

# ”Designing Side by Side”

*Municipality and supplier cooperation to develop a new public service*

**giraff**

*Stephen Von Rump*  
CEO

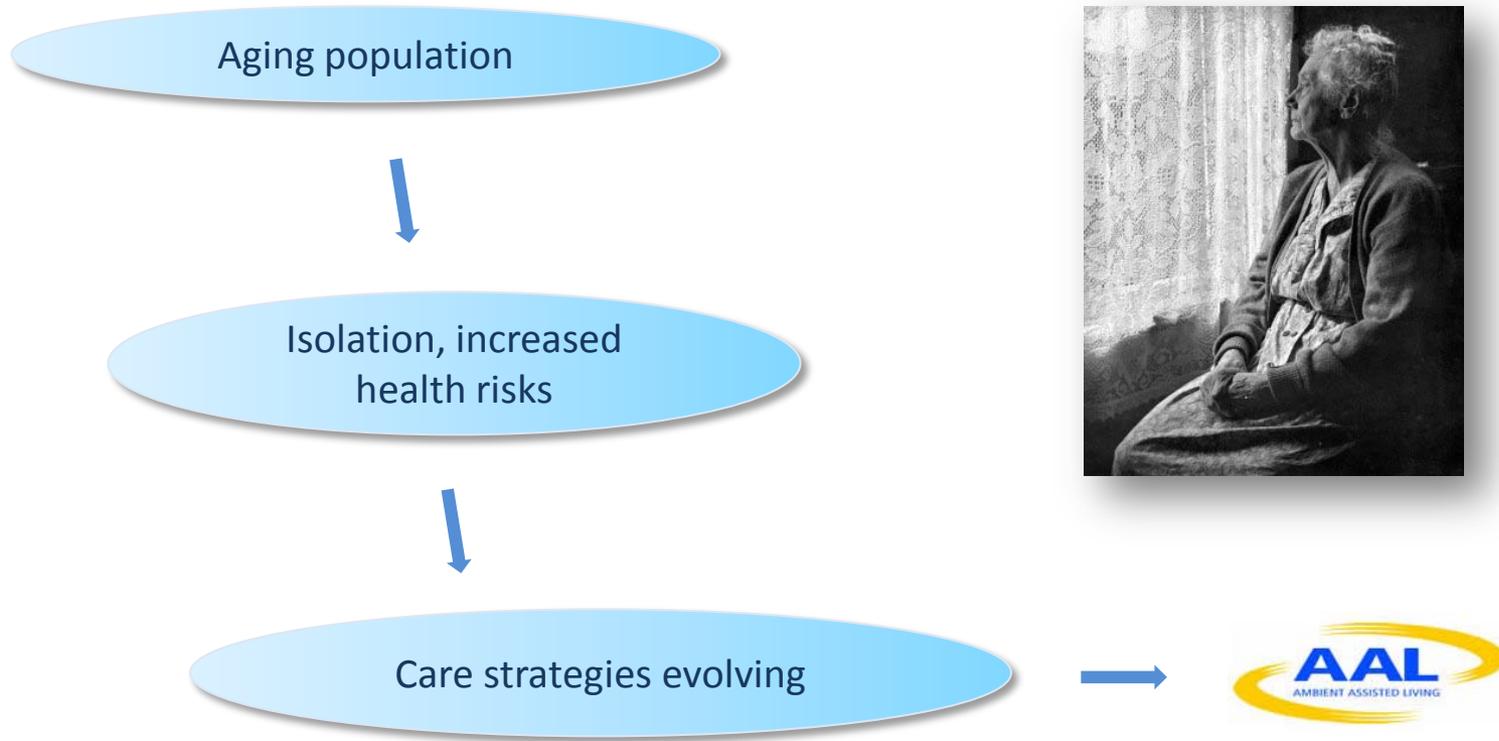


*Mats Rundkvist*  
Project Leader



November 29, 2012

# The elderly care challenge is universal



# There are two driving forces for the care organization

## 1. Preserve and enhance Quality of Life (QoL)

- Independence
- Confidence
- Social connection

*The “soft” goals*



## 2. Manage and reduce care costs

- Engage more “free” informal caregivers
- Make formal caregivers more efficient
- Postpone transition to full-time “nursing home” care

