



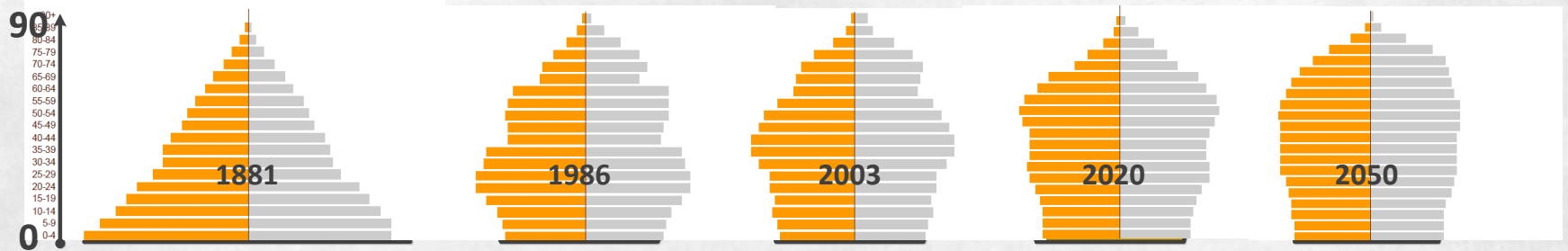
Smart home care platforms: Where is the added value?

Thomas Van der Auwermeulen

Content

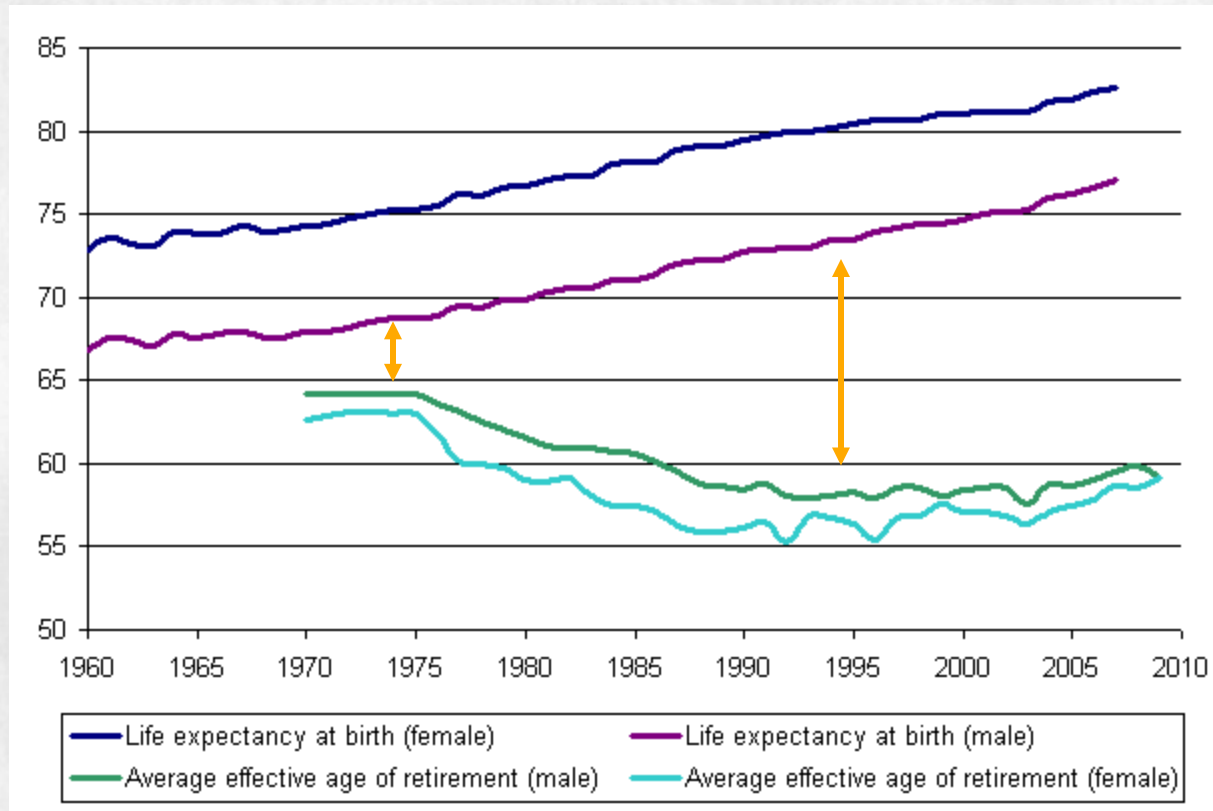
- Social Challenges
- Potential solutions
- Smart care platforms
 - What?
 - Challenges
- Where is the Added value
 - Methodology
 - Go To Market Strategies (GTM)
 - Case results
- Migration paths
- Conclusions

A challenge? OUR SOCIAL challenge!



