



Secondary end-users

(healthcare organisations, home care community support, residential care home, professional caregiver, informal caregiver, volunteer)



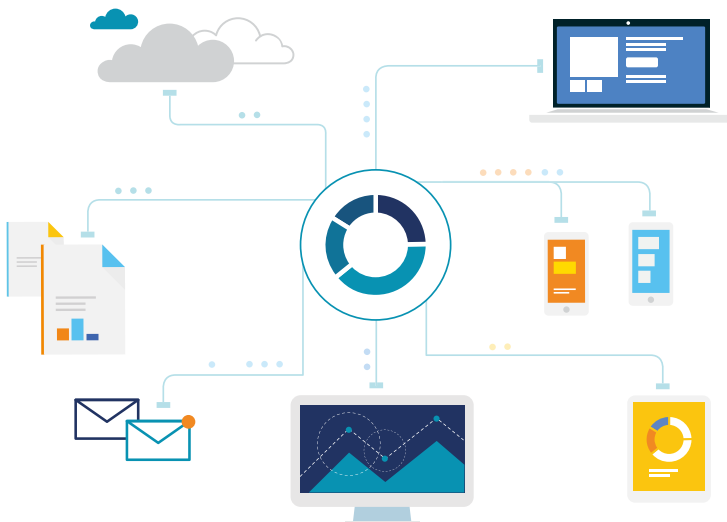
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Scope

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.





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.



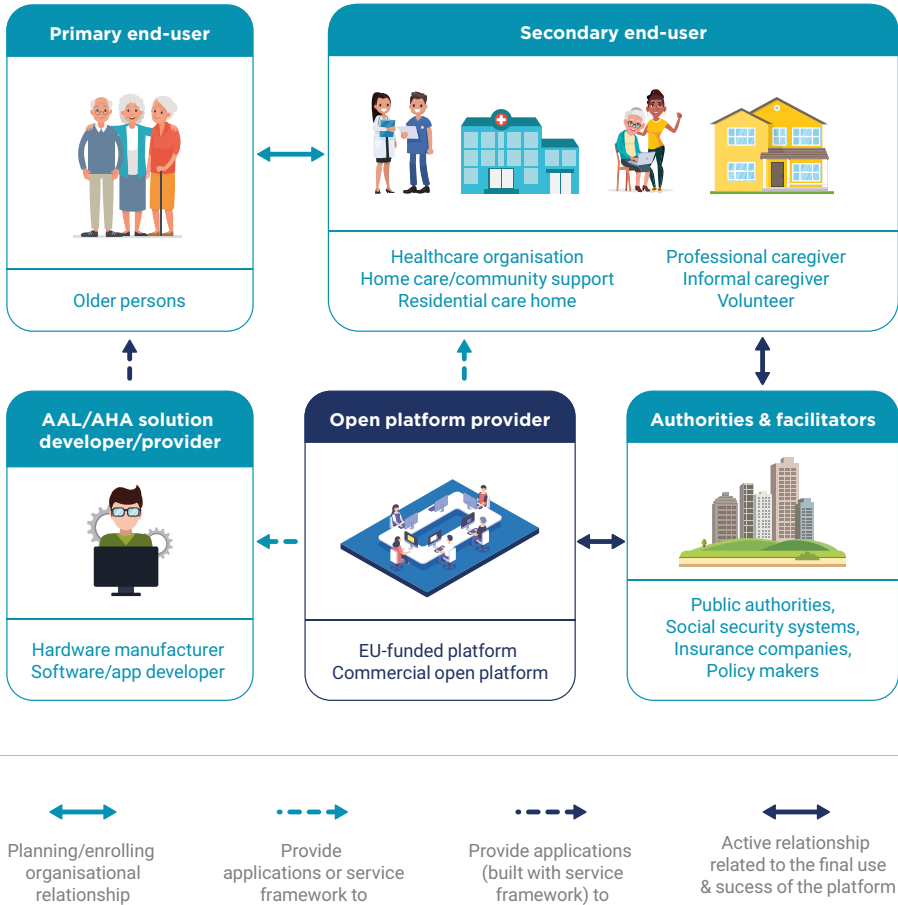
INVOLVE end-user communities and related stakeholders to initiate a knowledge exchange cycle for collecting insights on best practices and challenges of platforms' uptake, evolution and costs, etc.



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.



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 **Secondary end-users**.



Customer satisfaction

As care and healthcare organisations in the Active and Healthy Ageing (AHA) and Ambient Assisted Living (AAL) domains uncover new ways to utilize collected vital data to drive value-based-care, open platforms will bring solutions and services together into a seamless and single-user experience for patients and care providers. Open platforms are greater than the sum of the individual applications that underpin them. Moreover, they offer a single point of entry, where care provider and patient can access all the information they need, regardless of the location, complexity of the underlying platform or automatized processes. However, still how well open platforms integrate their services into the infrastructure of the care and healthcare organizations, and meet the needs and requirements of their end users, will be what differentiates them from their competitors.

- Scale telehealth offerings to fill the gap between the need and cancelled in-person care due to unforeseeable crisis situations (i.e., virus outbreak).
- Enable flawless communication between patient and carrier, including access to patient's records, clinical notes and scheduling of appointments.
- Integrate technologies such as Artificial Intelligence (AI) or Machine Learning (MR) to reduce the administrative burden for the care personnel by automating processes or simply reducing costs and increasing revenue.
- Enable the integration of legacy systems or infrastructures to keep the investment costs of care organizations low.
- Offer one point of contact to handle all requests or inquiries coming from the care or healthcare organization. This will ease the communication with the Secondary end-users, build trust in the company's brand and increase customer satisfaction.



