

ISG*ISARC 2012
28 June 2012, Eindhoven

Beyond Silos – Making integrated eCare a (viable) reality

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The basis

- CommonWell
 - CIP programme
 - 10/2008-01/2012
 - 10 partners, 4 pilots
 - ~5.2mio €
- INDEPENDENT
 - CIP programme
 - 01/2010-12/2012
 - 20 partners, 6 pilots
 - ~5.2mio €

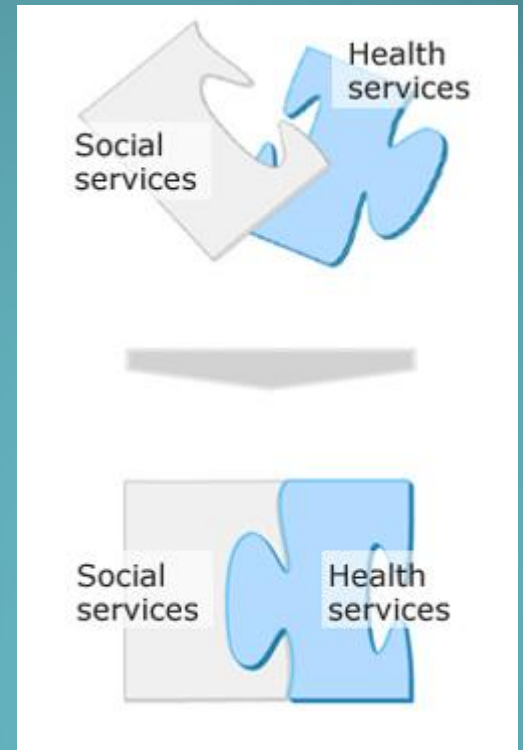


What we are talking about

Integrated eCare [noun]. The joined provision of services to older people by social carers, health carers and third sector organisations, enabled by the use of →ICT.

Why do it?

- Improved client outcomes
- Improved service quality
- Improved service efficiency
- More satisfying, less frustrating
- ...



What is so special about it?

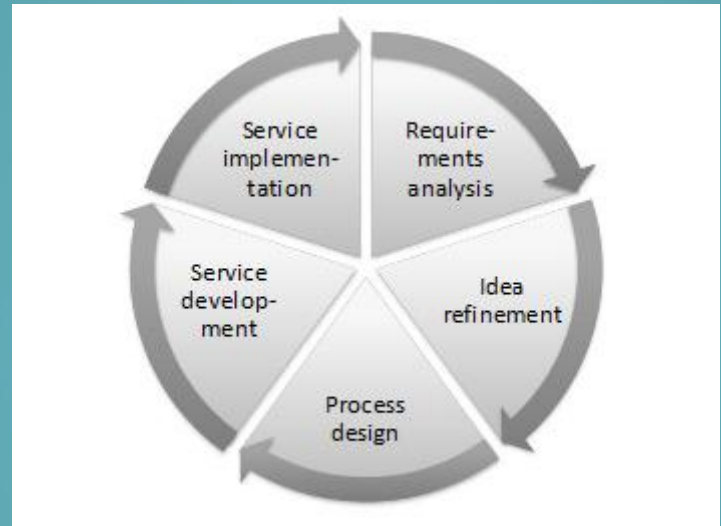
- Integrated eCare implementation = eCare implementation²?
- High efforts, high gains?

What we learned...

- ...that the term „integrated eCare“ implies greater unity than exists in reality
- ...that there are quite different drivers towards integration, both in terms of objectives and organisations
- ...that this leads to immense diversity when it comes to service models
- ...that this diversity impacts on all parts of the implementation

What we learned...

- ...to work in true iterations of service design
- ...to plan for this in terms of time and budget



Meyer, I., S. Müller, et al. (2011). AAL markets – knowing them, reaching them. Evidence from European research. Handbook of Ambient Assisted Living. Technology for Healthcare, Rehabilitation and Well-being. J. C. Augusto, M. Huch, A. Kameaset al, IOS Press. 11.

What we learned...

- ...to find out which stakeholders are involved in / concerned with / touched by the service
- ...to involve all of them somehow
- ...but also to identify one or two „champions“ per site

What we learned...

- ...to achieve clarity about the „impacts“ of the service on each stakeholder
- ...to question our own assumptions about expected impacts

What we learned...

- ...to apply an evaluation approach fit for the task
- ...geared towards data needs
- ...looking separately at all involved stakeholders

What we learned...

- ...that there are at least as many business models as service models * countries
- ...that benefit shifts are an ultimate stumbling block
- ...that easy concepts of replicability are neither sensible nor desirable

What we learned...

- ...that it is worth the effort.

There is more...

<http://www.commonwell.eu>

<http://www.independent-project.eu>

The Beyond Silos forum...coming up

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Thank you for your attention

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