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**“SUPERABILE” IS INFORMATION, ORIENTATION, COMPANIONSHIP,
COMMUNITY ANIMATION, TERRITORIAL NETWORK AND PARTICIPATED
CITIZENSHIP.**

**The technology as a tool for the
rehabilitation and reintegration**

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INAIL – An Overview

INAIL, the Italian Worker's Compensation Authority is a non-profit public body, founded at the end of 1800 to protect workers against physical and economic damages from accidents and diseases caused by their working activities.

The insurance, is compulsory for employers.

The protection for workers has taken on more the characteristics of an integrated insurance system, ranging from preventive actions in the workplace, to medical and economic benefits, to health care, rehabilitation and reinsertion into social and working life for those who have already suffered physical damage following accidents or occupational diseases.

Recently Inail incorporated two Italian Public Bodies: IPSEMA (seamen's insurance) and ISPESL (Research and Prevention for Safety at work) to form a Public Pole for Health and Safety.

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The Central and territorial INAIL structures, where about 11.000 employees work, are made up as follows:

- the General Direction and Central Directions in Rome
- 21 Regional Offices
- 220 Local Offices

Portfolio 2009:

- Insurance Positions: about 3,000,000
- Insured Workers: about 17,000,000
- Managed annuities: about 1,000,000
- Revenues for insurance premiums: about 9,000 MLN Euro

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INAIL has had substantial and highly-valued experience in the field of prosthetics and rehabilitation. In line with a broadening of its institutional mission and with the growing attention given in Europe to the integration of disabled citizens in society, it has in recent years implemented a new approach to meet the needs of disabled people, both in terms of information and integration. This starts from victims of work-related injuries and encompasses their reintegration as well, both socially and in the workplace.

INAIL carries out diversified actions (health related, rehabilitative and social), finalized to the full recovery of the residual capacities of the disabled worker, not only to facilitate rehabilitation, but also to improve quality of life, taking into account also the social aspects of disability, according to ICF (International Classification of Functioning, Disability and Health).

In this sense, both on an internal and external level, INAIL has developed tools to help offset handicaps. These have been conceived by being aware that barriers to communication can themselves be just as difficult to overcome as architectural barriers are.

Within this framework INAIL, in its capacity as a participant within the Italian Social Protection System, has been putting into effect a series of diversified initiatives, based on the use of technology as a service and rehabilitation tool, making it easier for disabled people to perform their normal, daily life routine.

From this point of view, INAIL has set itself a double purpose:

- to encourage its own clients (disabled through work) to be reintegrated into family, social and working life, also through the practicing of sport. - It is to be mentioned that INAIL has an Agreement with Italian Paralympics Committee (CIP), finalized also to scout new talents to be introduced to agonistic activity- ;
- encouraging also all disabled people to overcome the communication barriers and social isolation, becoming also point of reference in cultural terms.

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In addition, INAIL offers everyone in the disabled world a multilingual information and advice service (Italian, French, Spanish, Russian and German), based on the principles of *peer counselling and peer support*. This covers topics of major interest and is built using the most advanced accessibility and usability standards, unique within the Italian public administration scene.

INAIL initially launched in the year 2000, as a trial, a new service: *Disability information and consultancy service* (called “SuperAibile”), that was then innovated in 2008, assuming the mantle of an ‘*Integrated Contact Center*’, dividing itself into two parallel and interlinked strands:

- the ***Call Center*** which can be contacted by using a freephone number
- the **www.SuperAibile.it** online Portal

It is traditionally people with very serious disabilities who access the *Call Center*. They are often aged people with few family links and basic literacy (or recurrent illiteracy) who, therefore, don't use internet, or at least have great difficulty in consulting a Web Site.

There are people who don't succeed in finding answers through the traditional institutional channels, also because they aren't often able to properly express their needs. As a result, the Public Services they turn to, point them in a wrong direction and/or provide wrong or unsatisfactory answers.

