



CELTIC-NEXT Proposers Day



23rd of September 2021, Online via WebEx

**Monitoring of Digital Platforms to protect
against Proliferation of Health
Misinformation for elderly**



Mr Anys Boukli, Mrs. Maëli Astruc
anys.boukli@digitalgroup.ch

Teaser



This project assists Health Organisations and public services to monitor and respond to the proliferation of health misinformation directed to elderly people

The use of Big Data and Artificial Intelligence allows to monitor topic of interest, analyse their spread and impact on audience, and allows a tailored response plan

Elderly access to social media is increasing, and the spread of misinformation and promotions of health products can have tremendous impact on their health. New partners can reinforce the data model, reinforce platform set-up and provide additional data to contribute to the project



Organisation Profile



Who we are?

Digital Partners is a Swiss company established in 2016, with leading expertise in the field of Data Driven Artificial Intelligence Platforms for the Health industry, Sport and Public Services verticals.

We provides simple, predictable and affordable Big Data, Artificial Intelligence and Analytics for businesses all over the world. It enables organizations to access and visualize an infinite amount of data in assisted process at 1/3 of the price of the competition with no complex tiers or unpredictable egress fees. We are trusted by customers worldwide.

Value Proposition (Why)

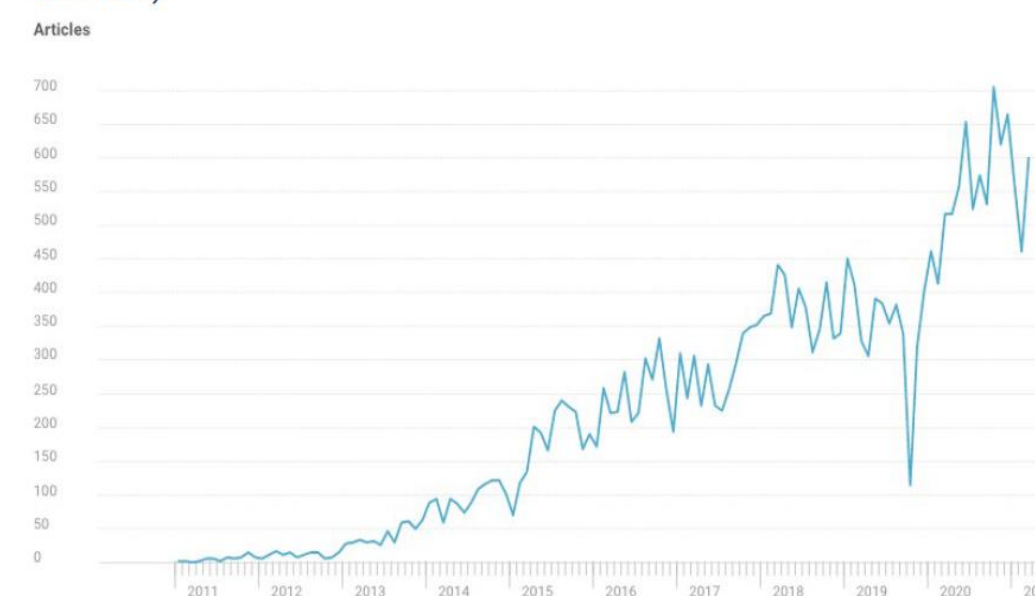
Our Products helps Health organizations and Public services who want to leverage Data Driven Business Scenarios by unlocking the full power of Artificial Intelligence and the complexity of multiple data silos and empowering valuable Business Insights

HEALTHCARE MARKET DRIVERS

Data aggregation & analytics remain a key priority across stakeholders

Interoperability mandates are driving increased market activity in health data platforms, providing methods for payers and providers to comply with emerging data sharing requirements. Going well beyond compliance, these solutions are now helping health systems push insights, with clinical and financial impact, to providers at the point of care.

