

PEOPLE

e-Health

At Telefónica, we place our technology at the service of improved healthcare for all

In 2013, Telefónica presented its new platform which allows chronic patients to be monitored

Europe

Parkinson's disease, a neurodegenerative condition that affects a patient's motor skills, has been the focus of two projects that Telefónica R&D has participated in. HELP and REMPARK were developed as part of a European funding framework. These are research projects involving the remote monitoring of motor symptoms and remote, real-time management of the treatment for this illness.

In 2013, Telefónica R&D also participated in another European research project, *Mobilesage*, which created the first help-on-demand mobile service, specifically designed for elderly people and using Near Field Communication (NFC) and Quick Response (QR) code technologies to simplify interaction with their surroundings and get immediate help.

That year also saw the presentation, at the e-Health workshop held in Cantabria, of the Company's new service to track and monitor chronically ill patients. This platform, which was one of the most significant services in the most recent Mobile World Congress in Barcelona, is garnering increasing interest from health professionals, who see in it the potential to provide patients with an independent, autonomous life in their own homes. The system was developed to provide complete, ongoing

healthcare outside the hospital environment. Chronic illnesses currently represent around 80% of health costs. In this respect, Telefónica has identified e-Health services as being one of its priority areas for research into the development of innovative applications that contribute to increasing the quality of life of people and improving the productivity of the system.

Latin America

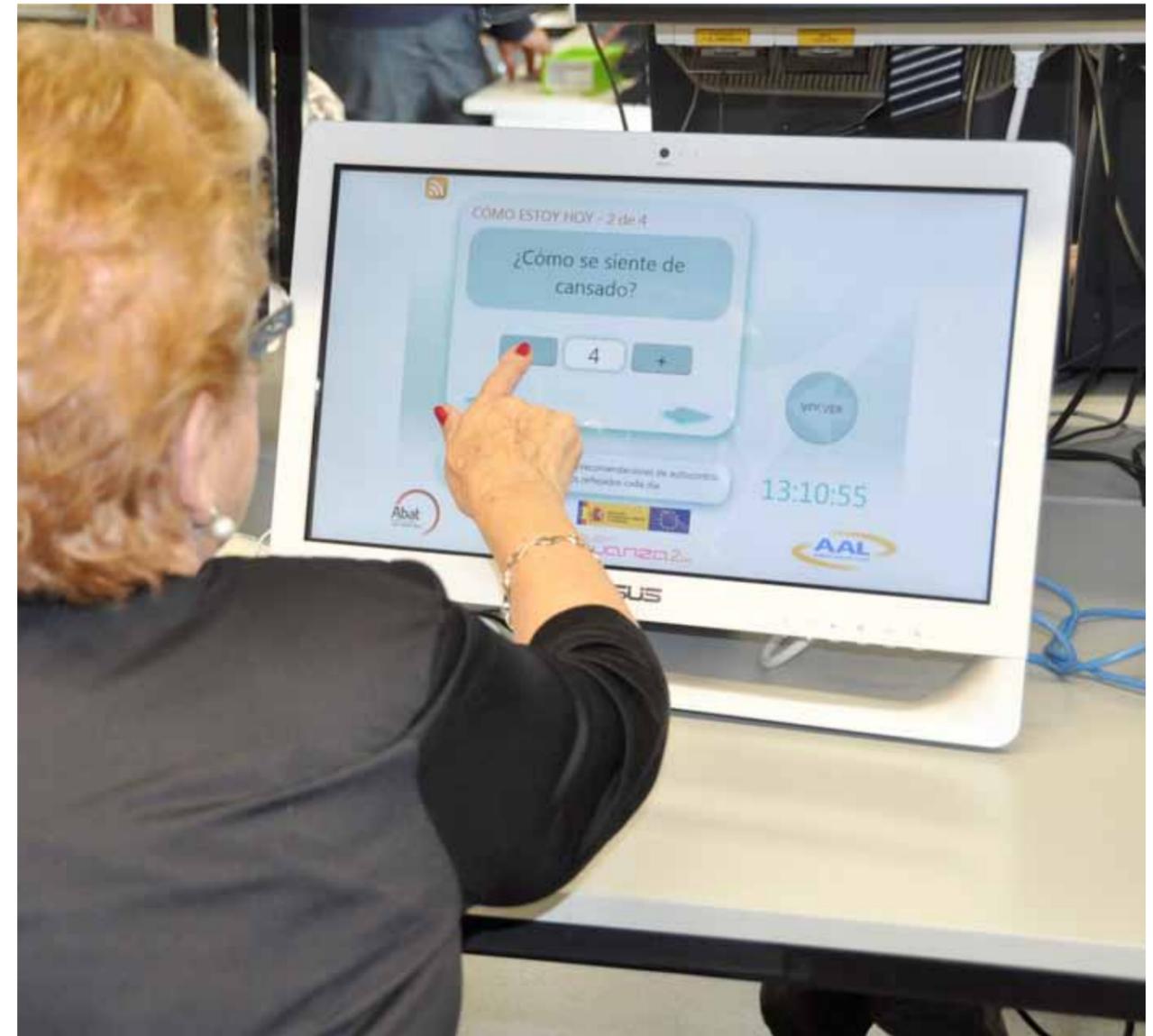
Telefónica's e-Health features were reinforced in 2013 with new acquisitions, including Axismed, which occurred at the beginning of last year. Axismed is the largest Brazilian company managing healthcare for chronic patients, to offer comprehensive e-Health services to healthcare services and large companies, as well as to the 90 million Vivo customers in Brazil.

The arrival of Axismed at Telefónica allows us to extend our care model, thanks to the remote multichannel patient management platform developed by Telefónica and to the great reach of the company's commercial network. The combination of Axismed's knowledge of managing chronic conditions together with the experience in technology and communications-based services of the Telefónica Group will make it possible to develop innovative services for healthcare operators and the corporate market.

Best practice

In 2013, the Vivo Mais Saudável online platform was launched. In addition to being a place where users have the opportunity to contract Vivo's mobile health services, the platform offers varied healthcare services, many of them free,

advice from professionals renowned in their speciality, the possibility of programming medical appointments online and the purchasing of pharmaceutical products due to the association with Netfarma. [More info.](#)



Help, an innovative project for treating Parkinson's Disease patients remotely and in real-time.



[More info](#) on the Telefónica 'e-Health' website.