

Healthy Ageing

Open innovation from end-user perspective

*with
InnoGame™*



Outcomes

from
Wednesday 25.11.2009, 14-17.30
@ Philips InnoHub, Metsäpojankuja 3, Espoo

Culminatum Innovation & Philips InnoHub Espoo

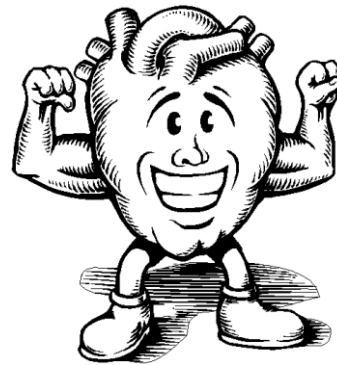
End-user profiles

“Not so vital”



Functional capacity is not as it used to be: weakening muscle tone, balance, memory not 100% sharp, hearing, eyesight...

“Chronic heart problem”



Needs monitoring & medication
Goes to regular check-ups in health centre
Not able to perform much physical activities...

“Acute case”



Broken arm due to a fall on steps leading to supermarket
Goes to physiotherapist 5 min bus ride from home once a week...

Imagine yourself being old...

End-User Profiles – group 1: “Not so vital”

Still living home independently
Life will continue as used to
Willing to make decisions independently
Want to function as active part of society



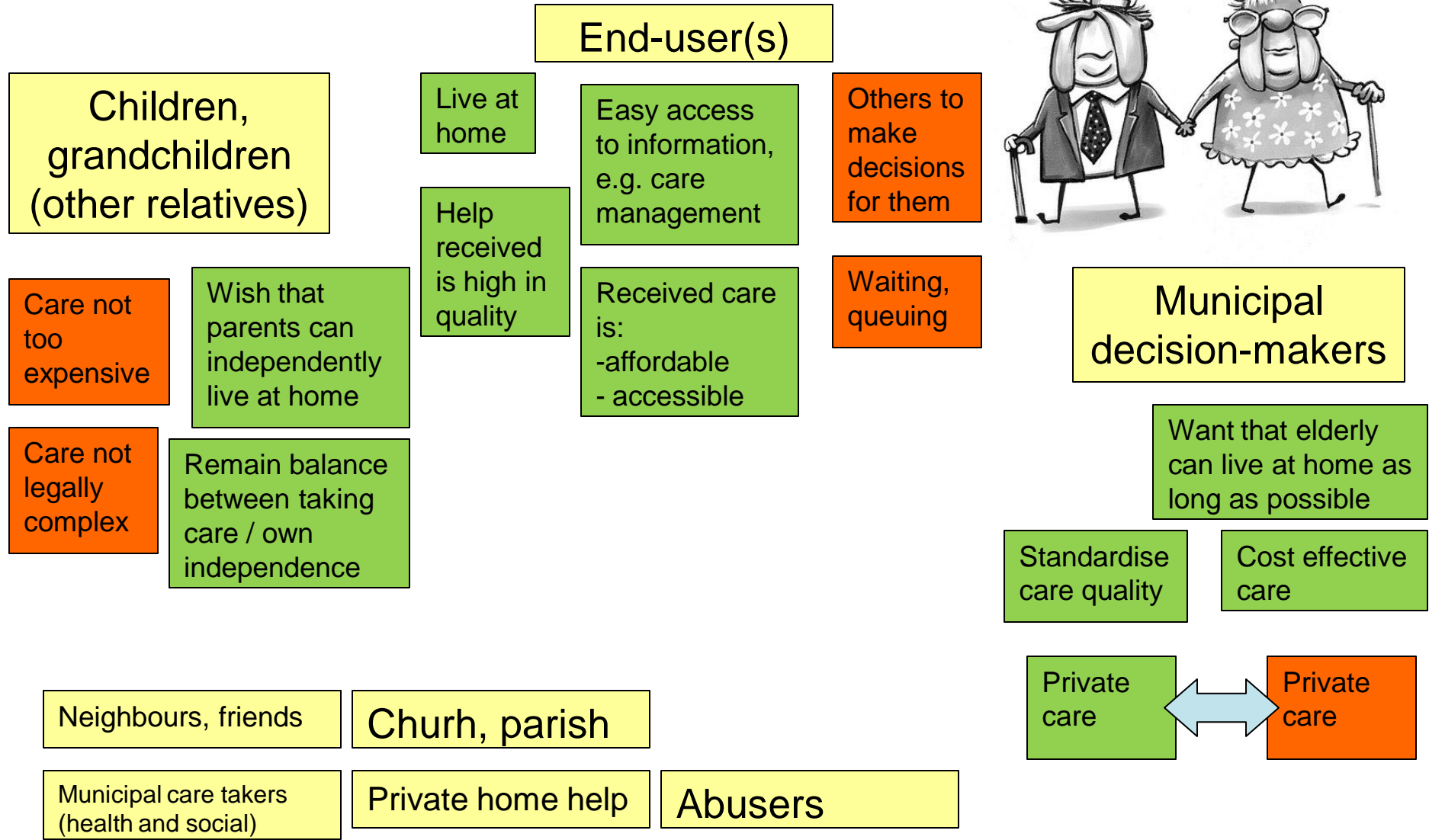
Main worries:

- Fear of outside intervention
- Financial worries
- Changes in health
- Fear of loneliness
- Coping with everyday routines
(e.g. bills, household machines,
computers, cell phones)



Stakeholders – group 1: “Not so vital”

“Wants”
“Do not wants”



Ideation – group 1: “Not so vital”

Elderly counselling service point ^{TBR}

- One stop shop for elderly / their relatives

- Medical
 - Social
 - Financial
 - Legal
- } coordinating /
guiding services

- a) virtual
- b) expert 1-to-1

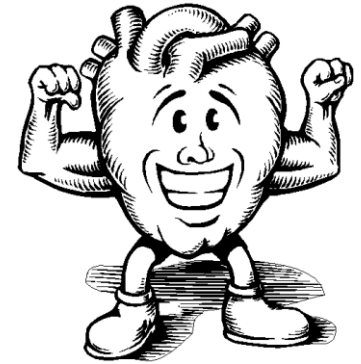
- Info of both public and private services



End-User Profiles – group 2: “Chronic heart problem”

Matters most:

- How to motivate into selfcare
- Understanding what and how to perform
- Understand the illnesses, symptoms
- Understand how to act accordingly



Uncertainty

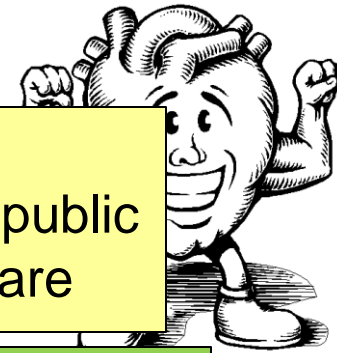
- Scared, fear not to manage by themselves / death / heartattack
- Worried to be a burden, maintain independence, daily duties
- Where to get help, support
- Pain driving force
- Feeling sad, lonely, isolated
- Scared about sex, uncertain about their sex condition
- Worrying about the spouse

- What can I do to get better ro maintain my condition?
- How do I take the med? ”I don’t need these pills.”
- What are the side-effects? Not take the med and tell doctor.
- Who is responsible of taking care of me?