News mentions of data analytics in healthcare, 2011 – 2021 (as of 3/31/21)

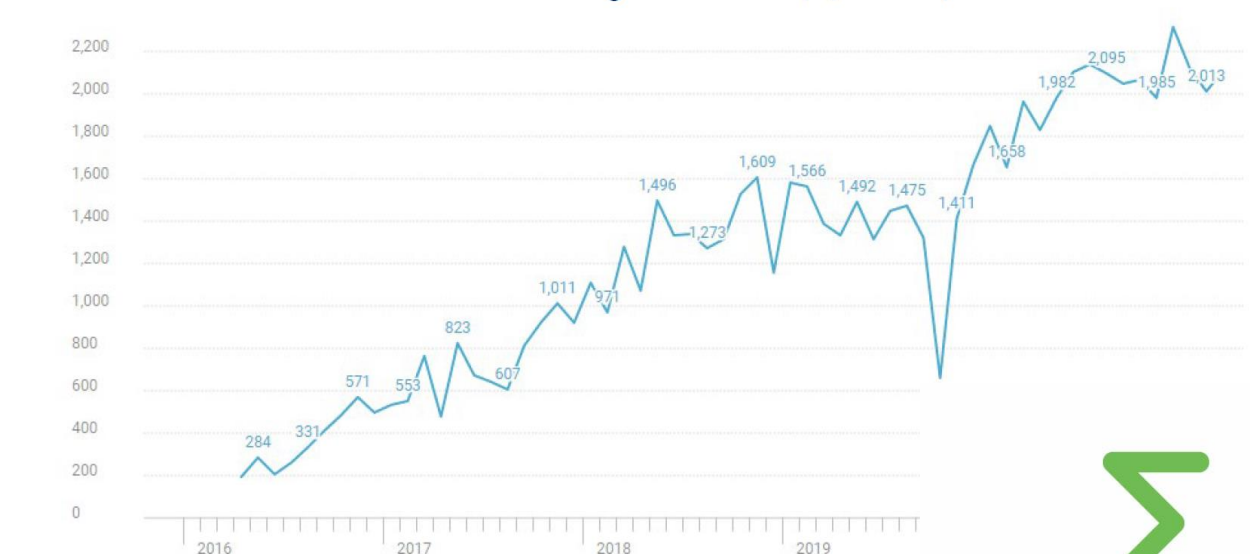


CBINSIGHTS

ARTIFICIAL INTELLIGENCE

Healthcare AI continued to gain attention

News mentions of AI and machine learning in healthcare, Q2'16 – Q1'21



Proposal

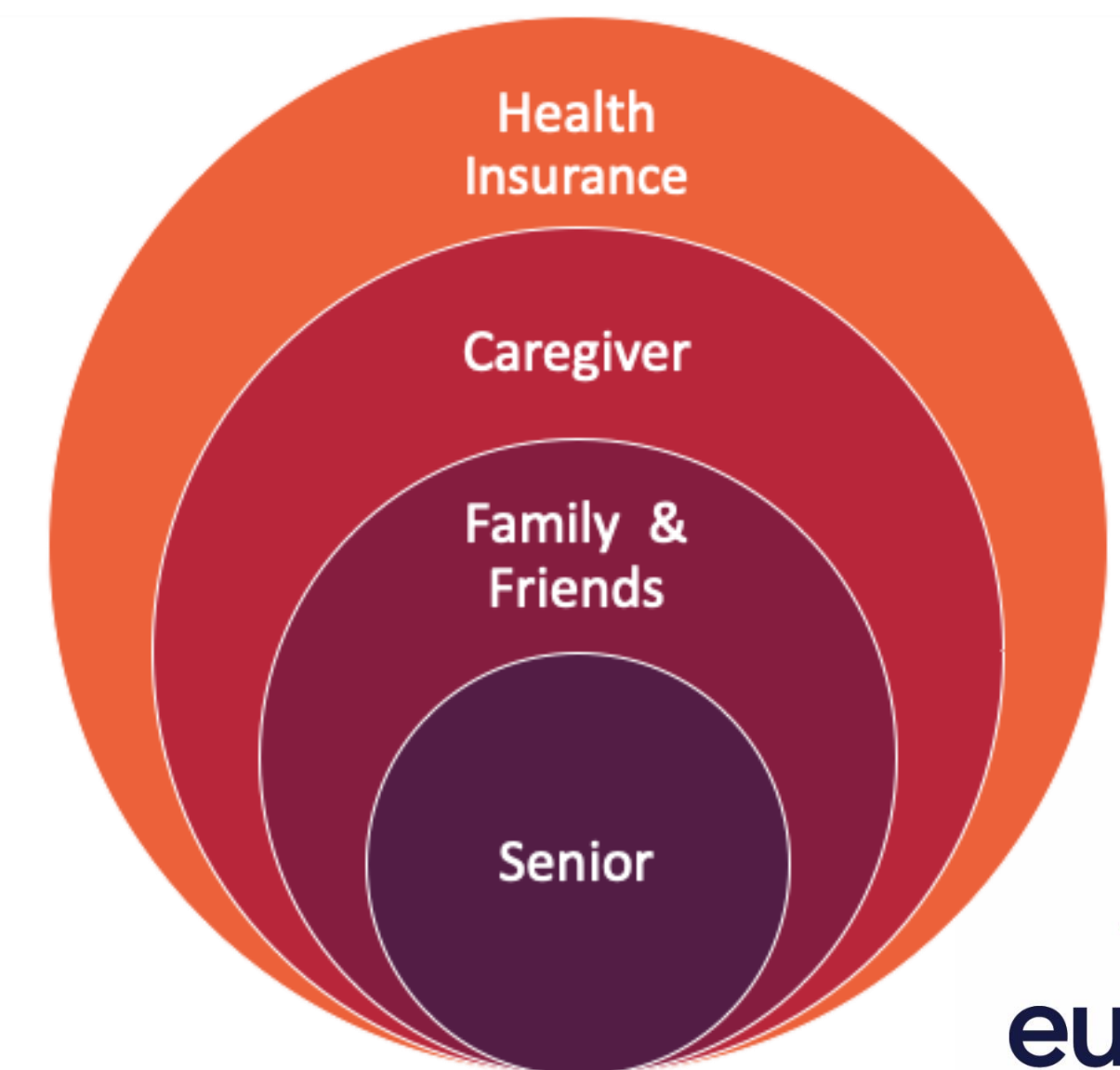
Introduction

The presence of the elderly population on social media and digital world is increasing. This population is susceptible to **misinformation** due to the novelty of the medium. In order to improve the ageing population quality of life, a monitoring and intervention on social and web-based platforms by regulating health institutions.



The rapid spread of “fake news” and online misinformation is a growing threat and can have serious consequences for evidence-based decision making on a variety of societal issues, ranging from climate change and vaccinations to international relations .

The rapid spread of online misinformation is posing an additional, physical danger, sometimes leading to injury and even death.

