



#### **MOBILE SERVICE AND EMERGENCY CALL SOLUTION**

"MORE FREEDOM THROUGH INDEPENDENCE IN MOBILITY"

# Value propositions



#### At the level of primary end-users

- Improvement of mobility and freedom of movement
- Subjective as well as objective safety
- Access to local-based information & services
- Ability to stay longer at home
- Enabling earlier discharge from clinics / rehabs

#### At the level of secondary end-users

- Reduction of emotional and psychological burden
- Higher level of service quality and security
- Optimisation of emergency processes / searching processes
- Improvement of the ability to act adequately and effective in critical situations (e.g. emergencies)

#### At the level of tertiary end-users

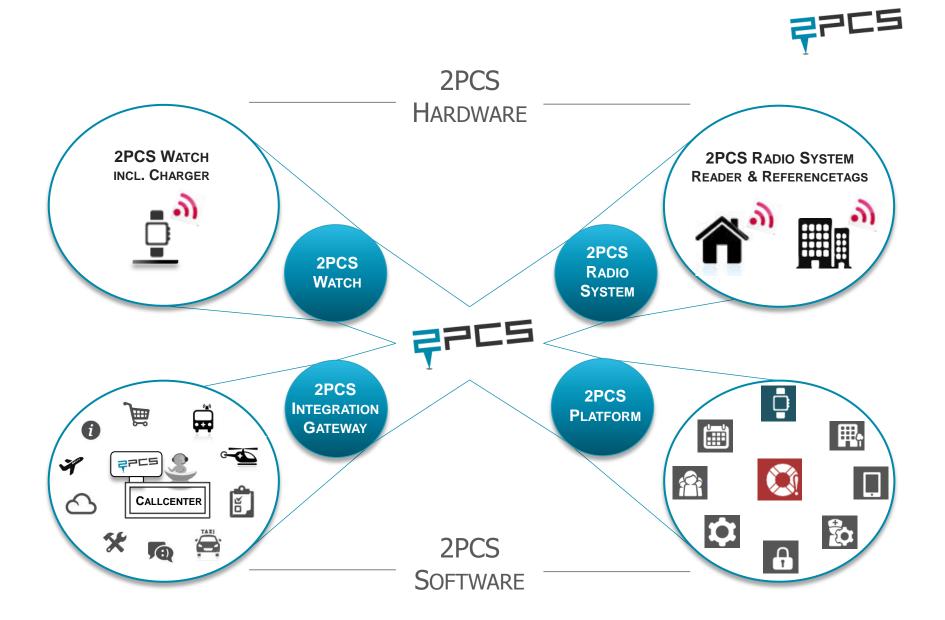
 Reduction of search costs and follow-up costs such as for surgery and special treatment

# 2PCS in 2015



#### **INSTITUTIONAL CARE PROFESSIONAL HOME CARE** 2PCS 2PCS RED NURSING CROSS Номе етс. **e**K.)) **(**(p)) RFID GSM / GPRS Active/Passive RFID SOS-Button GPS 3G-Sensor Communication objective and subjective insecurity - isolation - missing access to services - anxiety -

reduced mobility – falls – disorientation – uncontrolled wandering...



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#### Software



# December 2013 2PCS Delta V1

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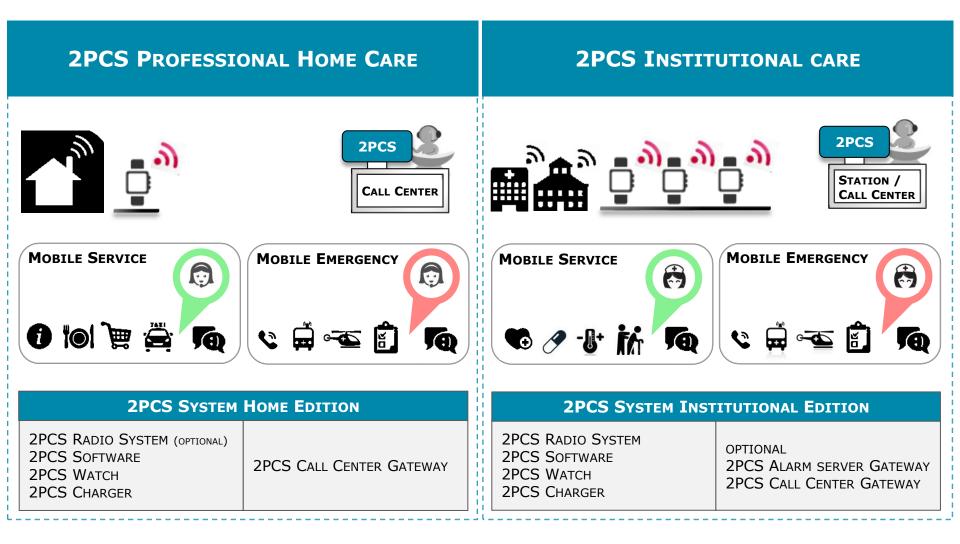
January 2014
 2PCS Delta V2



