



European Week of Regions and Cities
Brussels
6 – 9 October 2008

Interactive 24/7 eServices for elderly people

***Introduction of a pilot case in the
City of Tampere (FI)
as part of the T-Seniority ICT-PSP eInclusion pilot
project.***

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Company

- Medineuvo was established in 2001
- Main owner is SITRA (National fund)
- Located in Finland and Sweden
- Personnel: Nurses and Medical Doctors (in total +/- 300, Finland 80)
- Turnover in 2007: 15M€

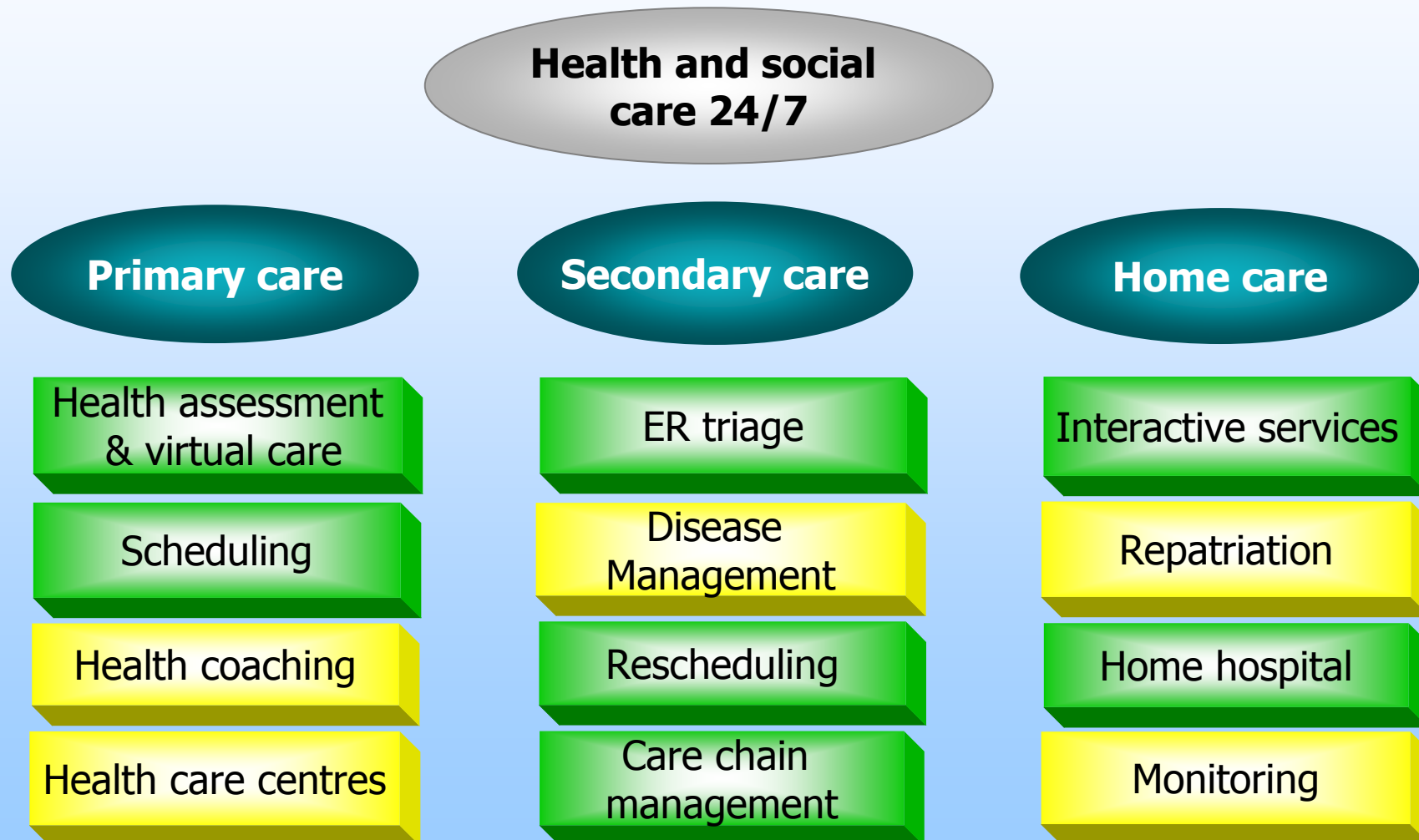
Activities

- Health and social care units
- 6 competence centres
- 24/7 service care
- Annual volume of calls 600.000

