Our transformation is going on.
We have strengthened our social presence and our commitment to mental health during this complex period. We also have shared our new scientific publications, our special initiatives, our partnerships and the commitment of our people, with the enthusiasm and passion that have always distinguished us and that allow us to grow and improve constantly.

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THE COVER
A butterfly lands on a hand. It represents metamorphosis, a natural passage to new life. Like digital transformation. The pandemic has accelerated it, but it is necessary for all of us. And for our minds.

FOCUS ON GO DIGITAL

A new digital normality

Reactivity, organization and teamwork: I’ll tell you about Casella’s challenge

20 years of Energy Management at Angelini Pharma
The digital revolution bets on energy
Covid-19 and Mental Health: a pandemic within the pandemic

A PUBLIC HEALTH EMERGENCY, A SILENT EPIDEMIC: COVID-19 HAS A PROFOUND IMPACT ON PEOPLE’S MENTAL HEALTH, AN EMERGENCY WHERE ANGELINI PHARMA IS ON THE FRONT LINE EVERY DAY.

According to this study, 58% of the citizens interviewed acknowledged that they had potentially psychological symptoms lasting longer than a 15 days during the lockdown, with peaks of 83% in Italy and Great Britain and 69% in Spain, countries where the impact of Covid-19 was strongest.

Faced with an epidemic like this, there is no other way but that of being reactive, and like Angelini Pharma we are committed every day to trying to respond to these needs. It is a daily commitment that our company has been carrying on for decades and which was even more widespread in the year of Covid. We have launched many projects this year to help people in this complex period: from La Grande Incertezza - The Great Uncertainty, the podcast cycle on the impact of Covid on the mind, to A Pilato, the talks we had about the effects of the pandemic on the psyche. During the Mental Health Week this commitment translated into Headway 2021 - Gou abitiamo nel merito (What’s on our minds), a cycle of events to take stock of the situation, to look for possible solutions, and overcome the stigma that people with mental health problems often suffer from.

The pandemic has changed our lives. Our commitment is to alleviate the consequences of this impact on mental health. Only science and solidarity can give tangible answers today.

But does Angelini Pharma prioritize mental health when there are so many competing priorities?

It is part of our heritage, stretching back for some 50 years. We are prioritizing it now for the same reasons society should. The priorities we set in Angelini Pharma are to protect our patients and our colleagues, to support health systems and to predict, diagnose, manage and find solutions that reduce the impact of mental health issues.

We support Headway, a multi-disciplinary initiative on mental health in the EU, that started in 2017. It aims at sharing knowledge and know-how to prevent, diagnose, manage and find solutions of mental health issues.

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Early diagnosis and intervention are crucial to reducing the severity of mental illness. We are determined to help put mental health high on Europe’s public health agenda. The quality of services across Europe varies considerably and there is a need to drive improvements for patients and their families. Removing stigma associated with mental health is a key part of the solution in moving from expert care to community care and mental health care.

What has been the impact of COVID-19 on children’s mental health?

It is essential. Headway has three pilot projects set for Italy, Spain and Poland, which will cascade out to other countries. For example, Polish experts can on a community-based mental health services tour to Milan and Madrid, with the aim of finding models for a transition from an institutionalized to a community-based care system in Poland.

Tackling mental health must be top priority

There are exciting times. We continue in terms of research and development in mental health to help people transform their lives. We’re looking forward to the launch of a new medicine to help those with schizophrenia, and to reinforcing our leadership in tackling depression. We also want to support the role of nutrition in aiding the brain function. On all those things, we are working closely with professionals and with groups of people affected, to make all of this easier and more comfortable talking about mental health. If we are affected by mental illness, we must be able to ask for help and to overcome difficult moments in our lives or to manage lifelong conditions.
Covid-19 and mental health: the results of our multi-country survey

The 6,000 interviews conducted by Elma Research for Angelini Pharma in 6 European countries have revealed the strong impact of the lockdown on the psyche. And it was greater in Spain, Great Britain, and Italy, where the incidence of Covid 19 was highest.

On this occasion of World Mental Health Day, our Global Medical Department has carried out and promoted a multi-country survey on the mental health of the European population. The survey, conducted by Elma Research, involved six countries (Italy, UK, Spain, Poland, Germany and France) with a sample of 1,000 people per country (in collaboration with Medica).