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#### **2PCS B2B-Märkte**





# **2PCS Solution GmbH**



> 2PCS Consortium (01.07.2011 - 31.12.2013)



- PCS Solution Development: task force (01.01.2014...)
  - > 2PCS-Team RFE (privates Engagement)
  - 2PCS-Team IBK (privates Engagement)
  - > 2PCS-Partner contec (Lieferantenengagement)
  - > 2PCS-Partner OKW (Lieferantenengagement)
- PCS Solution GmbH: task force (01.01.2014...)
  - > 2PCS-Team RFE
  - > 2PCS-Team IBK
  - > 2PCS-Partner Fawo GmbH
  - > 2PCS-Partner Hr. Wolfrum

# **2PCS ORG-Roadmap**



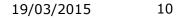
- > 2014-10: Final plan for ORG / 2PCS successfully audited
- > 2015-02: BP turned in at CAST (Team: Köster/Detter)
- > 2015-05: Founding 2PCS Solution GmbH
- > 2015-06: Turning in FFG MarktStart
- Goal: Until 2017-06 no aditional external investments

# **Story of 2PCS**



- European Football Championships 2008
- Feasibility study 2009-2010

...AAL Call 2010



# Proposal – Idea

**P**CS

- Challenges addressed:
  - Loss of mobility
    - Reduction of independence
    - Reduction of participation in the self-serve society
  - This is often caused by:
    - Subjective and objective insecurity
    - Individual fears
    - Temporary disorientation
    - Lack of ad-hoc information and services when needed
- Solution proposed:
  - "watch like" personal device with
    - Localisation technologies (indoor & outdoor)
    - Audio communication
    - Fall detection
    - Call centre services
    - Advanced energy management
    - <u>۰</u>...
  - Specific RFID infrastructure
  - Unique web 2.0 internet platform

# Aimed value propositions



#### At the level of primary end-users

- Improvement of mobility and freedom of movement
- Subjective as well as objective safety
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#### At the level of tertiary end-users

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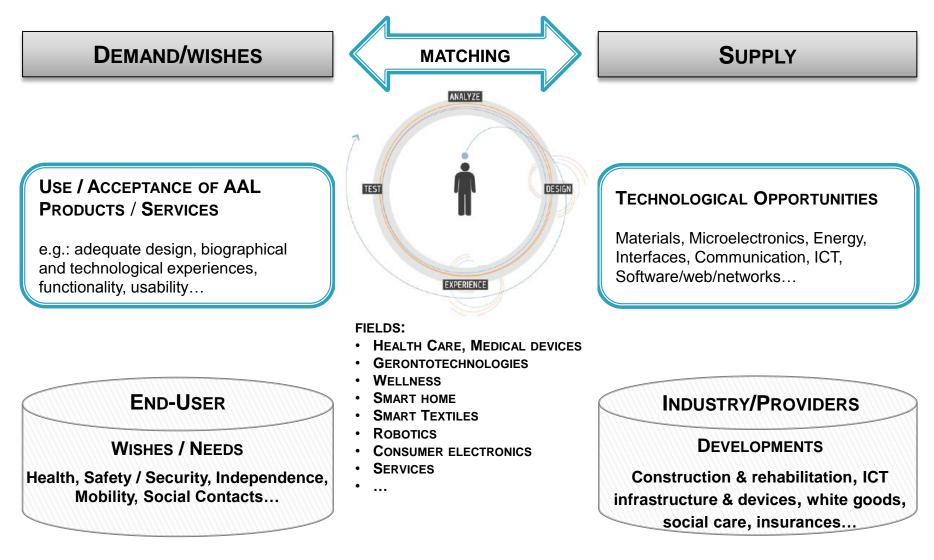
# Market- & user-oriented approach



