Project: Progress

Business opportunities for ICT systems in AAL field related to Romanian market

Track A1 – Reaching out new markets

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Business Card SIVECO Romania

- Established in 1992

- Solid reputation on international markets

- Regional leader in: eLearning / Training, eCustoms, Business solutions, eHealth, eAgriculture, eAdministration, eGovernment, Customized Application Development

- Consolidated turnover: 65 mil. EUR / 89 mil. USD consolidated turnover in 2012

- Clients: over 1,500 in 27 countries within Europe, Middle and Near East, Northern Africa, CSI area

- Number of employees: over 1,000 at national and international level in 2012

- Shareholders:

  SIVECO Netherlands BV - 63,71%, SIVECO Management - 36,29%

- eLearning/eTraining
- eHealth
- eAgriculture
- eCustoms
- eNuclear
- Enterprise Application Suites (EAS)
- Customized Application Development
- Research & Development Projects

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eLearning Solutions

SIVECO
eHealth Solutions

SIVECO
eAgriculture Solutions

SIVECO
eCustoms Solutions

SIVECO
eNuclear Solutions

SIVECO
Enterprise Applications

SIVECO
Customized Application Development

SIVECO eLearning Solutions

- AeL eContent

- AeL eLearning Platform

- AeL eContent Authoring

- AeL School Manager

- AeL Educational Services

AeL - The most effective teaching/learning and Multimedia Learning Content Management System Based on modern education principles, AeL is a complete teaching/learning and content management platform meant for pre-universitary, higher education institutions and corporations.

For more details regarding our eLearning solutions, including demo lessons, please consult the following website:

http://www.advancedelearning.ro/index.php/articles/c321/en

SIVECO Romania develops complex solutions aiming to improve the quality of health services, by introducing IT based instruments dedicated to health insurance systems and to the management of healthcare systems.

SIVECO eHealth solutions:

- EHR System (Electronic Health Record)

- Electronic Patient Card (EPC)

- Electronic Card System

- Electronic Prescription

- SIVMED - Health Information System – HIS

SIVECO Experience in European R&D Projects

SIVECO has built a strong R&D team with experience gained in previous involvements of SIVECO as technological provider in European projects.

➢ Involved as technological partner in R&D projects;

➢ Own technologies and products with European references;

➢ Experience of running international projects;

➢ Strong partnership with European Universities and Research Institutes in R&D key areas.

More details regarding European R&D Projects can be found at:

❖ http://rd.siveco.ro

❖ www.siveco.ro

SIVECO Involvement in R&D projects

- Technological partner in:

  - European R&D and support projects:

    - ✓ FP7 (4 projects)

    - ✓ Future Internet Public Private Partnership (1 project)

    - ✓ LLP - Leonardo da Vinci (5 projects)

    - ✓ EUREKA (1 project)

    - ✓ AAL JP (3 projects)

    - ✓ ITEA 2 (3 projects)

    - ✓ ICT PSP (5 projects)

    - ✓ Entrepreneurship Education (1 project)

    - ✓ Culture 2007-2013 (1 project)

    - ✓ FP6 (4 projects)

  - National R&D projects

R&D technical expertise

- Cloud computing

- Data mining

- Service oriented architecture

- Geographical Information Systems

- Early Warning Systems

- Decision Systems

- Data Warehouse

- Grid computing

- Mobile technologies

- High-quality educational content

- Augmented Reality

- Multitouch technologies

Reality:

➢ **Population ageing** is a long-term trend which began several decades ago in the EU as well as in the rest of the world.

Necessity:

➢ to have services that enable them to maximize and retain their independence;

➢ to be valued as individuals and not stereotyped because of their age.

Priorities identified by nurses (n = 37)

Priority	No. of nurses
Personal care	21
Help in/out bed	14
Shopping	11
Help in/out bath	10
Help with housework	10

Items recorded as unmet need by social workers if an older person could not undertake the activity for him/herself (n = 32)

Activity	No. of social workers
Shopping	24
Gardening	12
Housework	23
Social trips	19
Housing repair jobs	13
Changing curtains	10
Looking after oneself	28
Going to an adult education class	14
Going to a religious service	17
Going on holiday	12
Getting in/out of bed	27

Solution:

➢The **Ambient Assisted Living Joint Programme**

 Source: Joseph Rowntree Foundation "The support older people want and the services they need" (http://www.jrf.org.uk/sites/files/jrf/1954-older-people-services.pdf")

SIVECO Project Results which aims to rich out new markets related to AAL field

✓ **MEDIATE – Collaborative and interMEdiating solution including formal and informal carers for the Management of Daily Activities for The Elderly at home (AAL)**

