

Piano di Formazione Nazionale - PFN 2025

Modulo 7

Formazione Comunicazione in Salute

UF 2

Comunicazione digitale e Intelligenza Artificiale per promuovere salute: strategie, strumenti, etica

RIMINI

19-20 NOVEMBRE 2025

KPI

Strumenti e dashboard per la
valutazione delle attività digitali

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I T A · C A · L A B



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Itaca Lab

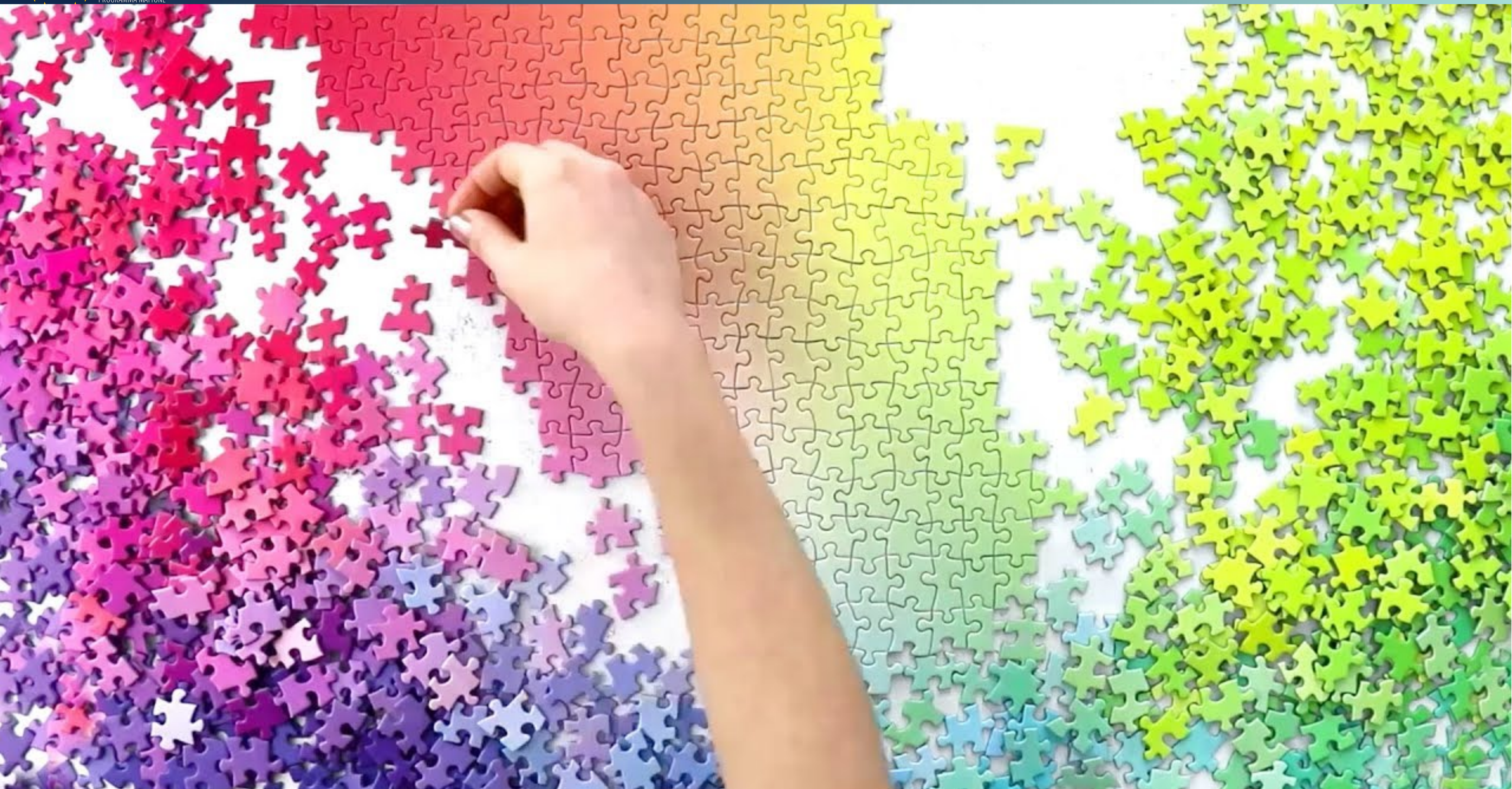
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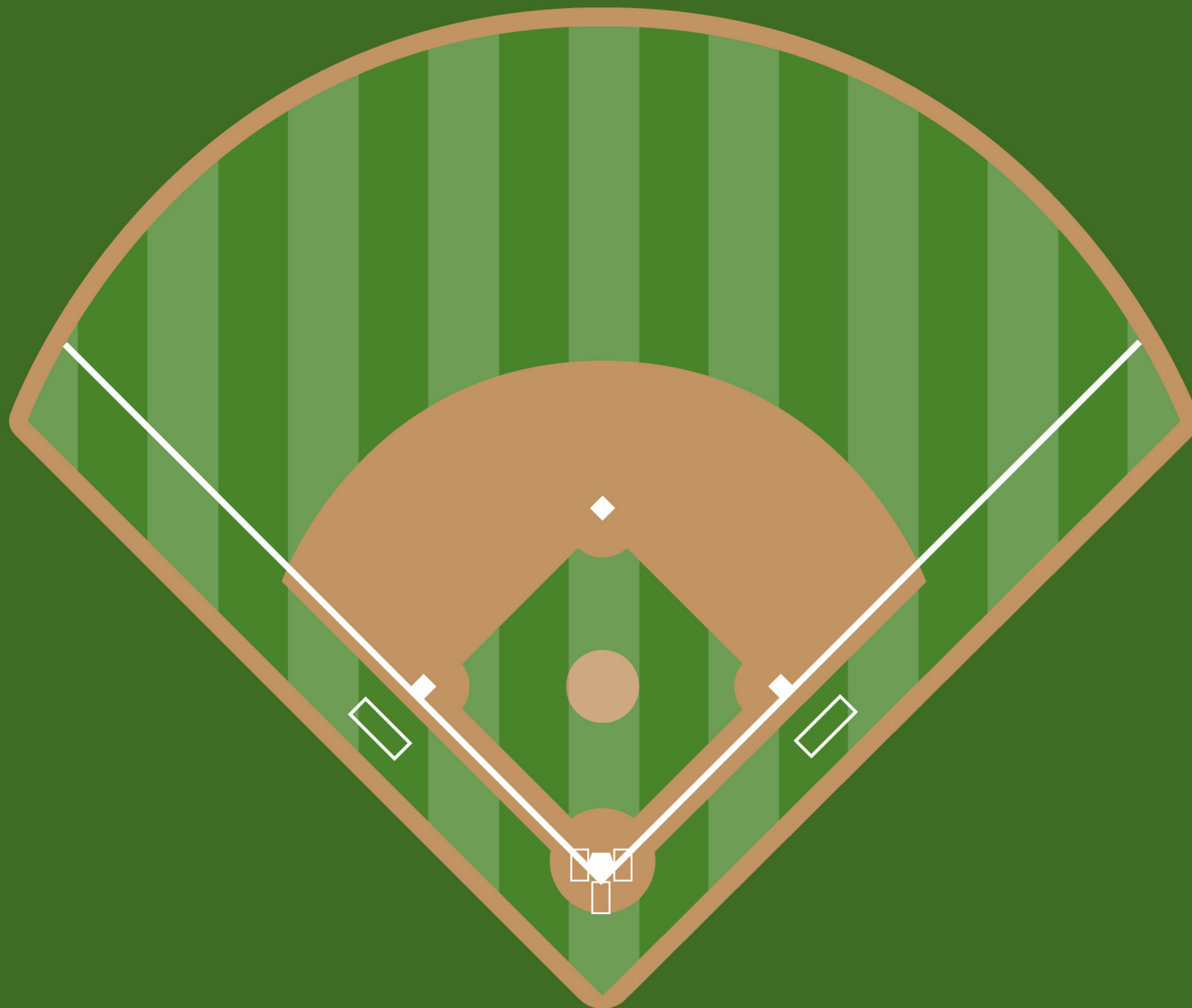
Baseball