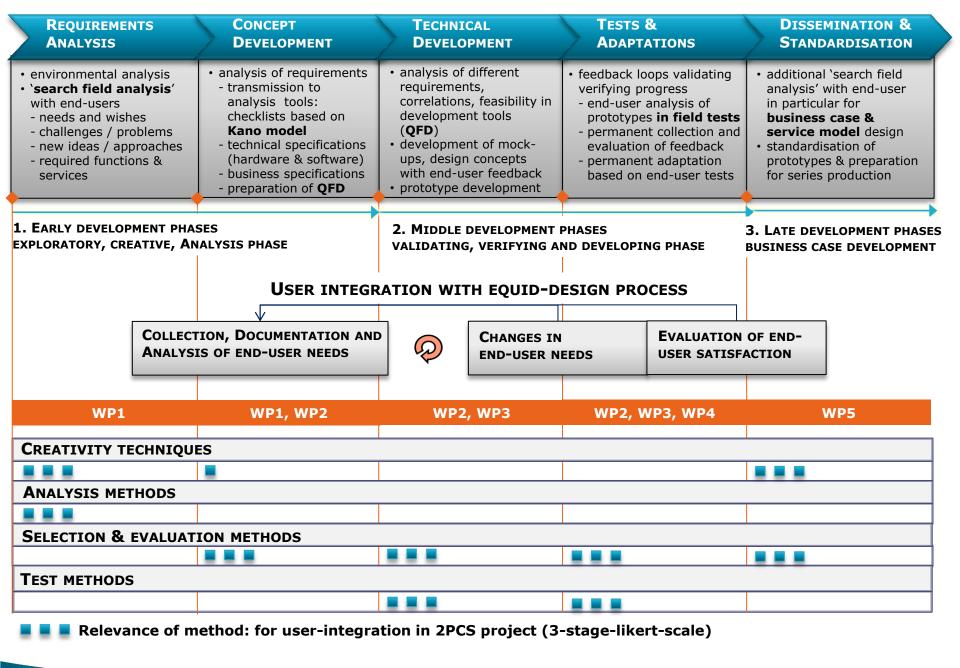
- Market orientation during the innovation process
  - End-user involvement throughout the whole development phase
  - Stakeholder involvement via crowdsourcing (open innovation)
  - Business model canvas for internal alignment
  - Creation of a holistic business plan for the time-to-market phase
  - Dissemination of project results
- Single-Device-Approach
- Size-/Energy-Optimization
- Securing: availability, accessibility, scalability & legal compliance
- Usability and Design
- Service orientated usage of IT to increase the subjective und objective security
- Technology in the background -> services in the foreground
- Increased end-user acceptance through a life phase orientated solution and involvement of lead-users during the innovation process

# AAL Innovation Model





http://www.aal-deutschland.de/aal-1/aal-innovation-model/view



<sup>1</sup>Own representation based on IEA [2008b] und Nael et al. [2007] p. 4., Glende [2010] p. 79

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Focus on outdoor-usage

information and services

High activity and mobility level

Access to need- / local-based

Geo-tracking / data transfer to



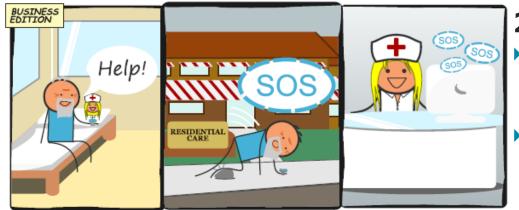


- Reduced activity and mobility level caused by falls, cognitive and / or physical impairment
- Additional access to home and nursing services
- Integration of informal & formal care processes / caregivers

