

Joanna Breitstein ([00:00](#)):

Hello everyone. I'm Joanna Breitstein and I work in global communications. I'm here today with Nicoletta Luppi who is the general manager of Italy. Italy has been one of the countries hit hardest by COVID-19. And like many managing directors, Nicoletta is working to move the company forward despite the many challenges she faces. Thank you for joining us, Nicoletta.

Nicoletta Luppi ([00:23](#)):

Thank you.

Joanna Breitstein ([00:24](#)):

Nicoletta, what has been your experience of the pandemic in Italy?

Nicoletta Luppi ([00:27](#)):

Whenever you think about Italy, you think you know about opera, you think about great monuments like Colosseo busy with a lot of traffic, places where to go on the mountains, fantastic places to go. So by the seaside and so on. But all of a sudden what you could see and really in a few days you could observe really empty towns, empty cities, the Pope in front of a completely empty Saint Peter's. Our physicians and nurses completely devastated, even physically exhausted in trying to find solutions to help patients not to die. It seemed that nothing was really working. And we've been having, you know, many dead patients that, could not even have a funeral and that were sent to other cemeteries because there is no place anymore in the cemeteries. Uh, are speaking about, you know, huge numbers, huge numbers.

Joanna Breitstein ([01:35](#)):

The Italian office has made an important contribution. Can you describe that donation?

Nicoletta Luppi ([01:46](#)):

You have to think about the opportunity of personalized patient relationship management service and that is why we talk about Dr. Plus and Vree Health. Because Dr. Plus is a modular solution that is combined with what is really a sum of valuable services to better respond to customer-specific needs at home, the physician can stay at home and the patient can stay at home. So, last March the 27th we announced our willingness to donate kits allowing patients to these monitoring programs and, this kit will be directly purchased from Vree Health. There will be no markup profits for Vree Health. We donate them to the grantees.

Joanna Breitstein ([02:27](#)):

What do you think the impact of this donation will be?

Nicoletta Luppi ([02:30](#)):

We needed to find ways, you know, to be part of the solution in the houses of those people that were affected by COVID-19, but also the problem is that people are dying also by other causes, not only COVID-19 because if they cannot go out and receive the right treatment, how can they survive? Let's think about for a moment, you know, about a college patient. How can they survive, you know, without going to a hospital receiving their treatment? It's impossible. So, I think that the only way was telemedicine. It's a hope for the future generations for the future of public health.

Joanna Breitstein ([03:14](#)):

Many of us have seen on social media that Italy's headquarters are covered in lights, which are the colors of the Italian flag. What is the significance of this?

Nicoletta Luppi ([03:24](#)):

You know, sending that picture, it's our house, second house in a way. And having that picture fully lighted and with the three colors as a message to say, yes, we are here. We won't rest. We won't rest until we have been part of the solution because we want to end COVID. I think it has really come out good things naturally.

Joanna Breitstein ([03:50](#)):

Is there anything else you would like to say?

Nicoletta Luppi ([03:52](#)):

We know the virus has no borders, but also solidarity has no borders and the way we are fruitfully collaborating with every single department, you know, supply, compliance, legal, medical, and not, I mean, not only in the affiliate, but you know, everywhere in the organization in order to be part of the solution. I think it's really amazing and I think we should be proud.

Joanna Breitstein ([04:21](#)):

Oh, that's really beautiful. Well, on behalf of the company, our industry and patients everywhere. Thank you for your work.

Nicoletta Luppi ([04:31](#)):

Thank you so much, Joanna.