According to the data during the lockdown 58% of citizens had symptoms of psychological disorders lasting more than 15 days, with peaks of 63% in Italy, 63% in Great Britain and 69% in Spain – the Countries where the impact of COVID-19 was strongest – with a proportion lower than 50% in Germany (47%).

Several symptoms were mentioned: insomnia, tremulous sleep or waking up at night (European average 18%), lack of energy or weakness (European average 16%), sadness or desire to cry (European average 15%), excessive worries and fears, lack of interest or pleasure in doing things (European average 14%), panic and anxiety attacks (European average 11%).

The majority of European citizens report having had at least two of these symptoms (81%). 66% claim to have had these symptoms for the first time, while 39% claim to have had a worsening of pre-existing symptoms.

How did people cope with this parallel epidemic of psychological disorders? For the majority, by sharing their concerns with their partner, family members and closest friends (European average 54%), while only a minority rotated to the help of a professional figure: general practitioner (European average 18%), psychologist (European average 11%), psychiatrist (European average 4%). “The limited recourse to professionals may also depend on the restrictive measures in place at the time of the lockdown. An unexpected outcome of the survey concerns the behavior of people with respect to information. Despite psychological disorders being widespread, only 1 in 4 people sought information on the issue of COVID-19 related mental health (European average 20%), with the exception of Italy (35%) and Spain (38%), where the percentages are higher. People searched for information above all on the internet (European average 45% of those who searched in the search for information), followed by television (European average 18%) and general practitioner (European average 18%). It is worth noting that these numbers refer to an emergency situation in which access to the general practitioner and other care professionals was severely limited.

Finally, people’s perceptions of mental disorders: compared with other conditions, the interviews show that cancer is the most feared disease by the majority of people (European average 46%). But with regard to impact, tumors are perceived as slightly more serious than psychological disorders (European average 46% vs 37%). The most feared impact is on the quality of life (European average 74%).

Perhaps also as a consequence of the pandemic, people have developed a high awareness of the risk of mental disorders: 78% admit that everyone, including themselves, could have this type of disorder. The impact most feared by most of the interviewees is on the quality of life (European average 74%), in particular that of couples (European average 71%). Consequently, there is a strong demand for the state to do more in support of citizens (European average 76%). And over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a cause of shame and embarrassment is more varied across Europe: at the European level the majority still agrees (European average 70%), and over half of the interviewees recognize (European average 64%) that mental disorders are a source of discrimination and marginalization. The consensus on the assertion that mental disorders are a source of discrimination and marginalization.
Bringing mental health back to government agendas

“HEADWAY 2023 IS A MULTIDISCIPLINARY PLATFORM TO IDENTIFY KEY NUMBERS AND CRITICAL ISSUES ON MENTAL HEALTH AND SHARE BEST PRACTICES IN PATIENT MANAGEMENT AT EUROPEAN LEVEL”, STATES DANIELA BIANCO, PARTNER OF THE EUROPEAN HOUSE - AMBROSITI

The idea was to involve not only psychiatrists and patient associations, but also health economists and institutions in tables for discussion and dialogue, with the aim of bringing mental health back to the center of government agendas, which for some years has now seen the attention it needs. At a European level, 84 million people are affected by mental disorders, about one in six.

Is there still a stigma about it?

Stigma when it comes to mental illness is always a problem. This is why it is important to raise awareness on the issue. In Italy, for example, the new mental health plan does not yet exist. Also at the European level there is a need to have something similar to what the Parliament made a resolution in July.

And what will Headway 2023 be?

In continuity with the work done so far, it will proceed to dialogue with national and European institutions to bring people mental health to the top of the priority list of the public health agenda of the countries, also in light of the impact of the pandemic. What are the tips you got from this job?

There are various significant experiences, for example Trisone and Mosken are known for their territorial network, with facilities where recreational activities, dedicated weeks and work experience in agriculture can take place to facilitate the rehabilitation and reintegration of people.

What are the European best practices?

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Go Digital, our answer to an evolving ecosystem

The world is changing, as are companies. The pandemic has accelerated the digitization process: a challenge that we, as Angelini Pharma, have decided to rise to.

I t is now time to make a change, a great lyric says. Who drove an unexpected digital transformation for the last 9 months? We would reply an invisible virus that has been leading this change and forcing us to accelerate the adoption of digital behaviors across the world.