Platform support services

In the quest to deliver quality care to their patients or residents and support their personnel in their daily tasks, care and healthcare organizations are more open to collaborate with technology partners, than they were in the last decade. With digital transformation, support services in the care and healthcare industries have migrated from volume to value addition. It is crucial for care providers to help older persons at every step at their patient journey and treat them in the best possible way so they can enjoy more independent and healthy living.

- Offer services beyond the general technical or break/fix support. Examples are pre-deployment services such as trainings for the care personnel, post-deployment maintenance and support for a variety of third-party tools.
- Implement contract provisions that increase flexibility in the managed support services relationships with the care organisations, such as volume-variable pricing, flexible service-level management, etc. to enable care organisations adapt to changes in care demand and service requirements.
- Create a better customer experience by implementing more responsive and consistent software support as well as gathering and implementing customer insights. Tools that can enhance the quality of the software support, among others, are help desk, shared inbox, phone support and collaborative knowledge base.
- Deliver remote troubleshooting capabilities via telephone and online communication media or without human assistance through automated means that reside on the customer's device or are available on the Web.
- Offer support with new product installation services, installation of product updates, migrations for major releases of software, and other types of proactive or reactive on-site services.



Services/applications used

Looking at the highly complex ecosystem of open platforms in the AHA and AAL domains one thing becomes clear above all: that a winning open platform strategy must focus on specific value propositions for each of the different end-user groups, including Secondary end-users. If an open platform provider does not understand the full spectrum of specific needs of the care providers, it will never be able to build a trusted relationship and uptake its platform's services. Success rests among others on offering a broader range of services and applications to meet the demand and ensure a high quality of care provision.

- Develop and offer various platform services to build a rich partner ecosystem and ensure end-user loyalty.
- Build a service proposition that targets specific service areas (i.e. movement and fall detection) or a market niche (assisted living facilities) or a service favored by a particular group of care providers.
- Establish multi-service propositions to differentiate from other open platform providers in the field and avoid replication.
- Avoid offering your open platform's services only to your own end-user base. Instead, seek to offer them to a wider audience.





Churn rate

Churn rate in the case of open platforms in AHA and AAL domains, is a metric that is used to measure the percentage of lost end-users in relation to the total number of active ones. As such, it helps organisations understand the drivers of usability and improve retention and long term-use of their open platforms' services.

Open platforms are slowly becoming well-established and have been shown to improve care provision to older people. However, effective end-user engagement and retention for their services remain a challenge. To lower the churn rate, the experience with the platform's services needs to be improved at every step of the end-user's journey right from the platform's deployment to final delivery of care.

- Incorporate Secondary end-users as equal partners in the process of designing of open platforms' services. This can help open platform providers explore the needs of those who are affected by the use of their technology.
- Apply alternative methods, such as crowd-sourcing, to collect insights on the Secondary end-users' requirements for open platform's services, from groups of people similar to the target population .
- Provide training to healthcare and care organisations at the onboarding stage to retain them and reduce churn rate at a later point in time.
- Retention should be kept at the forefront of the support service which is offered to organisations in care and healthcare domains. Creative ways to achieve this include customer feedback surveys, knowledge base and ongoing training, improved ticket resolution time, etc.

- Offer different subscription plans and contracts (e.g., monthly, annual, etc.) to address the needs and capabilities of different types of Secondary end-users.
- Create new platform services to further enhance the value for the Secondary end-users.





Accessibility

Amid the growth in the development of information technology for assisted living and active and healthy ageing, many of the older persons have less experience with digital technology than other age groups. Thus, obtaining health information from this source may be challenging for them. Since older people represent a large proportion of the consumer health population, it is crucial to establish ways to reduce barriers to their access to open platforms' services.

- Train care-related or technology-related personnel who can help older patients operate the open platform's services.
- Supply older people with simple, uncomplicated devices such as tablets, to easily communicate with their carriers, relatives and friends.
- Tailor and develop the platform's services specifically for the older people sub-groups, to better address their needs, desires and everyday activities.
- Empower older people in their use of open platform services by defining their data as an asset they can control. This will increase their trust and willingness to use the platforms' services.





Privacy and data governance

Open platforms provide care and healthcare organizations with several tangible resources and greater capabilities to deliver more effective care services to their residents, increase options for learning and professional development, better manage their business processes and make informed decisions. At the same time, the use of open platforms' services and digital technologies which are developed upon them introduces challenges to privacy and security risks. Moreover, data privacy and data governance are topics that require from care and healthcare organizations specific technical and legal expertise to navigate through, in light of the complex regulatory frameworks in the EU.

- Inform the Secondary end-users on the data collection, access, usage, control, sharing and benefits to them and their older patients and residents.
- Require a consent from the Secondary end-users or their older patients to ensure the legal basis and justify the collection, handling and/or storage of people's personal data.
- Provide support to Secondary end-users and their older patients and residents to increase their comprehension of the informed consent process and data collection practices involving open platforms' services and digital technology for active and healthy ageing in general.





€ Costs

Open platform's services can help Secondary end-users reduce inefficiencies, improve the access of their older users to a high-quality care, make the care more personalized and consequently reduce costs. This represents an attractive solution to care and healthcare organisations. They have less parties to deal with, less maintenance costs, and can have a clearer overview of their expenditures and plan future extension of their infrastructure and care services.

- Provide a clear overview to care and healthcare organisations of the costs for the setup of the platform (e.g., hardware, software, royalties, installation and configuration of the services).
- Offer care and healthcare organizations flexible subscription models, depending on the actual use, size of the organisations, consumption of the services, third-party, etc.
- Inform care and healthcare organisations on available reimbursement models that apply to their facilities for the provided platform services. This will allow them to better match their revenue with recurring costs, and increase their customer loyalty.





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.

PlatformUptake.eu



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