

# Esperienze Gestionali Pubblico Privato In Sanit Concetti Teorici Ed Esperienze Pratiche A Confronto

Thank you unconditionally much for downloading **Esperienze Gestionali Pubblico privato In Sanit Concetti Teorici Ed Esperienze Pratiche A Confronto** .Most likely you have knowledge that, people have see numerous time for their favorite books past this Esperienze Gestionali Pubblico privato In Sanit Concetti Teorici Ed Esperienze Pratiche A Confronto , but end in the works in harmful downloads.

Rather than enjoying a fine book subsequently a mug of coffee in the afternoon, then again they juggled once some harmful virus inside their computer. **Esperienze Gestionali Pubblico privato In Sanit Concetti Teorici Ed Esperienze Pratiche A Confronto** is comprehensible in our digital library an online access to it is set as public thus you can download it instantly. Our digital library saves in multiple countries, allowing you to get the most less latency period to download any of our books next this one. Merely said, the Esperienze Gestionali Pubblico privato In Sanit Concetti Teorici Ed Esperienze Pratiche A Confronto is universally compatible similar to any devices to read.

*Lungo il confine. Tossicodipendenze e comorbidità* - Antonio Mosti 2003

Il tema della comorbidità psichiatrica nei disturbi da uso di sostanze è dibattuto in Italia da non più di un decennio, con deplorabile ritardo rispetto alle realtà di altri paesi. Il risultato è che gli operatori provenienti dai più diversi contesti professionali, Ser. T., Comunità terapeutiche o Centri che si adoperano per la riabilitazione dei tossicodipendenti, si trovano ad essere scarsamente assistiti nel fronteggiare le difficoltà inerenti alla terapia dei pazienti complessi, come quelli ad alto indice di recidiva. Solo da pochissimi anni alcuni Servizi stanno portando avanti - anche grazie alla disponibilità di programmi speciali sostenuti dalla legge 309/90 - interessanti forme di sperimentazione clinica. Molti dei professionisti (psichiatri, psicologi, assistenti sociali, educatori, operatori di comunità) che operano in queste realtà hanno contribuito alla stesura di questo volume, la prima antologia di esperienze cliniche sulla presa in carico e la terapia della "doppia diagnosi" in Italia. Cinque sono le tematiche su cui si struttura il testo: - riflessioni generali sul concetto di comorbidità applicato alle tossicodipendenze; - implicazioni cliniche della comorbidità per diversi disturbi psichiatrici in

corso di tossicodipendenza; - correlazioni specifiche tra comorbidità per disturbi del comportamento alimentare e disturbi da uso di sostanze; - trattamento della comorbidità in comunità terapeutica; - rapporti tra comorbidità, interventi familiari e psicoterapici. Il volume, che si rivolge a tutti i professionisti operanti nel campo delle tossicodipendenze, si propone dunque di fornire modelli, strumenti e valide indicazioni per una buona pratica clinica applicata al campo della "doppia diagnosi". (Presentazione editore).

**Il Politico** - 2007

**Crossing the Quality Chasm** - Institute of Medicine 2001-08-19

Second in a series of publications from the Institute of Medicine's Quality of Health Care in America project Today's health care providers have more research findings and more technology available to them than ever before. Yet recent reports have raised serious doubts about the quality of health care in America. Crossing the Quality Chasm makes an urgent call for fundamental change to close the quality gap. This book recommends a sweeping redesign of the American health care system and provides overarching principles for specific direction for

policymakers, health care leaders, clinicians, regulators, purchasers, and others. In this comprehensive volume the committee offers: A set of performance expectations for the 21st century health care system. A set of 10 new rules to guide patient-clinician relationships. A suggested organizing framework to better align the incentives inherent in payment and accountability with improvements in quality. Key steps to promote evidence-based practice and strengthen clinical information systems. Analyzing health care organizations as complex systems, *Crossing the Quality Chasm* also documents the causes of the quality gap, identifies current practices that impede quality care, and explores how systems approaches can be used to implement change.

