



Ambient Assisted Living from a Business Point of View

Tromsø Telemedicine and eHealth Conference 2008 - Innovation in eHealth
Tromsø, Norway, 10th June 2008

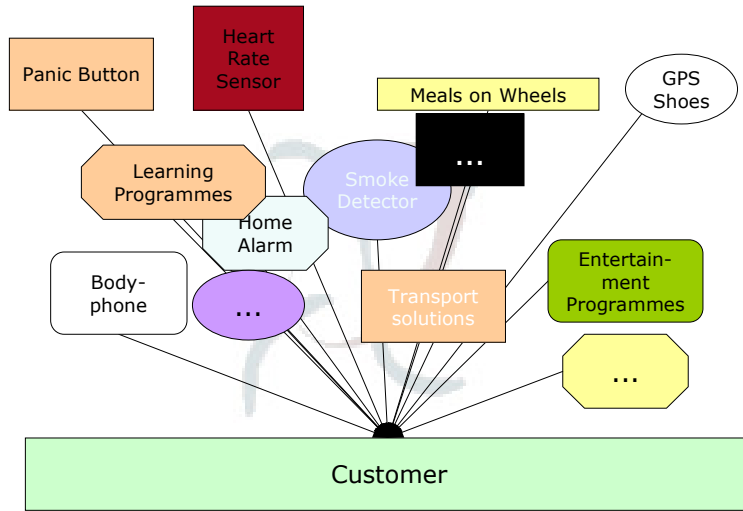
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Agenda