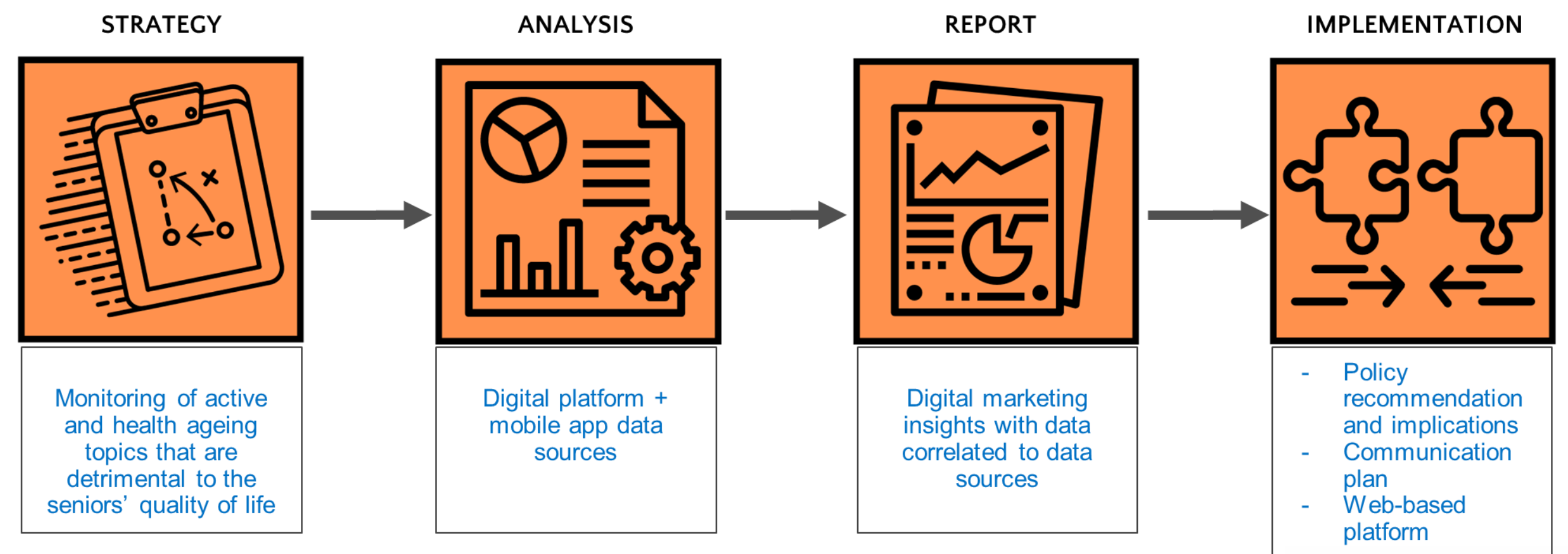


Proposal

Introduction

Compile, analyze and monitor the digital communication proliferation, source and conduct regarding active and health ageing topics that can be detrimental to senior's quality of life such as:

- **Fake news** i.e., ingestion of large quantities of garlic will prevent contracting Covid-19, so no other preventative measure is required
- **Misguided information** i.e., strenuous exercise once a week, replaces a daily active lifestyle and healthy eating
- **Promotional messages** i.e., bladder-control medications recommended by influencers, that can mask an illness that requires medical attention



Partners



*Digital Partners SA- Switzerland, Technical SME
DEOS – Biggest Elderly Center – Slovenia
ASP-IT IS – Elderly Center – Italy
in discussion with a Health United Nation Agency*



Contact Info

For more information and for interest to participate please contact:

Anys Boukli

anys.boukli@digitalgroup.ch

+41 78 622 00 25

Maëli Astruc

maeli.astruc@digitalpartners.ch

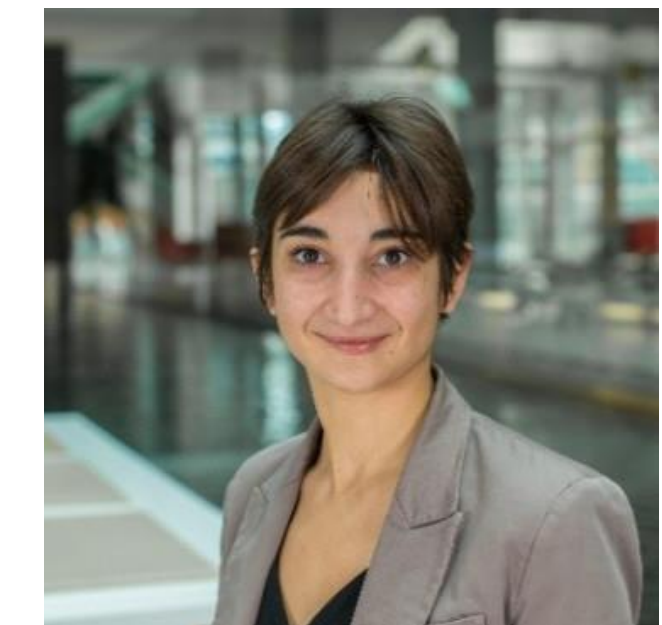
Ch. De Boissonnet 10,
CH-1010, Lausanne (Switzerland)

www.digitalpartners.ch



Anys Boukli

Founder & CEO



Maëli Astruc

Data Business Analyst

Presentation available via:



27th September 11.00 CET

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