### **Managing the Risks of Organizational**

**Accidents** - James Reason 2016-01-29

Major accidents are rare events due to the many barriers, safeguards and defences developed by modern technologies. But they continue to happen with saddening regularity and their human and financial consequences are all too often unacceptably catastrophic. One of the greatest challenges we face is to develop more effective ways of both understanding and limiting their occurrence. This lucid book presents a set of common principles to further our knowledge of the causes of major accidents in a wide variety of high-technology systems. It also describes tools and techniques for managing the risks of such organizational accidents that go beyond those currently available to system managers and safety professionals. James Reason deals comprehensively with the prevention of major accidents arising from human and organizational causes. He argues that the same general principles and management techniques are appropriate for many different domains. These include banks and insurance companies just as much as nuclear power plants, oil exploration and production companies, chemical process installations and air, sea and rail transport. Its unique combination of principles and practicalities make this seminal book essential reading for all whose daily business is to manage, audit and regulate hazardous technologies of all kinds. It is relevant to those concerned with understanding and controlling

human and organizational factors and will also interest academic readers and those working in industrial and government agencies.

**Calabria malata. Sanità, l'altra 'ndrangheta**  
- Massimo Scura 2019-05-29

I fatti presi in considerazione vanno dal 12 marzo 2015 al 18 aprile 2019. I comportamenti, invece, sono antichi. Attraverso l'analisi degli eventi e delle decisioni, non necessariamente illegittime, cerco di dimostrare che la Calabria non interessa a nessuno, se non quando si avvicinano le elezioni. La Calabria non è importante per Roma né, purtroppo, per i calabresi, che si sono arresi a quanto giudicano inevitabile e immutabile. Questa assuefazione collettiva è la droga venduta dall'altra 'ndrangheta, silenziosa, che si insinua nella vita quotidiana, in particolare della sanità pubblica, una miniera d'oro, per far proliferare i propri affari. Anche il nuovo si è subito adeguato. I parlamentari 5 stelle, con le dovute eccezioni, sono come gli altri in Calabria. I privati, quando si sentono minacciati, si rivolgono alla politica o addirittura alle istituzioni. Anche la Chiesa è poco attenta a non esporsi in affari non sempre trasparenti. I funzionari delle aziende sono spesso tacciati di essere conniventi con i privati. Le organizzazioni sindacali hanno parzialmente perso la loro identità. Un Presidente di "sinistra" cerca di far annullare un mio decreto per l'assunzione di quasi mille operatori. Ma non dovrebbe esserne felice? Capisco: li voleva assumere lui. Le assunzioni portano voti. La Ministra, per calpestare la Calabria, cita dati sui livelli essenziali di assistenza che i suoi collaboratori conoscono come fasulli. Nessuno si indigna, tranne il sottoscritto. L'Asp di Reggio Calabria viene commissariata per infiltrazioni 'ndranghetiste. E viene nominato un prefetto a gestirla. E le competenze? Non servono. La media borghesia si è costruita una nicchia di benessere: manda i figli a studiare e a lavorare fuori regione e si gode il sole e il mare della Calabria. Chiunque provi a mettere a fuoco i problemi, cercando la verità, diventa scomodo. Se poi ci mette anche passione e disinteresse, diventa un virus urticante. Vogliamo reagire? Il primo passo è conoscere.

**Organization Design** - Mintzberg 1981-01-01

**OECD Health Policy Studies Realising the**

## **Potential of Primary Health Care - OECD**

2020-05-30

This report examines primary health care across OECD countries before the COVID-19 pandemic, and draws attention to how primary health care is not living up to its full potential. Doing things differently – through new models of organising services, better co-ordination among providers, better use of digital technology, and better use of resources and incentives – helps to improve care, reduce the need for hospitalisations, and mitigate health inequalities.

[A review of UK health research funding](#) - Sir David Cooksey 2006-12-06

This Review sets out to propose a structure for the funding arrangements for the whole spectrum of health research, with the objective of obtaining the maximum benefit from research success and, where possible, eliminating duplication of effort. The Review found, however, that the UK is at risk of failing to reap the full economic, health and social benefits that the UK's public investment in health research should generate. There is no overarching UK health research strategy to ensure UK health priorities are considered through all types of research and there are two key gaps in the translation of health research: (i) translating ideas from basic and clinical research into the development of new products and approaches to treatment of disease and illness; (ii) implementing those new products and approaches into clinical practice. The Review also found that the wider funding arrangements for supporting translation of ideas from conception to practice could be more coherent or comprehensive and, where arrangements exist, they do not function well. The Review identified cultural, institutional and financial barriers to translating research into practice in the publicly funded research arena. But it also found that, in the private sector, the pharmaceuticals industry is facing increasing challenges in translating research into health and economic benefit. The Review has sought to make recommendations that will increase the translation of R&D into health and economic benefit for the UK, both in the public and private sectors. The Review recommends that the Government should seek to achieve better coordination of health research and more

coherent funding arrangements to support translation by establishing an Office for Strategic Coordination of Health Research (OSCHR).

