

## **Digital Therapeutics Across Communities – Rotary for Digital Health**

A national initiative supporting the introduction of Digital Therapeutics into the Italian National Health Service through community engagement, awareness, and evidence-based local insights.

### **Project vision**

#### **Bridging Innovation and Communities**

Digital Therapeutics represent an established frontier in modern healthcare: clinically validated software solutions designed to complement or enhance traditional models of care. In Italy, the regulatory framework is still evolving, yet the effectiveness of future policies will largely depend on the ability of local communities to embrace these innovations in an informed and responsible way.

This initiative is grounded in the belief that technological innovation becomes truly valuable only when it is understood, accepted, and integrated within communities — even before it is formally regulated at the national level.

### **The Unique Role of Rotary**

#### **A Widespread Community Network**

Rotary's extensive presence across the country enables outreach even to smaller and more remote communities.

#### **Neutrality and Trust**

Rotary's impartial position fosters authentic dialogue without promoting commercial or partisan interests.

#### **A Tradition of Service**

Rotary has a longstanding commitment to community wellbeing and the public good.

Within this context, Rotary can play a distinctive role by leveraging its network to facilitate dialogue among citizens, healthcare professionals, institutions, and the education sector.

## **OBJECTIVES**

### **What This Project Is — and What It Is Not**

#### **What It Is Not**

- A clinical trial
- A technology promotion campaign
- An evaluation of specific products or companies
- Advocacy for particular interests or positions

#### **What It Is**

- A structured process of community listening and engagement
- An initiative focused on awareness and health literacy
- A collection of real-world evidence on local needs and perceptions
- A credible contribution to national decision-making processes

The project gathers real needs, perceptions, barriers, and opportunities related to the adoption of Digital Therapeutics, transforming local insights into evidence that can support national healthcare strategies.

### **Methodology: Scientific Rigor with Accessibility**

The entire initiative is based on a rigorous yet accessible methodological framework inspired by approaches commonly used in public health and healthcare policy evaluation.

#### **01 – Quantitative Tools**

Structured questionnaires designed to collect comparable data across different territories and communities.

#### **02 – Qualitative Tools**

Interviews and collaborative discussion sessions aimed at understanding local contexts and perspectives.

#### **03 – Structured Community Engagement**

Involvement of local stakeholders through shared and coordinated methods.

#### **04 – National Synthesis**

Aggregation of local contributions into credible and comparable national-level evidence.

### **RE-AIM FRAMEWORK**

#### **A Compass for Measuring Real-World Impact**

To ensure clarity and consistency, the project adopts the internationally recognized RE-AIM framework, which examines how an innovation is understood, adopted, implemented, and sustained over time.

This means evaluating not only whether Digital Therapeutics are effective in theory, but also whether – and how – they can work in the everyday lives of real communities.

#### **Reach**

Who is effectively being reached? Which communities and territories come into contact with Digital Therapeutics?

#### **Effectiveness**

What value is generated? Does awareness, trust, and understanding improve?

#### **Adoption**

Who is willing to adopt innovation, and under what practical conditions?

#### **Implementation**

How can Digital Therapeutics be integrated into real-world settings and daily practices?

#### **Maintenance**

What remains over time? Are the outcomes sustainable beyond the initial phase?

### **The Practical Role of Rotary Clubs**

Every Rotary Club is invited to contribute in a way that reflects Rotary's identity and mission: acting as a facilitator of dialogue and community engagement.

**Rotary Clubs Are Not Expected To:**

- Become technology experts
- Provide clinical evaluations
- Promote specific solutions
- Support partisan positions

**Act as Local Listening Points**

Identify authentic local needs, expectations, and concerns.

**Facilitate Dialogue**

Create opportunities for discussion among citizens, healthcare professionals, educators, and institutions.

**Collect Evidence**

Use the shared tools and methodologies provided by the national project.

**Contribute Structured Feedback**

Share local findings through coordinated and standardized reporting methods.

**OPERATIONAL ACTIVITIES****What Rotary Clubs Are Asked to Do****Engage Local Stakeholders**

Identify and involve healthcare professionals, public administrators, educators, and interested citizens.

**Use the Shared Tools**

Apply the questionnaires and common formats without modification, ensuring consistency and comparability of data.

**Organize Community Listening Sessions**

Facilitate at least one local awareness or structured discussion event.

**Submit Local Reports**

Provide territorial reports according to the formats defined by the national coordination team.

**Ongoing Support**

The entire process is supported by Department Representatives and the national coordination team. No Club is left alone, and no additional activities beyond the project framework are required.

**From Local Listening to National Impact****Local Contributions**

Collected by Rotary Clubs through shared methodologies.

**Territorial Reports**

Organized syntheses developed by geographic area.

**National Synthesis**

Aggregation of comparable evidence from across the country.

**White Paper**

A strategic document addressed to institutions and stakeholders involved in the regulatory and policy pathway for Digital Therapeutics.

The contributions gathered through this initiative will converge into a national White Paper intended for institutions and key stakeholders involved in the development of Digital Therapeutics policies and regulations.

In this way, the commitment of each Rotary Club becomes a visible and concrete contribution that extends beyond the local territory, reinforcing Rotary's role as a credible and responsible partner in public health innovation.

### **A High-Impact Opportunity**

This initiative offers Rotary Clubs the opportunity to participate in a high-profile national project while remaining fully aligned with Rotary values.

Through listening, methodology, and responsibility, every Club can help create the conditions for healthcare innovation to genuinely serve people and communities.

### **Faithful to Rotary Values**

Service, ethics, and commitment to communities.

### **Tangible Impact**

A visible and measurable contribution at the national level.

### **Institutional Credibility**

A respected and authoritative partner within decision-making processes.

“Healthcare innovation must serve people first. Through its presence within communities, Rotary can make a real difference by transforming technology into meaningful opportunities for everyone.”