

Italians skip check-ups, Nigro offers phone health scan

Posted on November 17, 2026 by Alina Trabattoni

PORTO CERVO, Sardinia — Some 34.6 percent of Italians gave up routine preventive checkups in the past year, up from 27.2 percent in 2025, according to figures released last month by Rome research institute Eurispes. Italian AI expert and business founder Filippo Nigro believes the answer is already in their pockets.

His startup, YOU(th), turns a face video, voice recordings, eye and skin photos, and typing patterns into more than 50 health readings in under two minutes, by its own count. Nigro presented it at the Longevity Fest Costa Smeralda in Porto Cervo, Sardinia, on October 4, 2026.

“The apps that use a video of your face are getting reasonably good at measuring heart rate, but blood pressure and blood markers are going to be much harder,” said Dr Frank Agullo, a board-certified plastic surgeon who teaches at Texas Tech.

“But the biggest risk isn’t that these apps might get something wrong; it’s that people may trust the results too much,” said Eugene Formaniuk, founder of Carebits, a Polish remote fetal monitoring company.

“These tools should help people take an informed next step, without treating an estimated score as a clean bill of health,” said Alexander Fredericks, founder and chief executive of ToneWell, a voice-based wellness app.

Nigro, who runs the company from Berlin, blames friction. “Most people do not do prevention

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because of the friction at the point of screening, time and cost," he said.



Filippo Nigro (*Credits: You(th) website*)

No extra hardware

A preventive visit can take more than three weeks to book, he said, private longevity clinics charge 500 to 2,000 euros for a set of measurements, and wearables track only a few things and must be worn.

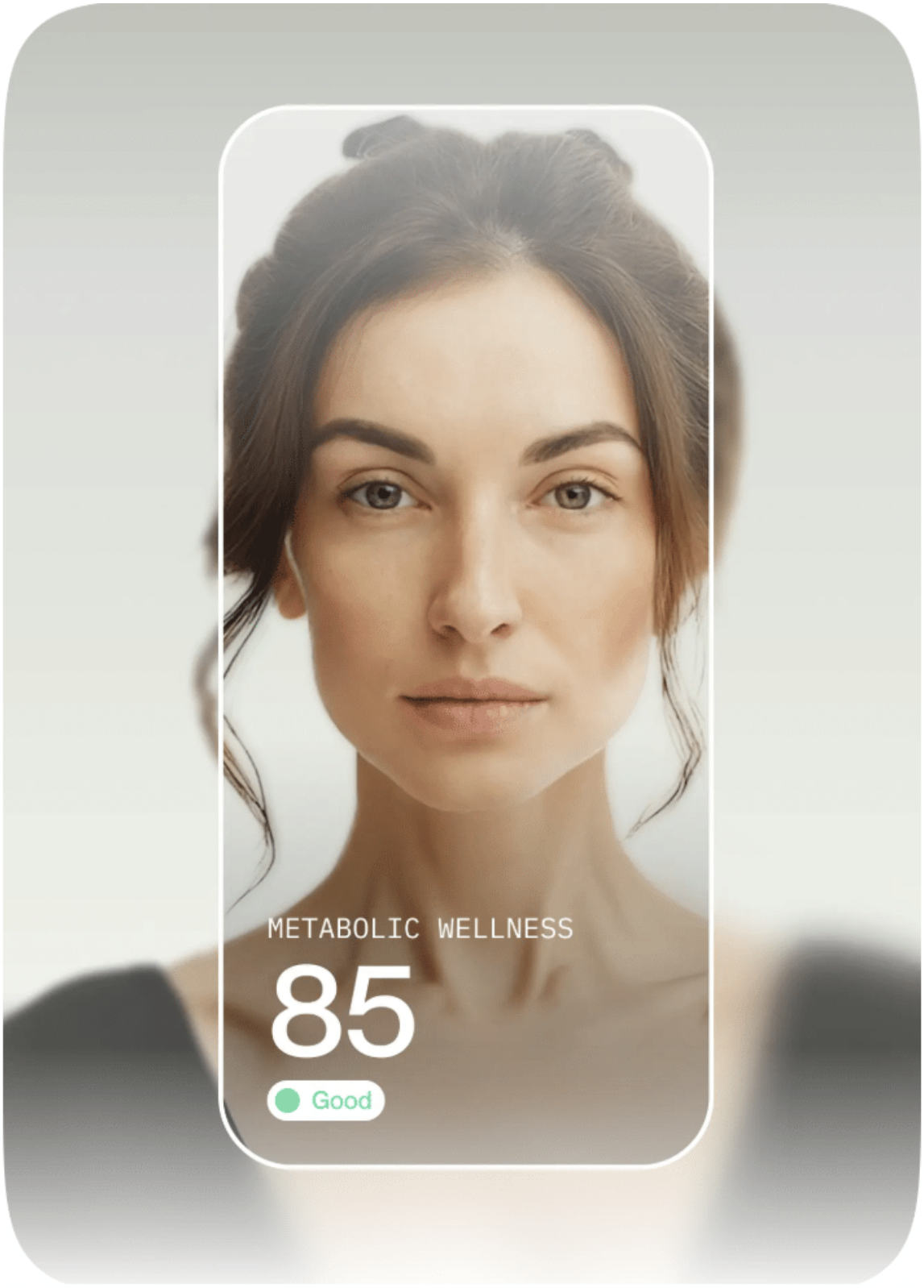
"There are two points, accessibility and completeness," Nigro said. "In 30 seconds or two minutes, I give you information on 10 body systems."

The face video is processed on the phone and deleted at once, he said. Only the readings, such as blood pressure, are kept.

"You need an internal AI policy that lists exactly which tools process sensitive user data, who has access to it, and how you check your suppliers," said Scott Neve, founder of Ops Intel.



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Website (*Credits: You(th)*)

Wellness, not diagnosis

The company describes the app as a general wellness tool, not a diagnostic one. Independent research supports that caution. A 2025 study of 127 people found that smartphone pulse readings were not yet an adequate substitute for a blood pressure cuff.

“Apps like YOU(th) can only increase access if they provide a gateway to actual testing,” said Evgenii Arsentev, a physician and digital health entrepreneur.

YOU(th) raised $4.5 million in February and sells mainly through longevity clinics and insurers, claiming more than 20 commercial agreements. Most users are between 45 and 60, Nigro said, alongside younger biohackers who want data.

In a country where life expectancy has reached 83.4 years, the harder test may be the one Eurispes measured. A phone can flag a risk in two minutes. Persuading people to see a doctor takes far longer.

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