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Sabrina Gneri

A new world full of technology



What is modern technology?

Modern technology , is the improved production of the application of science, and it was design for make more easy the work.

Today , technology , has become very important and almost indispensable and we can say that it is now present in almost all sectors.

Like all things, technology also has its advantages and disadvantages.

With the advantages of the technology it is possible to inquire in real time that you can see in the world in a very short time and this makes everything much easier, but it also has disadvantages.

The disadvantages are also present here as too much use of it can lead to a loss of high control so as to commit very serious errors.



Technology , is now an integral part of our life and we could not give it up. Will we live better if we renounce ourselves?

I do not think so.

The problem is certainly not the means (technology), but the use of that medium is made , with the passing of the years it has evolved more and more allowing to get to work better.

The development of technologies has shaped, over the course of human history, the way in which people, states and civilizations interacted, allowing the transport of people and things, the exploration of the environment, the knowledge of the laws of nature beyond the limit of the senses of man. Technology produces, through an economic system, products that influence people's lives.

Technological innovations are influenced by the culture of the society that produces them, they also directly determine the military capabilities and the very way in which a war is conducted.

The word technology , therefore indicates the **cataloging and systematic** study of applied techniques, often referred to a certain specific field.

When we think of technology we probably think of the most modern products of the industrial market as ever faster, more powerful and versatile computers, sophisticated cars and instruments for reproducing sound and images with high quality.

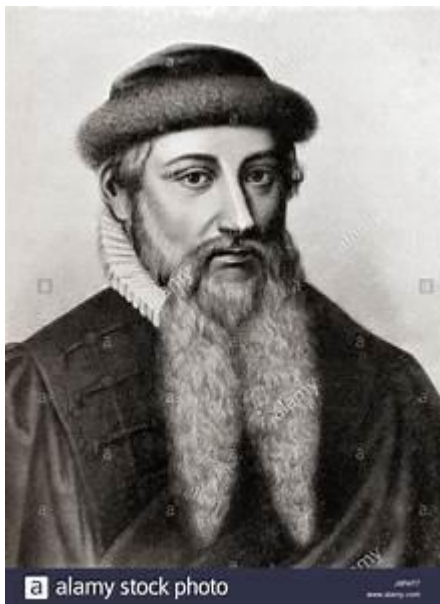
In reality , these are more the results of the development of new technologies, while the word has a broader meaning.

With technology, in fact, more than the set of single objects is indicated, the development of machines and tools with which it is possible to solve a problem or improve aspects of our daily life.

Today , with the word technology we mean more generally the combined use of different disciplines, from the most abstract to the most practical.

The innovations introduced by new technologies tend to provoke profound changes in society, changing traditions, ways of proceeding and even the culture of a population.

Among the inventions , that have most revolutionized human life , we find the movable type print, which is attributed to Johan Gutenberg, around 1450.



“ Johan Gutenberg founder of movable type printing”

Between the end of the 14th century and the first decades , of the following century a series of important instrumental discoveries began,

In particular the : thermometer, the telescope, the microscope and even the first steam engines.



Over the centuries, the discovery of electricity by Benjamin Franklin subsequently the telegraph and photography were discovered , until the invention of automobiles.



“ Everything is energy and this is all that exists. Tune in to the frequency of the reality you want and you can not help but get that reality “

(Albert Einstein)

As we all know, the health care environment is very important for personal care and today we can say that fortunately this sector is also growing.

The evolution of information and communication technologies in the health sector has designed an innovative model of "electronic" health, the so-called "E-HEALTH", based on the use of technologies to support the health and administrative processes of healthcare companies.



"The doctor of the future will not give medicine, but instead will motivate his patients to take care of their bodies, their diet, and the cause and prevention of the disease."

L'E-health represents a true paradigm of innovation, which involved disciplines including:

- clinical informatics, medicine
- business economics.

The patients, in fact, have made the request for new options for direct access to authoritative, personalized and immediately usable health information , with the desire to acquire greater control over their health conditions through direct management of their data and the various options available therapies, being able to take advantage of new opportunities for immediate relations with health facilities and professionals.

The synthesis of these elements makes it possible to describe the concept of "patient empowerment" or the process of personal development where the patient , is provided with knowledge, skills and awareness which allow him or her to self-determine in relation to one's own health.

Technology , can effectively support the needs of the patient and the caregiver, in particular the focus is on four main areas of technological application:

1. social media and gamification
2. cognitive computing
3. wearables, digestibles and implantables
4. digital touchpoint

Social media and gamification:

The web offers an unequaled potential for empowerment to the patient who more and more often becomes an active part in the generation of content and

in the exchange of experiences, for example, through platforms such as facebook, twitter, blogs and forms

Cognitive computing:

It is a model of data processing inspired by the biological functions that govern the activity of the human brain.