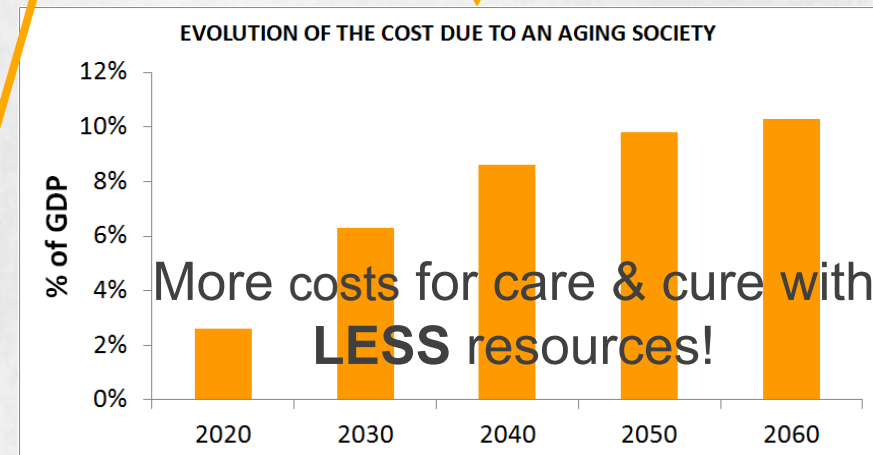
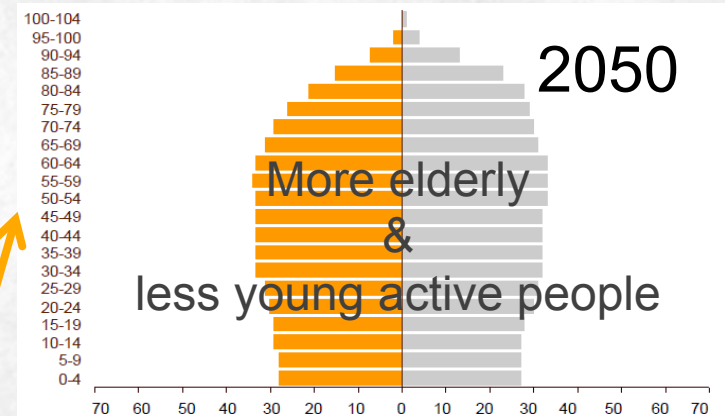
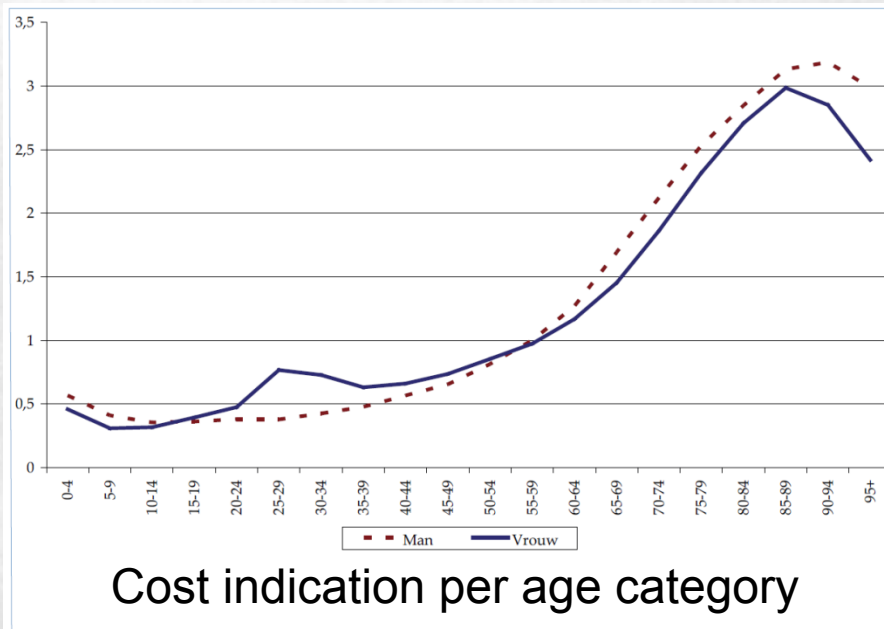
Social Challenge – The solutions – Smart care platforms – Where is the added value – Migration path

A challenge?



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A challenge?



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Tackling the challenges

- Preventive care
 - Adapted homes
 - Health monitoring
 - Data mining to predict changes of...
- Optimization of current practice
 - Lean in healthcare
 - Data sharing / administration
- New and better treatments
 - Nanotechnology
 - Pharmacology
 - 3D printing
 - etc.

Social Challenge – **The solutions** – Smart care platforms – Where is the added value – Migration path

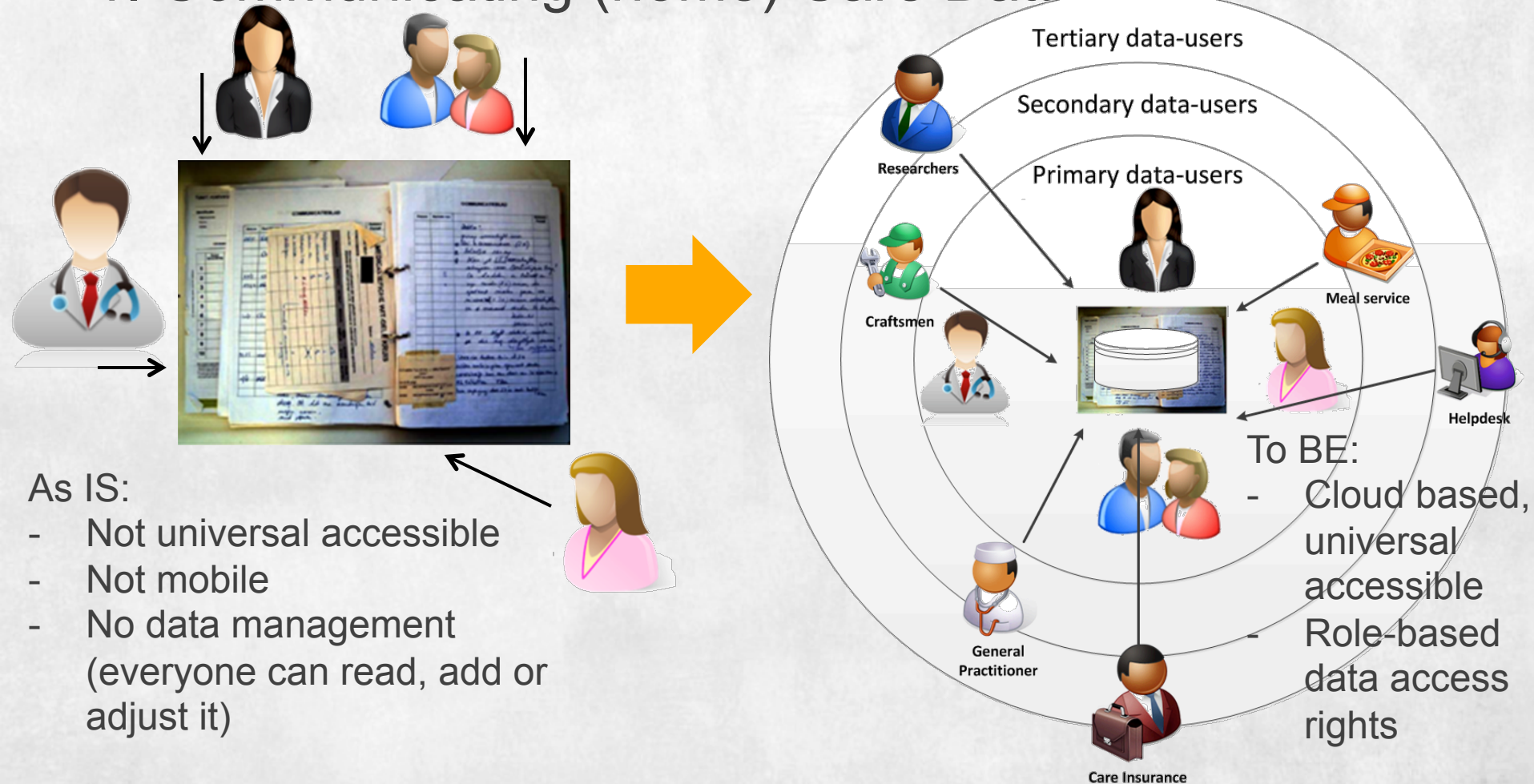
Today's eCare landscape



Social Challenge – The solutions – Smart care platforms – Where is the added value – Migration path

