

Health Challenge Andalusia: a challenge to include society in facing COPD

LOCATION: Seville

DURATION: 1'39"

SUMMARY: Health Challenge Andalusia is an Andalusian Government initiative aiming to use society's talent to search for solutions to common problems. In their first meeting, the councils of Health and Employment from the Andalusian government, in collaboration with Vodafone, Sandetel and the Andalusian Agency for Health Quality,, have taken up the challenge of developing a mobile app to improve the adherence of the treatment of people with COPD, an illness that limits the lung capacity of those that suffer from it and which affects 10% of over 65s. Anyone who manages to complete the challenge will get a reward: 30.000 euros in cash, piloting the app in the real world. But what's most important is to improve COPD sufferer's quality of life.

VTR:

Background: *"Breathe. ¡Blow it! Keep going, keep going, keep going..."*

Pedro has suffered from an illness which limits his lung capacity and his physical activity. It's chronic, has no cure and can be fatal if he doesn't follow the appropriate treatment at home.

NIEVES LAFUENTE
Head of Andalusian Care Strategy

"People are hospitalized a lot with this problem. They're often admitted, many times, due to a lack of treatment management."

FRANCISCO ORTEGA
Head of COPD Unit
Virgen del Rocío Hospital

"So, it's vital to have suitable information on the patient so you know the illness, so that you know all the treatments you have available."

NIEVES LAFUENTE
Head of Andalusian Care Strategy

"We could improve accessibility and the knowledge that we can share, in this case to people that have COPD, through Information Technology, through apps."

And that is how the Andalusia Health Challenge started, an innovation challenge that the Andalusian administration has launched...

RAMÓN GLEZ. CARVAJAL
Secretary General of the Health Council

"...to professionals, to the public, patient associations, society in general."

NIEVES LAFUENTE
Head of Andalusian Care Strategy

"And putting talent to work."

Ramón Glez. Carvajal
Secretary General of the Health Council

"Working together, they can come up with a solution that allows for a more sustainable system, improving attention to patients or even changing the way it's done."

In this first meeting set up by the Health and Employment councils, in collaboration with Vodafone Sandetel and the Andalusian Agency for Health Quality, the challenge is aimed towards the development of an app to improve the adherence of the treatment, and that's just the start.

RAMÓN GLEZ. CARVAJAL
Secretary General of the Health Council

"Because there is so much knowledge in society, the only way for it to surface is to challenge society and having some type of compensation in exchange for the good solutions we find."



A way for citizens to take part directly in the improvement of society, with various incentives, competition, monetary reward and that the app is used in the real world. And the biggest factor, that the patient can hear these words....

Background: *"You're doing great, because the capacity has increased..."*

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