*The “hard” goals*



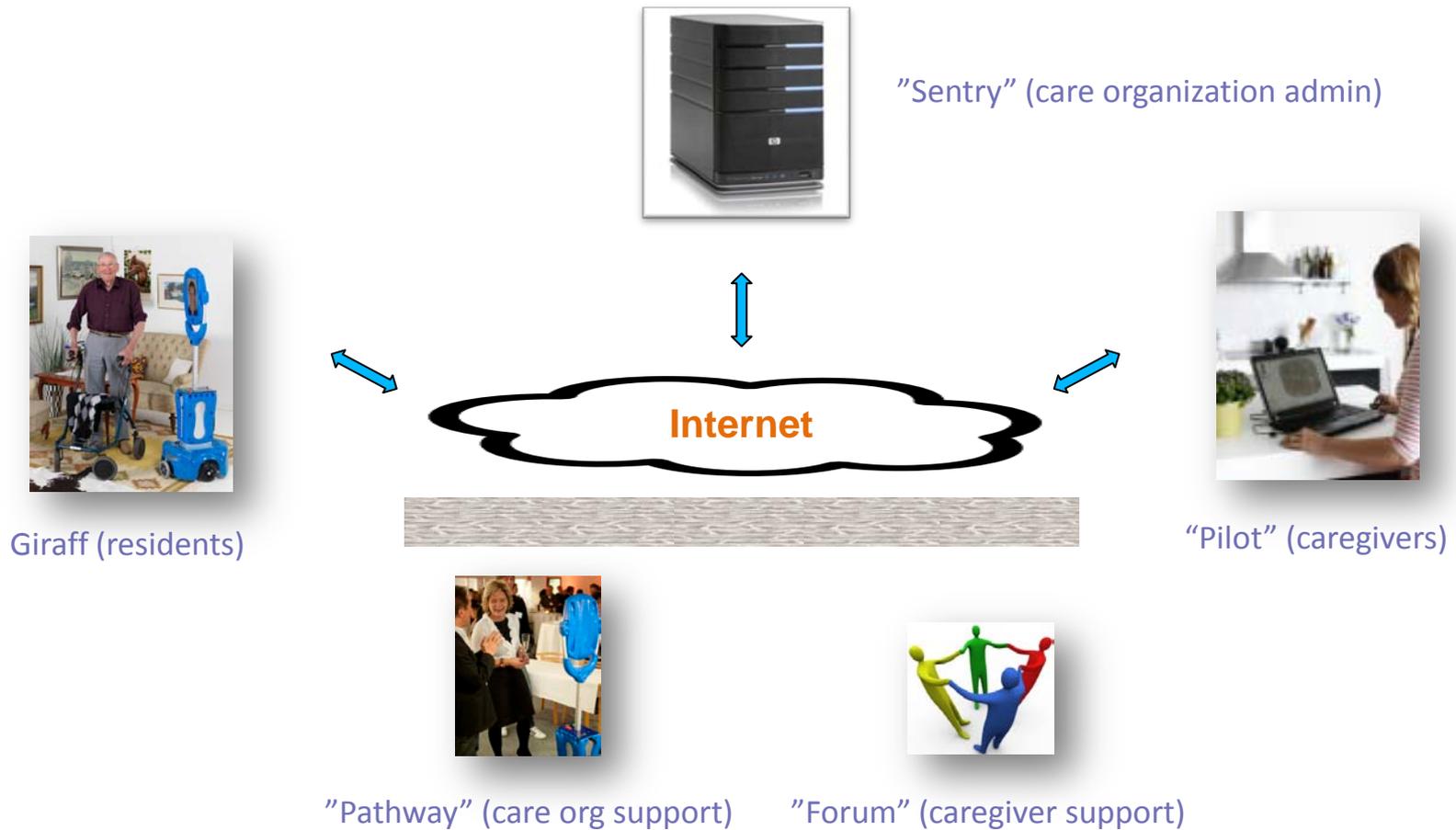
# Giraff works to address both of these challenges...