From fragments towards integration

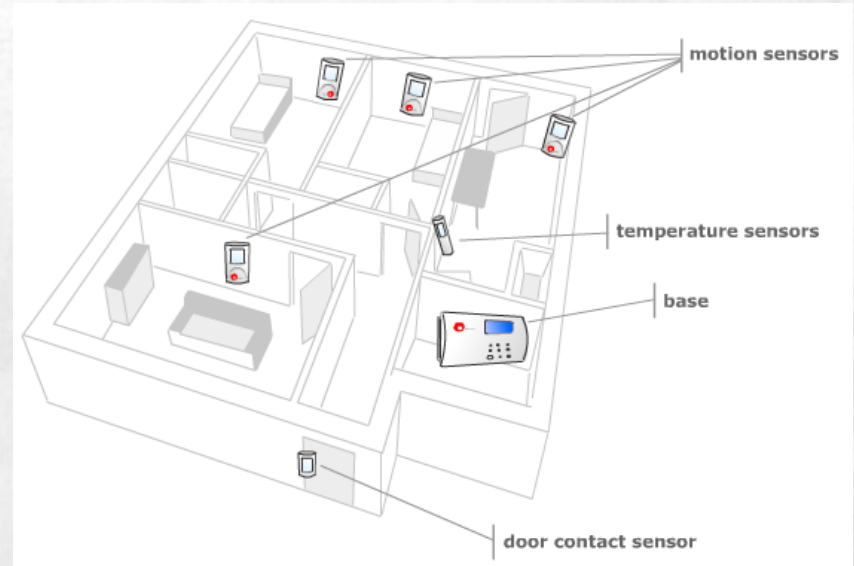
1. Communicating (home) Care Data



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From fragments towards integration

2. Integrating monitoring services



As IS:

- Fragmented stand alone monitoring solutions

To BE:

- Integrated sensor platform

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From fragments towards integration

3. Additional care service

- Home care services
 - Online meal delivery
 - Cleaning help
 - Shopping service

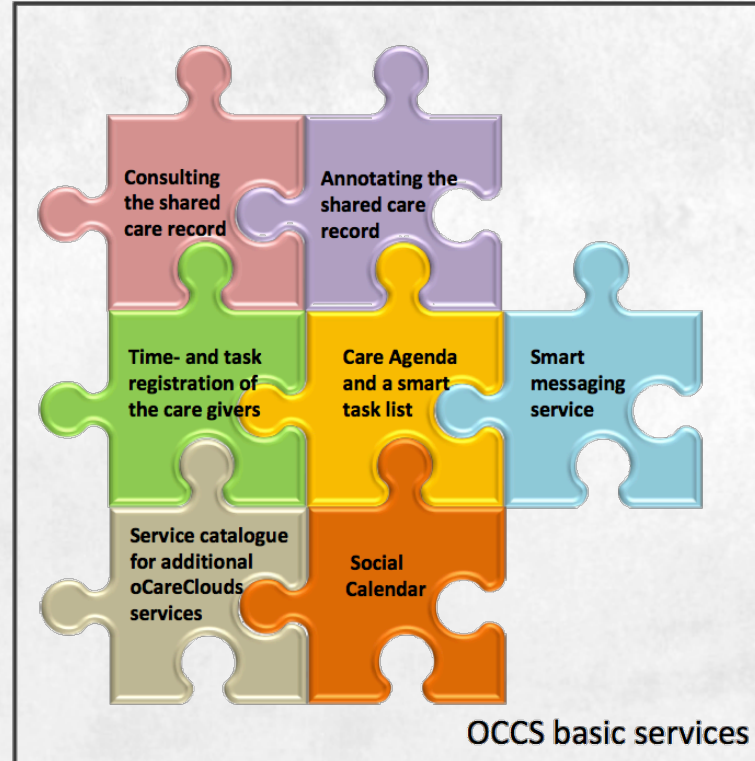


- Services fostering social contact



Social Challenge – The solutions – **Smart care platforms** – Where is the added value – Migration path

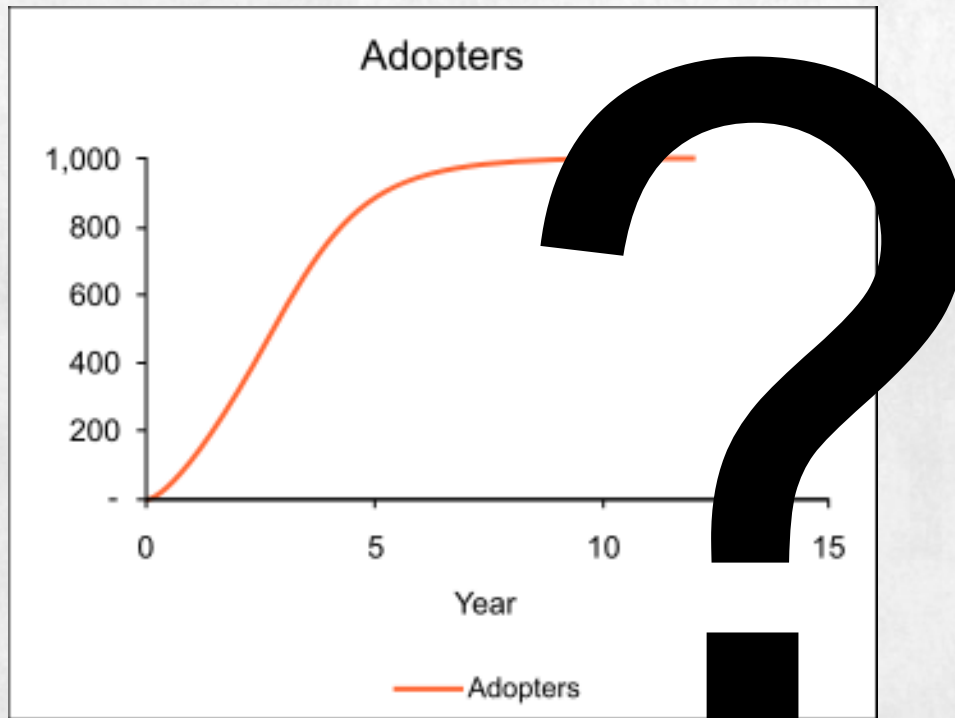
oCareClouds, a cloud based smart care platform



