

salzburg**research**

AAL Forum 2014

Commercialization strategies for an assistance service for
people with dementia in eastern and western Europe

V. Willner, C. Schneider, A. Paprotta, C. Sicher, R. Kistler, O. Jimenez, A. Sterea

Dementia



Symptoms

- Memory loss
- Disorientation
- Inappropriate social behavior
- ...



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challenges for informal carers

ICT support



- Support for concerned persons
- Support for carers
- Available services are often limited to raising alert or location tracking
- Problem of acceptance
- Tailored to specific sales markets



fotolia

Confidence



Mobility safeguarding assistance services

- Adaptable on individual needs
- Combination of assistive technologies with personal help
- Supports patients and carers
- Integration of volunteers
- User Centered Design



Confidence Functions



Emergency – The user presses this button if he/she needs help urgently. In the background the system informs the responsible care person.

Assistance – The user needs help and would like to talk to somebody personally. Therefore the system enables a video or voice connection with the responsible care person when pressing this button.

Daily schedule / Reminders – On click the user see tasks and appointments of this day. Further he/she can add or edit entries. Reminders for entries appear automatically and are read out loud on the defined time.



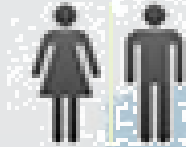
Navigation – If the user needs support on his/her way home, he/she clicks this button and is able to see the map with marked way and distance from the current position to the home address.

More: If the user would like to use some standard Android apps they can be added and reached on click of the arrow

Environmental service – If the user presses this button the current weather conditions and suitable clothing tips are shown

Market

8.7 million
with dementia



Many **without diagnosis**



Costs depend on
type of care, stage, living situation and region



Prevalence of dementia increasing



€ 22.000 per
dementia case



x2
Total number is expected
to **double every 20 years**

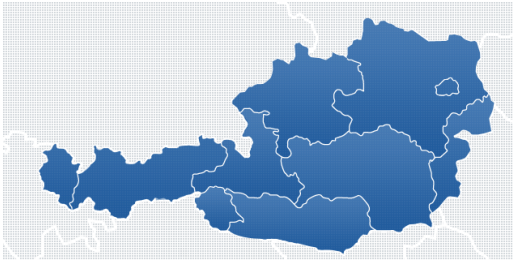
Trial regions



Trial regions - Austria



Trial region - Austria



imtech-austria.at

- Situated in the Center of Europe
- 9 provinces
- Care is regulated differently
- Many care providers
- ~ 145.500 people with dementia