National Healthcare districts and Medineuvo Centres in Finland



Competence centre in Finland





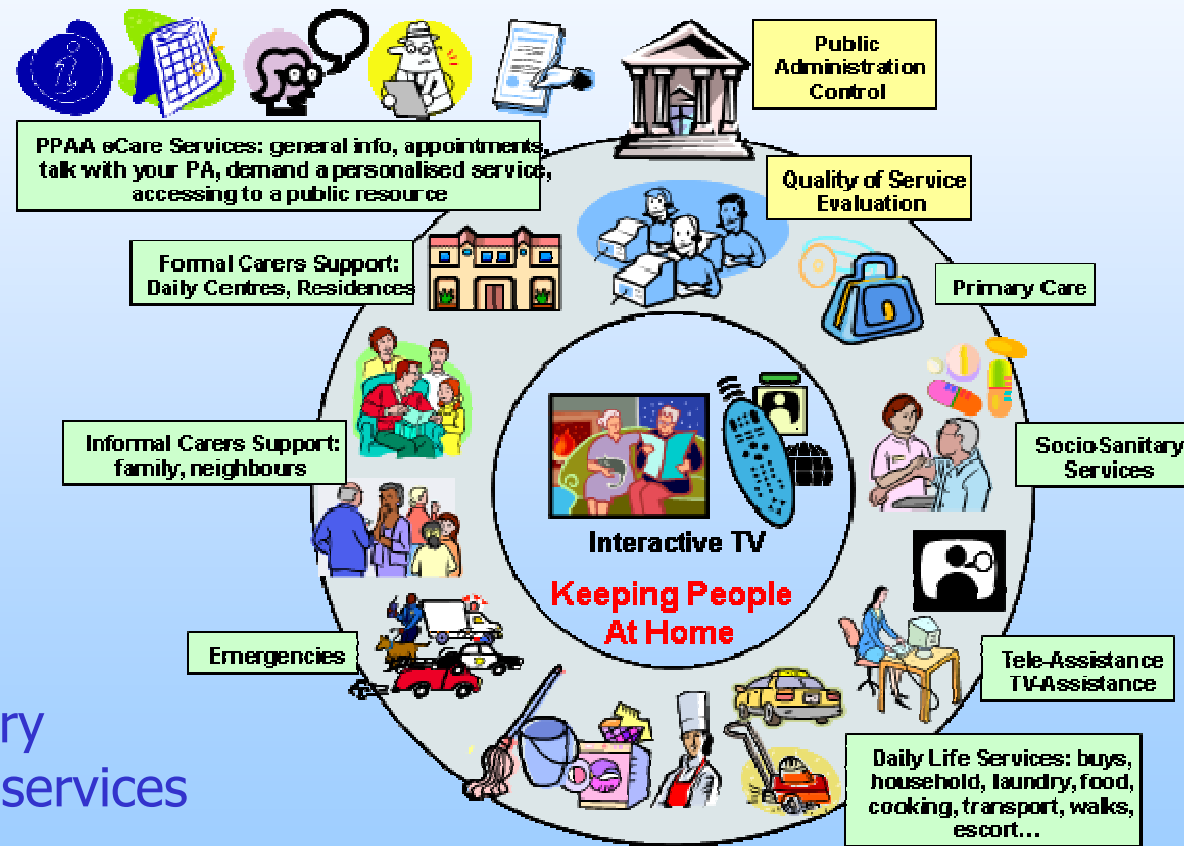
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***T-Seniority* - Expanding the benefits of Information Society to Older People through digital TV channels**