- Added value care receiver:
Better Care
- Added value care provider:
Better Care provisioning
- Added value care organization:
Better service provisioning

Social Challenge – The solutions – **Smart care platforms** – Where is the added value – Migration path

Smart care platform, where is the market?



CHALLENGES:

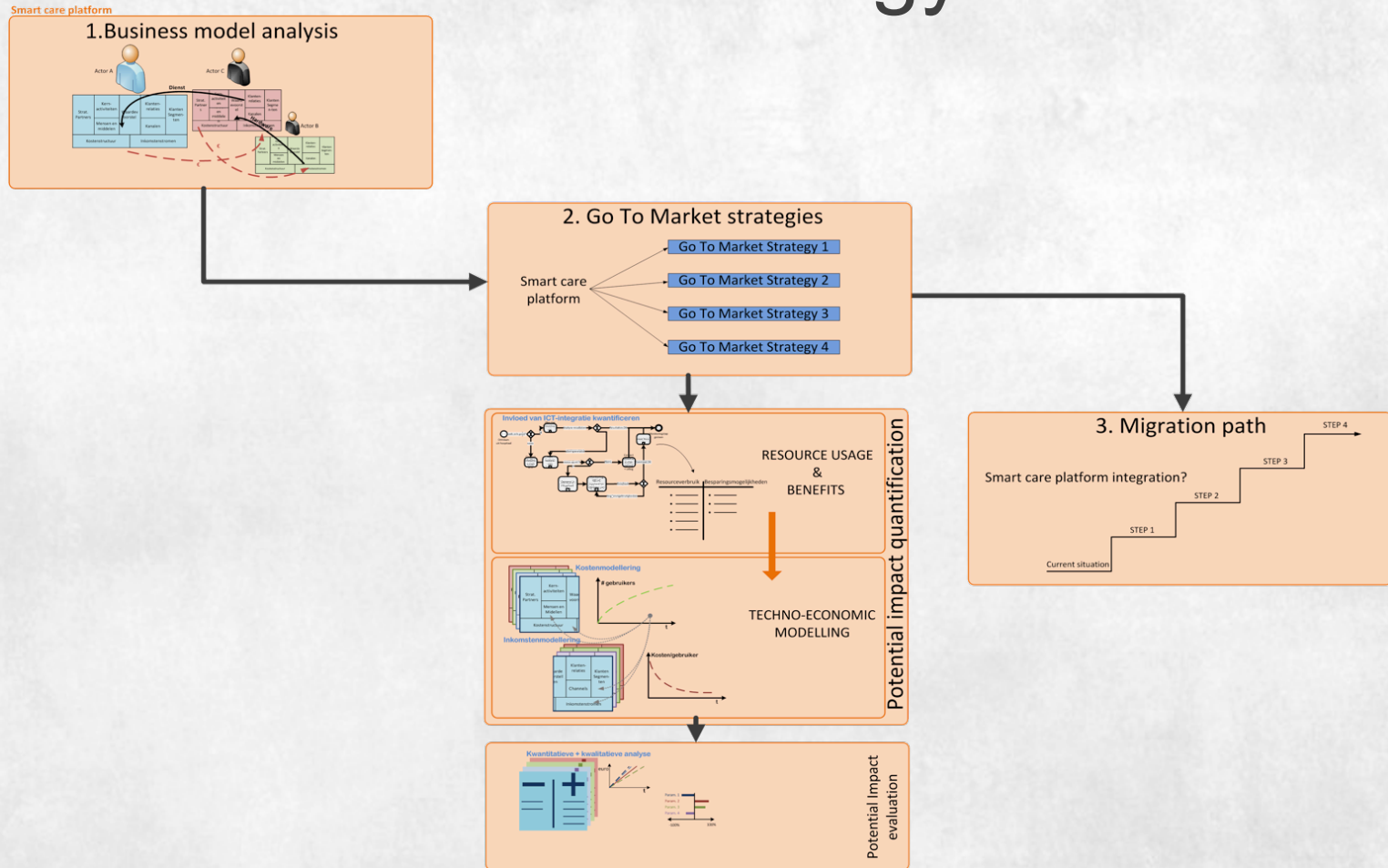
1. A lack of financial support
 - No financial structures yet for telecare provisioning
 - No reimbursement for patients
2. Complex value network for eHealth
3. Privacy concerns and legal issues
4. Added value is not clear
5. Technological barriers
 - No standards
 - Technology gap for users

Social Challenge – The solutions – **Smart care platforms** – Where is the added value – Migration path

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Smart care platform, identifying the added value: methodology



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1) added value identification

| <i>Actor</i> | <i>Added value description</i> | <i>Type of added value: Qualitative/ Quantitative</i> |
|---|--|--|
| Care receiver ■ Added value care receiver: Better Care | <ul style="list-style-type: none"> • control of the organization of care • strengthened involvement and empowerment • higher quality of care • higher state of peace of mind • higher state of self –management, less care dependent • lowered barriers for social contact and decrease of social isolation • better informed of existing and practical care support services | Qualitative Qualitative Qualitative Qualitative Qualitative Qualitative Qualitative |
| Informal Care giver ■ Added value care provider: Better Care provisioning | <ul style="list-style-type: none"> • better care task coordination • improved quality of care/work atmosphere • Less stress, less unexpected tasks, increased state of peace of mind, etc. • Being better (and real time) informed | Qualitative Qualitative Qualitative Qualitative |
| Formal Care giver & Care organization ■ Added value care organization: Better service provisioning | <ul style="list-style-type: none"> • better care task coordination • improved quality of care/work atmosphere • Less stress, less unexpected tasks, increased state of peace of mind, etc. • Being better (and real time) informed • Smoother switching between care givers (e.g. sickness, etc.) • Significant decrease in administration time (scheduling, adapting schedules, billing, etc.) • Reassuring care receivers when delay during care visits | Qualitative Qualitative Qualitative Qualitative Qualitative Quantitative Qualitative |