BASEBALL
CURRENT SITUATION

Pitcher	W. H. LEE	Score	0-0
Ball	0	Out	0
Strike	0	Time	0:00
Play	1st	2nd	3rd
4th	5th	6th	7th
8th	9th	10th	11th
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1180th	1181st	1182nd	1183rd
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1188th	1189th	1190th	1191st
1192th	1193rd	1194th	1195th
1196th			





KPI BASEBALL

Assist (A)

Caught Stealing Percentage (CS%)

Double Play (DP)

Error (E)

At-bat (AB)

Batting Average (AVG)

Caught Stealing (CS)

Double (2B)

Extra-base Hit (XBH)

Games Played (G)

Grand Slam (GSH)

Ground Into Double Play (GIDP)

Groundout-to-Airout Ratio (GO/AO)

Hit-by-pitch (HBP)

Hit (H)

Appearance (App)

Balk (BK)

Batters Faced (BF)

Blown Save (BS)

Complete Game (CG)

Earned Run (ER)

Earned Run Average (ERA)

Flyout

Games Finished (GF)

Games Started (GS)

Run Differential

Fielding Percentage (FPCT)

Innings Played (INN)

Out (O)

Outfield Assist (OFA)

Home Run (HR)

Intentional Walk (IBB)

Left On Base (LOB)

On-base Percentage (OBP)

On-base Plus Slugging (OPS)

Plate Appearance (PA)

Rate Stats Qualifiers

Reached On Error (ROE)

Run (R)

Runs Batted In (RBI)

Sacrifice Bunt (SH)

Groundout

Hold (HLD)

Inherited Runner (IR)

Innings Pitched (IP)

Loss (L)

Number of Pitches (NP)

Pickoff (PK)

Quality Start (QS)

Rate Stats Qualifiers

Relief Win (RW)

Run Differential

DEFENSE

OFFENSE

PITCHING

TEAM

Passed Ball (PB)

Putout (PO)

Total Chances (TC)

Triple Play (TP)

Sacrifice Fly (SF)

Single (1B)

Slugging Percentage (SLG)

Stolen Base (SB)

Stolen-base Percentage (SB%)

Total Bases (TB)

Triple (3B)

Walk (BB)

Walk-off (WO)

Save (SV)

Save Opportunity (SVO)

Save Percentage (SV%)

Shutout (SHO)

Strikeout (SO, K)

Unearned Run (UER)

Walks And Hits Per Inning Pitched (WHIP)

Wild Pitch (WP)

Win (W)

Winning Percentage (WPCT)





https://www.youtube.com/watch?v=03_rsn9T4yg

L'ARTE DI VINCERE



Francesco Costa



<https://www.youtube.com/watch?v=9gp-1zIDU14>

Una domenica a vedere il baseball

KPI cosa sono ?

Cosa sono i KPI ?

DEFINIZIONE DELLE KPI

Le Key Performance Indicators (KPI), o **Indicatori Chiave di Prestazione**, sono metriche **quantitative e qualitative** specifiche utilizzate per valutare l'efficacia di un'attività o strategia nel **raggiungimento degli obiettivi** prestabiliti.

Un KPI efficace deve essere **misurabile, quantificabile e facilmente comprensibile da tutti i membri dell'organizzazione**. Inoltre, deve essere regolarmente aggiornato e revisionato per garantire che rimanga rilevante e utile per l'organizzazione. Le KPI forniscono una base analitica solida per il processo decisionale e aiutano a concentrare l'attenzione su ciò che conta di più {gli obiettivi}.

Le Key Performance Indicators (KPI),
o **Indicatori Chiave di Prestazione...**

Indicatori Chiave di Prestazione

prestazióne s. f. [der. di *prestare*; cfr. lat. *praestatio* -onis «garanzia»]. —

b. Il modo in cui viene eseguito un lavoro, in cui viene espletata una attività, in relazione alle capacità, alla professionalità, all'impegno profuso, ai **risultati ottenuti**, e sim.: *dare, fornire una buona p., una p. deludente; le ultime p. dell'atleta (o della squadra) sono state eccellenti; è stata la migliore p. di questo purosangue; da un musicista così famoso ci aspettavamo una p. più convincente.* **c.** In senso generico, con riferimento a una macchina, a un motore, a un dispositivo, ecc., ciò che la macchina, il motore, il dispositivo è in grado di dare:

Primi passi

Dati di Partenza

KPI



OBIETTIVI

Dati del Punto di arrivo





Perché l'analisi dei KPI deve venire prima ?

Troppo spesso la progettazione della comunicazione salta direttamente alla **produzione dei contenuti, trascurando la fase di ricerca, mappatura e approfondimento.**

Le best practice, invece — anche in ambito pubblico e sanitario — prevedono un percorso metodologico che parte dall'ascolto, dall'analisi del contesto e dalla **definizione dei KPI** basati su dati quantitativi e qualitativi raccolti in modo strutturato.

Questo approccio consente di costruire strategie realmente efficaci e sostenibili nel tempo.

