

Health is built on solid and safe information.

Introducing **24Ore Salute**,

24 ORE Group's new multimedia information system

dedicated to health, medicine, research, healthcare, and innovation, designed to meet the needs of institutions, industry professionals, and users.

Health Minister Schillaci: "I believe it is important to have a platform that responsibly informs citizens, particularly about prevention. I am confident that 24 ORE Group will contribute to a meaningful improvement in information in this area"

Launching on 11 February on the World Day of the Sick

24Ore Salute, the innovative **multimedia and cross-media platform of 24 ORE Group**, has been developed to provide a **new and clear reference point** on the topics of health, medicine, research, healthcare, and innovation. It combines in-depth coverage of these topics with the authoritativeness, reliability, and the educational outreach of the information provided by the Group's titles. At the heart of the project is the new **digital hub** at 24oresalute.com, which will now gather all the most relevant content in health and healthcare produced by **Il Sole 24 Ore, Radiocor, Radio 24, 24Ore Podcast, Lab24, and 24 ORE Eventi**. An **exclusive platform**, characterized by a **new visual brand** that is instantly recognizable, which includes the expansion of **information coverage** and the creation of **new theme-based initiatives**, amplifying the educational outreach to all target communities.

Multimedia, depth, and completeness of information are the strengths of 24Ore Salute, an initiative that reaffirms and enhances 24 ORE Group's strong commitment to providing comprehensive information. This spans from key scientific and technological news, to regulatory matters involving relevant institutions, to the activities of players in the business world, to useful service information for users, as well as highlighting leading figures in the field and covering the most important topics. A commitment that is reflected across all the titles: **Il Sole 24 Ore** on newsstands each week **with the vertical pages Salute24**, the **Radiocor** news agency providing in-depth coverage with **Sanità24**, the daily newsletter and specialized newscast, and **Radio 24** with its programmes, including the daily show, **Obiettivo Salute**. A comprehensive presence that also includes the production of original **podcasts**, dedicated **books**, and major events such as the **Healthcare Summit**. Each day a focus on the topics at the heart of the debate, along with key events and space for in-depth analysis: the spotlight on major **awareness campaigns**, with **vertical focus on diseases, clinical and scientific studies, prevention, and the most innovative therapies**, complementing the industry and institutional narrative.

The new **24oresalute.com** hub is, therefore, the destination site that gathers, organizes, and amplifies this editorial heritage, guaranteed by the editorial teams of 24 ORE Group. Its architecture is specifically designed to highlight these features, starting with the **modular home page** that allows users to quickly grasp the most relevant news. The site also offers generous space for the **video** component, the launch of the **most interactive formats**, and content previews from the various sections: Sanità24, Local Areas, Medicine, Innovation, Research Locations, Businesses and Startups.

Thanks to the extensive contributions from a diverse and multidisciplinary editorial team, 24Ore Salute will launch new audio and video productions, including the **weekly Salute24 video column**. Additionally, there will be an area dedicated to in-depth analysis of key data, with the goal of creating a true **Health Observatory curated by Lab24**, the area dedicated to visual and data journalism activities of Il Sole 24 Ore.

Additionally, 24Ore Salute was created with the aim of ensuring continuous evolution. Further initiatives and new services are already in the pipeline, such as the scientific rendition of the historic and distinctive brand "**L'Esperto Risponde**". This will involve engaging a **network of professionals to assist users** with dedicated mini-formats, including audio-video snippets and live video chats for discussions, all following the proven question-and-answer format. Also planned are specialized vertical in-depth events and the publication of a new catalogue of themed books.

To emphasize the importance of the project for the community, institutions, and industry, the establishment of a **multidisciplinary scientific committee is also being planned**. The **primary objective of this committee will be to contribute** to the creation of a **programmatic manifesto** aimed at guiding 24Ore Salute's efforts to promote and foster "informed health" through the responsible use of information by the media and stakeholders, for the dissemination of medical and scientific news.

24Ore Salute aims to reach **all citizens**, ensuring the right to health through reliable information. By focusing on dissemination, it seeks to create "**evolved patients**" who are attentive to prevention and treatment, and increasingly able to understand complex issues. This will be achieved within a trusted and reliable space, countering the spread of fake news. The project also aims to engage **stakeholders and the business community**, including companies and institutions, third-sector associations and foundations, professionals, and hospital and medical-scientific research institutions. It seeks to provide an authoritative platform **where they can contribute to fueling the debate on the evolution and growth of the national public and private healthcare system, as well as scientific research**.

The platform will launch on **11 February**, the **International Day of the Sick**, and features an **exclusive interview with Health Minister Orazio Schillaci**, who commented on the initiative as follows: "*I believe it is important to have a platform that responsibly informs citizens, especially one that focuses on the most important issue for healthcare today: prevention. We need to raise citizens' awareness of how public health can be preserved through their active contribution. I am pleased that a Group like Il Sole 24 Ore is committed to this field, and I am confident that it will contribute to a significant improvement in information in this area*".

"*24Ore Salute is the all-in-one platform for everything related to the world of health - says **Fabio Tamburini, Editor-in-Chief of Il Sole 24 Ore, and director of Radio 24 and the Radiocor news agency** -. In a world increasingly dominated by misinformation and fake news, which is even more dangerous in this field, only a multimedia group like ours can offer a diverse range of content capable of*

addressing a crucial need within the community: access to accurate, rigorous, and trustworthy information when it comes to health, all aspects that are part of our DNA”.

*“This new platform is created with a depth, completeness, and quality and variety of content that stands out in the Italian information landscape: all the offerings in the Health and Healthcare sphere of 24 ORE Group's media are now presented in a cohesive manner, forming a major reference hub to meet the needs of users, who are increasingly disoriented, and a constantly evolving sector that must communicate within a context of exclusive and high-value information”, stresses **Federico Silvestri, General Manager Media & Business of 24 ORE Group**. He adds: “We strongly believe in the value and impact this project will have in the relevant ecosystem, and for this reason, we are already planning numerous developments and initiatives in collaboration with the most important entities in the sector”.*