Social Challenge – The solutions – Smart care platforms – **Where is the added value** – Migration path

2) Go To Market Strategies: GTM

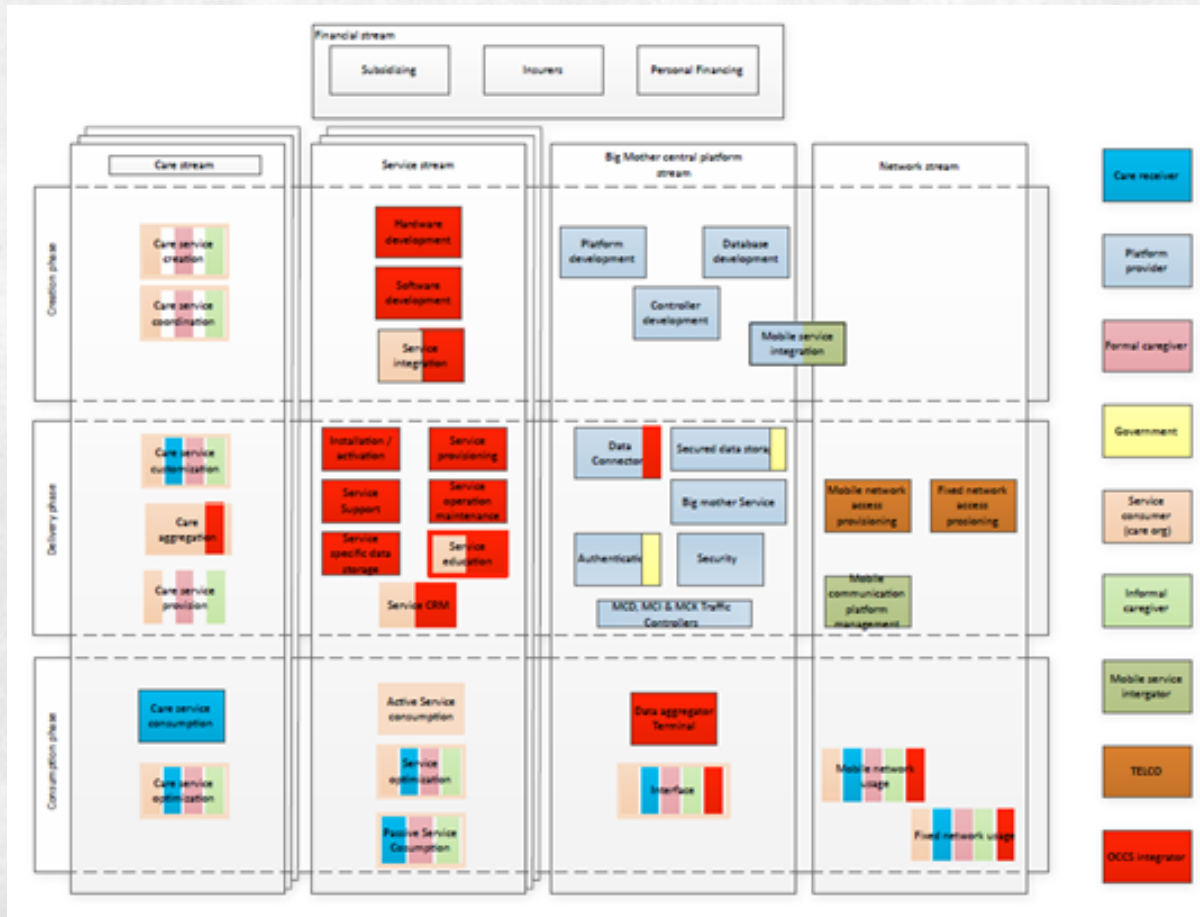
4 Potential GTM strategies:

1. Smart care platform provided by the care organization
2. Smart care platform provided by service flats
3. Smart care platform as billing and scheduling tool for care organizations
4. Smart care platform with government reimbursement



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2) Go To Market Strategies: Value network and stream analysis



WHICH actor is responsible for WHICH role??

Social Challenge – The solutions – Smart care platforms – Where is the added value – Migration path

Is the market ready?

- Support and readiness of Care receiver?!
 - Technical barriers, USP not clear
- Support and readiness of Care organisations?!
 - What's in it for us? Low USP.
- Cross organisational cooperation:
 - Culture change
 - Structural change
 - today no/little cooperation
- Care process digitization just started...
 - Under financial pressure

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Open the market by...

Increasing the USP for a central actor
= Care organization

HOW?