By Fabrizio Caranci

In a recent study from PWC, only 9% of people were shopping online exclusively online 1 year ago, while now 63% are buying more groceries online. This is only an example of how the pandemic has changed our habits, and this trend is consistent in many industries. Just think about how e-commerce has increased, especially during lockdown periods where physical access to stores was not allowed, or how delivery business has grown since the pandemic, with the rising of food delivery services from Uber Eats, Deliveroo and others.

Just to set expectations for the future, these changes will be the new normal. 86% of consumers are likely to continue to shop online even when social distancing measures are removed.

The interesting factor is that most of the online shopping is done using the mobile phone, maybe while doing something else like watching TV or doing laundry. The problem of opportunity of double or triple screen has been affecting consumer attention in the last years, limiting the opportunity to engage with them to few seconds, sometimes even less. It reminds of our daily behaviors related to fast food and soft drinks. Sea levels are getting saturated thus shift to relevance and personalization (right message) are critical to ensure delivery of messages when HCPs need them (right time) using the preferred medium (right channel).

Go Digital has identified four strategic priorities: Commercial growth through Digitalization, Improve efficiencies leveraging Digital, Explore Digital Therapy, Position Angelini Pharma as a Digital Company.

Commercial Growth through Digitalization is our first priority to boost Angelini Pharma business leveraging digital opportunities tightly embedded in our Go-To-Market models. Our portfolio for Thrombosis, Vaccines and Rare Diseases, our mental health online hub, are examples of digital levers as well as DSS - Digital Angelini Marketing Automation, the initiative to design and deliver automated and personalized campaigns.

Improve efficiencies leveraging Digital is to optimize the way we do our business by digitalizing processes or activities. We recently launched a new governance to show how digital teams embed in countries operations as well as a new redesigned intranet MyA.

Explore Digital Therapy wants to evaluate options that blend traditional pharmaceutical active principle and digital active principle in a therapy. Some pilots are happening to evaluate benefits for patients in the mental health area.

Position Angelini Pharma as a Digital Company has two folds to be pursued as innovators externally in the marketplace and improving internally our Digital Culture to shift “from doing digital to being digital”. Think about our recent progresses on Social Media to improve Angelini Pharma image or the D.S.A. Digital Now Angelini initiative for our Digital Culture.

Go Digital is a path, we have already begun this journey and achieved some key milestones. I encourage the entire organization to further embed digital in our everyday work and be Digital Every Day!

Let’s Go Digital!

Fabrizio Caranci Global Digital Medicines Head

Caring for Mental Health in a Digital World

Three days, two events, one goal: to search new digital solutions for mental health. This is the Psychiatry Innovation Summit follow-up event, a workshop for 38 psychiatrists under 40 with prestigious speakers, and a digital hackathon to find innovative solutions.

THE PERSONALITY

The hackathon was introduced by an inspirational speech by Don Norman. A world-renowned cognitive psychologist, Don Norman is considered one of the fathers of system design and is the director of the Design Lab at the University of California, where he is also professor emeritus of computer science and cognitive systems, as well as a professor of design and computer science and computer engineering. He is co-founder of the Nielsen Norman Group, a consulting firm committed to supporting companies in the creation of services and products designed from a human-centered perspective. He is a professor at Stanford University’s College of Design and Innovation, and a founder of the Nielsen Norman Group.

The hackathon participant joined in an inspiring talk from Donald Norman, director of the Design Lab at the University of California and a world leader in the application of human-centered design.

The events were organized by our CEO and benefited from the facilitations of Federico Ferrarini (offline instead of Wired World).

We would respond an invisible virus that has been leading this change and forcing us to accelerate the adoption of digital behaviors across the world.

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Federico Ferrarini (offline instead of Wired World).

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Let’s Go Digital!
People are both users and contributors of the initiative accessible through Microsoft Teams’ social collaboration platform, where use cases, best practices and success stories are shared. These interesting contents trigger a virtuous circle of continuous and interactive learning. Participation in the training activities, differentiated and personalized for each company function, will lead to an improvement compared to the starting point.

