
Use what you've got:

integration of available technology into successful business models for health prevention

Florian Kicherer, Daniel Zähringer



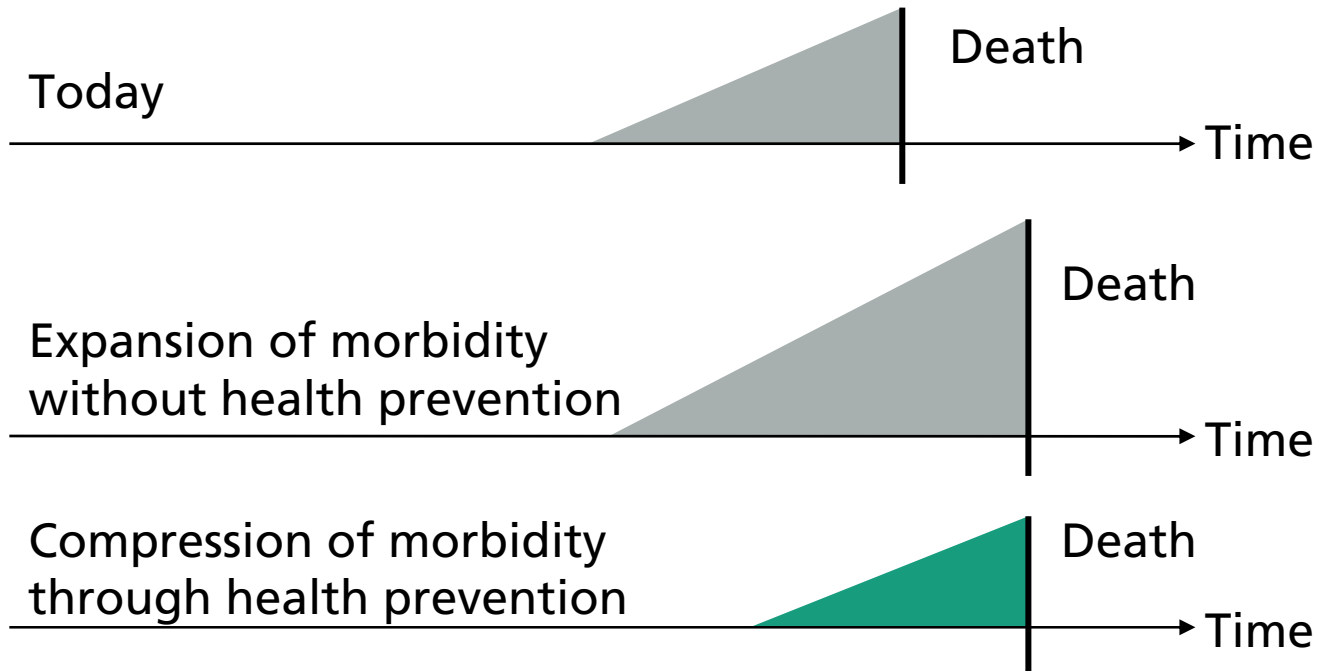
lifescience.biz is publicly funded by the German Federal Ministry of Education and Research (BMBF). Support Code: 01FC08063 BMBF

Agenda

- **starting point**
- personal health systems
- strategy and tactics
- facts »lifescience.biz«

Demographic shift

challenge or opportunity?



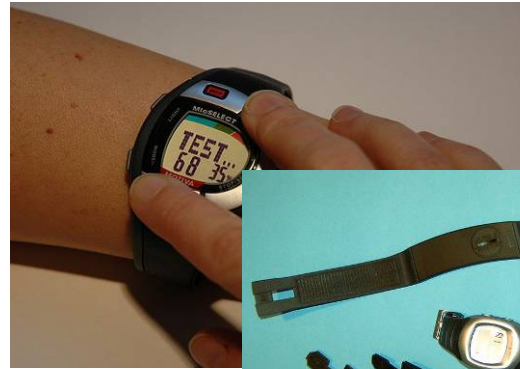
Source: cf. Doblhammer, Kytir 2001

Agenda

- starting point
- **personal health systems**
- strategy and tactics
- facts »lifescience.biz«