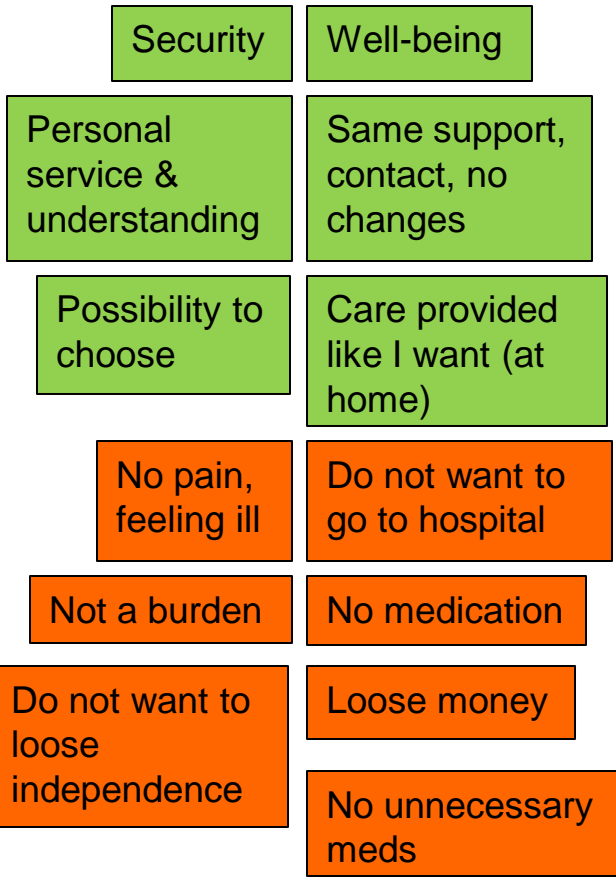


Stakeholders – group 2: “Chronic heart problem”

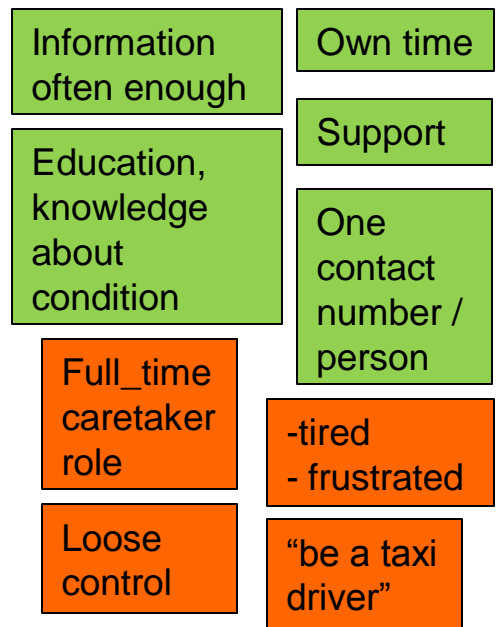
“Wants”
“Do not wants”



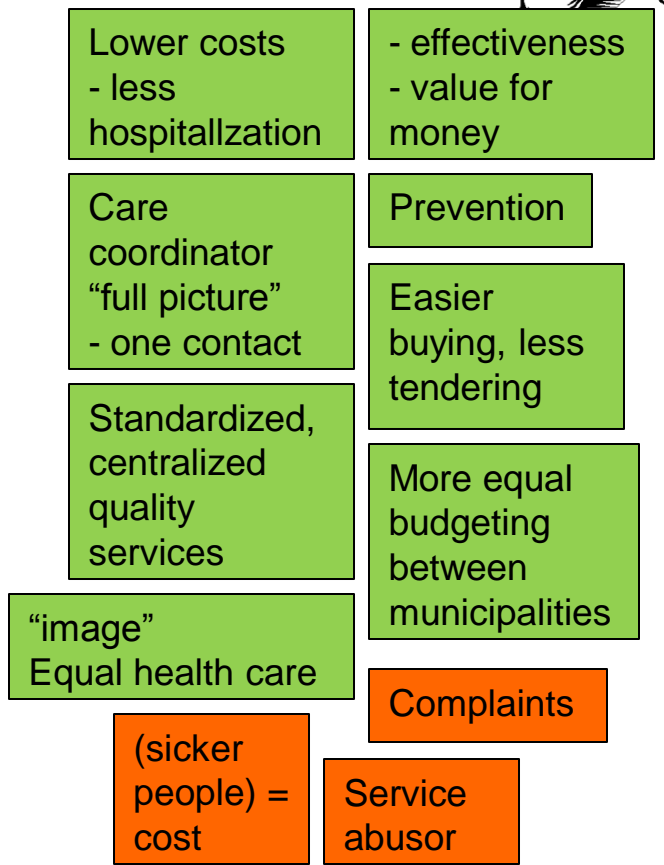
End user
“patient”



Care taker
relative, fam. member



Payor
society, public health care

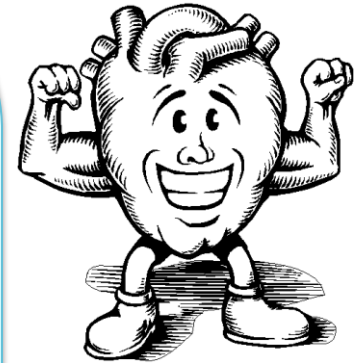


Ideation – group 2: “Chronic heart problem”

**Group ideation results partly
not public**

*** one contact point**

- scheduling appointments
- ”triage”: where to go, options (112)



End-User Profiles – group 3: “Acute case”

What is important to me?