**The Evolution and Significance of the Modern Public Health Campaign** - Charles-Edward Amory Winslow 1923

*Vita italiana speciale* - 1989

**Salute e sanità** - Rosario Ferrara 2010

**What Really Works** - William Joyce 2011-07-26

Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10 year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter -- the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors. With hundreds of well-known management practices and prescriptions promoted by consultants and available to business, which are really effective and contribute to the growth and continued success of a company? Which do little or nothing? Based on the "Evergreen Project," a massive, 5 year study involving the business school faculties of ten universities, the authors set out to find the management practices that truly promote long-term growth and success. Their findings will revolutionize the art and practice of business management. The book shows that there are essentially six management practices that all successful companies must master simultaneously. They range from focusing on a strategy of growth to maintaining the depth and quality of human talent in the organization.

**Dalla libertà all'obbligo** - Arnaldo Cherubini 1998

**Nudge and the Law** - Alberto Alemanno 2015-09-24

Behavioural sciences help refine our understanding of human decision-making. Their insights are immensely relevant for policy-making since public intervention works much better when it targets real people rather than imaginary beings assumed to be perfectly rational. Increasingly, governments around the

world are keen to rely on those insights for reshaping public interventions in a wide range of policy areas such as energy, health, financial services and data protection. When policy-making meets behavioural sciences, effective and low-cost regulations can emerge in the form of default rules, smart disclosure and simplification requirements. While behaviourally-informed intervention has a huge potential for policymaking, it also attracts legitimacy and practicability concerns. *Nudge and the Law* takes a European perspective on those issues and explores the legal implications of the emergent phenomenon of behavioural regulation by focusing on the challenges and opportunities it may offer to EU policy-making and beyond.

[Health 4.0: How Virtualization and Big Data are Revolutionizing Healthcare](#) - Christoph Thuemmler 2017-01-07

This book describes how the creation of new digital services—through vertical and horizontal integration of data coming from sensors on top of existing legacy systems—that has already had a major impact on industry is now extending to healthcare. The book describes the fourth industrial revolution (i.e. Health 4.0), which is based on virtualization and service aggregation. It shows how sensors, embedded systems, and cyber-physical systems are fundamentally changing the way industrial processes work, their business models, and how we consume, while also affecting the health and care domains. Chapters describe the technology behind the shift of point of care to point of need and away from hospitals and institutions; how care will be delivered virtually outside hospitals; that services will be tailored to individuals rather than being designed as statistical averages; that data analytics will be used to help patients to manage their chronic conditions with help of smart devices; and that pharmaceuticals will be interactive to help prevent adverse reactions. The topics presented will have an impact on a variety of healthcare stakeholders in a continuously global and hyper-connected world.

- Presents explanations of emerging topics as they relate to e-health, such as Industry 4.0, Precision Medicine, Mobile Health, 5G, Big Data, and Cyber-physical systems;
- Provides overviews of technologies in addition to possible

application scenarios and market conditions; · Features comprehensive demographic and statistic coverage of Health 4.0 presented in a graphical manner.

[The Oxford Handbook of Public Management](#) - Ewan Ferlie 2007

The public sector continues to play a strategic role across the world and in the last thirty years there have been major shifts in approaches to its management. This text identifies the trends in public management and the effects these have had, as well as providing a broad overview to each topic.

