MEDICINA A MISURA DI DONNA FOUNDATION
BY WOMEN’S SIDE, FOR THEIR HEALTH, IN EVERY SEASON OF LIFE
WOMEN’S HEALTH IS THE HEALTH OF THE COMMUNITY
The Foundation Medicina a Misura di Donna is a non-profit organization founded in 2009 by the civil society to meet the daily needs of staff and patients of Sant'Anna hospital in Torino. The organization's mission is to work with Institutions, the University and the Hospital in the field of gynecology and obstetrics to contribute to the humanization of care and of the environment and to scientific and technological research for an increasingly personalized level of care, creating a model that can be exported to other contexts.

FOUNDERS
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Medicina a Misura di Donna
Foundation

Our objectives

“Putting the most recent scientific discoveries and technological evolution at the service of women’s health, with a bio-socio-psychological approach that goes beyond pathology, with progressively personalized care beginning from prevention and the awareness that good health begins from lifestyle choices”.

Chiara Benedetto
The first place for intervention: Sant’Anna Hospital, the largest cradle in Europe

The Foundation began its research and action project at the Sant’Anna hospital in Torino which is the largest obstetric-gynecological hospital in Europe and is known nationally and regionally for highly specialized research such as the study and treatment of female cancers, reproductive medicine, urogynecology and the treatment of pathologies that affect both the mother and the fetus.

The Foundation has based its priorities on a professional listening campaign with focus groups and ethnographic analysis. All those who are involved with the hospital - patients, staff, students, families - have asked that a priority be made to create an environment that is more pleasant by removing gray and inserting color to give a better first impact.

**SOME NOTABLE**

1728 IN TORINO 1933 TO SANT’ANNA 1967 TO SANT’ANNA 1967 TO SANT’ANNA 1980 TO SANT’ANNA 1984 TO SANT’ANNA 2010 TO SANT’ANNA 2012 TO SANT’ANNA

- First Obstetrics School in Europe.
- First Italian Centre for the Diagnosis and Treatment of Infertility.
- First Italian Anesthesia and Analgesia Service dedicated exclusively to Obstetrics and Gynecology.
- Development of innovative surgical techniques for ovarian tumors.
- Development of innovative surgical techniques for tumors of the vulva.
- First in-vitro fertilization (IVF) in an Italian public hospital.
- First re-transplant of cryopreserved ovarian tissue in Italy.
- First birth in Italy after spontaneous conception in a woman who had undergone ovarian re-transplant.
Welcome to Sant’Anna

The lobby is the calling card of quality of service; it is the welcome that patients receive every day. This is why the first project promoted by the Foundation was “Benvenuti al Sant’Anna” (Welcome to Sant’Anna), namely the restructuring and the safety improvement of the historic lobby of the Sant’Anna hospital on via Ventimiglia 3.

The project, which also involved the aula magna of gynecology and obstetrics, was completed on December 21st, 2013. Now the lobby is a luminous meeting place that is safety compliant and has two listening rooms, warm colors and artwork; the resulting serenity can be observed in the behavior of the public and the staff.

The project was made possible by the involvement of the many community members beginning with a design donated by a great architect; a decisive contribution by service clubs, women’s associations and cultural institutions; the Academy of fine arts; artists; companies who donated materials or supplies and many, many generous individuals.
Numerous scientific studies have shown that the quality of the environment and the visibility of reassuring images which evoke nature and art contribute to the psychophysiological wellbeing and serenity of the patient and of the hospital staff and, therefore, to the success of the entire treatment.

This is where the idea of the “Cantiere dell’Arte” (Art Worksite) was born; it is one of the Foundation’s innovative trademarks: a collective work under the direction of the Education Department of the Castello di Rivoli for the transformation of spaces.

Eleven grey places were given new life with colors reminiscent of gardenscapes turning them into welcoming and pleasant environments. The artistic intervention goes beyond mere decoration. Each design takes into account the functional needs of the staff based on their own experience and becomes a facilitation to treatment; this is why, together with doctors and cultural institutions, we have created the world’s first alliance for the research/implementation of a “Cultura per la Salute” (Health-Promoting Culture).

Completed works

- Maternity and Day Surgery
- Departments
- Gym
- Stairs, corridors and common

Many artists have taken up the cause. Among them is Michelangelo Pistoletto who drew his sign-symbol of rebirth, “Terzo Paradiso” (Third Heaven), in the Hospital as well as others who have promoted collaborative performances or donated pieces that help create an atmosphere of trust and care at the hospital. The Maestro Ezio Bosso has been our soundtrack from the very beginning.
Starting from the concept that culture is crucial for the psychophysiological wellbeing of everyone, an assumption endorsed by numerous scientific studies, “Nati con la Cultura” (Born with Culture) arises in collaboration with Palazzo Madama, the City Museum.