Such a situation may also affect the relatives of people with mental disabilities or psychiatric problems and of those who are very young of age.

Many social operators from Public Organisations also access the Call Center and are assisted in understanding Law and bureaucratic procedures (which are often circuitous).

In addition, the Call Center is even used by Public Administration Offices since it offers the option of asking questions to nationwide experienced people, who respond to specific queries within a few days.

The SuperAibile Portal is also frequently visited by “insiders”, though especially by disabled people who use the Internet on a daily basis as an opportunity for information and external communication.

It is a great opportunity to access all the local, national and international news in disability matters. It contains news about national and EU parliamentary activities, the thoughts of key personalities and advance notice of quality initiatives.

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From March 2001 until May 2010, the SuperAbile Call Center handled around 235,000 questions from people with disabilities on all themes covered by the Service. This excludes an almost equal number of calls from people who used the Service as a sort of “*phone friend*” in whom to confide his/her own current discomfort, personal dreams or life aspirations.

It should be underlined that the the Call Center staff *team* is largely made up of disable people (18 out of 29 Operators), well-qualified to supply “*advice to equals*”. They are also able to consult the main databanks pertaining to disability and to update the *databases* produced through continuous research within the disability matters.

Being themselves disabled, the operators are particularly well-placed to guide users along an appropriate path through attentive listening, based on the pointers provided by INAIL.

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In order to facilitate the response-management, to guarantee the information-control and to allow management of the service in terms of suitability, effectiveness and efficiency, the Call Center expects interventions to operate on two levels:

1. Listening and orientation

- *Call Center Area* – specialist operators
- *Help Desk* – second level inbound operators, for targeted outbound calls and consultancy in different languages

2. Information and advice

- *Social Back Office Area*
- Team of experts

The first level is capable of responding in real time to more than 90% of the questions posed by users, thanks to the contribution of a Databank with more than 13,000 records which is being continuously updated. This allowed the processing of around 26,000 incoming questions in 2009.

Second-level responses are deferred and provided to applicants no later than two days after the request. This includes questions asked in a foreign language.

More complex questions requiring the advice of territorial offices and specialist services are handled within a maximum of 5 days.

A second-level network is also available for second-level activity. It is made up of organisations and Entities engaged (both as institutions and businesses) in specific advisory areas.

Given that these networks make use of a high number of resources and a multitude of offices and local references nationwide, resolution of requested issues is guaranteed.

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The SuperAbile Portal is currently divided into 1 General Home Page, with 10 subject Areas, 20 regional Home Pages, photo galleries, multimedia and video content, solutions and design ideas within the domotics field as well as interactive spaces for browsing visitors.

Each Section features its own independent layout, with specific news features, further thematic insights and activity spaces. These elements come together to turn into true and proper dedicated Sites.

From an initial medium average -in the year 2006- of 2,500-4,000 daily contacts, the contacts have increased at present to more than 10,000 daily, with an average of about 900,000 pages downloaded monthly (with monthly peaks of more than 1,300,000 pages).

The “*Customer Service*” provided for INAIL clients with disabilities, is contained in a specific section of the Portal. Its objective is to supply information, advice and personalised services relating to subjects covered within the SuperAbile Service, encompassing the following:

- initial activation of the service at the user’s request;
- personalisation of the service with reference to areas of interest highlighted by the individual user;
- proactive management of the service through direct provision of information, updates, material disseminated on individual areas of interest highlighted by individual users, all supplied through their chosen means of communication.

From the standpoint of specific content, the SuperAbile *Integrated Contact Center* has developed, in the last three years (from 2008 to 2010) a wide-ranging plan designed for foreign workers (that represents in the Italian society a numerical growing reality) to reverse the negative *trend* of injuries and promote, among them, awareness of the importance of the worker’s insurance to guarantee rights to assistance and care for the foreign injury victims.

Thank you for your attention.