- **Total cost:** € 2.562.762

- **EC funding:** € 1.582.759

- **Project start date:** 27.06.2013

- **Project duration:** 24 months

- **Project Coordinator:** CRP Henri Tudor – Luxembourg

✓ **E-No Falls - European Network for FALL Prevention, Intervention & Security (ICT PSP)**

- **Total cost:** €1.00m

- **EC funding:** €1.00m

- **Project start date:** 28.01.2013

- **Project duration:** 36 months

- **Project Coordinator:** University Polytechnic of Catalonia - CETpD, Technical Research Centre for Dependency Care and Autonomous Living

✓ **MEDIATE – Collaborative and interMEdiating solution including formal and informal carers for the Management of Daily Activities for The Elderly at home (AAL)**

The objective is:

- ✓ to design, build and experiment a multi-stakeholder communication and organizational solution, providing a rich and open service environment in support of the elderly's care-givers and more broadly of all functional needs taking place within their social environment that has to be facilitated and coordinated;

- ✓ to reinforce the interactions "between and among" informal and formal carers without a centralized actor that would have to know everything.

In conclusion, MEDiATE focuses on the role of and support given to the informal network, aiming at enhancing the capacities of each ones of its members, regarding their possible complementary role with the elderly's formal network, or the emergence of new services they can bring up thanks to their expertise or sense of initiative.

Strategy for reaching out new markets

MEDiATE's unique selling proposition is to value the elderly's informal network, empower its members to be complementary to the formal network, possibly proceeding to an inventory and upgrade of their qualifications and developing with them a sense of initiative and even social entrepreneurship.

MEDiATE consists of two complementary components:

1) The concept and its organizational plot for coordination and constant service upgrade;

2) the software that makes this collective capability possible.

The objective is to make it economically accessible (our pricing policy targeting an extensive dissemination) and "sold" it on the basis of **"per use-fee" (by clicks or sequence of clicks, service** queries or interactions), and taken up by local players under the form of **franchises.**

E-No Falls ICT system as a business opportunity

✓ **E-No Falls - European Network for FALL Prevention, Intervention & Security**

E-NO FALLS thematic network is a forum for all stakeholders to share knowledge, expertise, resources, best practice experiences and to build consensus to highlight the remaining obstacles to be overcome and to eventually provide guidance for ICT-enabled solutions and their roll-out.

Objective:

✓ The main goal of E-NO FALLS thematic network is to integrate and bring together knowledge, experiences and best practices acquired at European and international level in the area of fall prevention, intervention and safety, with the aim of coordinating ongoing activities and creating the necessary conditions and consensus on action plans, standards and specifications in view to ensure the widest future replication and co-deployment of innovative solutions (with special emphasis on ICT-based ones).

Strategy for reaching out new markets

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The **E-NO FALLS thematic network** will be **a forum** for all stakeholders within the value chain (such as industry, users organizations, informal and formal care providers, public authorities, investors, housing and insurance companies and service providers across Europe) to share knowledge, expertise, resources, best practice experiences and to build consensus to highlight the remaining obstacles to be overcome and to eventually provide guidance for ICT-enabled solutions and their roll-out.

E-NO FALLS is envisaged to act as a HUB in the sense that it will

become a single point concentrating conclusions, references

and links to all what is being/has been done in all issues

(research results, policy recommendations, market uptake...) related to fall prevention, detection, intervention and safety. E-NO FALLS portal will provide links to other networks, projects and initiatives addressing Falls which will make easier to all stakeholders to have a view and gather information about trends and future initiatives and the opportunity to be involved in all the activities of the network.

The output expectation of the network is to maximize the social and economic potential of ICT-based solutions, while promoting and accelerating wider deployments for improving quality of life and sustainability of care for the ageing population

Primary support solutions: phone systems and social networks

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➢ **Phone systems**

The phone systems are one of the easiest ways that can set up a collaborative platform designed for interaction between beneficiaries and carers.