oCareClouds as billing
& scheduling tool

Step 0

Step 1

Step 2

Step 3

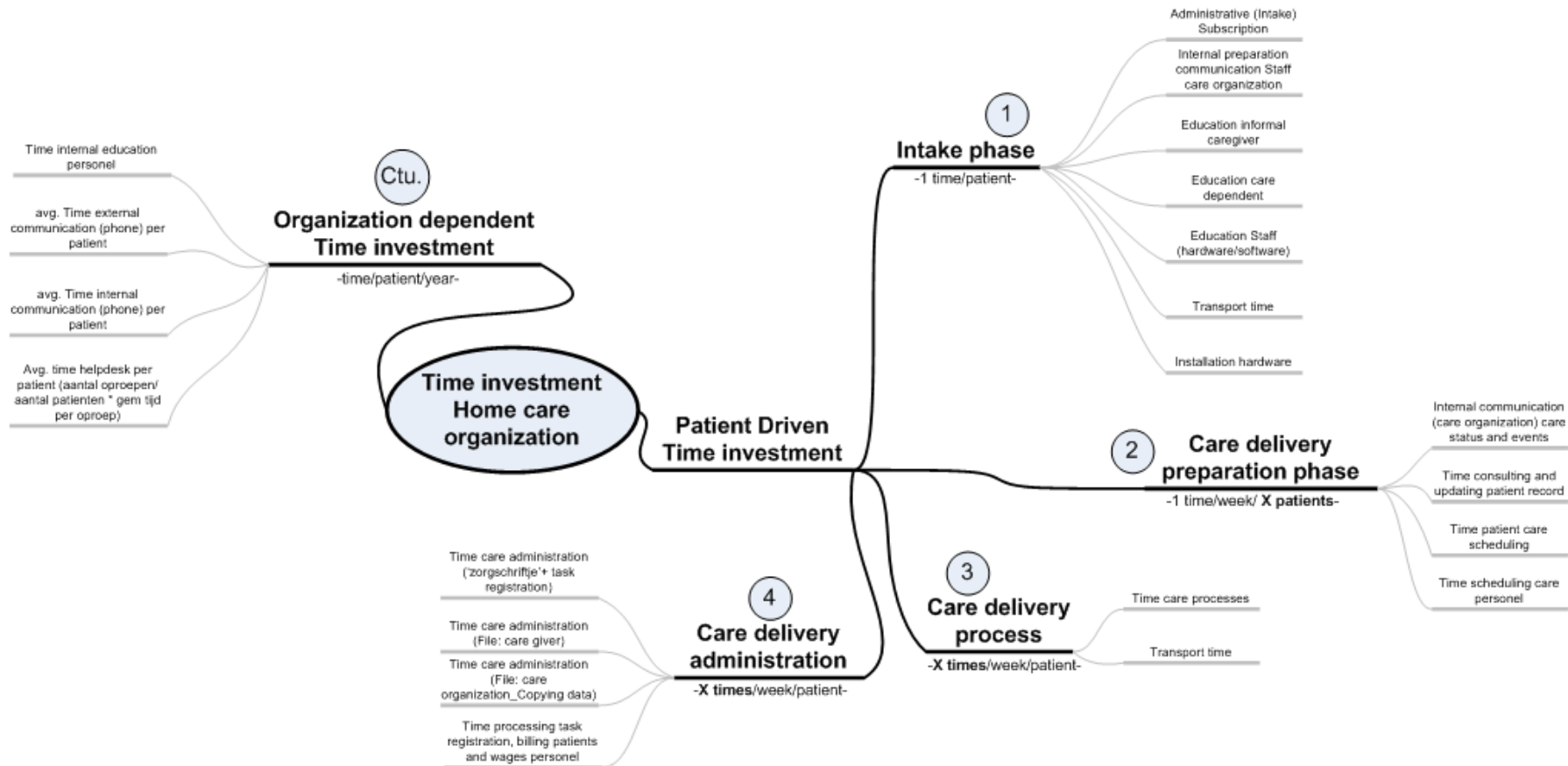
Step 4

Patient
involvement

Patient centered

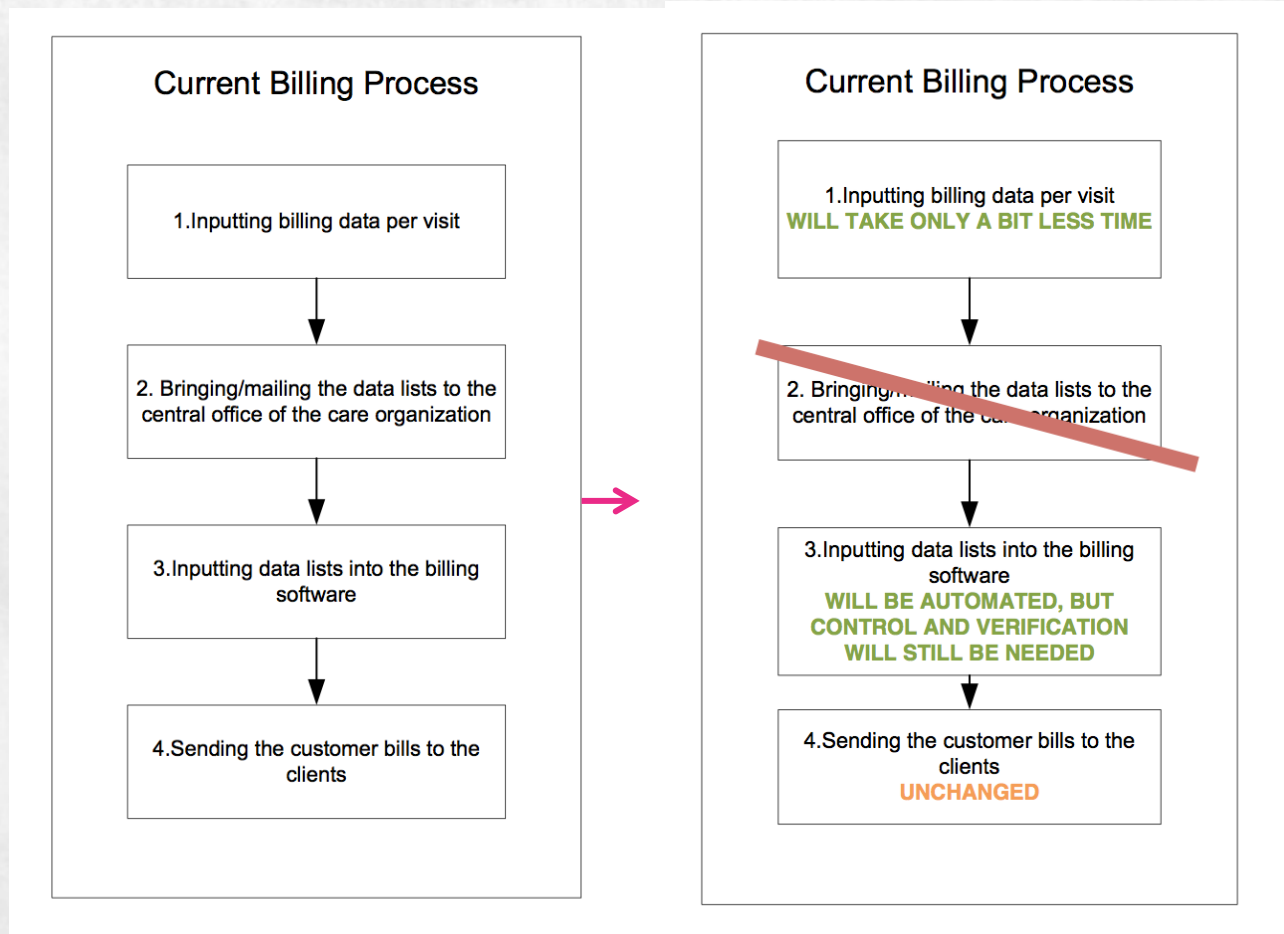
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How to increase the USP for care organizations?