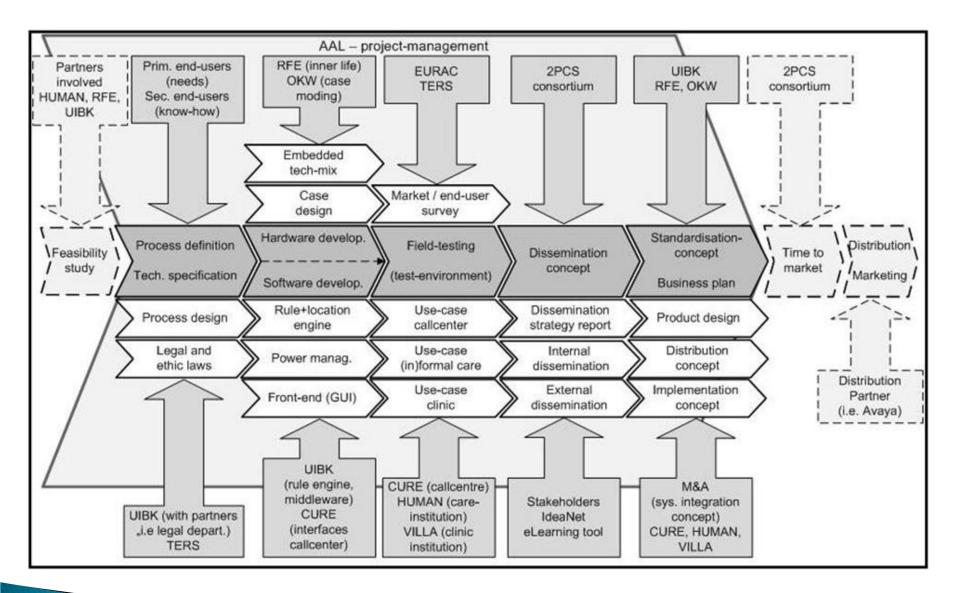
#### **2PCS BUSINESS EDITION**

- Embedment of 2PCS system into to formal care structures / systems / processes
- Optimization of searching and emergency processes (missing / lost persons, falls, alarms, etc.)16





# **2PCS value chain (during project)**



## Warum 2PCS anders ist?



#### COMPLETED USER INTEGRATION – QUANTITATIVE ANALYSIS

	Edition	User	Methodology	Facility	Participants
S	Business & Home <sup>1</sup>	SE	Online questionnaire with 5 categories; 138 questions – depending on given responses	From AT, GER, IT, CH, NL ~ 29.000 contacted facilities in total	1263 participants 469 completed questionnaires
NE	Home	PE PE	Questionnaire via seniorweb.ch Questionnaire via clients of SRK	Private persons CH Private persons CH	77 176
QUANTITAT	Online questionnaire focus on active and mobile persons: leisure		Private Persons <sup>2</sup>	864 participants 502 completed questionnaires	

#### <sup>1</sup> Business Edition - Organization types

- Residential care and / or assisted living (e.g. inpatient care, residential facility)
- Rehabilitation and / or clinic (ambulant, semi-residential und residential)
- <sup>1</sup> Home Edition Organization types
- Professional home care and home assistance / Nursing services non-profit-organizations or service providers
- <sup>2</sup> Private Edition Channels

Sports clubs, travel agencies, tourist information, senior citizens' associations, students, social media platforms

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PARTICIPANTS

### Warum 2PCS anders ist?



#### COMPLETED USER INTEGRATION – QUALITATIVE ANALYSIS

	Edition	User	Methodology	Facility	Participants
SIS	PE		<ul><li>10 Workshops</li><li>Search field analysis</li><li>Look &amp; Feel Tests with existing products</li></ul>	7 Facilities	36 participants
ATIVE ANALYSIS	Business	SE	<ul> <li>3 Focus group discussions</li> <li>2 Workshops - Look &amp; Feel Tests</li> <li>5 Expert interviews</li> <li>1 environmental analysis</li> </ul>	16 Facilities	40 participants
ALIT		PE	5 Workshops	3 Facilities	13 participants
QUA	Home		11 Expert interviews	8 Facilities	11 participants
	Private	PE	1 Workshop	Private Persons	5 participants
	Filvale	SE	5 Expert interviews	4 Facilities	5 participants
					ι