Available technological innovations

aesthetics, usability, pricing



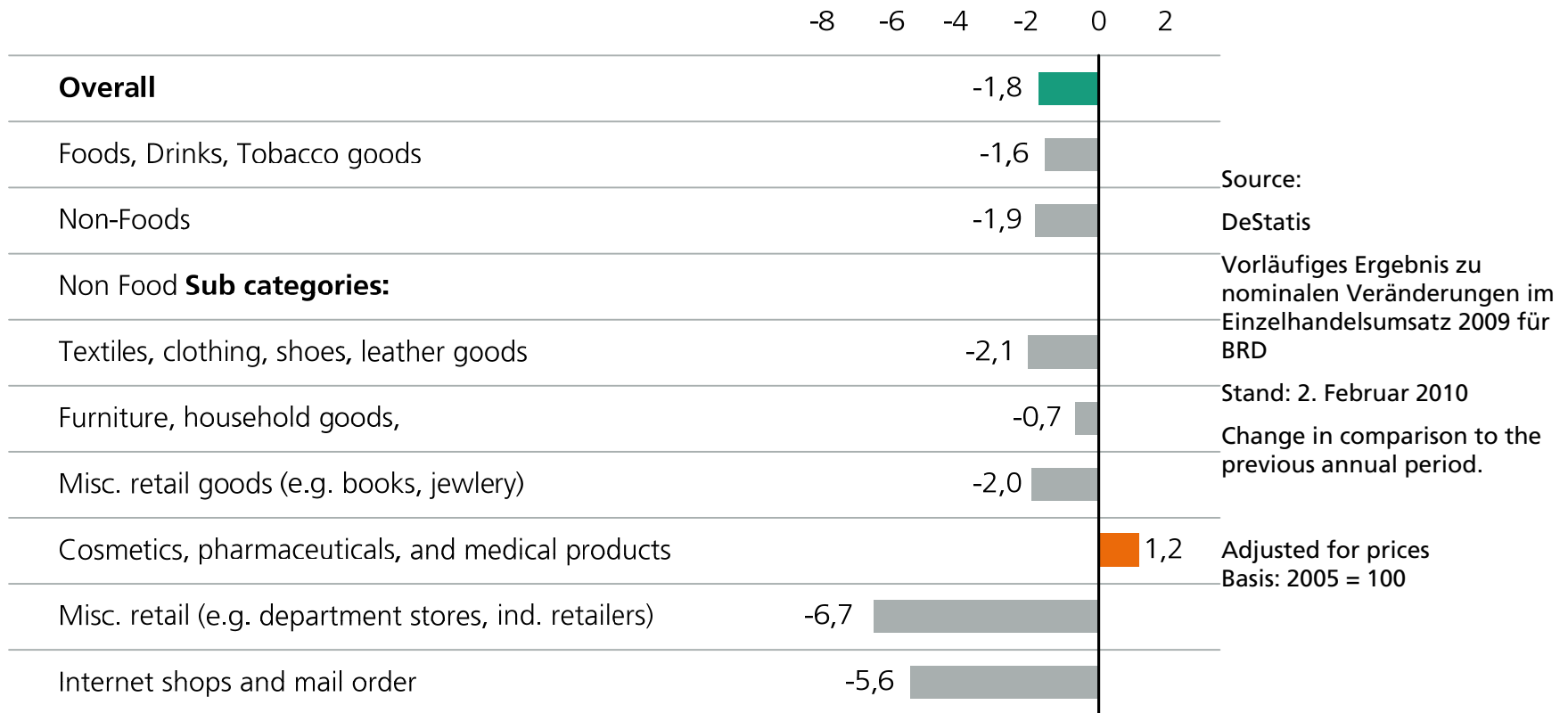
The evolution of personal health systems

smaller, faster, better(?)