Difficulties:

Dressing up

Washing / hygiene

Carrying things

Cleaning

Preparing food

Toilet

Physical exercise

Using communication
tools (internet)

Getting out of bed

Sleeping

Hobbies -> garden,
knitting...

Loneliness

How to get to
physiotherapy

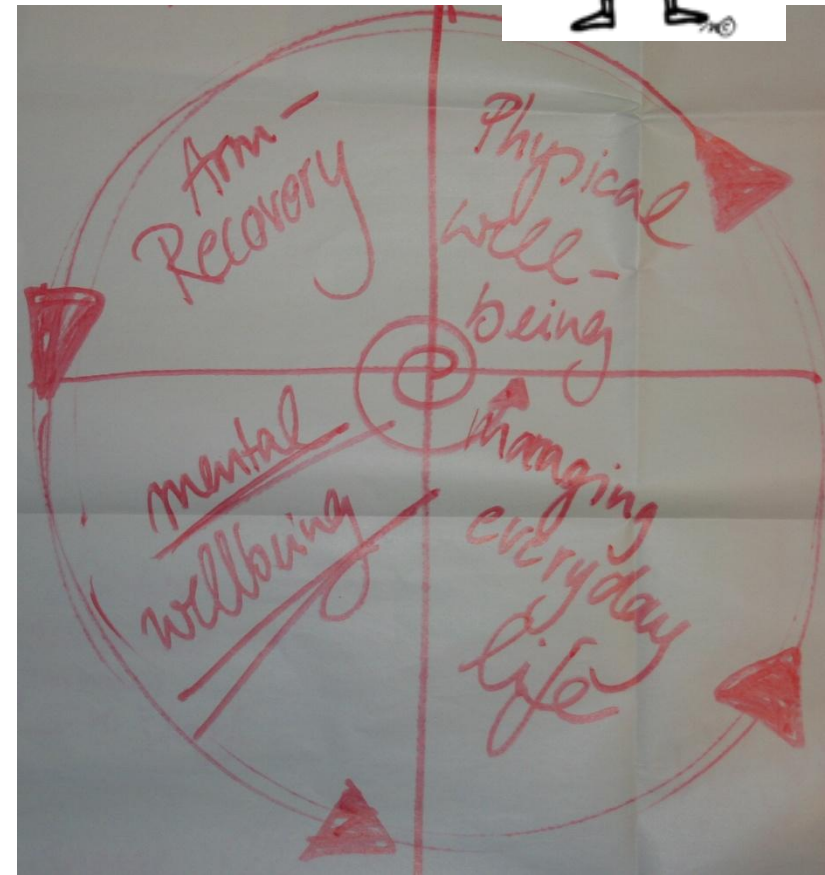
Fear / security

Risk of depression

Being able to
participate in social
activities

Effects on physical
“freedom”

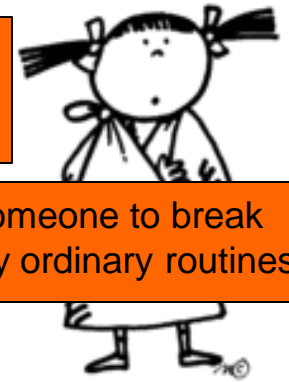
Mental health and
wellbeing in general



Stakeholders – group 3:

“Acute case”

“Wants”
 “Do not wants”



End-user

Security Trust Positive energy
 Being connected Secure communication

To be cut off society / other people

Uncotrolled access to my household

Home care professional

To know client's needs To satisfy client's needs
 Create trust To know client's daily routine

To be treated as a child

Eternal desiasse / illness

Someone to break my ordinary routines

Nurse

To know physical condition Focus on my profession Necessary expertise / infrastructure / equipment to deal with case
 Successful work: recovery

Angry patient

To send client into stationary care

To make extraordinary visit / work

Failure

False alarms

To waste time

Relatives

Information about wellbeing of “client” Info about needs of “client”

To function as care professionals

Hospital / primary care staff

Grocery shopper

Buscompany (driver, ...)

