



Pininfarina Extra project with Prhomo and the quality of life



Two projects developed by Pininfarina Extra on behalf of the product and research engineering company, Prhomo srl, in the field of health and the quality of life were presented at the Public Administration Forum at the Fiera di Roma (Rome Fair and Exhibition Centre) from May 8 to 12.

The first project was entitled AFAD/Pharmaclick (Long-Distance Pharmaceutical Support) and consists in a state-of-the-art access unit to medicines and health services which can be installed at a chemist's or other site (e.g. hospital emergency admission department, small municipalities lacking a chemist's, remote towns and villages or mountain communities) to allow users round-the-clock access to medical purchases or other available services (such as information requests to a call centre with doctors and pharmacists in videoconference or requests for emergency health aid and services).

AFAD enables the pharmacist to maintain control of system management and allows him or her to dialogue and support patients irrespective of the actual distance from the site of the chemist's. The pharmacist is thus in a position to assess the patient's condition in real time and recommend the most suitable course of action or treatment. The second project, entitled ASAD (Long-Distance Health Support), consists in setting up a virtual site for the various local health centres.

This allows users the opportunity to interact with an operator from their own health centre via video-communication and carry out the activities normally performed directly at the counter or desk of the health centre itself, such as the payment of the medical prescription charge, booking examinations and medical visits or the collection of medical reports.

The AFAD and ASAD projects were founded in 2001 following an idea by Amulio Gubbini, CEO of Prhomo. The aim was to meet the sociological and health requirements of citizens residing in smaller-sized municipalities where users are forced to make do with one chemist's, or even travel to a neighbouring municipality. The overall benefits of the projects, apart from the simple financial advantage, include the opportunity to reduce waiting lists, shorten the queues of people at health centre counters and desks and improve the efficiency of various health centre activities besides those of booking services.