Pianificazione dei KPI prima di agire

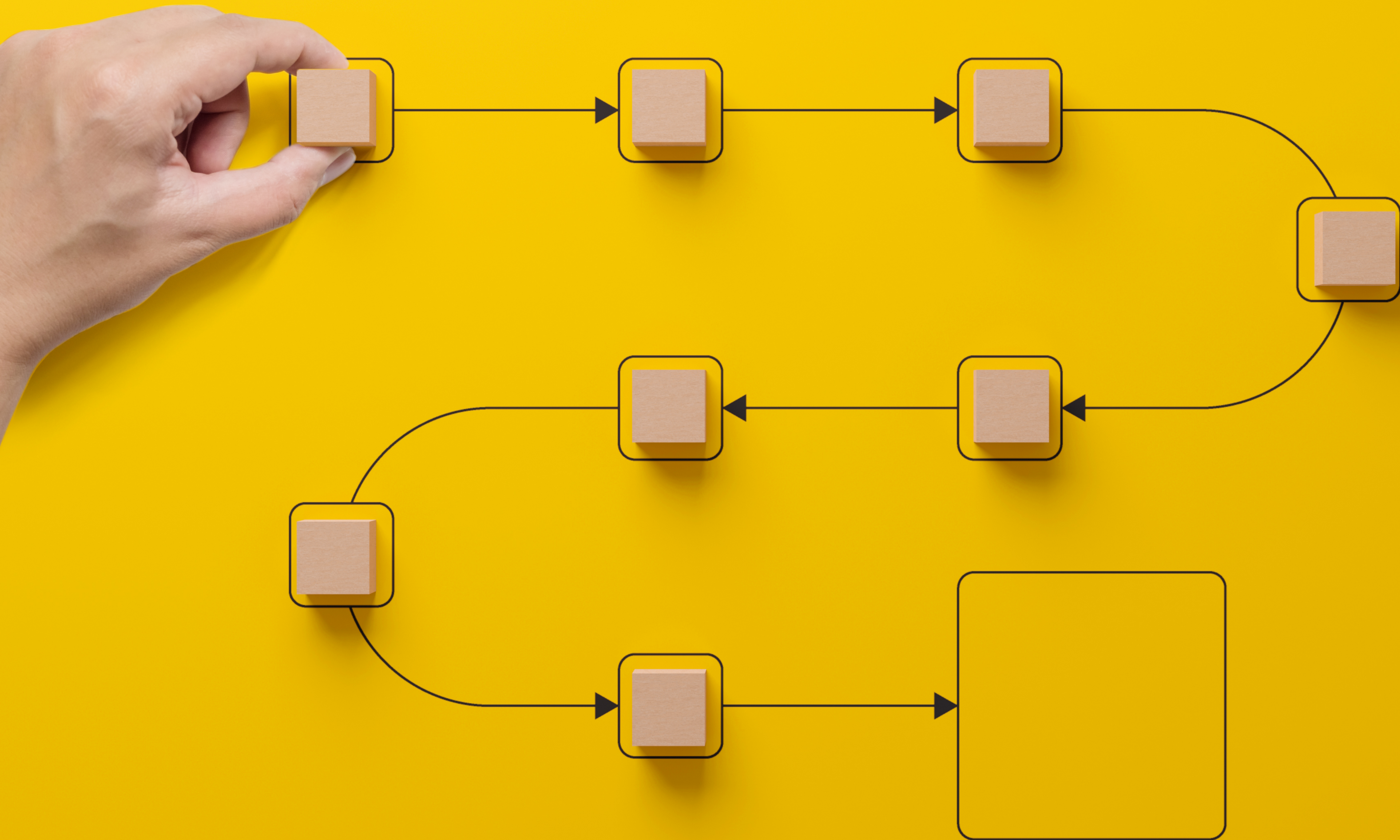
La definizione dei KPI deve precedere ogni azione operativa. **Stabilire in anticipo quali indicatori** misureranno il successo consente di mantenere la coerenza strategica, valutare i risultati in modo oggettivo e correggere tempestivamente le strategie quando necessario.

Solo integrando l'analisi e la misurazione sin dalle prime fasi è possibile costruire una comunicazione strategica realmente efficace, trasparente e orientata all'impatto.





Segmenti KPI



KPI segmentati

I KPI vengono segmentati in Output, Outcome e Impatto per distinguere tra **ciò che si produce, gli effetti che questo genera e il valore sistemico** di lungo periodo, così da misurare efficienza, efficacia e valore in modo coerente lungo la catena logica dell'intervento.

Questa segmentazione evita di confondere attività e risultati, migliora l'allineamento strategico e rende trasparente la “teoria del cambiamento” che collega le azioni al valore creato per utenti, organizzazione e società.

Output | Outcome | Impatto

Output | Outcome | Impatto

Cosa misura ciascuna categoria

Output: risultati immediati delle attività e dell'esposizione comunicativa; si misurano in tempo reale o settimanalmente e descrivono portata, delivery e prime azioni di ingaggio.

