Authorities and facilitators

(public authorities, social security systems, insurance companies, policy makers)

PlatformUptake.eu

# Introduction

🔍 Scope

Ageing presents one of the greatest socio-economic challenges of our century. The EU has devoted a high level of resources to ICT projects in the field of Active and Healthy Ageing (AHA). As a result, a considerable number of open platforms for the development of innovative solutions in the field have been created. Unfortunately, their impact as well as potential and existing gaps have not been thoroughly analysed and assessed. Some of them are unknown to the wider public in Europe or have even stopped existing.

PlatformUptake.eu responds to this challenge by mapping open platforms in the AHA domain from across Europe and by carrying out an in-depth evaluation of the most representative cases (such as universAAL, FIWARE and AIOTES). The project assesses the hindrance and success factors for their evolution, to finally ensure the large-scale uptake of existing platforms and the development of new ones.

Introduction
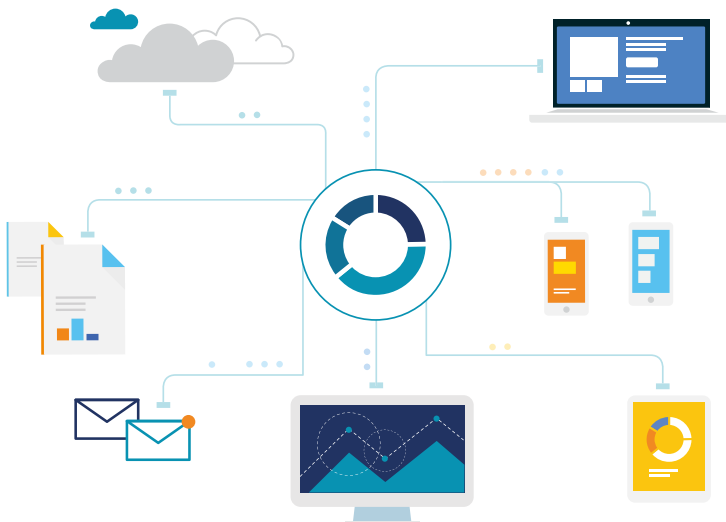
🎯 Objectives

The PlatformUptake.eu project is a Coordination and Support Action (CSA), which seeks to understand the whole ecosystem of open platforms in the field and contribute to the development of an open market for digital solutions for active and healthy ageing and ultimately promoting the uptake of open platforms.

To enhance the technical, contextual and business capabilities of existing and future platforms, and thus ultimately contribute to the broad upscale of their services, the project seeks to:

IDENTIFY critical success factors of the development, deployment and spread of open platforms in the Active and Healthy Ageing domain, through a sophisticated tailor-made monitoring methodology.

DEVELOP monitoring and self-evaluation tools to support platform providers and users to self-assess their success, uptake, capability gaps and evolution potentials through smart assessment and visualisation tools.

ANALYSE existing platforms based on the created methodology, by assessing the projects and initiatives hosted by them, their further evolution, uptake, sustainability and socioeconomic benefits.

INVOLVE end-user communities and related stakeholders to initiate a knowledge exchange cycle for collecting insights on best practices and challenges of platforms' uptake, evolution and costs, etc.
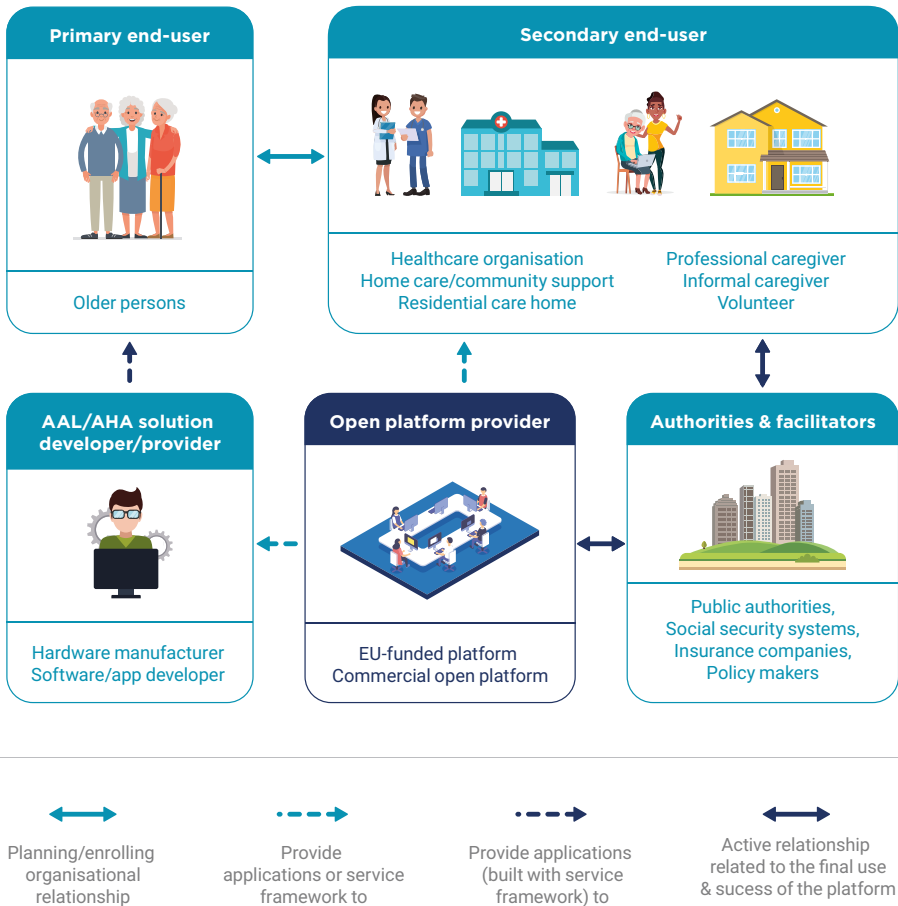
LEVERAGE the platform uptake by their user communities as well as their continuous improvement and expansion, by elaborating and showcasing best-practice models and evaluation guidelines.

