considering the healthcare activities reassigned (instead of citizens simply missing an appointment) and the savings obtained from activities carried out by the system instead of the operator (e.g. telephone calls).

In the framework of **COVID-19 pandemic**, the system has proved valuable in its management. It has been integrated with the management software dedicated to monitoring quarantined patients and has ensured, through the automatic recall and SMS system, daily contact with thousands of them to follow the onset of symptoms in order to alert the general practitioner and the prevention department. The system also supports a series of activities linked to contact tracing. Finally, the system has been used to warn clients of the change of their bookings due to the emergency.

MyCupMarche has received several **awards and recognitions**:

- finalist and still in the running for the eHealth4All 2020 Award  
<https://ehealth4all.it/wp-content/uploads/2020/10/Presentazioni-Abstract-1.pdf>  
<https://www.sanita-digitale.com/2020/10/05/i-finalisti-del-premio-ehealth4all-2020/>
- finalist in the POLIMI Healthcare Digital Innovation 2020 Award
- winner of the 2019 Sustainable PA Award (Food, Health and Welfare)  
<https://www.i-tel.it/it/blog/premi/premio-pasostenibile-mycupmarche-vicitore/>  
<https://www.regione.marche.it/News-ed-Eventi/Post/50802/MyCUPMarche-premiato-a-Roma-come-progetto-pi%C3%B9-significativo-in-sanit%C3%A0-e-welfare>  
[https://www.youtube.com/watch?v=luKHDBmslRM&feature=emb\\_logo](https://www.youtube.com/watch?v=luKHDBmslRM&feature=emb_logo)

Watch the **video** about this initiative [here](#) (access to playlist)