

Milano Digital Week 2026

AI & Health.

Two perspectives, one ecosystem: healthcare and pharmacy

When:

October 2, 2026, from 10 a.m. to 1 p.m.

Where:

PwC Tower, Milan, Piazza Tre Torri 2

Abstract:

The evolution of artificial intelligence is redefining the world of healthcare, opening up new prospects both in the healthcare sector and in the context of service-oriented pharmacies. In this rapidly changing landscape, leading events such as the Cosmofarma Exhibition and Exposanità reaffirm the importance of "MiCuroDigitale"- a forum for discussion, professional development, and the exchange of expertise.

Artificial intelligence is now emerging as a strategic enabler for improving the efficiency of healthcare systems, optimizing decision-making processes, and strengthening the relationship with patients. From clinical data management to the personalization of treatment pathways, all the way to supporting pharmacists' daily activities, AI applications are helping to make the healthcare system more integrated, accessible, and focused on people's real needs.

Promoting a culture of artificial intelligence in healthcare means guiding professionals toward an informed transformation, in which technology and human expertise integrate to generate value, improve clinical outcomes, and build a new paradigm for patient relationships.

Panel:

- Opening remarks by **Francesca Ferilli**, CEO of BOS
- *AI Strategy* presented by **Andrea Fortuna**, Partner at PwC Italy, Health, Pharma & Life Sciences Leader

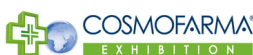
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From 10:00 to 11:15

Table 1

Healthcare in the Age of AI: Overview and Solutions

- Introduction by **Francesco Sicurello**, President of IITIM, followed by *AI and Information Systems in Hospitals: Clinical and Organizational Applications to Improve Patient Outcomes*, presented by **Paolo Colombo**, Director of Information Systems at ASST Brianza.
- *ICT and the Local Community: Experiences in Long-Term Care*, presented by **Marisa De Rosa**, digital health expert at ASSD

Next, here are the companies' solutions:

- **Giampaolo D'Agnese**, Head of Healthcare Business Unit Sovran AI
- **Daniele Rodolico**, Head of Medical Operations Italy Tandem Health
- **Ivan Porro**, CEO SurgiQ
- **Matteo Raimondi**, President of IppocraTech

From 11:15 to 11:45 Coffee break

From 11:45 to 13

Table 2

Healthcare in the age of AI: the pharmacy at the crossroads of technology and human connection

- Introduction by **Anna Rosa Racca**, President of Federfarma Lombardia

Next, a discussion between:

- **Gianluca Cammarata**, community pharmacist and president of Agifar Varese
- **Marco Grespigna**, Founder e Ceo Think Fwd Group
- **Mauro Lupi**, Head of Consulting at Search On Media Group and Adjunct Professor of the course "Artificial Intelligence: Business and Society" at IULM University in Milan
- **Mauro Bombini**, CEO New Line Digital Signage along with **Giuseppe Palumbo**, Sales Manager Deepcube
- **Davide Paolini**, Near Patient Care Business Solutions Roche Diagnostics

Moderator: Barbara Lattanzi, brand strategist Factanza Media

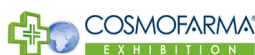
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