[Global Corruption Report 2006](#) - Transparency International 2005-12-20

TI has once again shown its ability to combine research and policy analysis not just to shine a light on the deeply embedded problems of corruption ... but to propose progressive solutions. Former World Bank President James Wolfensohn on the Global Corruption Report In the health sector, corruption is a matter of life or death. It can take many forms: from medical professionals who sell medicines or services that should be freely available, to high-level government officials who embezzle money from health budgets, to pharmaceutical companies that buy influence over research agendas. The impact of corruption is always felt by the end user -- the sick person who is forced to pay over the odds or who is given unsafe, counterfeit medicines. The 2006 edition of Transparency International's Global Corruption Report shows the impact that corruption has on health care in rich and poor countries. From high-level bribery in Costa Rica to informal payments in Hungary, case studies from around the world explore the characteristics of the health sector that make it so prone to corruption. In a special section dedicated to corruption in HIV/AIDS, the report warns that the large sums being poured into fighting the world's deadliest diseases need to be safeguarded against abuse. There is also a detailed analysis of the problems of the pharmaceutical system. The report also offers an annual round-up of worldwide developments and tracks major trends in more than 40 countries. The Global Corruption Report 2006 is the only report of its kind, and is an essential reference source for anyone who wants the latest research on how corruption affects

everything from health to education and the oil and gas industries.

*La Formula 1 a Imola. Storia dei Gran Premi dal 1963 al 2006. Ediz. illustrata* - Claudio Ghini 2017

Innovazioni gestionali nelle imprese sanitarie.

Modelli ed esperienze di Lean Management -

Carmen Raimondo 2013-01-29

Il testo illustra la diffusione dell'approccio "Lean Management" nelle Aziende Sanitarie, evidenziando come il miglioramento delle performance derivi dall'applicazione congiunta di una serie di principi e strumenti, diretti a creare un sistema olistico di relazioni fiduciarie tra individui (Lean Organization) e gruppi (Lean Network). L'obiettivo è quello di promuovere il trasferimento delle Best Practices Lean individuate, in altre realtà sanitarie.

*How is Your MPA Doing?* - Robert S. Pomeroy 2004

Guidebook which aims to improve MPA management by providing a framework that links the goals and objectives of MPAs with indicators that measure management effectiveness. The framework and indicators were field-tested in 18 sites around the world, and results of these pilots were incorporated into the guidebook. Published as a result of a 4-year partnership of IUCN's World Commission on Protected Areas-Marine, World Wildlife Fund, and the NOAA National Ocean Service International Program Office.

Social Marketing for Public Health - Hong Cheng 2011

Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prev

**Dalla frammentazione individuale alla rigenerazione comunitaria** - Marco Emilio

2019-04-01

**Proteo (2006)** - 2006

**L'amministrazione in rete: uno sguardo sociologico. La comunicazione online in sanità** - Laura Franceschetti

2011-11-22T00:00:00+01:00

1520.709

*Dialoghi sulla sostenibilità. Roma 2016* - CRUL - Comitato Regionale di Coordinamento delle Università del Lazio 2016-09-01

Il volume Dialoghi sulla Sostenibilità - Roma 2016 raccoglie gli Atti di quattro convegni progettati dagli Atenei del Lazio, coordinati dal CRUL (Comitato Regionale di Coordinamento delle Università del Lazio) - in occasione del Giubileo Straordinario 2015-2016 - per discutere di sostenibilità a partire dalle diverse esperienze e consapevolezze maturate dalle Università regionali. I 'Dialoghi' rappresentano studi, tratteggiano visioni, suscitano domande sul futuro della nostra società e del nostro ambiente. In occasione di questi confronti pubblici, il mondo della conoscenza e della ricerca, indipendentemente dalle istituzioni di provenienza, ha cercato di elaborare, in collaborazione e in modo coerente, un contributo sintetico ma esatto, da offrire alla società civile. *Telemedicine; Explorations in the Use of Telecommunications in Health Care* - Rashid Bashshur 1975