The core message:

*"Giraff extends and enhances relationships"*



# ...with a home care solution



# Focusing on experiences that improve QoL...

## ▶ What elderly say

- “Simple! I just take the visit”
- Sense of control and privacy



## ▶ What caregivers say

- Increased sense of confidence
- “Hands-behind-the-back care”



# ...while also saving money

*Analysis example showing postponed transition to nursing home*

## Nursing home care:

33,0 tkr/month (average)



## Giraff homecare alternative:

19,0 tkr/month home support (14 tkr is the average)

3,5 tkr/month Giraff service

22,5 tkr/month total

## Municipality savings:

**10,5 tkr/month (~1 100 €)**



# And the experience is expanding throughout Europe

- ▶ Winner of 2011 AAL "Most Promising Innovation Award"



- ▶ Winner of 2 major EU projects for home care

- AAL "ExCITE"
- FP7 "Giraff+"



- ▶ More than 40 Giraffs used in 7 EU countries
- ▶ Many organizations now focused on home care innovation
  - E.g. "Carenet" – consortium of municipalities in Denmark
  - "ENSA" – European Network of Social Authorities



# One organization that is leading the way



- ▶ Integrating multiple ICT support solutions to provide more and better options for home care
- ▶ *"The technology is only 20% of the solution."*  
(Mats Rundkvist)
- ▶ Nearly all of Giraff's current identity is driven through dialogue with Västerås stad and other care organizations
- ▶ With Västerås stad, we have learned that:
  - Deployment must be "real world"
  - Must include all user groups
  - We must listen carefully to the care organizations



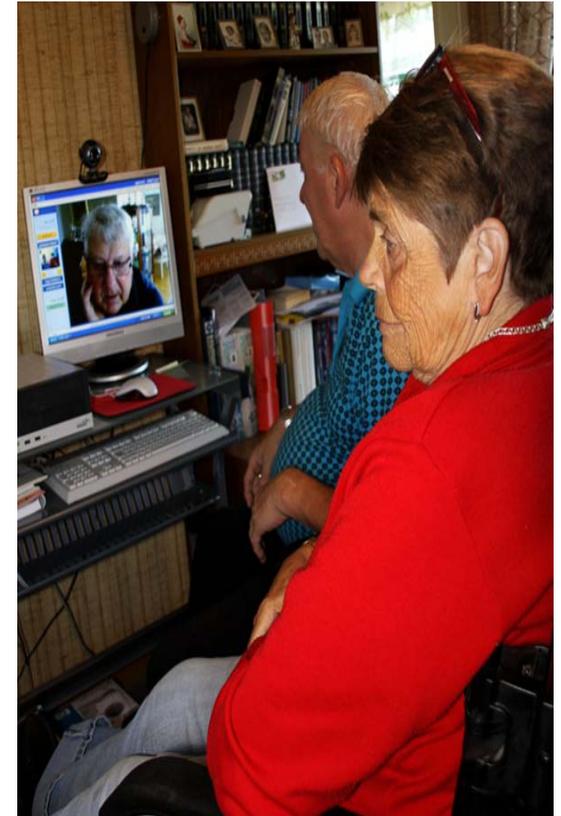
# City of Västerås

- ▶ 140 000 residents
- ▶ 7 000 over 80 (11 000 in 2029)
- ▶ Elderly care budget €110 000 000
- ▶ Customer choice in home care - 15 private providers of home care services that have approximately 50% of the market, the rest have the municipal provider



# Why interest in ICT for elderly

- ▶ ACTION since 2007
- ▶ Lots of very valuable possibilities
- ▶ But - computers too difficult
- ▶ Solutions developed for this group very interesting



# ICT for elderly – Three roles for the municipality

- ▶ As a user
- ▶ As an enabler
- ▶ As a development partner



# The first role – as a user

- ▶ E-homecare
- ▶ Project 2010-2012
- ▶ Implementation 2013
- ▶ Not IF but HOW



# The second role – as an enabler

- ▶ Showing what is actually around
- ▶ Creating social networks
- ▶ Distributing social events



