

# BRUNO SALGUES

## **A - Contact person**

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Position: Directeur d'études

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## **B- Project/expertise**

### **Project proposal or expertise provisional title**

E-health, e-inclusion, new used of care at home and in emergency

### **Description**

The rural, aging or diseable population normally spreads based on the multiple factors such as: (1) most of the old people prefer to stay nearby the city because, in the city side they can avail the services like easy access to the doctors, pharmacists, stores, hairdressers, etc. (2) The handicapped people prefer to stay in a place where they can easily adapt the environment and which will be much convenient for them. Most of the handicapped people prefer to stay in a place which is not very far from their office. (3) The young couple, who wants to avail the services of the Internet. The ambulatory medicine makes it possible to cut the costs associated with the chronic illnesses. E-health: Currently there are so many experiments taking place in this whole world in this domain of telemedicine and we can categorise these experiments into two categories such as: (a) The distant tele-center for care, (b) the tele-follow-up, by a specialized doctor at home (c) emergency, firemen activity. We used for this connected and mobile specialized IT equipment.

### **Innovative aspects**

Two aspects; (1) very new expertise in marketing, management for new technological product (2) specialized design and analysis of complex process for using IT including geographical information system and decision system for health and inclusion.

### **Proposers/partners already acquired**

*Industrial partners in Europe:*

- Axon group: home equipment development
- CGX system and Pierre Fabre Group, lead of pharmaceutical and new technologies for oncology
- Hopi sarl and Strasbourg University Hospitals

Area for experimentation like hospitals and town (Sille le guillaume, Castres, Beaujolais vert, Montmirail in France, Mauritius islands, ...)

## **C- Partner skills and competencies that you seek/ Work to be carried out by the Taiwanese partners in the proposed project**

Co-development in the system in the hardware part

Test of acceptance of product

## **D- Keywords**

### **Keywords characterising the type of technology of your project or your expertise:**

Theory of management and marketing in technical system, artificial intelligence, embedded systems, geographical information, hypermedia, man-Machine Interface, mobile applications & devices, multi-media, software engineering wearable devices, web technology.

### **Keywords characterising the generic application of your project or your expertise:**

e-business, e-commerce, m-commerce, e-content, e-government, e-work.

### **Keywords characterising the application domain of your project or your expertise:**

Marketing and management of technology, appliances, audiovisual, electronics, microelectronics, environment, games entertainment, information processing, medicine, health, telecommunications.

## **CV**

Born in 1955, Bruno SALGUES is currently Professor of Marketing, design and Strategies at INT (Institut National des Télécommunications), Evry, France. INT is a engineering and a Management School in France.

His current research spans various realms of Mobile communications, operators or town backone and Electronic Commerce, e-health as well as its impact on business protocols and processes, on wide and regional networks, on lifestyle.

He worked in the Forecast Departement at the French Ministry of Economics and Industry.

Bruno Salgues received a french " Maîtrise " in applied Mathematics from the University of Paris Pierre et Marie Curie and one in Economics from the University of Paris IX Dauphine. He as a graduate degrees from Science Po Paris (Political Sciences), ENSAE (Statistical and Information Science Engineer School), IAE (Institut d'Administration des Entreprises, Business School, University of Paris I Sorbonne), French DESS Information System from University of Paris I Sorbonne.