110 Participants

# **2PCS Impressionen**





# **2PCS Impressionen**





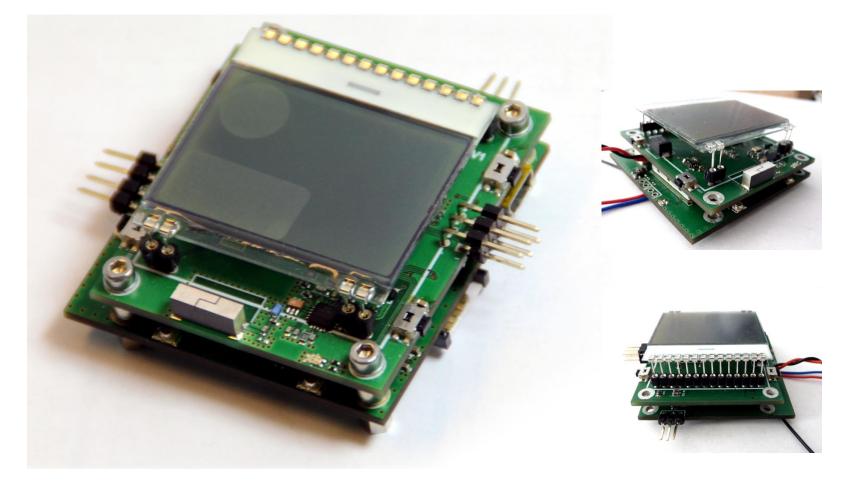
### **2PCS test plan**



Country	Edition	Target Group	Target Group Size	Test periods	Resources	Call Center
	DUCTUESO	Residents & staff of	5-10 people	Integration: 19.11.2012 - 04.01.2013	Antennen x 30	- I I .
Austria	BUSINESS	Sozialzentrum Münster		Field test: 04.02.2013 - 01.03.2013	Beta 1 x 3, Beta 2 x 7	Independent
Italy	BUSINESS	REHAB patients Villa Mellita	5-10 people	Integration: 01.05.2013 -31.05.2013	Antennen x 30	Independent
				Field test: 03.06.2013 – 28.06.2013 (18.07.2013)	Beta 2 x 8	
					Gamma x 10	
Austria	PRIVATE	Private people	5 people	Field test: 29.07.2013 - 09.08.2013	Gamma x 6	ZHAW
Switzerland	PRIVATE	Students and staff members of ZHAW	20 people	Field test: 29.07.2013 - 09.08.2013	Antennen x 3	ZHAW
					WLAN-Router x 3 USB-Stick mit SIM x 3	
					Gamma x 23	
Italy	PRIVATE	Private people	5 people	Field test: 29.07.2013 - 09.08.2013	Gamma x 6	ZHAW
Italy	номе	Ambulant REHAB patients / staff	5 people	Field test: 09.09.2013 - 04.10.2013	Gamma x 6	Curena
Italy	HOME	Mobile care clients	5 people	Field test: 09.09.2013 - 04.10.2013	Gamma x 6	Curena
Switzerland	HOME	Elderly active people	5 people	Field test: 09.09.2013 - 04.10.2013	Gamma x 11	Curena
Austria	НОМЕ	Mobile care clients, Sozialsprengl Rum	5 people	Field test: 09.09.2013 - 04.10.2013	Gamma x 6	Curena
Switzerland	BUSINESS	Residents of Perlavita Rosenau	5 people	Integration: 01.08.2013 - 31.08.2013	Antennen x 15	Curena
				Field test: 09.09.2013 - 04.10.2013	WLAN-Router x 8	
					Gamma x 6	
					Beta x 3	

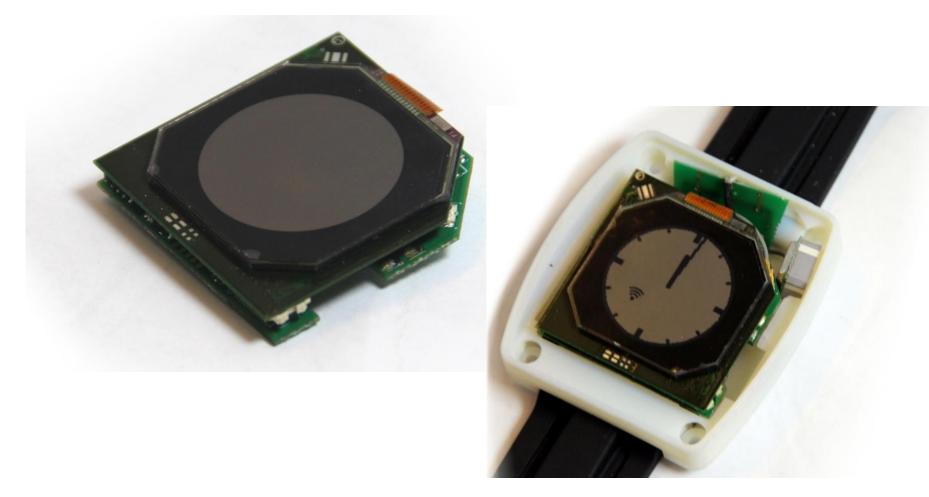


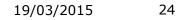
#### Prototype 1





#### Prototype 2







 Casing presented at the AAL Forum 2012 in Eindhoven 2PCS Alpha



# Software: Web-based (Java)



Front-end presented at the AAL Forum 2012 in Eindhoven

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INFO-EMPFANGSGERÄT						
K GEBÄUDEVERWALTUNG						