At birth, together with the Health kit at the time of hospital discharge, doctors give a Cultural Passport to the family as a recommendation for good growth: for the first years of a child’s life, presenting the Passport at the ticket office of the museum, the whole family can enter for free and get in touch with the art and cultural heritage of the city, from the very first steps.

The project began at Sant’Anna Hospital in Torino to become a model adoptable worldwide.

Who has joined the project
- Torino. Palazzo Madama, Ospedale Sant’Anna
- Torino Internazionale per l’Abbonamento Torino Musei
- Rivoli. Il Castello di Rivoli Museo di Arte Contemporanea, Asl T03 Ospedali di Rivoli e Susa
- Napoli. Il MADRE Museo d’Arte Contemporanea Donnaregina, Policlinico della SUN
- Pavia. Policlinico di Pavia, Musei Civici

Many cities have begun the planning phase and it is recommended by the European Federation of UNESCO Clubs and Centers.
Other completed projects

Information and Training
Together with a number of partners, courses are organized to learn more about well-being, prevention, and cure of pathologies affecting women in all seasons of life. The Foundation participates in the Onda Monitoring Center’s health week; creating corporate courses concerning the health of mothers and children and the balance between professional and personal life.

The Foundation has collaborated in the creation of the 2016 European Congress of Gynecology and Obstetrics hosted by the European Board and College of Obstetrics and Gynecology (EBCOG).

Scientific research
Thanks to its President, Chair of the World Committee on Women’s sexual and Reproductive Rights, the Foundation cooperates with FIGO, the International Federation of Gynecology and Obstetrics.

In 2016, the Foundation funded a research scholarship to the University of Torino for the prevention and treatment of obesity in pregnancy, a condition that affects 15% of women with serious consequences for the health of the mother and child.

Since 2010, we have been collaborating on research and projects concerning the relationship between “Cultura e Salute” (Culture and Health) with the Fitzcarraldo Foundation and ten other cognitive and cultural institutions, looking at the latest scientific frontiers of neuroscience and epigenetics. IULM University in Milano is expanding while keeping the impact of their development projects in mind.
Staff training
The Foundation was a partner in the first “Co-Health” inter-disciplinary course with the University of Turin (gynecology, obstetrics, nursing) for the development of the students’ soft skills (ability to work in teams, stress resistance and contingency management), through the methodology of social and community theatre.

Take care of yourself
A style coaching service is offered to menopausal women to improve their psychophysiological wellbeing through constant attention and self-awareness.

Musical pills
The gift of live music in the oncological Day Hospital, transforms the dark days of therapy, thanks to the city’s musical institutions.

Diagnostic tools
In 2015, in collaboration with the University of Torino, the Foundation acquired an USCOM, an innovative, non-invasive diagnostic tool which is harmless to both mother and fetus and is able to assess the mother’s cardiovascular and hemodynamic functions using ultrasound.

“Today is the first day of chemotherapy. I can’t help but cry. I wasn’t ready, but you’re never ready. The vibrations of the unexpected music changed my emotions, which came out. All this beauty was a wish for the future. A magic moment.”

“These moments of intense emotion offer added value to our professional assistance and help us stay close to suffering.”
Don’t want to stop here. There are a lot of new challenges to face together to meet the hospital’s demands to improve care and the healthcare environment beginning with the rebirth of departments. All this while keeping scientific research and training in mind which we support through the acquisition of technology.

Structural and artistic work in departments
The newest challenge for the Foundation is the renovation of the access area to the Fertility Preservation of Cancer and Radiotherapy Patients department; of the rooms for University training on mannequins and simulators; and of the gym located on the -1 floor of Sant’Anna hospital, partly financed by the participants to the lottery called “Curare la cura”.

Furthermore, we expect new structural and artistic architectural interventions in other departments and we will have to create a direction that makes it easy to find a path toward the goal.

Art Worksite
The Health Authority has asked the Foundation to give new life to many other Hospital environments, primarily the Department of Gynecology, including a new look for all the rooms.

Acquisition of Equipment
- A CO₂ Laser System for the treatment of pathologies of the lower female genital tract.
- A robot entirely dedicated to Gynecologic Surgery

Our future commitments... and our dreams, which are also yours
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**Institutions**
Università degli Studi di Torino, AOU Città della Salute e della Scienza di Torino, Consulta Regionale Femminile del Piemonte.

**Associations**
Distretto Rotary 2030, Soroptimist International Torino, Inner Wheel Torino Centro e 45mo Parallelo.

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**Cultural partners**
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These are our dreams. Possible Dreams. We can turn them into reality. Together.

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5 permille

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The Medicina a Misura di Donna Foundation works to build lasting partnerships with all companies that are sensitive to the growth of the area where they work.

There are many ways in which we can cooperate, for example:
- Donation
- Co-marketing activities
- Financial contributions
- Technical contributions
- Fundraising among employees

For more information, write to info@medicinamisuradidonna.it

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