Example: **"Mobile for good" – Vodafone Romania**

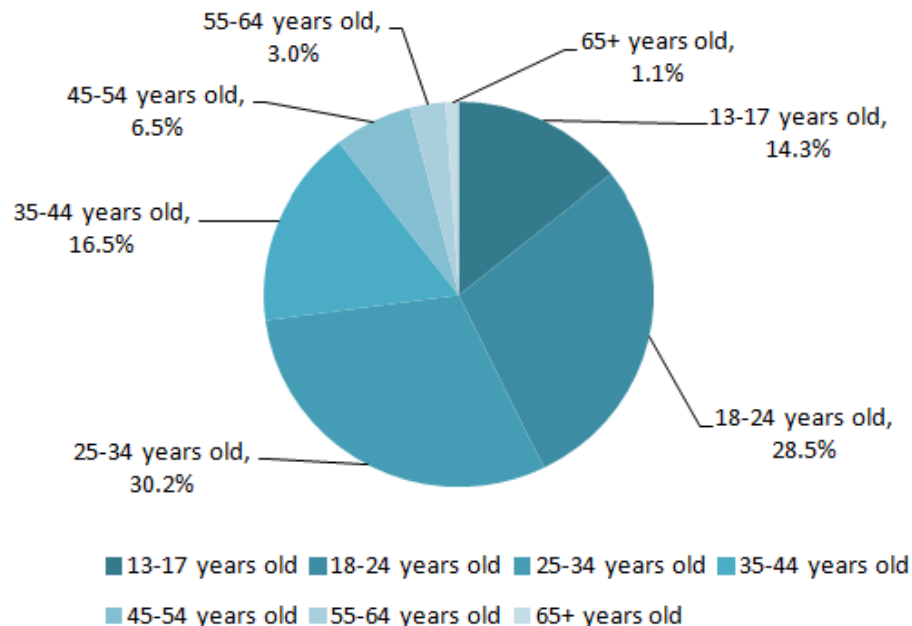The largest program in Romania that uses mobile technology to improve the lives of people in need.

Source: https://www.vodafone.ro/despre-noi/implicare-sociala/fundatia-vodafone/proiecte/mobile-for-good/proiecte/

Primary support solutions: phone systems and social networks

➢**Social networks**

❖ The most known and used social network is Facebook.

❖ In Romania, statistics show that only 3% of Facebook users are aged between 55-64 years and only 1.1% of Facebook users are older than 65 years.

Facebook users by age groups

Solutions for formal support group: telemedicine and telemonitoring

Expanding telemedicine solution SMURD.

From SMURD experience, a problem frequently encountered is the worsening of the patient's interventions since taking over from the accident and until SMURD reach hospital. In ideal situations, the doctor, at the hospital could provide vital information on the ambulance crew until it reaches the hospital.
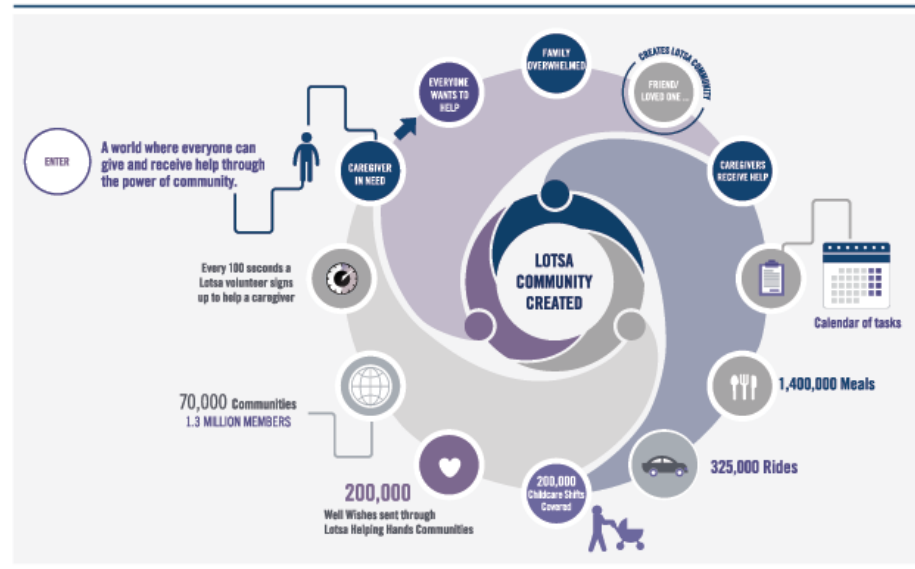
Source: https://www.vodafone.ro/despre-noi/implicare-sociala/fundatia-vodafone/proiecte/mobile-for-good/proiecte-2013-2014/index.htm

➤**Telemedicine and telemonitoring**

❖ In 2006 was introduced the **first helpline system** in Romania. It consists of an activation device presented in the form of bracelets and a necklace. After activating the device, a dispatcher was contacted with the person in difficulty and established its need for assistance.

❖ The system was implemented by Department for Elderly Social Protection in Timisoara.

❖ This service was disabled in 2013 because of technical problems and obsolete equipment.