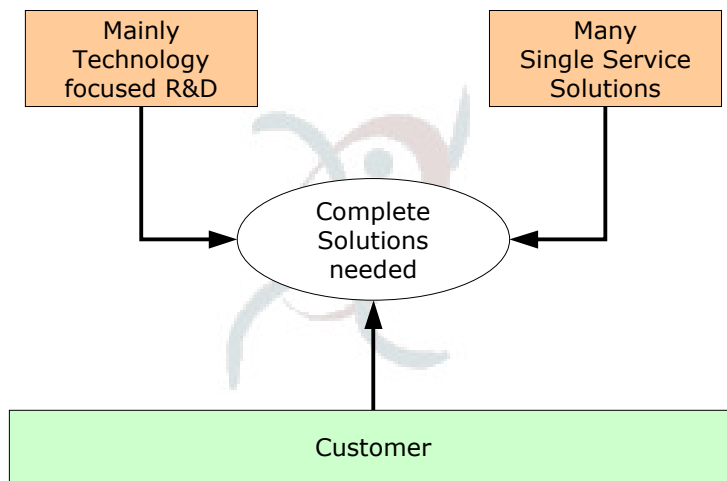


- End users
- Customers
- Stakeholders
- Offers
- Pricing

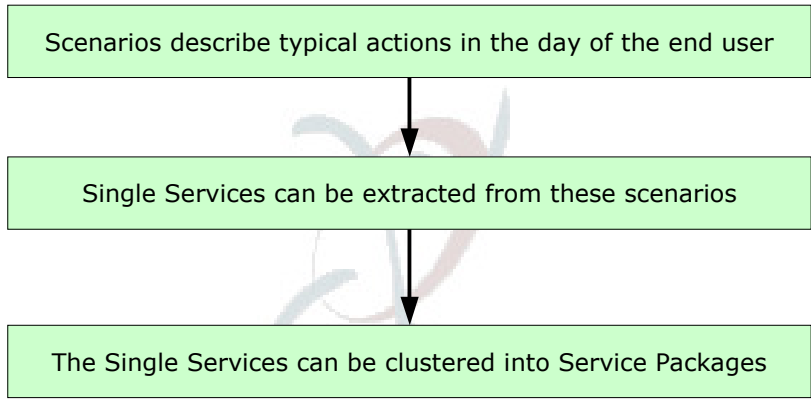
Many Offers in the Market



„One face to the customer“



Hitting the End User's needs



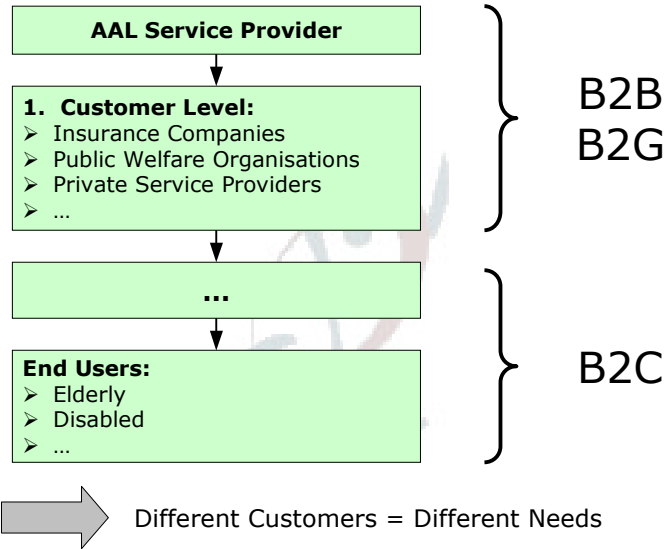
PERSONA Service Packages



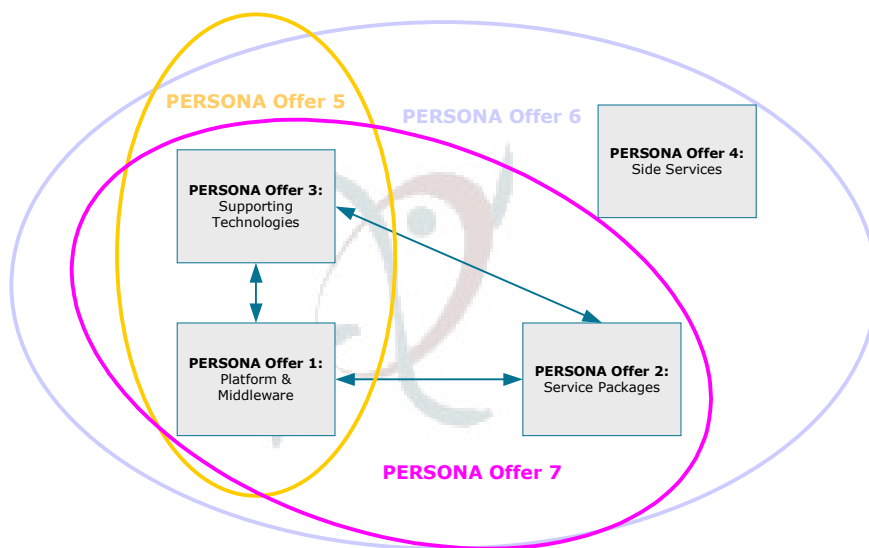
Support of the need for living safe and protected			
SECURITY Protects the user from being physically attacked or robbed at their home	SAFETY Prevents the user from being injured	REHABILITATION Improves the quality of health, professional supervision fostering rehabilitation at home and self care	PREVENTION To foster healthy aging and self care
Social Integration			
COMMUNICATION Prevents the feeling of loneliness and promote the communication with other people		LEISURE Prevents the boredom and therefore tendency to depress by promoting the realization of leisure activities	
Support of the performance of Daily Activities			
HOUSEWORK ASSISTANT Supports elderly to successfully run a house		SPECIAL NEEDS Products and services aimed at disabled	
Support of the need for Mobility			
MOBILITY Facilitates the elderly to move around the city, this is, to go from one point of the city to another			

Source: EU project PERSONA (www.aal-persona.org)

Different Levels of Customers

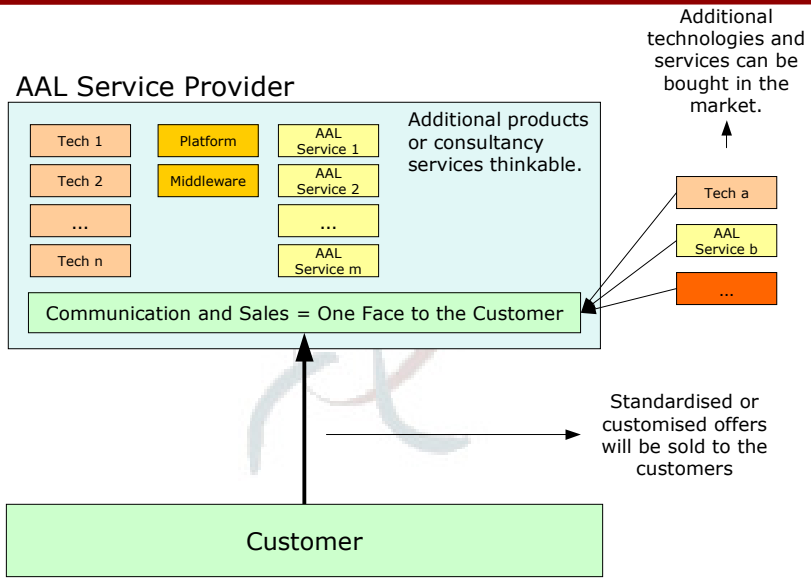


PERSONA Offers

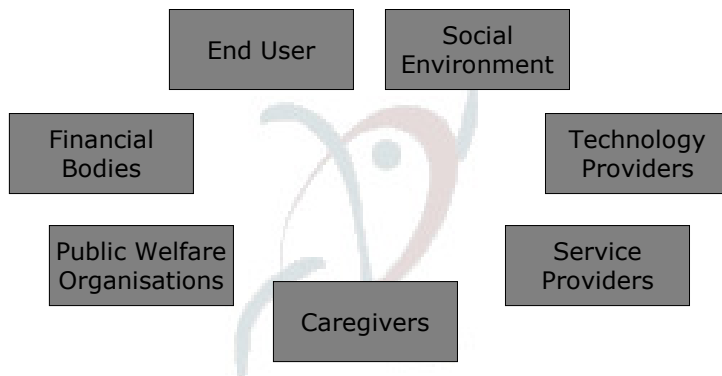


Source: EU project PERSONA (www.aal-persona.org)