Against all odds

increasing retail sales for cosmetics, pharmaceuticals,
and medical products

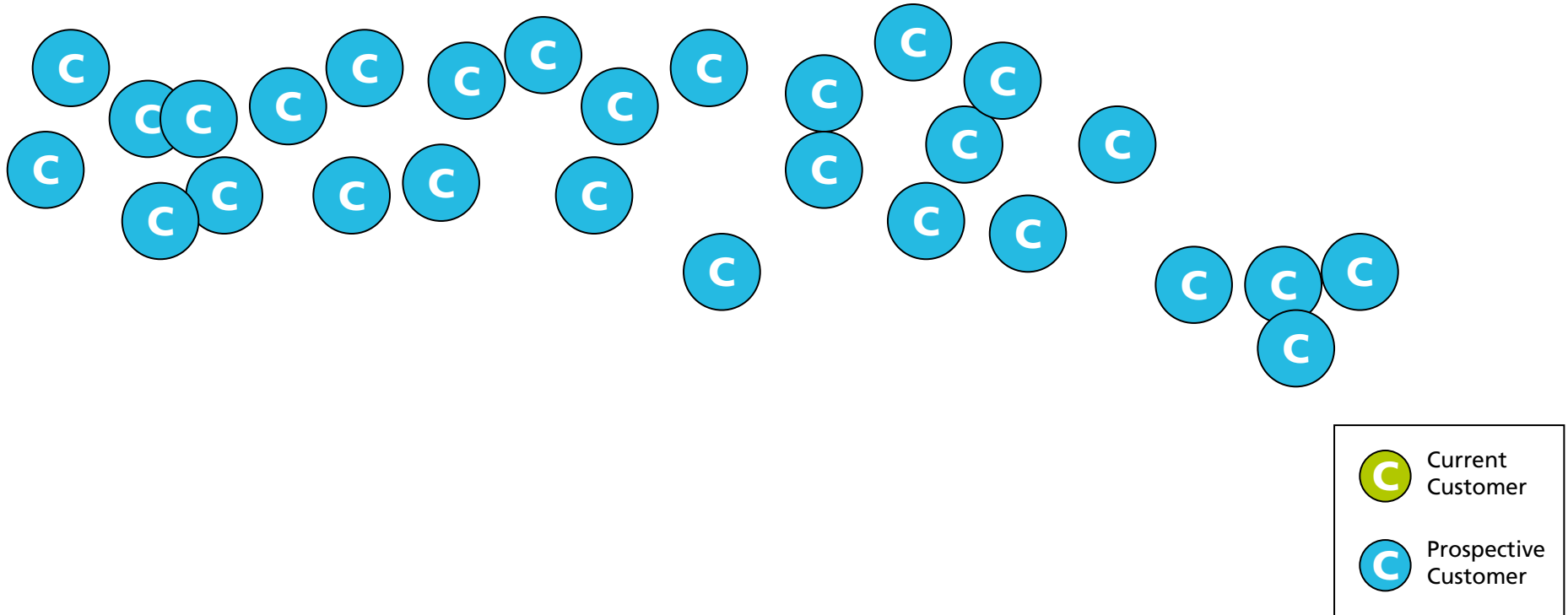


Agenda

- starting point
- personal health systems
- **strategy and tactics**
- facts »lifescience.biz«