- ICT-PSP eInclusion B-type pilot project,
main theme addressed: 2.2.1 ICT for Ageing well
- Objective is to significantly improve quality of life and ensure efficient health and social care for the ageing population
- Integration of digital services addressed to elders and info-marginalised audiences that will be accessed by interactive digital TV - video channels
- Demonstration of the operational service in 7 Member States involving a significant number of users in real-life conditions.
- Digital inclusion = Social inclusion with an interactive TV stream, on-line services and networking
- Budget: 5,34 M.Euro during 24 months, started in 01/07/2008

T-Seniority - Virtuous Circle for Empowering Independent Living



interactive digital caring TV system supports the delivery of inclusive e-Care services

The User in the Middle of e-Care Services Provision
T-SENIORITY promoting integration of efforts, persons and e-Care Services resources



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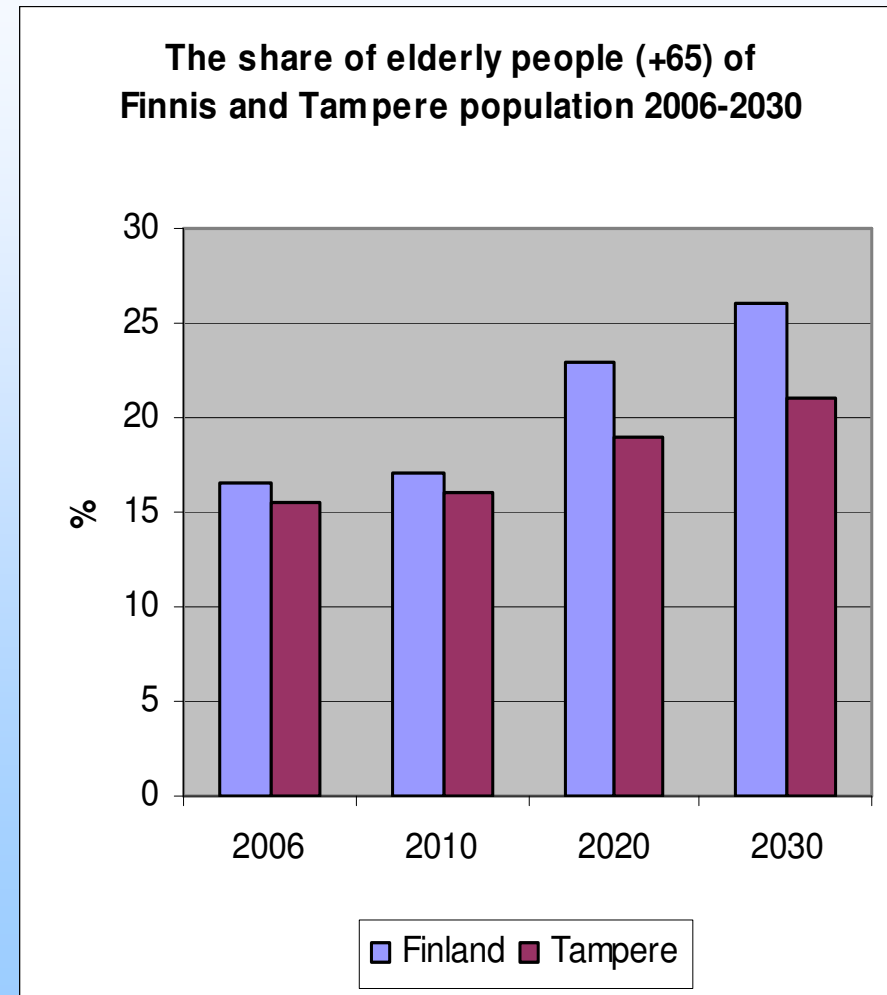


T-Seniority: 14 Partners – 7 countries

- ***IDI EIKON (coordinator)*** *SPAIN*
- ***Impulsa*** *SPAIN*
- ***EURONA WIFI NETWORKS*** *SPAIN*
- ***Regione Toscana*** *ITALY*
- ***University of Siena*** *ITALY*
- ***ALTEC Telecom*** *GREECE*
- ***Prefecture of Tessaloniki*** *GREECE*
- ***Theotokos Foundation*** *GREECE*
- ***Kirklees Metropolitan Borough Council*** *UK*
- ***FNAQPA*** *FRANCE*
- ***PrimeTel*** *CYPRUS*
- ***e-Isotis*** *GREECE*
- ***Medineuvo Oy*** *FINLAND*
- ***City of Tampere*** *FINLAND*

