



The Healthcare Partner

PRESS RELEASE

NEW METRICS TO MEASURE THE SOCIAL IMPACT OF HEALTH TECHNOLOGIES RESULTS OF THE GPI-FUNDED PHD PROJECT

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A set of 21 customised metrics measuring the social impact of health technologies developed by Gpi. This is one of the outcomes of the PhD project that the Group has financed and contributed over the past three years, also thanks to the opportunities offered by the University of Trento. Gpi now has the possibility to more accurately assess the impact it has on its health system stakeholders through customised, scientifically calculated metrics.

And it is a project that does not end here: as researcher Akylai Anarbaeva, who conducted her doctoral research under the supervision of Professor Caterina Pesci., will continue to work with the Gpi Group to integrate these indicators into business processes and make the social impact indicators that have emerged operational.

Yesterday, Akylai Anarbaeva defended her thesis and was proclaimed PhD in the Lecture Hall of the Department of Economics and Management at the University of Trento.

The research project

In the face of increasingly high-impact climate events and recent regulatory changes within the European Union (e.g. the European Green Deal¹ and the Corporate Sustainability Reporting Directive²), standards and reporting in terms of sustainability are ever more relevant and integrated into corporate processes and strategies. In 2020, Gpi, ahead of its time, realised that in order to generate real impacts, it was necessary to have a shared framework for analysing sustainability performance that could go beyond the indications provided by the legislator.

Given these major challenges, the Group has funded a PhD in “Sustainability: Economics, Environment, Management and Society (SUSTEEMS³)”, run at the University of Trento. Between 2020 and 2023, the selected researcher, Akylai Anarbaeva, led this research project using Gpi as a case study to identify social impact indicators useful for a company developing healthcare technology. A partnership that in the space of three years has brought new knowledge and added value to both the company and the scientific community.

¹ https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32022L2464>

³ <https://www.economia.unitn.it/en/dottorato/susteems>

It is an innovative project, not only in terms of the topics addressed, but also in the way it was conceived. This project in fact stands out for the direct involvement and active interaction between the researcher and the company, an uncommon factor in this field of research often characterised by theory-oriented studies. Consider that in 2022 in Italy only 9.7% of PhD scholars saw an active collaboration between company and researcher⁴. Against this background, for both Gpi and the University of Trento, this initiative is a source of pride and aspires to be a source of inspiration for other similar initiatives.

The results

The main aim of the research was to develop a codified method to be able to identify new customised indicators to measure the impact of Gpi on end-users (healthcare professionals, patients, citizens). Various research techniques were used to do this, including interviews with the company's business managers, employee questionnaires, and in-depth analysis of procedures. The research revealed the following:

Firstly, the study clearly shows that the steps leading to corporate sustainability are likely to take a more circuitous route if there is insufficient knowledge of ESG issues within the organisation. The study therefore shows that Gpi, and companies in general, will only be able to facilitate the adoption of these processes when the organisational culture and internal dynamics are aligned with the views of actors outside the company (e.g. laws, standards, investors, etc.). "Greenwashing" and unethical behaviour occurs not only when companies consciously act in this way or resources are insufficient, but also when there is no shared interpretation of the concept of sustainability within organisations. It is an important result, as the scientific literature generally only considers the first two eventualities.

Secondly, although there are several methods to measure the social impact of companies operating in the health sector, this research reveals their limited applicability to technology companies such as Gpi. Indeed, most existing calculation methods are found to be theoretical, impractical and inadequate to meet the needs of end users. The methodological approach proposed by the research project aimed to resolve these limitations. The main result was to identify 21 specific indicators based on the peculiarities of Gpi, useful to measure its real impact on end-users. These indicators include, for example: the satisfaction of patients and their relatives treated with Virtual Care solutions; savings on travel costs for patients and relatives thanks to telemedicine; adherence to IT security standards; the ratio of users followed with Virtual Care solutions to the total number of patients suffering from the same disease in the area of interest.

Matteo Santoro, General Manager of Gpi, emphasised: "For Gpi, investing in innovation, even more so when it comes to social impact, means taking a scientific approach to understanding how the company can be truly sustainable beyond the usual slogans. Sustainability and social impact are already guiding principles and an integral part of the Group's strategic assessments and investments, this is a fundamental step to give structure and method to this vision".

Roberta Raffaelli, Coordinator of the PhD course Sustainability: Economics, Environment, Management and Society at the University of Trento, said: "Susteems was created in 2020 as an interdisciplinary doctorate with a very clear objective: to train young people to become active players in the pursuit of a more sustainable development of businesses, organisations and territories through academic research and engagement in businesses and organisations. This is why we sought the involvement and support of companies from the very beginning, Gpi was the first to believe in this project of high human capital training to support a more sustainable economic development."

⁴ Source: Anvur, Report on the State of the University and Research System 2023.

GPI GROUP

Gpi's mission is to make the healthcare systems sustainable through their digitisation, so that everyone can receive high-quality care.

Sustainability and social impact are the guiding principles and play a crucial role in the strategic and investment assessments of the Group, aware that the solutions and services provided to the community have an impact on the quality of life of individuals.

For 35 years, driven by a patient-centric vision, Gpi has been working to support healthcare systems by providing the skills and innovative tools necessary to improve prevention and treatment processes. This is achieved through the strategic use of advanced software, technologies, and cutting-edge services.

The Group's strategy is designed to meet the evolving requirements of the constantly changing healthcare sector and to facilitate entry into international markets.

The unwavering commitment of its 7,600 employees and a customer base of more than 9,000 across 70 countries, yielded €433 million in revenue, an EBITDA of €80 million in 2022.

Gpi S.p.A. is listed on the Euronext Tech Leaders segment of Borsa Italiana, the Italian stock exchange.

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This press release is also available at www.gpigroup.com and www.1info.it

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