

THE TECHNOLOGY OF THE FUTURE FOR WOMEN'S HEALTH: EXPRIVIA | ITALTEL AND SIRM LAUNCH A PROJECT FOR THE PREVENTION OF BREAST CANCER

The group also supports the 20th edition of the Race for the Cure

Molfetta, 17 May 2019 - Exprivia | Italtel and the Italian Society of Interventional and Medical Radiology (SIRM) have launched a joint radiomics research project which aims to optimise the diagnostic information provided by radiological investigations and identify additional findings that can more accurately, and well in advance, help predict the onset of tumours, their evolution and the choice of the most effective therapy, beginning with breast cancer, the first focus with the start of the project.

Indeed, this is the beginning of extensive experimentation in the field of oncology coordinated by SIRM, the scientific society whose members include almost every Italian radiologist, counting over 10,000. In fact, thanks to the collaboration with the senology section of SIRM, Exprivia is developing an advanced **Radiological Referral System (RIS)** that collects information related to medical history, predisposing factors, radiological diagnoses and radiomic elements. All this information is processed by **artificial intelligence** algorithms that can support medical specialists in making clinical decisions.

The project was announced at the Bari leg of the **Race for the Cure**, the largest Italian event for the fight against breast cancer organised by the Susan G. Komen Italy Association and supported by Exprivia|Italtel. The group will be present in Rome and Bari **with a corporate team** competing on Sunday, 19 May. The group will also hold a meeting in Bari entitled "**Health and technologies. For more accessible and equal healthcare**" in the conference area in of the Villaggio Rosa on Saturday, 18 May at 11:30. The latest news relating to **telemedicine** will be promoted at the meeting, along with a demonstration of the new **'smart' t-shirt equipped with sensors** that detect the vital signs of the person wearing it, also remotely. The t-shirt is the result of a project launched along with **Vodafone** to test the fast 5G network in combination with telemedicine; in fact, this connected garment provides a patient's information in real time, and through telecounselling and videoconsultation sessions allows a specialist to examine the patient's clinical documentation and manage the care pathway, also remotely.



PRESS RELEASE

"We welcomed the invitation to collaborate with the Italian Society of Medical Radiology, a leading Italian medical research society", stated Domenico Favuzzi, head of Exprivia | Italtel. He continued, "In fact, the use of our RIS will allow various research centres to share and provide real-time reports, images and data processed with artificial intelligence techniques and will facilitate studies for diagnostic and therapeutic purposes. We also contribute to research by participating in the important initiative Race for the Cure, in which we are also involved at the forefront to discuss the future of healthcare and technologies that improve healthcare accessibility".

SIRM President Professor Roberto Grassi said, "Promoted with the support of the Ministry of Health, Breast Radiology Day is an initiative to promote the early detection of breast cancer, seeking to provide women with information and inviting them to have mammographies carried out in order to identify any disease at an early stage and be able to change its course. To this end, the agreement with Exprivia and the use of advanced artificial intelligence systems will make it possible to add the contribution of radiomics to radiologists' usual activities, improving diagnostic accuracy and providing useful elements for prognosis in order to increase the successful results of personalised care".



PRESS RELEASE

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