Municipality

Social worker

Physiotherapist

Doctor

Spouse

Neighbours

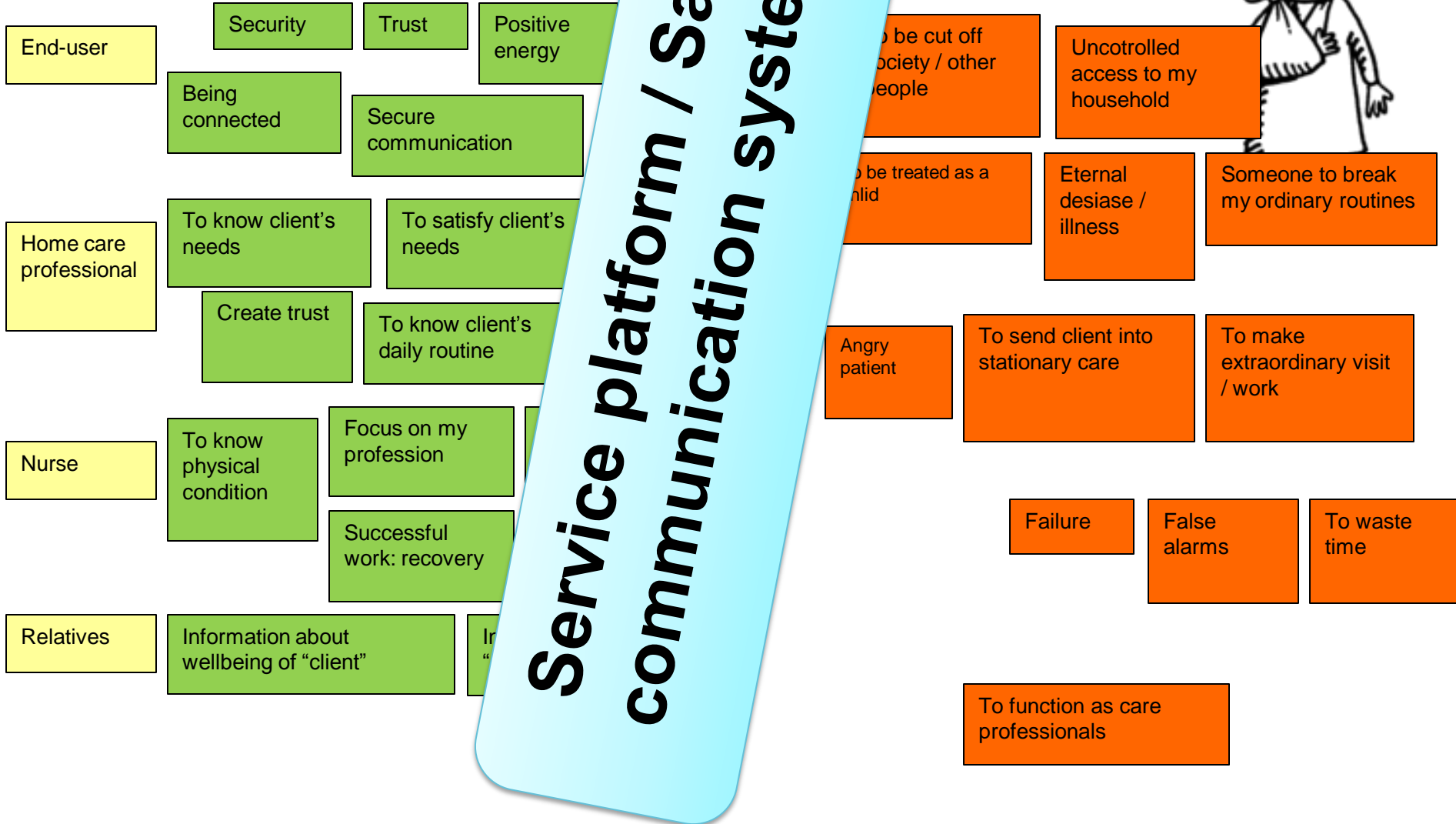
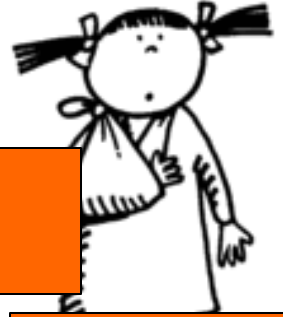
Community

Friends

Cleaner

Postman

Ideation – group 3: “Acute case”



InnoGame™ - Groups at work