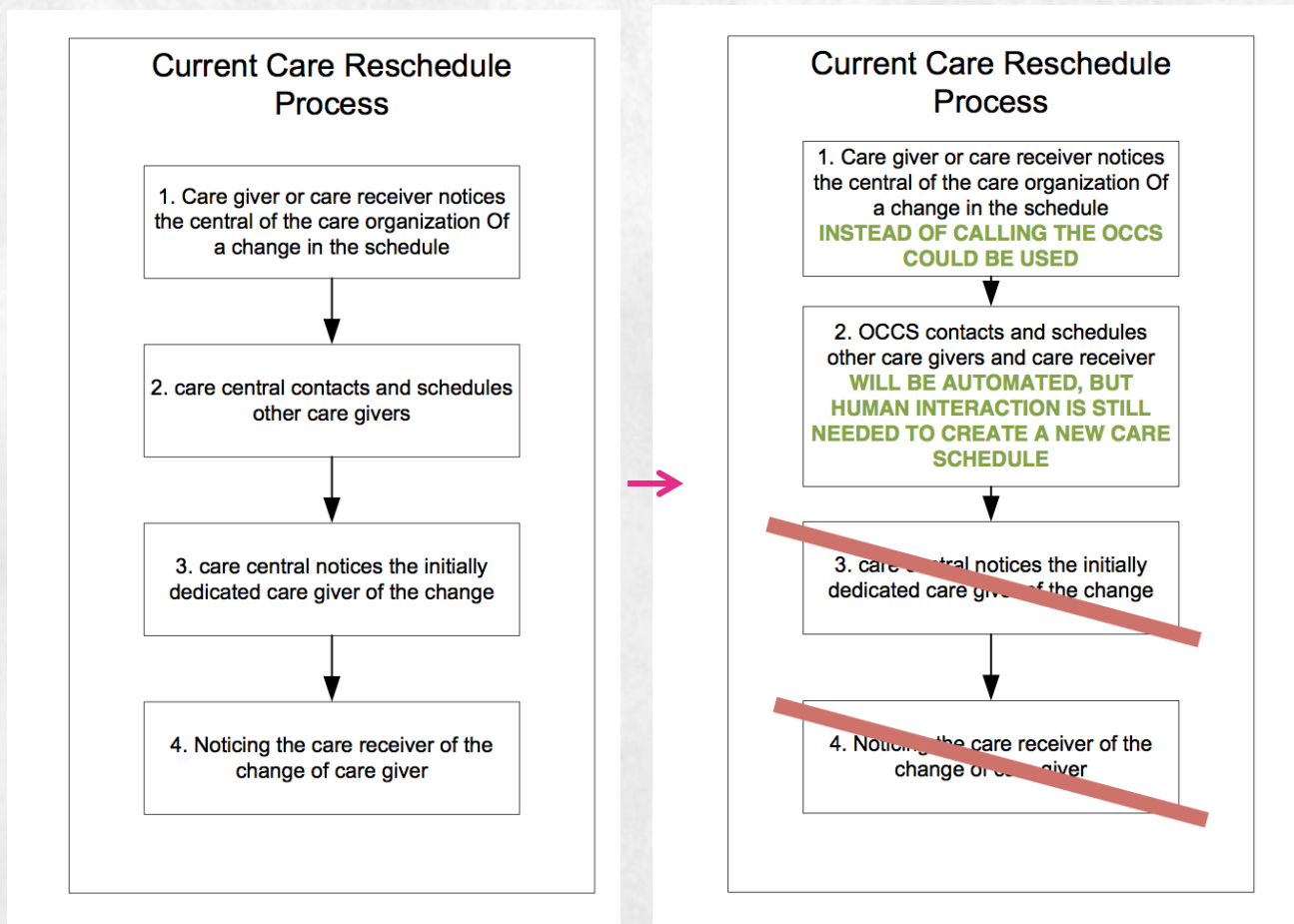
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... a billing & scheduling tool as a first step integration: Optimizing billing process



