

# Meet Procolo



**Name:** Procolo      **Country:** Italy  
**Age:** 79              **Area:** suburban  
**Life course:** retired person  
**Need:** complex needs  
**Connectivity:** broadband

**Internet usage**      Low  High   
**Mobile device skills**      Low  High   
**Affinity to new tech**      Low  High   
**Digital Health Literacy**      Low  High   
**Assistance (ICT use)**      No  Yes

Procolo is a retired doctor but still runs his own cardiology clinic. Despite his multiple chronic conditions and inability to drive a car, he insists on going to the office and working everyday to feel alive and not useless. Procolo has several health concerns, has experienced multiple health-related episodes, and had trouble with multiple prescriptions making him trust care professionals less. He is also very scared of hospitalisations and will avoid them if he can.

## ! What's important to Procolo

- ✓ His job: working to "feel alive".
- ✓ His computer is very important to him: he pays his bills online, regularly checks his emails, and generally prefers online shopping.
- ✓ Contact to his children, church every week and researching his family's genealogic tree, stamp collection.

## 🏠 Daily living

- ✓ Daily transfer from home to office only possible via taxi.
- ✓ House attendance is needed and lacking; he and his wife are unable to do the housework and for Procolo cleaning himself is becoming more frustrating.
- ✓ Groceries are a problem: only 1 shop in the area and must be visited in person.

## 🧱 Own resources & assets / support

- ✓ Owns the house.
- ✓ Daughter (lawyer) and son (doctor) available for counsel.
- ✓ A helper comes to clean the house and a taxi driver helps him in and out of the building.
- ✓ His son or grandsons help him buy things online (*amazon*).

## 📅 Events, issues & personal concerns

- ✓ Once had a Multiple Drug Resistance (MDR) infection (in bed for 30 days).
- ✓ Dehydration and kidney failure last summer – his son attended to him to avoid hospitalisation.
- ✓ Feels life is worthless without his work.
- ✓ Nobody to talk to when his wife is away (2x a year).

## 🩺 Health concerns

- ✓ Severely anxious about hospitalisations: forgets to eat and becomes very preoccupied about the particular health concern involved (monomania).
- ✓ Serious sight and balance problems.
- ✓ Bladder epithelial cancer.
- ✓ Prostate enlargement (benign prostate hyperplasia).
- ✓ Hypertension.
- ✓ Diabetes.
- ✓ Injured knee with joint pain (knee arthrosis).

## 📋 Health tests

- ✓ Bladder exams every 6 months.
- ✓ Annual visits to the ophthalmologist after having his cataracts removed and artificial lenses installed on both eyes.
- ✓ Blood tests every 3 months to control his metabolic alterations and kidney function.

## 💊 Treatment: medications, therapies, etc.

- ✓ Pills for: blood pressure, cholesterol, prostate, diabetes and asthma.
- ✓ Occasional pain killers for joint pains.
- ✓ Antibiotics for frequent bladder infections.
- ✓ Asthma inhaler.
- ✓ Diet to avoid high blood sugar (hyperglycaemia).

## 💬 Care professional concerns

- ✓ His relationship with care professionals varies: sometimes he trusts them and other times he questions them.
- ✓ Trust is sometimes an issue.
- ✓ Poor or no trust on his family doctor. He trusts specialists; more so when they are from a different region.

## Unmet needs

- (1) Procolo's diet is an issue. He eats in a disorganised way, based on self-made diets that make him lose muscle. He requires better personalised diets combined with a fresh grocery delivery service to help him and his wife shift towards a healthy diet.
- (2) Procolo's exercise routine is poor and his muscle wasting is making his balance worse. He needs personalised prescriptions and monitoring of physical activity.
- (3) Travelling to places that are pleasant and safe would help him to connect more with others and stop thinking only of his conditions.

*This persona was developed by Guido Iaccarino, University of Salerno with the kind support of the WE4AHA Blueprint and expert team.*