Trial regions - Romania





Trial regions - Romania

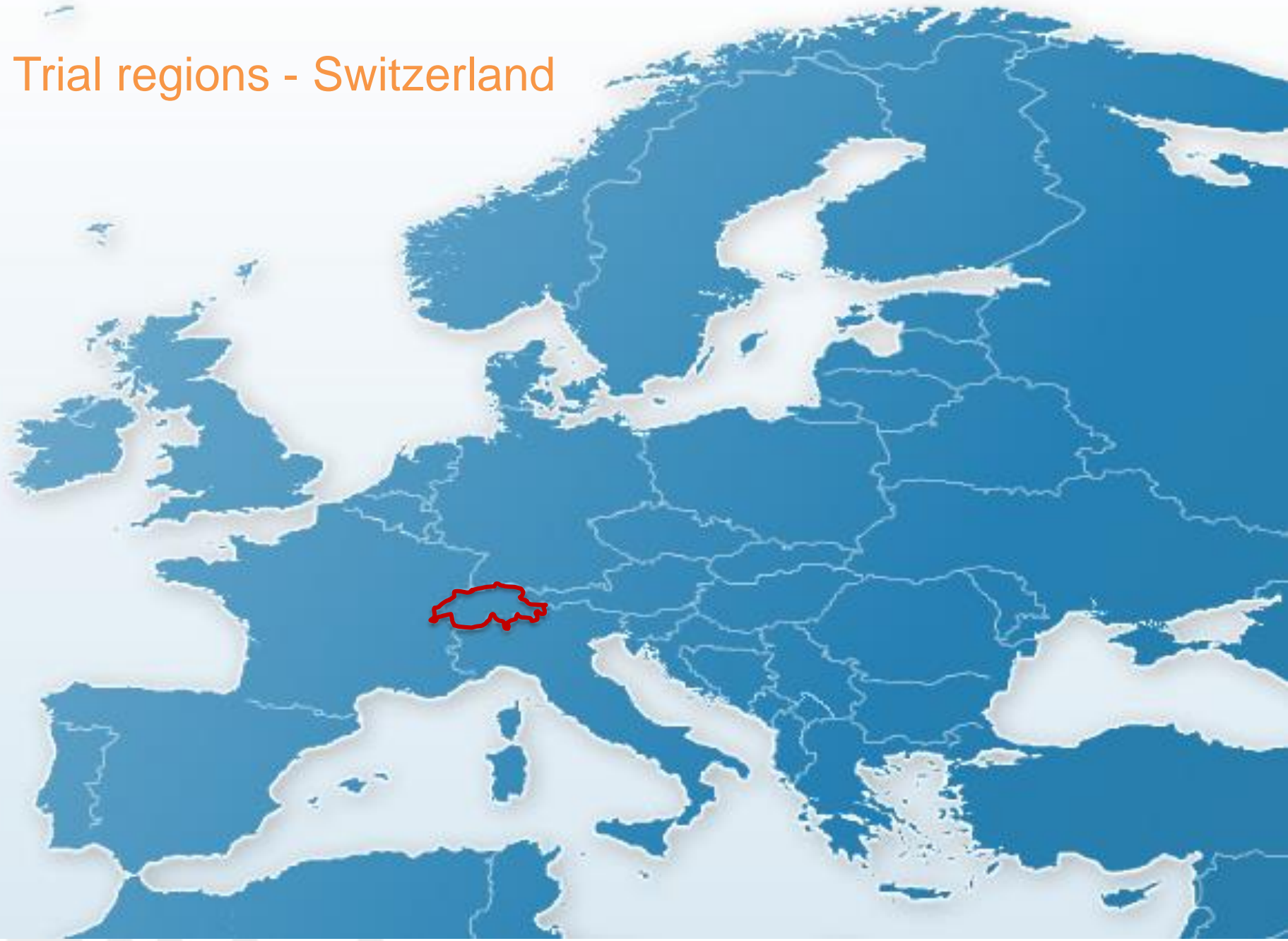


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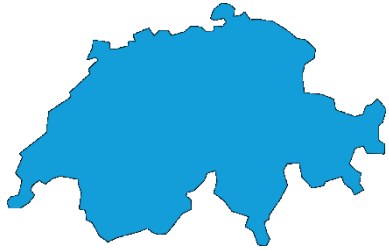
- Situated in South-Eastern Europe
- 41 counties + Bucharest
- Shortage of institutionalized services
- Home care is most commonly used
- ~ 270.300 people with dementia



Trial regions - Switzerland



Trial regions - Switzerland



securityblog.switjc.ch

- Situated in Middle-West of Europe
- 26 cantons
- Specific health care systems
- Home-based care activities
- Spitex
- ~ 133.700 people with dementia