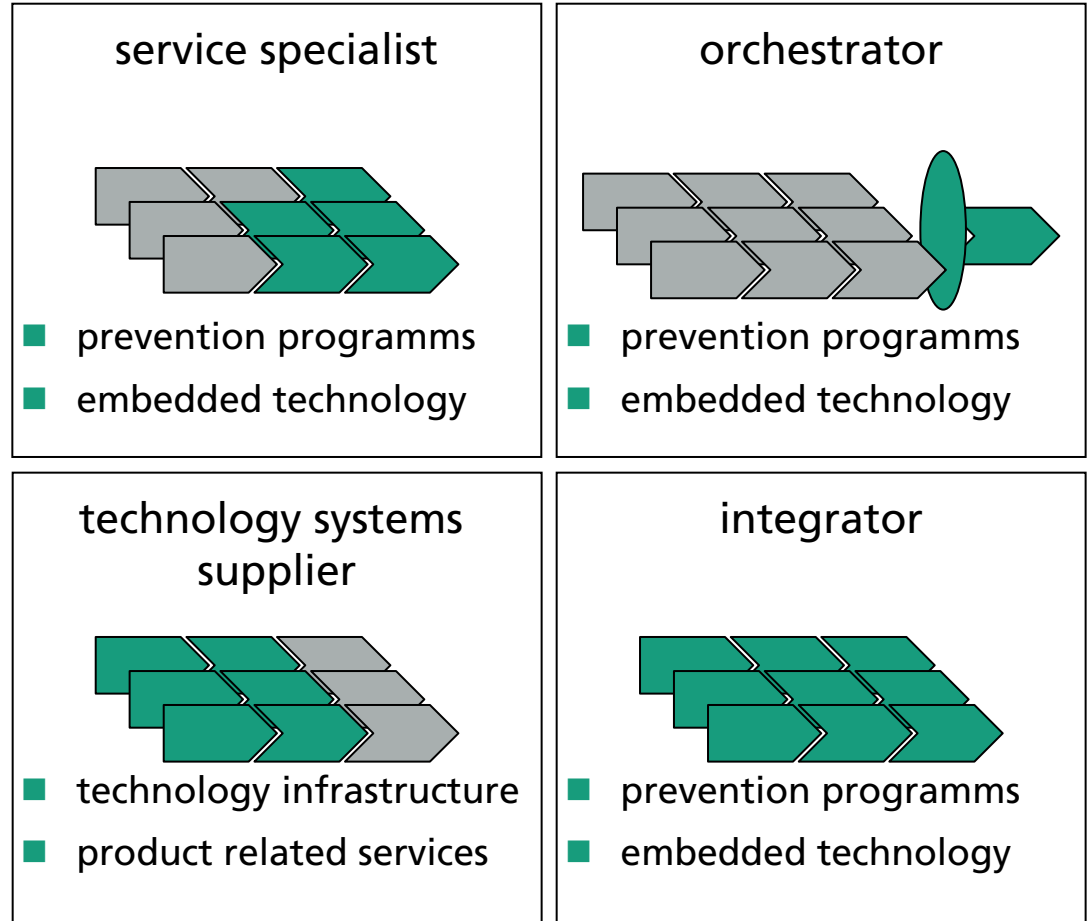
Matching demand and supply

turning prospective customers into actual customers



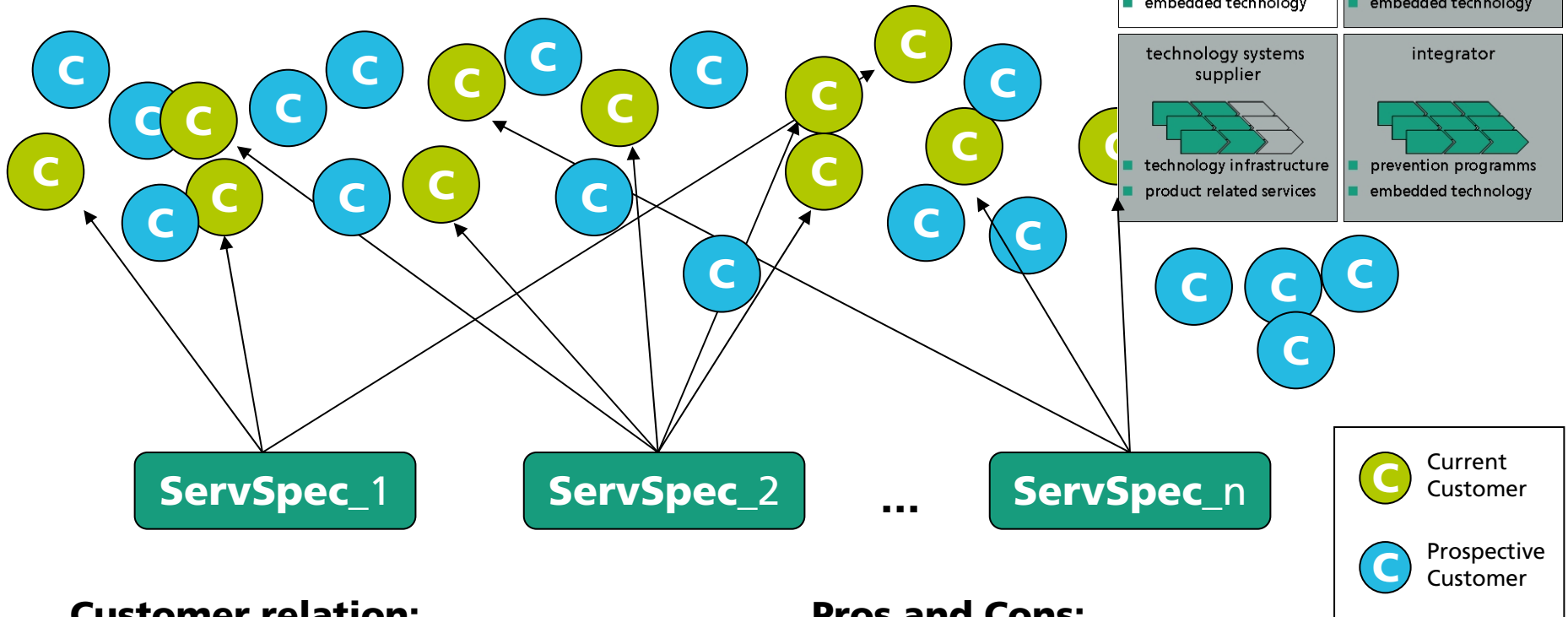
How do businesses of the different types of business models establish relations to potential customers?

