AAL-forum 2009

Danish initiatives on Labour saving technology
Looking for intelligent solutions

Vienna - Austria– 30/9 2009
Elderly people
People

Still a need to regard elderly as citizens living every day life – and not as patients!
Challenges: Human development in a long perspective

2.5 million years  

50 years
Local Challenge: Prevention and early detection of lifestyle and chronic diseases

A Local Authority in DK with 30.000 inhabitants

- 1.400 has diabetes 2
- 1.200 has asthma
- 1.100 has COPD
- 2.900 suffers back injuries
- 10.000 has overweight (>25 BMI)
- 3.000 heavy overweighted (>30 BMI)
- 2.200 that drinks too much
- 3.650 heavy smokers between 26- 62 years

Source: Local Government Denmark & the National board of Health
Example from eHealth: Why are innovations in Health Care so difficult?

Funding of innovations by:
- European Union
- AAL Joint Programme
- National Governments
- Foundations
- Etc.

Temporary financing

Source:
Erwin van Leussen MBA
Manager Achmea Health Innovation
AALiance Strategy Workshop – Brussels – september 2008
Danish initiative on Labour Saving Technology: Looking for intelligent solutions

The Danish Government has launched a Programme for Labour Saving Technologies.

The Ministry of Finance distributes 400 mill. euro (75 euro pr. inhabitant) from 2009-15 to ICT, service technologies and technical aid equipment:

- Projects that demonstrate and document labour saving potential within public service and care
- National initiatives with a proven labour saving potential
- Push debate and findings

Applicants are hospitals, nursing homes, schools etc.

<table>
<thead>
<tr>
<th>Country</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Germany</td>
<td>6.1 billion euro</td>
</tr>
<tr>
<td>Spain</td>
<td>3.4 billion Euro</td>
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<tr>
<td>Italy</td>
<td>4.8 billion Euro</td>
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Scope of funding:

Technological maturity

- **Research and innovation**
  - Nano technology
  - Exoskeleton

- **Implementation and distribution**
  - Patient briefcase
  - (iRobot, robot vacuum cleaner)

- **Production & demonstration**
  - Dish washer

- **ABT-funding**

Programmes:
- FP7-8
- AAL-JP
- CIP-programme

Implementation and distribution:
- General distribution
What we do

- We co-finance pilot projects that work with ICT, new technologies – and new ways of working.
- Applicants are public authorities typically in co-operation with private enterprises/industries

The trick:
- The applicant should be able to realize the main part of the labour saving potential, service and production improvements etc.
- The solution is innovative and general; it can be copied or shared

- We monitor the projects focusing on realization of labour saving potential and service improvement.
- When a project has proved a positive business case/benefit realization, the initiative can be implemented nationally.
Example from eHealth: Why are innovations in Health Care so difficult?

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Erwin van Leussen MBA
Manager Achmea Health Innovation
AALiance Strategy Workshop – Brussels – september 2008
Investing in “Ageing Well” seems to give the best ROI!

Applicants grouping on sector

- **Number of Applications**
  - Hospitals: 42%
  - Elderly: 32%
  - Others: 26%

- **Application for Funding**
  - Hospitals: 62%
  - Elderly: 19%
  - Others: 19%

- **National potential**
  - Hospitals: 41%
  - Elderly: 33%
  - Others: 30%
Why don’t they just do it?

**Barriers to innovation among care providers:**

- Focus is service and care production, not innovation
- Scarce economy, scarce resources, scarce competences
- Limited capacity and incentive to fund projects and take risk

**Still a fruitful ground:**

- Care providers have concrete experience and a need for new solutions
- ...and potential to generate ideas and make them work

**Innovation must be nursed and focused on practical implementation and benefit realisation**
Intelligent solutions... in elderly care
Looking for intelligent solutions

- **Policy:** Clear business case - start with the problem – not the (ICT)-solution

- **Service innovation:** Can ICT change the way we provide services today?
  - E.g. Should we maximize hospital services or focus on prevention of diseases?

- **Products:** Should we develop specialized high end innovative products or basic large scale solutions?

- **People:** Should we provide what people want or what we think they need?
Thank you for your attention
Next practice?
Extras
New Danish national poll for 50+ about technology – Sensor technology
Skal vi have denne med.. Checke hvad Olav Felbo præsenterer i sin "nye" undersøgelse og hvilke signaler han sender??

Claus Nielsen, 09.09.2009
A European Stand on demographic challenges in ageing well

- Organization: Can ICT change the way we provide services today
  - E.g. Should we maximize hospital services or focus on prevention of diseases?

- People: Should we provide what people want or what we think they need?

- Infrastructure interoperability: or
New Danish national poll for 50+ about technology – “Patients briefcase”
Elderly citizens “patient role” today

Winner of the "Not My Job" Award - ADOT
Litchfield Park, AZ 85
A snapshot of eInclusion from the little Danish island of Strynø

http://85.10.194.207/demo/login.jsp
Kinder-egg spill-over

The main perspective is the labour saving & business case perspective

The employee perspective:
- We attract employees by using ICT and care-technology
- We improve work-environment and reduce on the job-injuries

The user perspective:
- Involvement, higher quality of services, and quality of life

The business perspective:
- The intention is to generate demand and hence provide a faster technological development.
Discussion

1. What is your immediate reflections on the Danish case to solve the ageing challenges?

2. What do you see as the key issues to be tackled in the area of ageing well?

3. What can we do at the European level to address these key issues?
A European Stand on demographic challenges in ageing well

- Organization: Can ICT change the way we provide services today
  - E.g. Should we maximise hospital services or focus on prevention of diseases?

- People: Should we provide what people want or what we think they need?

- Products: Should we present specialized high end innovative products or basic large scale cross sector solutions?

- Infrastructure interoperability: or
Results and Examples

The ABT Fund co-fund projects in e.g. the following sectors:

- Telemedicine
- Labour saving technologies in care and health sectors
  - Service robots (reduce manual work, transports etc)
  - ICT e-Government and administration

1. Tele Medicine – e.g. ulcer telemedicine project
Pretext II: What drives innovation in public health and services?

**Citizens drivers:**
Growing and irreversible expectations:
- Service levels
- Involvement
- Choice etc.

**Political drivers:**
- New agendas and reforms

**Socio-economic Drivers:**
- Demography
- Demands for more effectiveness
- Technological development
- Globalisation
- EU etc.
• ICT and care technologies accounts for 12 pct of Danish exports

• But the public market for ICT and care technologies is still confusing and not transparent
• Many rules and much regulation which do not fit together
• Public agencies lack incentives
• Private companies lack knowledge of public sector logics
• Lack of common ground – little sharing of experiences

• Important to set platform for co-ordination and co-operation between interested private and public parties
• Generate demand for new products – help to forward development
• Getting implementation and new working procedures right
Perspective: Barriers to use ICT and care technologies

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