Commercialization strategies



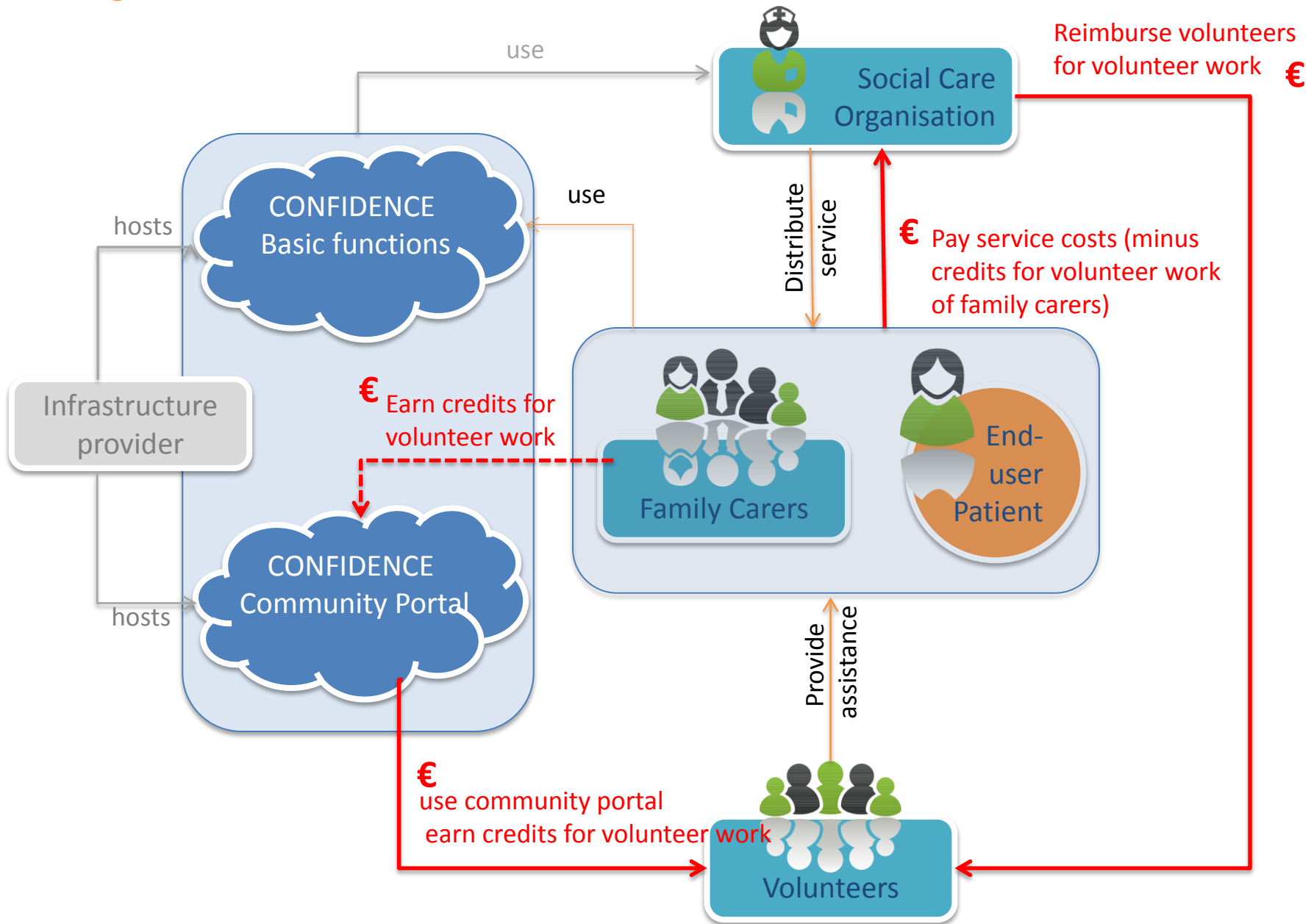
- Care organization based model
- Community portal base model
- Provider based model