# Casing November 2012 2PCS Beta







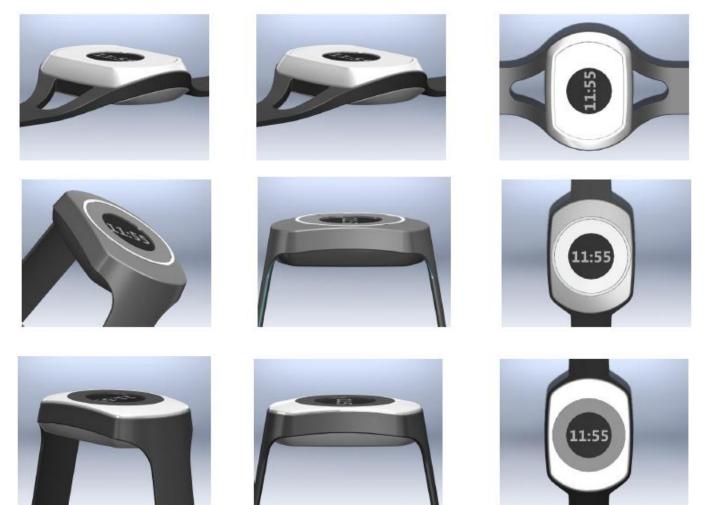








# Casing January 2013 2PCS Gamma



#### 19/03/2015 29

August 2013
 2PCS Gamma



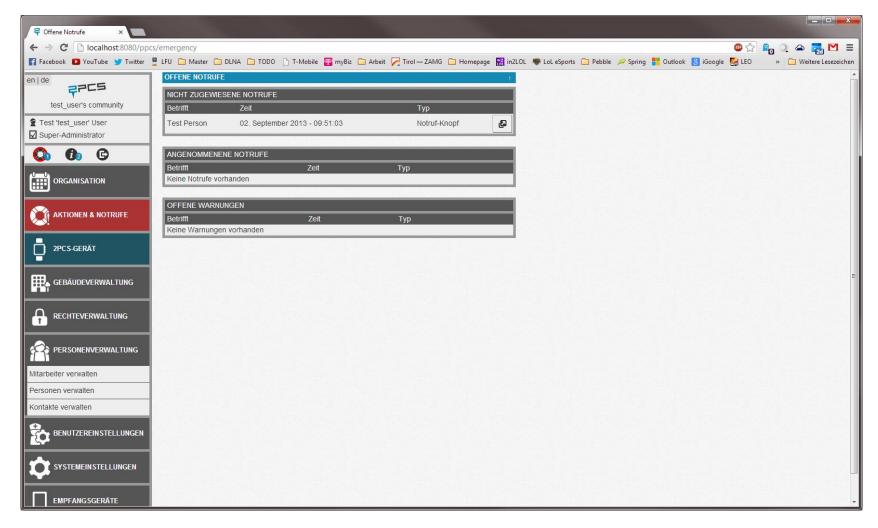




#### Software



#### August 2013



### Software



#### August 2013



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# November 2013 2PCS Delta V1



#### Software



# December 2013 2PCS Delta V1

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EMPFANGSGERÄTE	Aktionsplan Vorlage verwenden		POSITIONEN:
_	Aktionsplan Vorlage 'In-house Pflege'		
	Wenn Sie eine Vorlage verwenden, werden die darin gepflegten Aktionen auf diese Person kopiert. Spätere Änderungen an der Vorlage werden nicht auf diese Person übertragen.	EMPFANGSGERÄTE	Cit     Max van Mustermann ☆     ×     Karte     Sat     Celander       D     02.305023.4.647562     02.305023.4.647562
Mitarbeiter verwalten		-	52.305523,4.947562
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	RFID Code 0100003A		Outdoor Position: 09. Jan 2014 - 12:36:17 [52:305523° 4.947562° (09. Jan 2014 - 11:35:01)]
			Outdoor Position: 09. Jan 2014 - 12:36:17 [52.306493° 4.948312° (09. Jan 2014 - 11:30:18)]
SYSTEMEINSTELLUNGEN		· · ·	•



January 2014
 2PCS Delta V2



# **Partners / Funding**

ASSESSED ASSESSED UNING





# Thank you for your attention

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