KPI DI OUTPUT

Copertura e frequenza

- ▶ Reach unica per canale/segmento
- ▶ Impression totali e per post
- ▶ Frequenza media di esposizione nel target

Qualità della presenza e delivery

- ▶ Numero e cadenza dei contenuti (piano editoriale rispettato)
- ▶ Percentuale di contenuti “utility” (CTA, orari, sedi, come prenotare) vs informativi generici
- ▶ Tempo di risposta a commenti/DM; tasso di commenti con risposta utile
- ▶ Compliance: % post con riferimenti a fonti ufficiali, privacy/consenso immagini gestiti, policy applicate

Engagement “significativo”

- ▶ Engagement rate per post/pagina (interazioni/follower)
- ▶ Condivisioni e salvataggi (più predittivi dell’azione rispetto ai like)
- ▶ Visualizzazioni video $\geq 3s$ e completamenti

KPI DI OUTPUT

Attivazione tracciata

- ▶ Click su CTA, scansioni QR, chiamate a numeri dedicati
- ▶ CTR su landing di prenotazione/informazioni

Efficienza operativa

- ▶ Cost per 1.000 impression (stampa/affissioni, se presenti), cost per click/engaged user
- ▶ Tempo/persona speso per produzione e community management

Output | Outcome | Impatto

Cosa misura ciascuna categoria

Outcome: cambiamenti a breve e medio periodo nei comportamenti/uso dei servizi; si misurano su finestre di settimane-mesi, spesso stratificati in breve/intermedio/lungo per monitorare progressi gradualmente.

KPI DI OUTCOME

Comportamento di servizio

- ▶ Prenotazioni generate (UTM, QR, numero dedicato) su periodo campagna
- ▶ Show-up rate (presenze effettive) e no-show rate
- ▶ Time-to-service dall'esposizione (es. giorni tra click e appuntamento)
- ▶ Adesione a screening (inviti vs adesioni; crescita % vs periodo omologo)
- ▶ Dosi vaccinali in coorte target nel periodo campagna vs media storica

Adozione di stili di vita (per programmi strutturati)

- ▶ Iscrizioni/partecipazioni a gruppi di cammino o corsi
- ▶ Ritenzione a 4–8–12 settimane; tasso di completamento percorso
- ▶ Autovalutazioni standardizzate (minuti attività fisica/sett., sigarette/die, tentativi di cessazione)

KPI DI OUTCOME

Qualità percepita e fiducia

- NPS/CSAT per percorso specifico (es. esperienza screening)
- Fiducia nell'istituzione (survey breve campione) prima/dopo campagna

Equità di accesso (cruciale per ASL)

- Outcome per quartili di deprivazione, cittadinanza/lingua, aree interne
- Incremento di adesione nei sotto-gruppi storicamente sotto-serviti

Output | Outcome | **Impatto**

Cosa misura ciascuna categoria

Impatto: esiti sanitari e valore pubblico nel medio-lungo termine; richiede orizzonti più ampi e talvolta disegni quasi-sperimentali/serie storiche.

Aumento diagnosi precoci/coperte vaccinali o riduzione ricoveri in 6–12+ mesi, validati con serie storiche o controlli comparabili.

KPI DI IMPATTO

Esiti clinici

- ▶ Diagnosi in stadio precoce aggiuntive (screening) vs baseline
- ▶ Riduzione ricoveri/riacutizzazioni per condizioni target (es. BPCO durante campagne stop fumo)
- ▶ Coperture vaccinali soglia in coorti vulnerabili

Esiti comportamentali stabili

- ▶ % popolazione che raggiunge raccomandazioni OMS su attività fisica in territori target
- ▶ Tasso di cessazione tabagismo mantenuto a 6–12 mesi

Valore per il sistema

- ▶ Costo per adesione effettiva; cost per outcome positivo (es. costo per lesione precancerosa rilevata)
- ▶ Stima di QALY/anni di vita guadagnati (quando applicabile) e ROI sociale

Impatto su equità

- ▶ Riduzione dei gap di adesione tra gruppi (differenziale pp pre/post)
- ▶ Maggiore copertura in aree a bassa densità o alto svantaggio socioeconomico

ESEMPIO PRATICO

PREMESSA

AI

A detailed, high-tech image of a circuit board. In the center, a square chip is illuminated with a bright blue glow, and the letters "AI" are visible on its surface. The chip is connected to a complex network of glowing orange and red circuit lines that spread out across the dark blue background of the board. The overall aesthetic is futuristic and digital.



ESEMPIO

Virus HPV

KPI + AI



DOCUMENTO PROMP

<https://docs.google.com/spreadsheets/d/1iptwouG22ejrsES8srgpl6Z4Jo2ogu6oclWrja7yvxl/edit?usp=sharing>

“This is the End...”

Grazie