

Handout Smart Care & Open innovation

Smart Care & Open innovation Province Noord-Brabant, the Netherlands

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The main issue we want to talk about with you in this workshop is the method of '**open innovation**' which is one of the essences of the Smart Care project of our province. But before sharing thoughts and experiences about 'open innovation' I will first describe shortly what Smart Care is about. After that Mr. Guust Verpaalen from KICZ network will go into details about 'open innovation' and we will hope to have some interaction on this item.

The Smart Care project is about what most of you will know as E-health, Telehealth, Telecare or Ambient Assisted Living.

Although the Province of Noord-Brabant does not have a primary task in the field of Smart Care, as provincial government we have been approached by parties in the field. They requested us to assume the role as catalyst in helping them implement Smart Care more quickly. Our reason for doing so lies in a broader perspective of futureproof care. It expresses our ambition to provide good, accessible and affordable care to 2.4 million people in Noord-Brabant. A form of care in which the end user is central. That type of care has come under pressure. There are several reasons for that:

- demographic developments play a particularly strong role in Brabant:
- this causes an increase in demand for care on the one hand, and a shrinking workforce in the sector on the other;
- the affordability of care has come under threat,
- also, people are becoming more articulate in their demands, and society has become more individualistic;
- people are making ever higher demands of the quality of care, and want a tailor-made approach;
- finally, as a result of these developments, the care system itself is undergoing radical reorganisation.

ICT in home-care services is one of the most promising solutions on offer. This will enable - the elderly and chronically ill in particular - to stay in their homes for longer and thus allow them to continue participating in society. We want to make optimal use of the possibilities that ICT offers in terms of care. Brabant has accumulated a great deal of knowledge in this area and various successful experiments have been concluded. The technique is available, but barriers still exist. Efforts to realise Smart Care on a broad scale in Brabant have not had



been successful. The most important reasons for this can be found in 'connection problems' of various nature:

- a lack of match between supply and demand.
- the worlds of care, housing and welfare each have their own working methods, processes and dynamics.
- every application has its own technical preconditions, thus creating problems in connectivity or broadscale use.
- A lack of cohesion in the system of expenditure and income.
- insufficient exchange of knowledge, experience and best practices.

In order to force a breakthrough in this area, the province started the Smart Care project in 2008. As intermediate authority, we can put our umbrella vision to use by bringing parties together and bundling resources. In doing so, the provincial authorities are drawing from the strength of Noord-Brabant. Especially through excellent cooperation between various partners: industry, municipalities, care institutions and knowledge institutions. But also from the knowledge and innovative strength that is available at provincial level. These strengths are necessary to realise breakthroughs. The province wants to establish continuous cooperation between the various partners.

What does the Smart Care project entail?

As province, we regard the end user as our point of departure. For decades now, the provincial government has committed itself to health care in Noord-Brabant. The primary concern of the Smart Care project is therefore to use ICT as a tool in self care and in caring for others.

Convenience, contact and safety are the key words.

The Smart Care project is aimed at the daily living environment of the elderly and chronically ill. People who would like to continue living in their homes and participate in society. This concerns the contribution that smart ICT applications can make in terms of:

- self-help. For example: safe mobility, personal hygiene and housekeeping.
- participation. For example: contact with family, participating in neighbourhood activities.
- informal care. For example: neighbourly assistance
- formal care. For example: signalling

In order to breach the barriers, we have adopted three lines. These three lines are interlinked to one another.

In **the first line of investment projects**, the province brings together parties to participate in concrete projects subsidised by the province. The conditions of the subsidy scheme are designed to overcome the barriers. An

important condition, for example, is that the end users are actively involved in the performance of these projects. The Smart Care project primarily concerns the wishes, needs and experiences of the elderly, chronically ill, informal carers and professionals in the field.

In the first round, grants were awarded to 11 projects, which started at the end of 2009. Most project leaders are present at this conference.

These involve a number of large implementation projects in which tried-and-tested ICT products and services are implemented in various regions of Brabant. Also included are a number of orientation projects. They are aimed at acquiring better insight into the needs of end users and the possibilities of current ICT applications.

The projects are carried out in both medium-sized and smaller municipalities. They involve existing applications with proven added value for end users. This extends beyond Telecare and Telehealth measures. It also includes the implementation of ICT applications:

- that strengthen the contact between residents and their neighbourhood or district
- that strengthen the support network for Alzheimer patients in the home situation
- or improve the availability of welfare services to residents.

Together with the consortia in these projects we want to find out how barriers can be overcome. Each project consists of a consortium that bundles knowledge and experience, and develops these further. A consortium should therefore consist of three partners:

- one social organisation in the field of housing, care and welfare
- one knowledge institute
- one commercial party.

N.B.: You can find short films and descriptions of the 11 Smart Care projects in the English language at

www.brabant.nl/smartcare

The second line that is essential to achieving a faster implementation of Smart Care applications is called: the 'End user line'. Far too many people are unaware of, and uninformed about, the possibilities of Smart Care tools. Several associations representing the interests of patients-and-consumers have asked us to help them develop an activity plan. With this plan in hand, they want to carry out targeted actions to stimulate the awareness of the group they represent.

The third line is aimed at promoting knowledge sharing. We invite parties from various ranks to participate. We stimulate knowledge exchange between the projects by organising learning meetings while the projects are still under

implementation. Also, we maintain close contact with four regional knowledge networks in Brabant that are active in the field of Smart Care.

We also share knowledge at national and European level. Some points of attention transcend the regional level. Bottlenecks such as the current care system and financing flows can only be studied and resolved at national level. In such cases therefore, it is up to the national government to bring together stakeholders like health insurance companies, local authorities and sector organisations in order to seek out the common ground for solutions.

Important issues for knowledge sharing at European level include:

- The use of open technical standards and open sources.
- Development and use of new validated standards and protocols for E-health services. This also in relation to ethical issues and privacy aspects.
- Determining a strategic approach and methods for stimulating E-awareness among policymakers and officials.
- Promoting integral policy and an integral offer of services in the field of care, welfare and housing.
- Improving the accessibility of E-health solutions to end users through changes in current rules and regulations.
- Developing and implementing a demand-oriented approach towards user-friendly applications.
- Sharing good practices of innovative ICT solutions to promote and support independent living and social participation

And part of this ambition is the presence of representants of all our projects and knowledge networks at this conference.

It is important to the Province of Noord-Brabant that the points mentioned above be looked at in greater detail with the other European regions. And that they be placed on a European policy agenda. This can then serve as a basis for seeking joint solutions. To this we would like to contribute the experience gained during the Smart Care project and the results of our knowledge networks. We regard the AER as an important platform for discussion and progress.

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