Typology of business models



Matching demand and supply

service specialist (ServSpec)



Customer relation:

Relatively short lived

Returning customers for different services

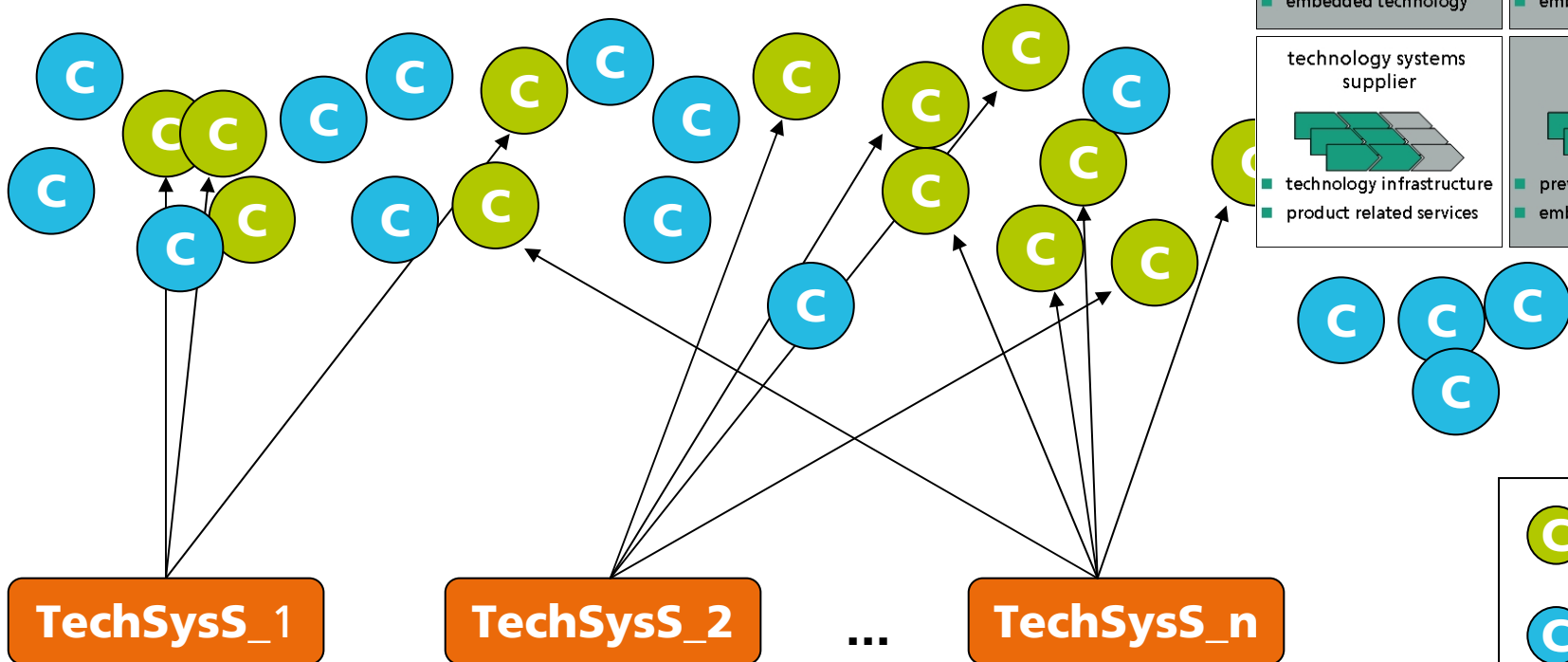
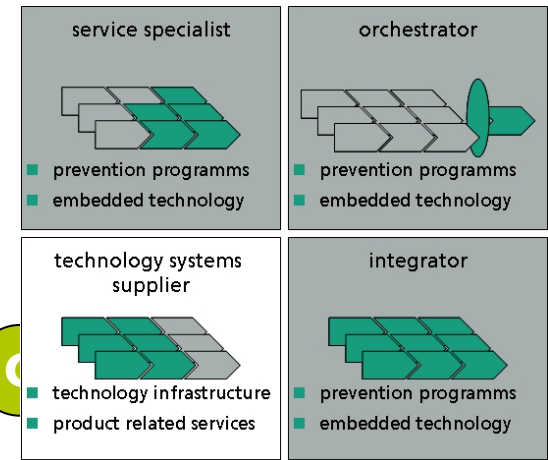
Pros and Cons:

Independent value creation

High levels of effort to recruit (new) customers

Matching demand and supply

technology systems supplier (TechSysS)



Customer relation:

Relatively short lived

Returning customers for different products / systems

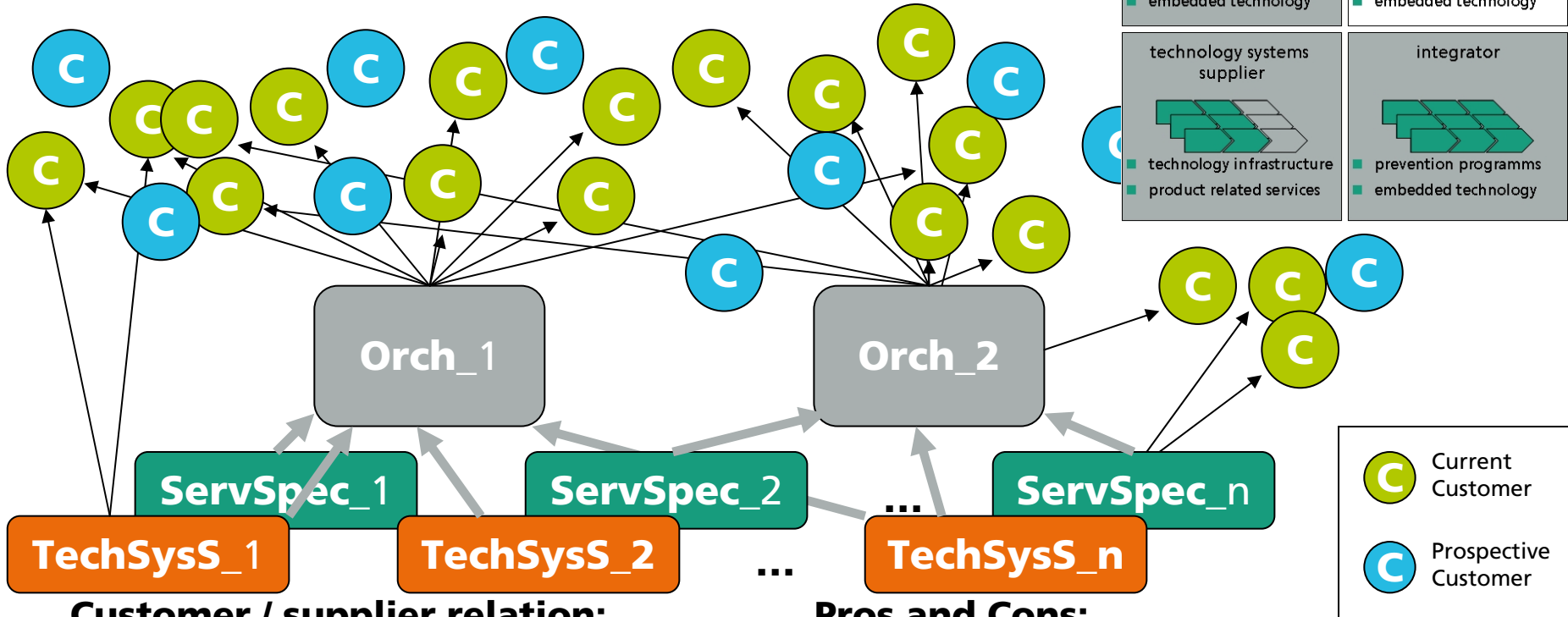
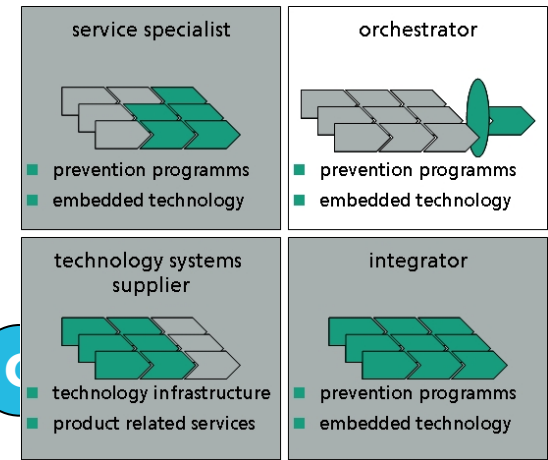
Pros and Cons:

Independent value creation

High levels of effort to recruit (new) customers

Short product life cycles

Matching demand and supply orchestrator (Orch)



Customer / supplier relation:

Relatively short lived towards end customers with returning customers for different services

Relatively stable towards suppliers

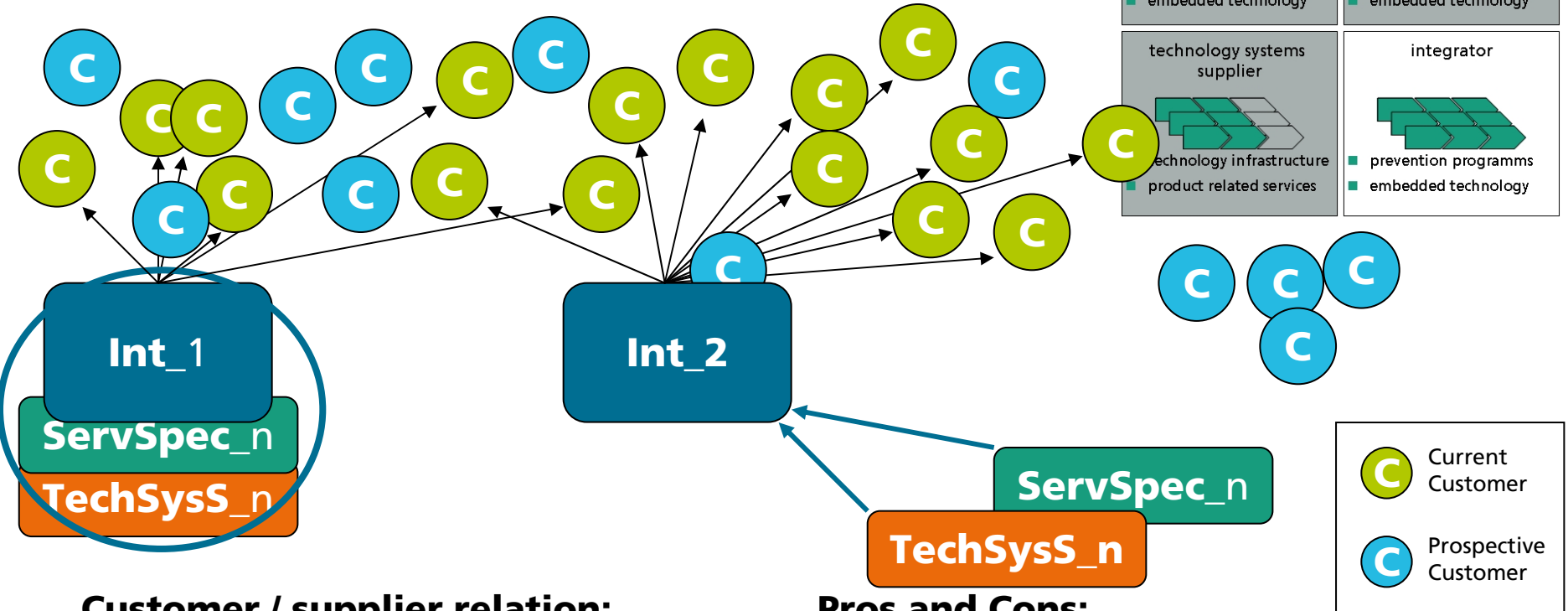
Pros and Cons:

Marketing and sales as value creation

Powerful position within the network

Investment risk possibly low

Matching demand and supply integrator (Int)



Customer / supplier relation:

Relatively short lived towards end customers with returning customers for different services / products

Integration of (new) suppliers

Pros and Cons:

Complete control over value creation

Chance for short time to market

Investment risk possibly high

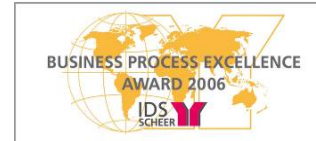
Agenda

- starting point
- **personal health systems**
- strategy and tactics
 - if time allows:
a currently active pilot use case
- facts »lifescience.biz«