Reactivity, organization and teamwork: I’ll tell you about Casella’s challenge

Federico de Franceschi

Casella Plant Manager

We were surprised to see how much positive energy could be put into circulation! In 8 months our plant produced as much as in the entire previous year, achieving even better quality and safety results than in the same period. During the summer we carried out many modernization works on the production departments, warehouse and building structures. We immediately organized meetings with the staff, both in plenary and individual sessions, so that the role of Plant Manager could be supported by the experienced management in helping to develop the drive for innovation of the many young managers who had been included in recent years. We all asked ourselves the same question: the growth of Amuchina’s production volumes in previous years had required a considerable organizational effort and energy, how would the plant in Liguria bear the weight of volumes generated by the very strong demand for sanitizing products that we did not expect a few months ago? And in their minds they always aim to improve the organization and adapt the plant to the ever-changing regulations. It is a challenge we will continue to face together with dedication and passion.

When they consider themselves colleagues, “people”, the team goes straight towards success.
Our Stories

Angelman Syndrome is a rare genetic disease that affects one in every 12,000-20,000 people around the world. These stories are rare but exist and have a special value, like our colleague Paola and her daughter Irene. Paola has worked at Angelini Pharma for 25 years and has decided to share her story with us.

Irene is now 18 years old; she is among the least serious cases; she is self-sufficient and cheerful, but sometimes it becomes hard to manage. People with Angelman Syndrome need 24-hour care. For them, you become practical, concrete, you learn to think and act quickly and to give the right priority to important things. Irene loves water and gets anxious in crowded places. For them, you transform your social life and start going out when everyone else is at home.

Angelini Pharma is constantly striving to minimize the negative impact on the environment and the certifications obtained from all production facilities testify to the Company’s commitment in this regard.

Over the years, significant investments have been made in clean energy thanks to an Energy Management Team, set up voluntarily back in 2003, which is responsible for ensuring the constant improvement of energy consumption.

The Energy Management activity has developed over time through the contributions of a multi-functional Team whose constant work has allowed it to cut energy consumption and costs by about 30% (a saving of 1 million euros a year) despite a context of continually growing production volumes. Also in terms of environmental impact, all the activities carried out to date at the various production sites, along with the initiatives already planned, will lead, by 2022, to a reduction in CO2 emissions of about 1,000 tons a year, equivalent to the reduction of CO2 produced by a forest of 30,000 trees.

The Company has received important awards for the energy programs implemented and the resulting applications. These include the award from the Motor Challenge Program by the European Community, the appreciation of TÜV for the significant environmental benefits produced, and the achievement of the Best in Class level among Italian pharma companies for energy costs based on benchmarks developed by McKinsey, ManageArt and Tor Vergata University.

The investments made have involved all Company sectors with a high energy impact. Building on the excellent results achieved to date, the energy efficiency process will be further developed in the near future. In the further evolution of energy management an important role will certainly be played by digitization and the use of artificial intelligence to automate data analysis and optimize decisions by process managers.

The digital revolution bets on energy

Environmental regulations have increased significantly in recent years due to growing concerns about climate change. Improving energy efficiency has therefore become an important strategy to foster business improvement and the digital transformation has become a useful tool to implement energy management systems.

Within this scenario, a digitization project was launched that has inherited the previous “analogue” energy management into the world of data automation and AI.

In particular, the correlation between maintenance activities on air conditioners in production environments (replacement of air filters) and energy consumption has been documented: the operations carried out in June 2020, also in relation to countermeasures to combat possible contamination of the premises by the Covid-19 virus, had the effect of reducing energy consumption compared to the initial estimate.

Another area that has produced energy savings is water. It is well known that the Ancona plant is also supplied for industrial use, from the city’s drinking network for civil use. By maximizing heat recovery in the form of hot water from the minimal self-production plant, steam flows have been considerably reduced and with them the quantities of water sent to the boilers producing the steam. This has led to a 23% reduction in water consumption in the last two years and 14% in the last year alone with equivalent savings on bills. The water meters are read digitally via QR-Code and the data is automatically sent to the digital software that monitors consumption and notifies any anomalies almost in real time.

The digital world undoubtedly allows for activities that were unthinkable if not impossible until a few years ago. However, without the work of a team of professionals and experts who read and interpret the data, it would not be possible to achieve the savings and efficiency objectives that are so crucial for environmental protection and business goals.
Browse the magazine and relive our stories, but after reading don't forget to sanitize your hands!