*Managerial Flow* - Veronica Vecchi 2015-04-10

When globalization affects jobs and economies, policy makers strive to plan, design and implement actions to support their communities and businesses (Ansell and Gash 2007). Furthermore, local development policies are at the core of international cooperation programs or more in general represent a challenge for emerging countries. They could refer to infrastructure, entrepreneurship innovation or urban renewal. However, more frequently than not, development policies, which involve different institutional levels and public and private players, fail due to poor implementation management. This research book presents a managerial approach (the so called Managerial Flow) that could help the closure of gaps that hamper an efficient and effective policy

execution. The managerial flow model observes the phenomenon of policy implementation for economic development through managerial lens. In the book, the research team has empirically identified five gaps in practice whereupon public policy implementation falls down. As a response Managerial Flow model outlines sets of managerial actions that can be adopted to facilitate a clear 'flow' from policy development through to implementation. This book expands on the Managerial Flow model, and acts as both a practical guide to stimulate evidence based policy implementation in governments and as theoretical contribution to policy and strategy execution. Written for researchers and academics, this book begins by outlining the theoretical foundations of Managerial Flow and moves to unpack application and cases, based in different sectors and countries, in order to discuss and show how the Managerial Flow approach can concretely support managers in the implementation of economic development policies. It reviews and discusses how the managerial flow could be relevant in the implementation of a set of sectorial policies and uses the managerial flow concept to analyse cases of economic development and establish lessons for broader management scope.

**Fiscal Policy Surveillance in Europe** - Peter Wierts 2006

The creation of the Economic and Monetary Union (EMU) and the introduction of the euro have given a strong impetus to fiscal policy coordination in the European Union (EU). The EU fiscal framework and the Stability and Growth Pact provide for the systematic surveillance of the fiscal policies of the large and heterogeneous group of 25 Member States. In this book, contributors from leading academic and international-policy institutions give a comprehensive overview of the central themes of current fiscal policy, including the impact of ageing populations on fiscal sustainability, the conduct of fiscal policy over the economic cycle, creative accounting in response to fiscal rules, fiscal decentralization, EU enlargement, and the link between expenditure reform and economic growth.

**The Privatization of Public Utilities** - Mario Baldassarri 2016-07-27

The privatization of public utilities raises several

complex issues. The privatization decision involves not only the transfer of ownership from the public to the private sector, and thus the design of appropriate selling procedures (with regard to valuation of assets, flotation of shares, etc), but also, and most importantly, it appears to require the adjustment of significant features of the industrial organization and the regulatory framework. This volume focuses on the two related questions of why and how to proceed to privatization.

*Tackling Chronic Disease in Europe* - Reinhard Busse 2010

Chronic conditions and diseases are the leading cause of mortality and morbidity in Europe, accounting for 86% of total premature deaths, and research suggests that complex conditions such as diabetes and depression will impose an even greater health burden in the future - and not only for the rich and elderly in high-income countries, but increasingly for the poor as well as low- and middle-income countries. The epidemiologic and economic analyses in the first part of the book suggest that policy-makers should make chronic disease a priority. This book highlights the issues and focuses on the strategies and interventions that policy-makers have at their disposal to tackle this increasing challenge. Strategic discussed in the second part of this volume include (1) prevention and early detection, (2) new provider qualifications (e.g. nurse practitioners) and settings, (3) disease management programmes and (4) integrated care models. But choosing the right strategies will be difficult, particularly given the limited evidence on effectiveness and cost-effectiveness. In the third part, the book therefore outlines and discusses institutional and organizational challenges for policy-makers and managers: (1) stimulating the development of new effective pharmaceuticals and medical devices, (2) designing appropriate financial incentives, (3) improving coordination, (4) using information and communication technology, and (5) ensuring evaluation. To tackle these challenges successfully, key policy recommendations are made.

*Economia pubblica* - 1991

*Medical Talk and Medical Work* - Paul Atkinson 1995-06-15

The development of a sociology of medical knowledge is both assessed and contributed to in *Medical Talk and Medical Work*. Underlying the analysis is research on the work of haematologists, which offers a rich resource for understanding the complexities and contradictions between physical bodies and social embodiment, medical talk and technical apparatus. Using but moving beyond this specific material, Paul Atkinson demonstrates the strengths and weaknesses of the existing understanding of medical knowledge. Among the issues explored are: the place of interaction among doctors, rather than between doctors and patients, in defining the construction of medical knowledge; the ways in which clinical opinion is socially produced and the nature of the local settings through which this process occurs; and the relations among medical knowledge, medical language and the increasingly technological contexts of contemporary medical practice.

*Annuario sanità Italia* - 2000

### **Women, Development, and Labor of**

#### **Reproduction** - Mariarosa Dalla Costa 1999

A follow up to *Paying the Price*, this volume of essays represents an international, feminist, and non-capitalistic approach to the critical subject of reproductive politics.