DISSEMINATE the acquired knowledge to end-users for increasing their uptake of existing platforms, and promote best practice models and identified benefits to foster future developments.

Introduction

Primary end-user	Secondary end-user
Older persons	Healthcare organisation Home care/community support Residential care home
	Professional caregiver Informal caregiver Volunteer

AAL/AHA solution developer/provider	Open platform provider	Authorities & facilitators
Hardware manufacturer Software/app developer	EU-funded platform Commercial open platform	Public authorities, Social security systems, Insurance companies, Policy makers

Planning/enrolling organisational relationship

Provide applications or service framework to

Provide applications (built with service framework) to

Active relationship related to the final use & sucess of the platform

This infographic provides an overview of the open platforms' ecosystem in the Active and Healthy Ageing (AHA) and Ambient Assisted Living (AAL) domains, including the platforms' main end-user groups and the interactions between them. These represent the basis for the definition of the recommendations for open platform providers concerning **Authorities and facilitators**.

Recommendations

⬡ Regulatory framework

Digital platforms are under increased consumer and regulatory pressure around competition, ecosystem equity, safety, reliability and trust. Moreover, the impact of these factors is transcending "Big Tech." As a result, despite the numerous bills, which were proposed and enacted globally to contain risks and explore opportunities, standards and regulations continue to further develop. This makes it even more difficult for providers of open platforms to remain competitive based on their cutting-edge technology and their business model. Moreover, failing to keep up with new regulations could have significant financial, strategic, reputational, legal, and operational impacts on the platform's existence.

- Understand how current and emerging regulations in Europe will impact your business concept around topics such as content moderation, data privacy, payments and personalization. Establish the impact of regulations requiring minimal compliance changes and such that have a large strategic impact—both for your organisation and your end-users.

- Create a strategy for driving business value and achieving resilience in times of crisis and uncertain environments. To achieve this, put focus on security, safety and sustainability, without compromising innovation.

- Define new capabilities and capacity, which are needed by the end-users of your platforms and establish roles and responsibilities, policies, procedures, and agreements.

- Increase trust with your end-users by achieving the highest standards in terms of privacy, data-sharing, transparency and sustainability.

- Facilitate relationships by establishing safeguards for the end-users of your platform and their interactions and transactions.

- Define a consent process for your end-users and create communication channels to inform them of any policy changes.

- Proactively revise your platform's service portfolio based on regulatory changes, societal issues to profit from the trends and increase brand awareness.

Recommendations

Co-creation

Co-creation with end-users such as care and healthcare organisations, policymakers and public authorities in the process of platform development takes time and effort. Nevertheless, it is a process, which ensures that the created open platform addresses effectively the real end-user's needs, validates ideas and allocates the platform's artificats and the new care pathways into the context of their daily life. Co-creation represents a great opportunity to facilitate knowledge exchange between the innovators and end-users, which helps the providers to better understand the viewpoint of the end-users and their health problems. As a result, open platform providers can purposefully impact the adaption of their solutions, ensure transparency in the process and more effectively drive end-users' outcomes.

- Switch from fixed to a learning mindset. This way you will better position your organization and platform for long-term success.

- To facilitate and sustain a process of co-creation, you should broadly commit to an engagement and a dialogue with the platform's end-users.

- Try to avoid to project your expectations or ideas on the end-users, who participate in the co-creation process.

- Remain open to ideas and collect different viewpoints. These are the keys to a successful co-creation and sustainable adoption of your open platform's services.

Recommendations

✓ Self-reliability and independence

Open platforms make the everyday life of older citizens easier and more independent. They facilitate various value creation opportunities in resident-centric housing concepts and related ecosystems. By exploring strategic choices of care organizations and residential care homes regarding innovation, growth and competitiveness it can be established that open platforms as a part of novel housing concepts unleash new business models across traditional industrial and ecosystem boundaries. However, trends such as ageing, digitalization and urbanization foster the diversity of needs and expectations for platform's technology. Moreover, older persons and care professionals play active roles in value-creation, while open platform providers adopt networked and data-driven value creation logic. These trends challenge the established care pathways and enable the establishment of more demand-driven and agile service models by open platforms.

- Develop training programs to help older citizens and care professionals enhance their digital literacy, establish self-confidence and -reliability, and develop positive attitudes towards the platform's technology.

- Implement user-centered design and engagement of end-users throughout the product lifecycle to create a platform that meets their needs and requirements.

- Supply older people and care professionals with simple and user friendly devices such as tablets, to easily communicate with their staff members, carriers, relatives and friends.

- Facilitate flawless communication between older patients and their carrier, including access to patient's records, clinical notes and scheduling of appointments.

- Enable a better end-user experience by implementing more responsive and consistent customer support as well as gathering and implementing customer insights.

CONTACT US!

and learn about open platforms in the AHA domain, upscale your digital solutions for older people and improve the quality of care provision to your patients and citizens.

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SMARTHOMES

Duration:	Coordinator:	Start date:	End date:
29 months	SYNYO GmbH	01.01.2020	31.05.2022