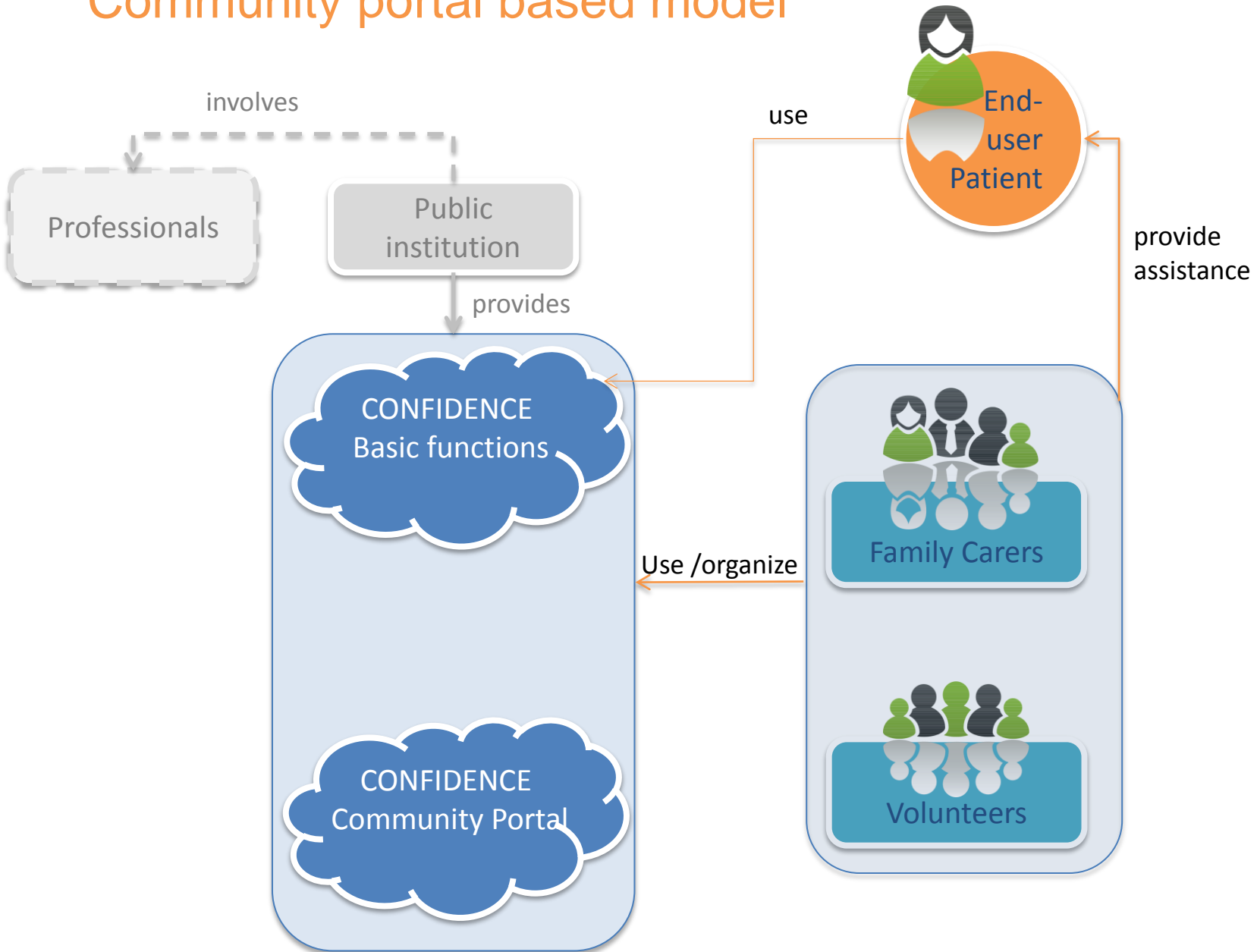
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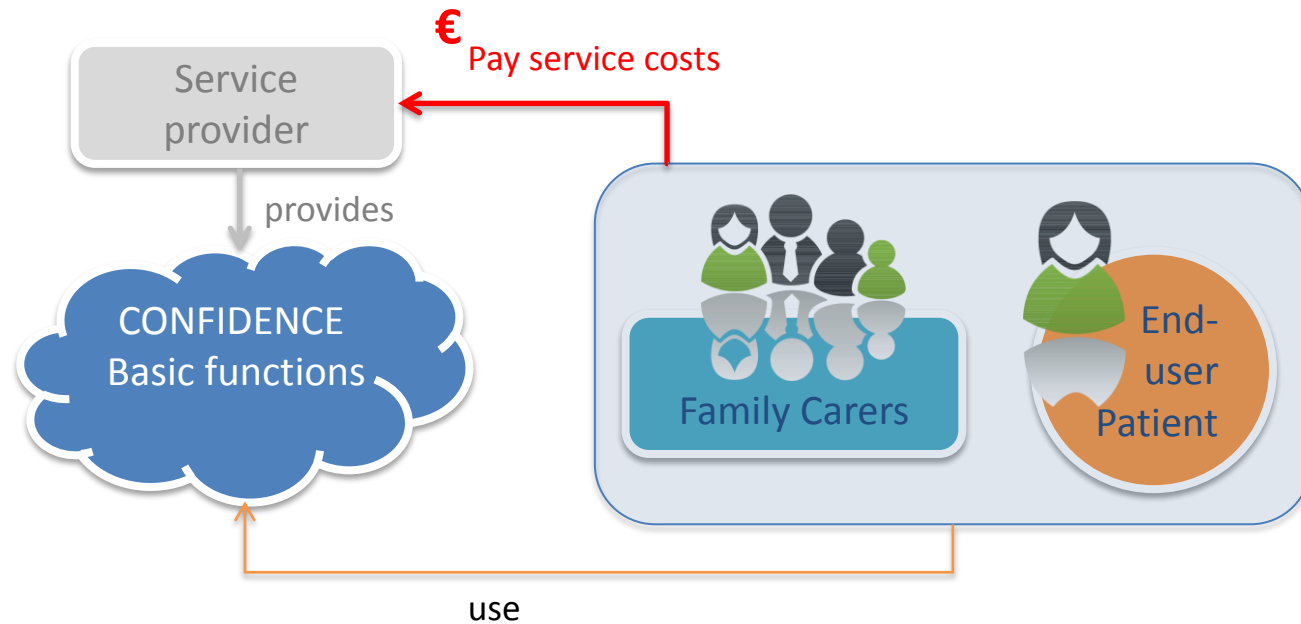
Care organization based model



Community portal based model



Provider based model



Summary



- Increasing number of people with dementia
- Demand for assistive technologies
- Diverse market conditions
- Three approaches
 - Care organization based model
 - Community portal based model
 - Provider based model





visit Confidence at the iHomeLab booth!

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Mag. DI Viktoria Willner