Facts about Finland and Tampere

- The Finnish population is nearly 5,3 million and the population is the oldest in the world
- The City of Tampere is the third largest municipality with 206 000 inhabitants
- By law Municipalities are responsible for providing their residents with statutory basic health and social services





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Way to integrated health and social eServices and eInclusion

- Globally unique, **user-centric approach principle to provide both health and social care services is especially in favour of elderly people needing regularly both of these services**
- **One-stop-shop Services for elderly** people include institutional health services at home, home care, day-time activities and other housing services provided by health and other personnel according to their professional qualifications
- The aim is that elderly people can live socially **rich and independent life at home by offering professional social and health services** that exploit the possibilities of new ICT technology.
- The Tampere pilot is based on **PPP** (public private partnership)



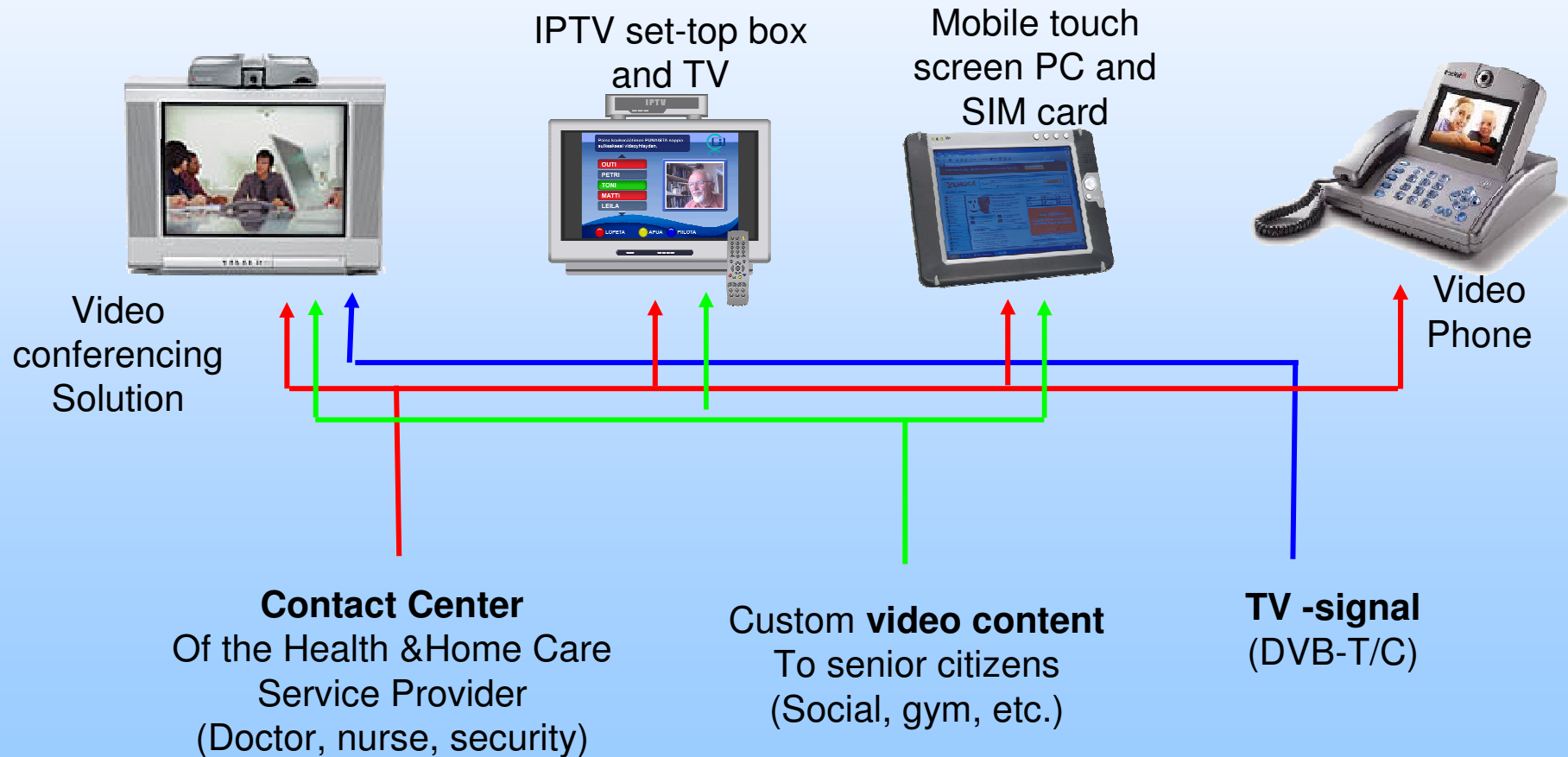
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The Tampere Show Case Background (1)

