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Presenter: Dr. Germán Vicente-Rodríguez

Plan action Iberus Health-Tech

Zaragoza, April 25<sup>th</sup> 2017

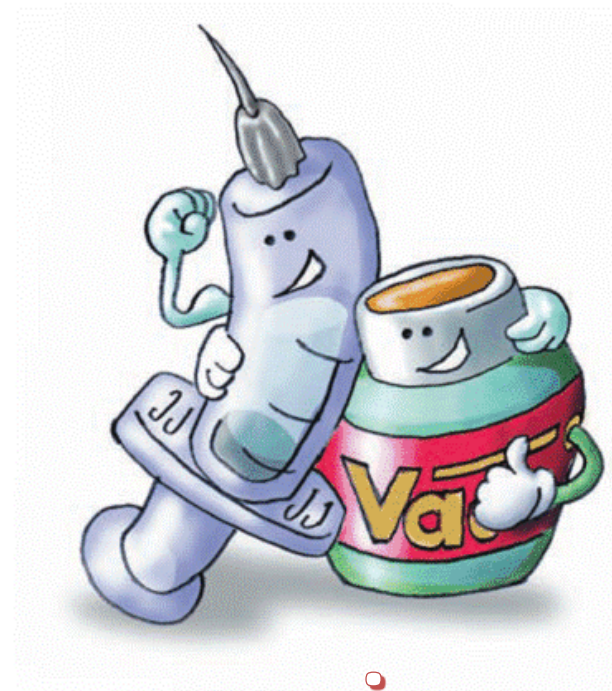


59%

Physical inactivity is today  
the leading cause of premature death in the  
United States



**Fiuza-Luces et al.**  
**Exercise is the real polypill.**  
**Physiology, 2013; 28(5): 330-58**



**vaccine**

- **Scientific Challenge:**

- *To promote health and well-being through the live using physical activity .*

- *Development of new sustainable technologies of e-health for measuring physical activity.*
- *Development of prevention programs focused on physical exercise using new technologies.*

- **Aim:**

- *To design a Smartphone tool for massive evaluation of physical activity levels and other live styles related to health. This will allow us to identify different health risk profiles with the intention to propose preventive actions related with exercise to the whole population.*

Apply for:

- H2020
- ERC advanced grants
- POCTEFA projects
- SUDOE projects

### Teaching

### Research

- Double degree of the Official Master in Evaluation and Physical Training for Health
- Other Master or postgraduate degrees...
- Co-supervision of thesis, Master thesis...

### Society / Transfer

- Collaboration with the world initiative "Exercise is Medicine"
- Bring preventive strategies to population



# 3. Consortium members

GENUD

CeNITEQ

ePROCOFIS



Universidad  
Zaragoza

BIOFIM

upna  
Universidad  
Pública de Navarra  
Nafarroako  
Unibertsitate Publikoa



serikat  
ES



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