# The third role – as a development partner

- ▶ Generous giving feedback to suppliers
- ▶ Creating a test bed for innovations within elderly care
- ▶ Participating in innovations procurement
  - SILVER: [www.silverpcp.eu](http://www.silverpcp.eu)



# E-homecare – four functions

- ▶ Videophone  
– portable or stationary
- ▶ Videophone  
– mobile remotely controlled
- ▶ Message handler
- ▶ Nightvision camera



# E-homecare - budget

- ▶ 300 users in 2015
- ▶ Costs: €600 000
- ▶ Savings: €1 200 000 – €2 800 000
  - Less transportation time
  - Mission accomplished in shorter time
  - Less need



# E-homecare – How

- ▶ Information, training
- ▶ Ethics, law, IT-security
- ▶ Target groups, ways of use
- ▶ Fees, payment to provider
- ▶ Procurement and contracts
- ▶ Technical issues
  - Installation, support, communication

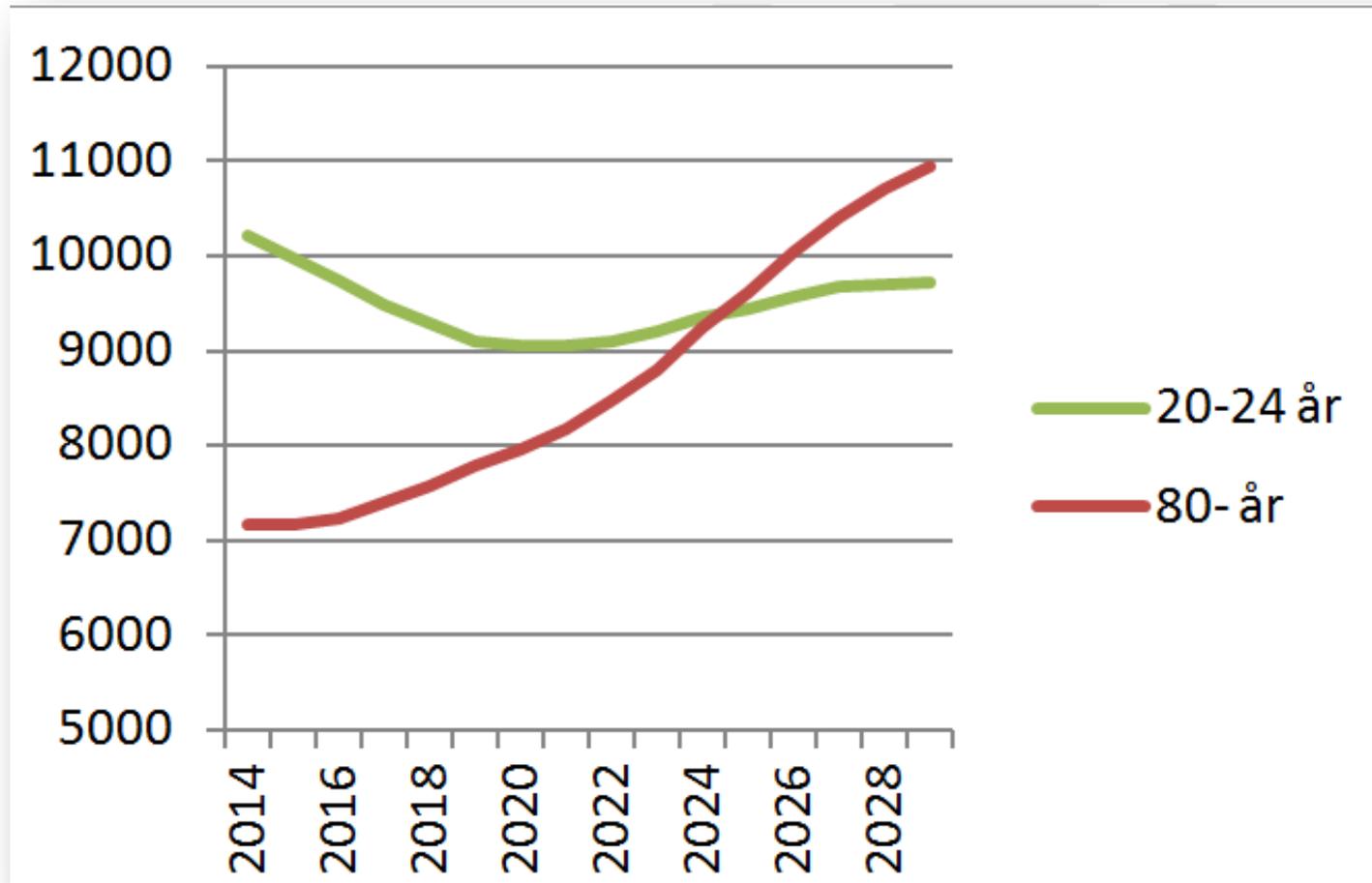


# Better for the seniors

- ▶ Integrity
- ▶ Safety
- ▶ Freedom
- ▶ Justice
- ▶ Inclusion

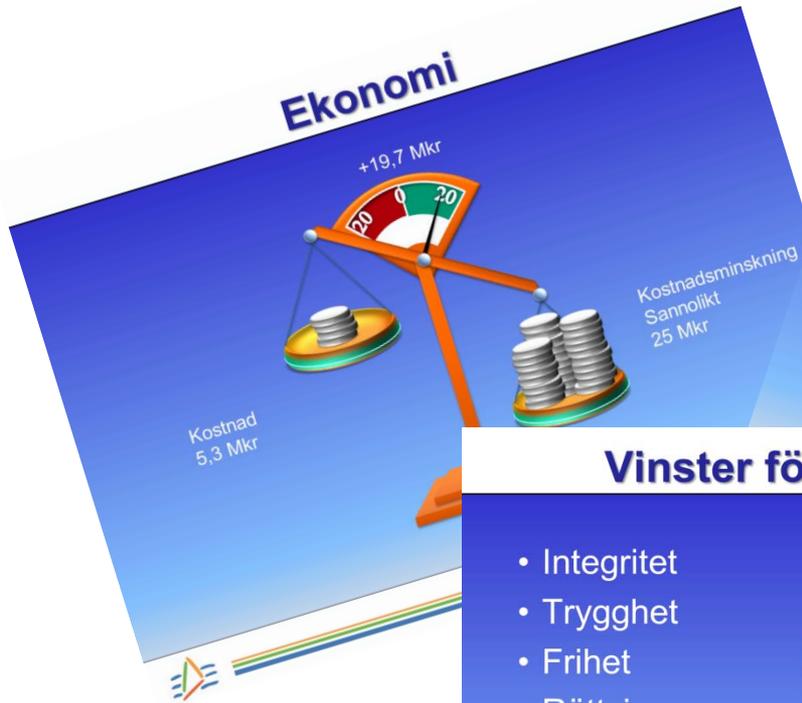


# Demography

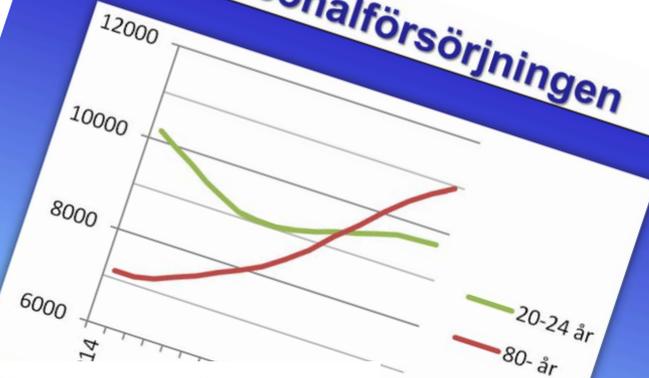


# E-homecare - why?

## Ekonomi



## Personalförsörjningen



## Vinster för den enskilde

- Integritet
- Trygghet
- Frihet
- Rättvisa
- Delaktighet



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