Computers can begin to provide timely answers to complex questions, thanks to the ability to analyze and correlate huge amounts of data.

Wearables, digestibles and implantables:

Thanks to sensors and monitors it is possible to collect and store raw data and ensure their interaction by the medical staff allowing remote monitoring of the patient.

Digital touchpoint:

The medical apps , available for smartphones and tablets.

The chatbots that allow you to reach the patient with immediate and secure communication and also thanks to virtual reality or technologies that provide the ability to monitor certain parameters.

Moreover, today there is "**internet of healthcare things**" that connects all devices and applications to healthcare systems , whit that one it can acquire and transmit monitoring device data to obtain real-time views of patient status and progress.

Add to this the "**adaptive intelligence and machine learning**" which have the ability to consider the huge amounts of patient data:

1. electronic medical records
2. monitoring devices
3. medical imaging
4. Report signation

all this in digital format , all health data that are collected for different reasons are stored in different computer systems.

Among these systems , the most widespread in hospitals are the ***HIS "Hospital information system"*** and there are others specific for departments and centers.



” Scheme about the important of HIS for all the patients”

In recent times, the ***"Electronic Health File"*** has been created, which allows to keep together all the patient's data, which can be traced by all the health systems.



“ Scheme of Electronic Health file about the connession from the doctors to the patients”

Another very fundamental aspect is social media within marketing.

Those who do marketing , how important social media are and how they are used correctly , newspapers, TV and radio have always been exploited to advertise.

Social media , offer important tools that allow, for example, to reach only users of a particular geographical area, in addition to having a company

account for Facebook allows certain features such as inviting other people and promoting events.

Another strong point in social media and that allows to engage the public and exploit the connections between users , a classic example and that of PLASMON that has interacted with thousands of mothers having abolished palm oil from the famous baby biscuits.



and like Plasmon, even other brands have created real communities of users on their social pages, creating a special link between brands and customers.

Learn how to take advantage of new media , that the internet makes available and complex and takes a long time but offers results of great importance for each type of business if a value strategy is implemented over time.

Social media within marketing are often also used in healthcare:

- to promote winds
- to collect enough money
- to do charity
- to raise money for all those people who can not afford to pay for very expensive treatments.

In the public health sector, social media are increasingly integrated into programs and campaigns to inform or raise awareness on specific health topics or to promote the adoption or maintenance of "healthy" behaviors.

In the United States, Centers for ***Disease Control and Prevention*** , utilize social networks to strengthen and personalize messages, reach new audiences and build a communication infrastructure that allows easier and better access to information scientific and credible.

Social networks allow ad HOC communication interventions, that are more user-centered and individualized, thus producing better results than more generalized interventions.

According to DORS, most health prevention and communication initiatives have used a mix of various social media, particularly Facebook. Pages and accounts on social media have been largely used to increase the reach of communication impact, and to spread blog updates, news and pages of the promoter's official website. Micro-blogging platforms such as Twitter and photo or video sharing sites (for example, YouTube, Flickr, Picasa) have been used as landmarks for official announcements and commercials.

Testing the actual impact of social media on health behavior is complex, such as calculating the actual ROI from a social marketing campaign.

The data that can be found consists mainly of the quantitative ones (for example, website pages visited by switching from social channels, number of visitors obtained, followers on different channels, interactions such as likes, comments and sharing, etc.). These are certainly important numbers, but they are only the starting point for an in-depth evaluation of the impact of a campaign or an intervention.

The evidence of effectiveness of social networks on the change in health behavior is still very limited. Surely the case study of #fertilityday teaches us that social media is an exceptional sharing channel on health, especially when it comes to creating a strong discussion around it, also thanks to sensational communication blunders (and recurrences in the case of ' last campaign of the Ministry of Health). To try to measure the real impact on health behavior change it would be necessary to analyze contents and conversations, structuring a comparison between traditional media and social media platforms, which are highly innovative, therefore subject to frequent changes in the modalities of use and use.

Having studied this, I have also decided to create a facebook page in the health field, to help all those in difficulty and who need advice or simply to be listened to make them understand that they are not alone.

My facebook page is called "AMAZING HEALTH CARE".

I wanted to call it so, because , it is right that the care of the person is done in a resounding way and that the person feels loved even by people unknown to her.

We can therefore affirm, to conclude, that technology is developing more and more, and this also happens because it is very linked to the science that every

day experience new treatments and new resources , and that the technology in the health sector has been, and will always be a great help both for workers such as doctors, nurses, but especially for patients and also for their families able to understand the course of the disease, the various treatments and improving it.

Technology, if used with discretion, to today makes the free man to express himself at best and to be always informed about everything that happens around us.

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