The need(s) of private care companies (SME) – what are their expectations on AAL?

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Working with a private company Opportunity or thread?

Why cooperate with a private company (SME)

- Focus public care companies;
 - Care company's focus on their primary process
 - Supply-driven
 - Difficulty of Changing themselves and their processes
 - Changing demography comes with a shrinking budget and savings will not be done in the primary process
 - In need for prove before making a decision
 - Not a good listener / paternalistic

Why cooperate with a private company (SME)

- Focus private companies;
 - focus on client wish "what is needed"
 - Demand-driven and a 180° different viewing angle (the client wish)
 - Focus result (profit)
 - Delivering prove
 - Empathic to the client / end user

The answer to the question!

- Cooperate with the SME because;
 - Changing demography comes wit a shrinking budget, this will not be done in the primary process
 - Care companies "skip" or diminish the budget for innovation > market for the SME (still in need for innovation)
 - Focus on the client wish & result (profit)
 - > drive for a successful product vs costs in the care company
 - > client focus is not in the genes of care company's (process focus paternalism)
 - Demand-driven and a 180° different viewing angle
 - > how can I help or surprise my client
 - > how do I make them using or buying my product
 - > actually listen and sparring vs I know what you need
 - Looking for result (profit)
 - > no result, no market, no business
 - Delivering prove
 - > Fulfilling needs or fail
 - > piloting in a safe haven, delivering prove before starting "in" the care organisation
 - Empathic to the client / end user
 - > You simply need to listen to the client or you'll produce something nobody wants.
 - > Empathy for a client is different from (paternalism)

"Top down" or "Bottom up"

- Definition of "demand driven"
 - aimed at satisfying the demand for a particular product or service, the economic market or within an organization or company
- Translated to healthcare;
 - Care is arranged so that the wishes of patients/clients determine the care that is actually provided. The patient / client determine the demand itself and also have the means to do so.

So "bottom up' it is?

- True, however:
 - The demand should first be recognised by the care organisation
 - The choice "to do so" has to be made top-down
 - The approach towards the solution should be a "demand driven co-production"
 - An isolated (SME) project structure should secure the goals
 - Let the SME run the project because there's more speed, better focus and less thresholds
 - The "end user" and "local stakeholder" should be connected / bound to the project by "guaranteed" sustainable enlargement after the project end!

The difference between "Young" and "Old"

- Technology in general
 - Young > Second nature, the grew up with
 - Old > looked at with distrust, most of it is new, flexibility is far gone

• Technical problems

- Young > will be bypassed and taken for granted
- Old > a reason for exit
- Usability
 - Young > High threshold, no problem
 - Old > drop out because.....
- Demand driven
 - Young > sometimes they just play around
 - Old > figure out what's needed, added value to daily life and Empowerment

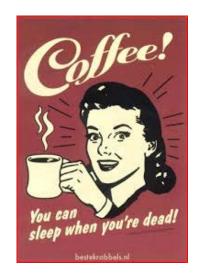
The difference between "Young" and "Old"

• Concerning technique

- It should work for 99% **before** starting the pilot
- Thinking that the problems will be solved during the pilot is ignorant and stupid
- The slightest technical problem will cause immediate dropout

• Concerning usability

- The user interface should be
 - Meeting the expectations and more
 - Clear (single) overview (use of contrast)
 - Suitable for the demand
 - Childly simple
- Use the coffee making principle



Scale for a successful pilot regions

- What would be a sufficient size of a test/pilot region
 - Large enough to have a comparison
 - Small enough to give attention to all the user
 - As large as you can guarantee 100% focus on your participants

The needs of private care companies – what are their expectations on AAL?

- Expectations
 - A demand for the end product
 - Cooperation with care companies and professional
 - (co)funding
 - Development based on research (sometimes) to convince the care company
 - 100% commitment of the stakeholders
 - End users (drag them in, give them attention, they know......
 - Care company
 - Professionals
 - Funders

Thank you!