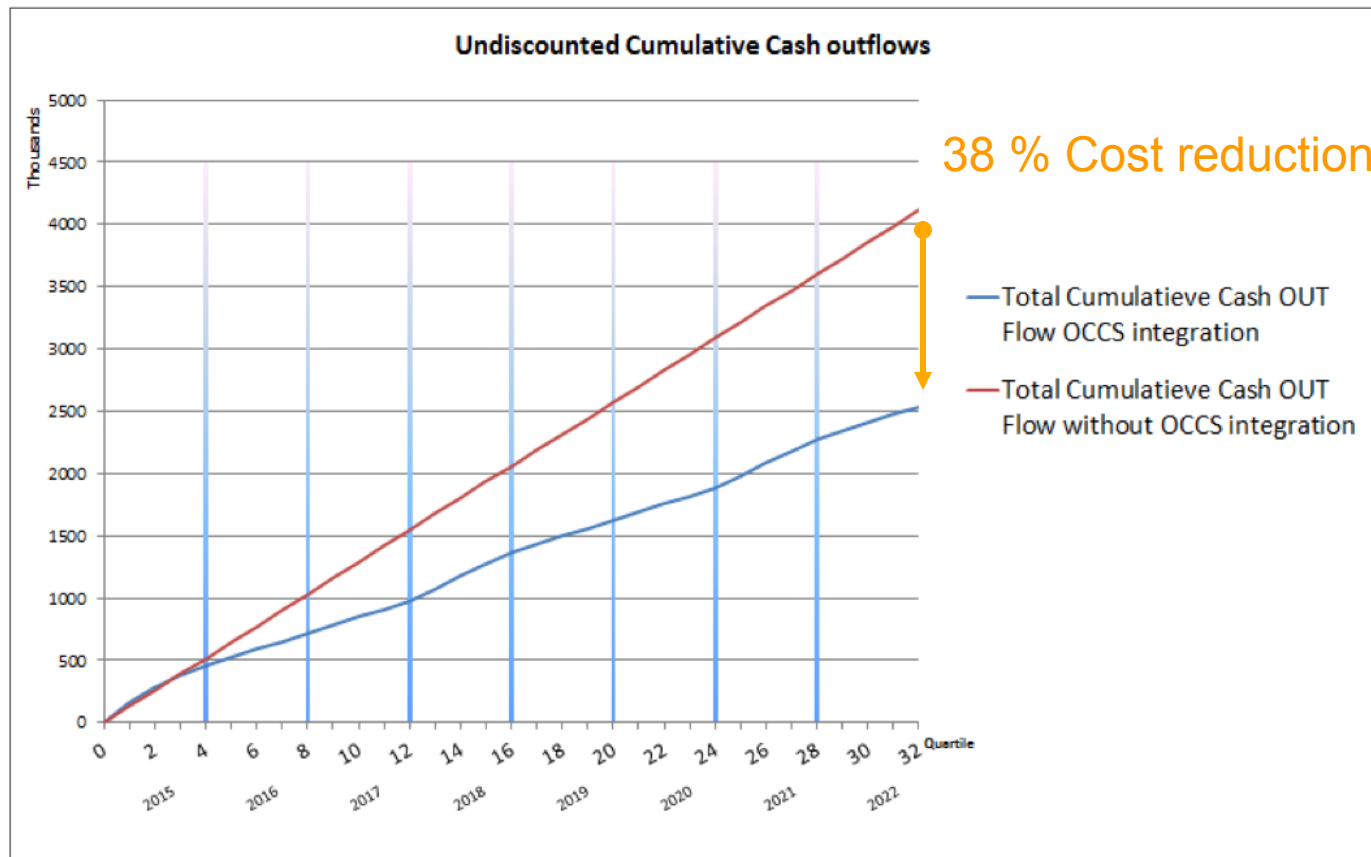
Social Challenge – The solutions – Smart care platforms – **Where is the added value** – Migration path

... a billing & scheduling tool as a first step integration: Optimizing rescheduling process



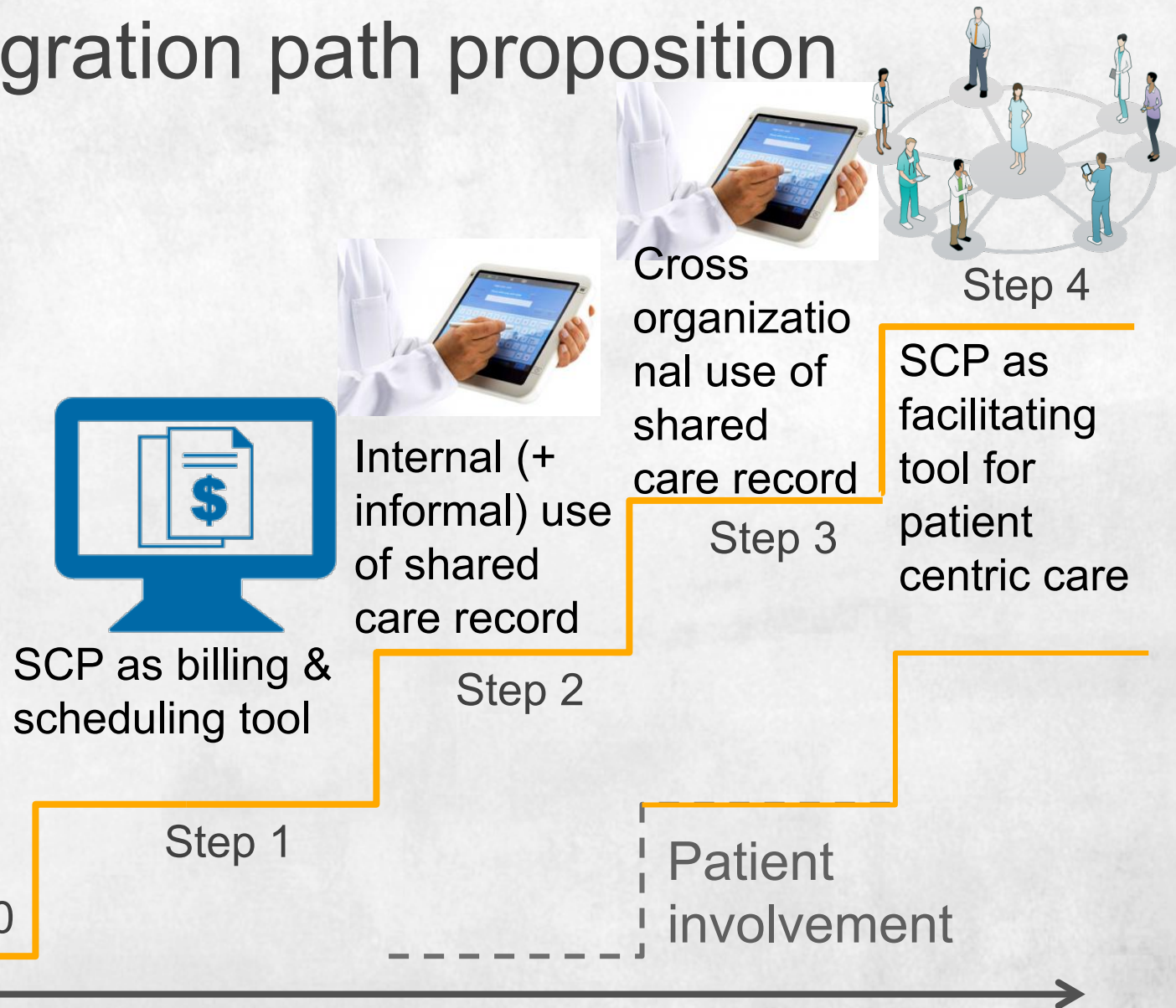
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... a billing & scheduling tool as a first step integration



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Migration path proposition



Conclusions

- Further research needed to refine the added value
- Impact of smart care platforms is case dependent but in general would lead to an efficiency increase in administrative processes of most care organisations

Thanks for your attention

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