#### **Assessing Medical Technologies** - Institute of Medicine 1985-02-01

New drugs, new devices, improved surgical techniques, and innovative diagnostic procedures and equipment emerge rapidly. But development of these technologies has outpaced evaluation of their safety, efficacy, cost-effectiveness, and ethical and social consequences. This volume, which is "strongly recommended" by *The New England Journal of Medicine* "to all those interested in the future of the practice of medicine," examines how new discoveries can be translated into better care, and how the current system's inefficiencies prevent effective health care delivery. In addition, the book offers detailed profiles of 20 organizations currently involved in medical technology assessment, and proposes ways to organize U.S. efforts and create a coordinated national system for evaluating new medical treatments and technology.

*In Sostanza* - Fabio Lugoboni 2018-06-22

#### **Patient Engagement** - Guendalina Graffigna 2016-01-01

Patient engagement should be envisaged as a key priority today to innovate healthcare services delivery and to make it more effective and sustainable. The experience of engagement is a key qualifier of the exchange between the demand (i.e. citizens/patients) and the supply process of healthcare services. To understand and detect the strategic levers that sustain a good quality of patients' engagement may thus allow not only to improve clinical outcomes, but also to increase patients' satisfaction and to reduce the organizational costs of the delivery of services. By assuming a relational marketing perspective, the book offers practical insights about the developmental process of patients' engagement, by suggesting concrete tools for assessing the levels of patients' engagement and strategies to sustain it. Crucial resources to implement these strategies are also the new technologies that should be (1) implemented according to precise guidelines and (2) designed according to a user-centered design process. Furthermore, the book describes possible fields of patients' engagement application by describing the best practices and experiences matured in different fields

*Proteo* (2004) - 2004

#### *From Novice to Expert* - Patricia Benner 2001

This coherent presentation of clinical judgement, caring practices and collaborative practice provides ideas and images that readers can draw upon in their interactions with others and in their interpretation of what nurses do. It includes many clear, colorful examples and describes the five stages of skill acquisition, the nature of clinical judgement and experiential learning and the seven major domains of nursing practice. The narrative method captures content and contextual issues that are often missed by formal models of nursing knowledge. The book uncovers the knowledge embedded in clinical nursing practice and provides the Dreyfus model of skill acquisition applied to nursing, an interpretive approach to identifying and describing clinical knowledge, nursing functions, effective management, research and clinical practice, career development and education, plus practical applications. For nurses and

healthcare professionals.

Social media e comunicazione della salute.

Profili istituzionali e pratiche digitali -

Alessandro Lovari 2020-05-15

Cerchiamo diagnosi e cure su «Dr. Google».

Leggiamo blog alla ricerca di recensioni su specialisti e ospedali. Interagiamo con il medico su WhatsApp. Contattiamo le Asl su Facebook e Twitter. Sempre più, oggi, Internet e i social media sono ambienti comunicativi in cui ricercare informazioni sulla salute, ma anche piattaforme per mettersi in relazione e comunicare con medici, cittadini e strutture sanitarie. In questi anni la comunicazione della salute si è profondamente modificata, grazie a innovative pratiche digitali, in uno scenario caratterizzato da profondi cambiamenti nel sistema dei media e nella comunicazione pubblica e istituzionale. Il volume prende spunto

da questi fattori per analizzare come i social media trasformano i processi e le pratiche comunicative tra istituzioni pubbliche della salute, medici e cittadini/pazienti. Attraverso la lente della comunicazione pubblica, si ripercorrono usi, pratiche, opportunità e criticità legati all'adozione dei social media per la comunicazione della salute. Un percorso di ricerca che si snoda tra la gestione strategica di profili istituzionali social e le pratiche digitali di cittadini connessi, che danno visibilità a temi di salute sempre più controversi e richiedono una voce pubblica credibile, presente e autorevole. Una ricerca tra consapevolezza e competenze, tra retoriche dell'innovazione tecnologica e sperimentazioni 2.0, tra teorie e studi empirici a livello internazionale e nazionale. Una nuova sfida per la sanità, i comunicatori pubblici e i cittadini. Un affascinante ambito di indagine per chi studia e fa ricerca in comunicazione.