Schwenninger BKK

a traditional German health insurance

- Health insurance since 1896
- Open to the public since 01.01.1996
(in former times health insurance fund of Kienzle – a German watch manufacturer)
- Nationwide operations with subsidiaries in the middle and the southwest of Germany
- About 300.000 insured persons and 65.000 employers trust their services
- About 600 employees
- Budget size in 2009: 636 Mio. €



The workplace health promotion concept

the basic concept of »Fit today – Fit tomorrow«

- Positive change of lifestyle and therefore sustainable reduction of weight
- Reduction of weight as key to avoid a high number of grave diseases
- Behavioral change towards more activity in daily life
- Change of eating habits

Activity:

Increasing of activity in daily life

e.g.: commute to work by bicycle or go shopping on foot



Diet:

Hints and guidance for a healthy eating behavior

e.g.: bite-sized chunks of fresh fruits or vegetables as a tasty alternative to candy



»Fit today – Fit tomorrow«

modes of participation



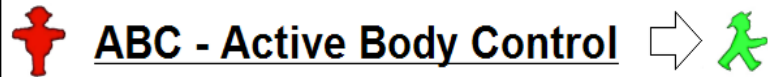
Telephone assisted group

- 12 months individual assistance by telephone including nutrition instructions
- Equipped with AiperMotion for 12 months
- Provision of written training material
- Medical check-up at the beginning, during and at the end of the program



Control group

- Nutrition and activity protocol at the beginning and at the end of the program by AiperMotion
- Provision of written training material
- Medical check-up at the beginning, during and at the end of the program



ABC-program-group

- Nutrition instructions in groups
- Equipped with AiperMotion for 12 months
- Weekly written feedback
- Medical check-up at the beginning, during and at the end of the program



Exclusion group

- Health counseling and discussion of results of preparticipation medical check-up
- Advice to seek further medical attention if conditions require

»Fit today – Fit tomorrow«

measuring of activity with Aipermon

AiperMotion 4xx



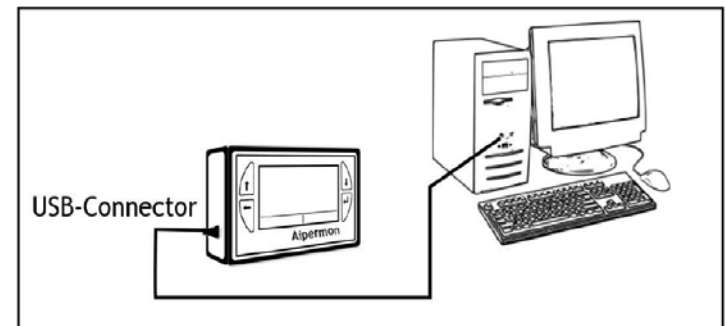
The basic concept

- Nutritional intake
- Calculation of basal metabolism
- Measuring of activity
- Monitoring the energy balance



Data transmission

- Via USB-Connector
- AiperMotion software



Agenda

- starting point
- personal health systems
- strategy and tactics
- **facts »lifescience.biz«**

»lifescience.biz«

project objectives



- Development of marketable business concepts for health prevention
- Focus on conserving and increasing the independence of seniors through health prevention in the group of »best agers« (people aged 45 - 65)
- Linking technology and service development
- Testing and evaluating the developed solutions in pilot projects with industry partners

»lifescience.biz«

project partners

Industry partners:

- 4sigma GmbH
- PSI Production GmbH
- Pulson.med
- Schwenninger BKK

Transfer partners:

- bwcon e.V.
- DIN e.V.
- DGBMT im VDE e.V.

Research partners:

- Fraunhofer Institute for Industrial Engineering IAO
- Fraunhofer Institute for Biomedical Engineering IBMT
- The Institute for Work and Technology of University of applied sciences Gelsenkirchen
- Institute for Industrial Science and Technology Management IAT of the University of Stuttgart

www.lifesciencebiz.de

excellence in research and consulting

Get in contact with us:

Fraunhofer IAO
Florian Kicherer
Nobelstraße 12
70569 Stuttgart

Telefon +49 711 970-5129
Telefax +49 711 970-2192
florian.kicherer@iao.fraunhofer.de
www.iao.fraunhofer.de

Fraunhofer IAO
Daniel Zähringer
Nobelstraße 12
70569 Stuttgart

Telefon +49 711 970-5140
Telefax +49 711 970-2192
daniel.zaehringer@iao.fraunhofer.de
www.dienstleistung.iao.fraunhofer.de