„One face to the customer“

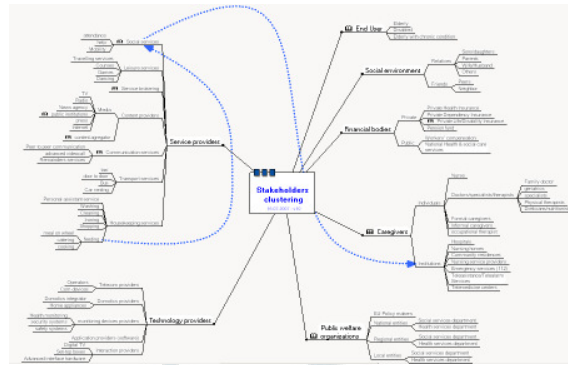


AAL Stakeholder Groups



Source: EU project PERSONA (www.aal-persona.org)

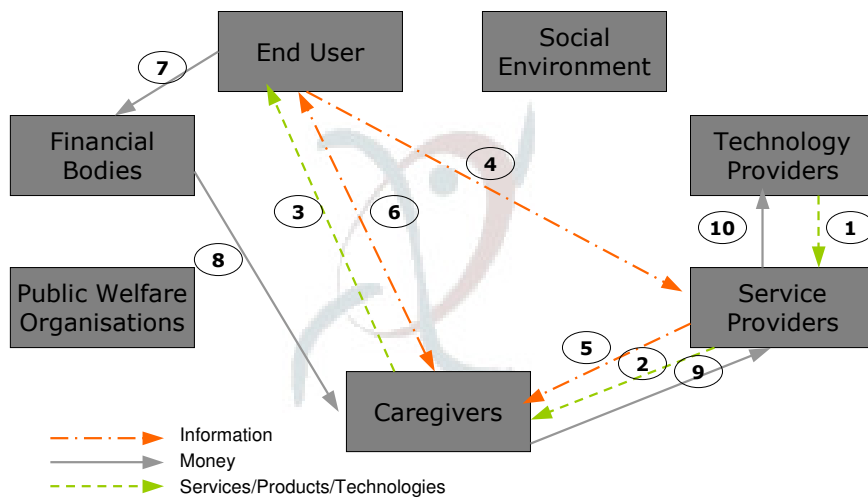
AAI Stakeholders



➔ Different Needs and Motivations of the Stakeholders
Interaction is necessary

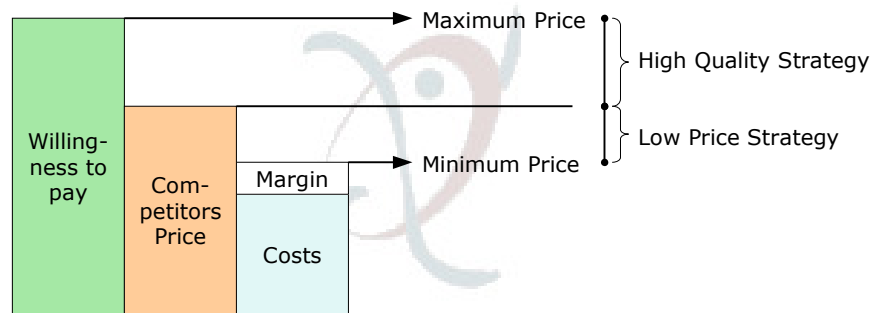
Source: EU project PERSONA (www.aal-persona.org)

Interactions – Example



Source: EU project PERSONA (www.aal-persona.org)

Pricing

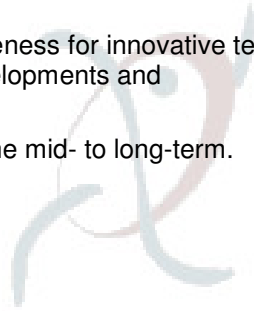


Source: EU project PERSONA (www.aal-persona.org)

Conclusions...

- High Business potential in the AAL market
- To be profitable
 - a customer-oriented strategy has to be chosen
 - meet the needs of the customers
 - "one face to the customer"
 - the needs and motivation of the involved stakeholders have to be considered
 - synergy effects have to be used (→ service packages)
 - costs and benefits should be balanced
- Interaction between all stakeholders is needed

- Profitable AAL technologies & related services will
 - result in technologies & services that meet the user needs,
 - rise the attractiveness for innovative technological and economical developments and
 - save money in the mid- to long-term.



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