- **Experiences of already ended Caring TV Senior Program** and several other wellbeing pilots have been used as the basis for setting up interactive IPTV services
- Part of the City's overall citizens' services videoconferencing and digital TV future plans
- Target group: the group of **+/- 100 senior citizens** using social and/or health services will be selected among
 - Home healthcare after operation to save on hospitalisation costs
 - Dementia and/or Alzheimer affected seniors
 - Chronics under constant medical follow up (diabetes, heart and blood circulation problems – home EKG, etc.)
 - Seniors with disabilities or impairments (blindness, hearing difficulties, physical impairments, etc.)
 - Senior immigrants with language/ or health problems

Technical environment of the Tampere pilot





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Elderly user Interface



MediNeuvo

10023 Caring line 24H



Personal Care



Friends & Relatives



Week Agenda



Shopping



Health Library



Fun & Games

Google

MediNeuvo

Health Solutions Coaching : 8 priorities for patient self-care...



1

Know How and When to Call the Doctor

2

Learn About the Condition and Set Treatment Goals

3

Take Medicines Correctly

4

Get Recommended Tests and Services

5

Act to Keep the Condition in Good Control

6

Make Lifestyle Changes and Reduce Risks

7

Build on Strengths and Overcome Obstacles

8

Follow Up with Specialists and Appointments



The Tampere Show Case Background (2)

- An **evaluated, secure, interactive and interoperable videoconferencing system with multi-channel interfaces** for elderly people to support their living and staying at home is being adapted as the platform of the Tampere pilot
- **Generic services** provided on cross-platform bases will include interactive informative services (limited interactivity depending on the source):
 - services provided by the City of Tampere,
 - NGOs and thematic associations (for MS, cancer, heart, depth, etc.)
 - private companies in the Tampere Region
 - general information of health care and wellbeing by portal
 - tailor-made programmes for the elderly produced by local care TV, for example.

The Tampere Show Case Background (3)

- **Personalised interactive digitalised services:**
 - contacts to medical, healthcare and home care specialists
 - relatives and friends, other social networks
 - commercial services offer and memberships (pharmacies, shops, fitness centres, insurance orgs., etc.)
 - other future suitable services adaptable to the target group
- Important part of the Finnish pilot is access to above mentioned personalised services with **“Digital IDs” – digital certificates**
- **Strong authentication of health and social care professionals and seniors** to multichannel system is ensured using various techniques - new legislation will be enforced by 2011.
- **Easy-to-use authentication systems**



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The Tampere Show Case organisation and activities

Care Centre:

- Care Centre for local elderly and disabled people, care of chronic patients not requiring permanent health care.
 - Doctor visits, laboratory tests, etc.
 - Permanent health, social and individual advisory and coaching services as part of the initial deployment plan.
 - Providing interactive care through TV, phone, internet etc. connectivity.

City - Steering group:

- Gathering and updating needs for content according to the seniors' needs
- Carrying out scientific studies, bench marking and evaluation concerning the effectiveness



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***Thank you for your
attention***

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