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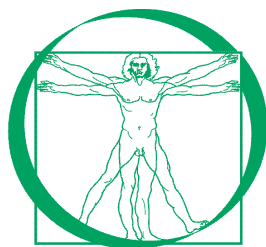
RIVISTA DELLA FEDERAZIONE MEDICO SPORTIVA ITALIANA

OFFICIAL JOURNAL OF THE EUROPEAN FEDERATION
OF SPORTS MEDICINE ASSOCIATIONS

VOLUME 72 - SUPPL. 1 AL N. 3 - SEPTEMBER 2019

11TH EUROPEAN CONGRESS OF SPORTS MEDICINE

Portorose, 3-5 October 2019



FIMS

EDIZIONI MINERVA MEDICA

Strategic communication channels regarding the elderly for the purposes of the health service

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BACKGROUND: Today's civilization is already in the digital age and its development is to be expected in unprecedented proportions. Smartphone communication is already in the 5G generation (2G was GSM); Android and iOS systems are usable on portable consoles or at fixed points for public use (airports, tourist centers, hospitals). All the major problems regarding modern technologies usage are found among the older and middle-aged generation, who have not yet realized that modern communication is vital and an integral part of contemporary literacy. Today's pace of life is much more dynamic than at time of analogue technologies, *i.e.* the fourth industrial revolution requires a man in perfect physical and mental fitness. In the pilot study, we tested and interviewed 15 people of 55 years and older regarding communication channels. All participants of the study had a preliminary interview and obtained all the information necessary for the implementation of the program: knowledge of modern communication channels, readiness to use them and desired contents. Throughout the communication process online feedback was obtained.

METHODS: Participation observation was used as Method 1 and questionnaire at the end of the study as Method 2.

RESULTS: Results show that an appropriate digital platform that is user-friendly for the elderly is urgently needed. For this reason, a larger study or research should be carried out.

CONCLUSIONS: The pilot study succeeded and provided not only information on the need for elderly care but also on the need for appropriate communication or the development of a suitable platform where the elderly could find all the information and contacts they may need in the area of well-being, from health contacts and advices, to leisure activities and tourism.