Source: http://www.tion.ro/teleasistenta-pentru-batrani-introdusa-in-premiera-nationala-la-timisoara-a-fost-desfiintata/1334934
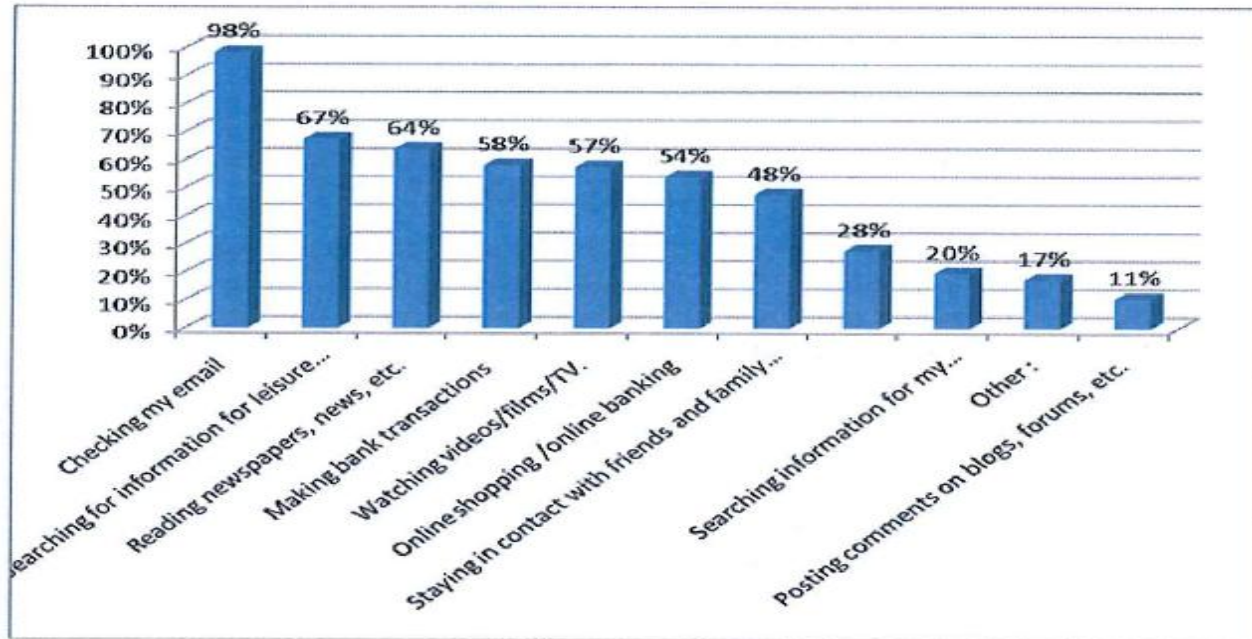
➢ Lotsa Helping Hands

❖ Is an online platform that aims Connecting people concerned about a beneficiary through a virtual community.

❖ Communities can be created in any countries of the world, including Romania, and the focus is on informal support group made up of relatives, friends, neighbors, acquaintances, etc.

Source: http://www.lotsahelpinghands.com/

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➤ More and more people are using ICT systems and internet

➤ SIVECO Romania S.A is continuing its work in the AAL field. MEDIATE and E-No Falls are just two of the solutions dedicated to AAL market.

➤ There is a huge potential on the AAL Romanian market.
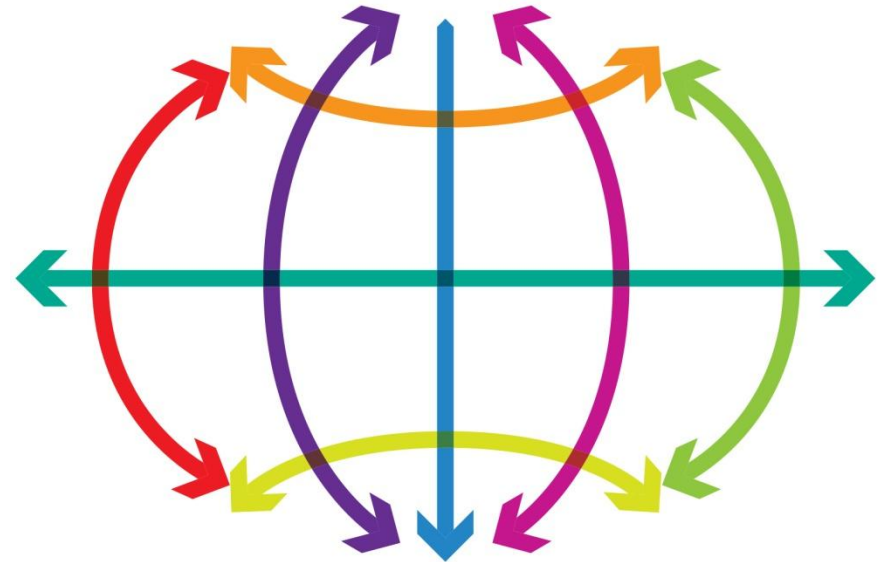
Source: http://protectyourfamily.pandasecurity.com/

Thank you very much!

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