



Anna
Wmo consultant
43
Female
Dutch
AAL2G-1

Anna is a 43 year old care consultant working at a municipality in the Netherlands. Anna holds conversations with citizens who ask for any form of assistance and together she has to indicate what kind of assistance will be provided. Most clients wish to stay at home and not many places are available at existing elderly homes. Anne is very concerned about the fate of older adults and always tries to find a solution which can help them, even when people are not eligible for compensation. She focuses on services that are locally available .

Anna works for a small municipality in the south of the Netherlands. It consists out of 20.000 people, mostly living in villages and rural area. There is relatively large share of elderly in the municipality (65 and older). The local government wants their citizens to live at home as long as possible. On top of that, the local budget is declining because of cutbacks at national level. So there is a challenge to provide sufficient care while demand is growing and the budget is declining.



Case:

Anna has contact with an older couple of 77 and 82 years. The woman is aged 82 but she has to take care for a husband who suffers from beginning dementia. Because of this he needs more and more assistance with daily tasks. The woman is still in relatively good condition and they already receive assistance in the household. They request more help, but given the good condition of the woman and the fact that the dementia is at a starting stage, extra help is not awarded by the local government. Anne would like to help them and is searching for solutions that could assist them in their daily life, despite the fact that the couple is living on a small budget. On top of that, the only child they have lives in Amsterdam, which is about 150 km away.

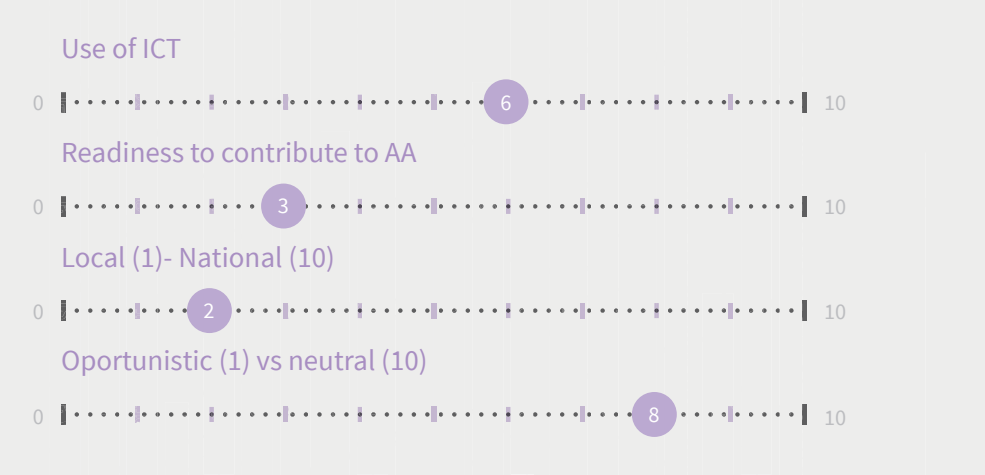
Ambitions:

- To come up with a personal approach to help citizen who ask for to civil support.
- Try make citizens aware of the available (voluntary) services that can provide extra support.
- To advise people in their process of finding solutions that fit their needs.

Limitations:

- The consultants fears that many people, who ask for support are not eligible for government compensation as long as there is network of possible caregivers around them.
- The fact that many informal caregivers do not have enough time to assist their parents. So overburdened informal caregivers are a great concern.
- Citizens without enough financial means will not be able to realize extra support when this is needed to stay at home when they become more dependent.
- There is a fear that onces citizen use ICT solutions, they do not use it in the right way and simply buy solutions without proper advice. Also the knowledge level of the consultants on innovative solutions is not up to date.
- Another important limitation is that the switch to more customization for clients can contrast with the neutrality principle that as a local government everybody needs to be treated equal.

Criteria:





Care Circle Homecare organization Portugal AAL2G-2



Case:

While the company is expanding, there is growing need for knowledge on possible innovations that could help nurses to make their work more efficient. Budgets aren’t that large, so there is not much time and money to spend on innovations. Simple but effective products is what the nurses need to improve the working conditions of growing demand and also travel time. On top of that, the nurses look for supporting services that could unburden the families who provide care for the older family members. In order to deliver quality care, certain innovations could help the nurses. For instance web communication devices that provide more possibilities for contact with the clients. On top of that they are looking for instruments to detect changing patterns of elderly in the house. If and when they could be able to detect problems earlier, they can help a client in time in order to prevent more demanding forms of care.

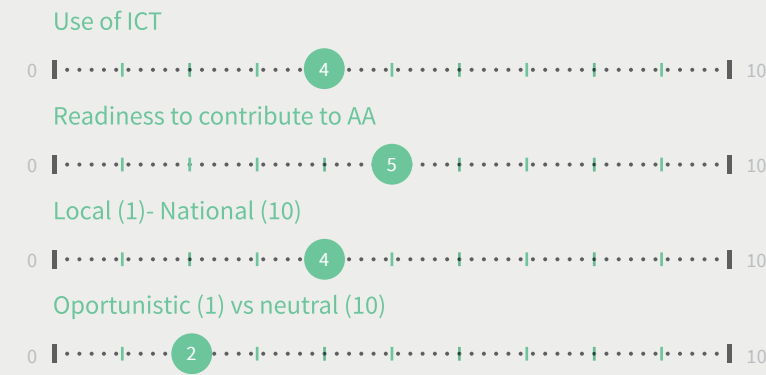
Ambitions:

- The organization likes to expand its number of clients.
- It likes to provide excellent service to its clients, it should be tailor-made.
- To help people to live in their own house comfortably for as long as possible.

Limitations:

- Growing costs of care which is not covered by government funding
- The lack of knowledge on possible, existing innovations
- The competition of other care providers
- The expanding costs of non-care activities that nurses have to undertake (travelling etc.)
- Many citizens lack the financial means to buy extra care when needed
- The relatively high costs of nurses (intensive care) in comparison to the assistant caregivers.

Criteria:





Tobias
Policy worker
50
Male
Austrian
AAL2G-3

Tobias lives in the city of Wolkersdorf, a municipality with ca. 7.000 inhabitants. Wolkersdorf is close to Vienna, and Tobias himself commutes to Vienna. Tobias is married and has two children, who both recently left the house to become students at the University. Both his parents are old but in reasonably good health.

As a policy worker within the field of care, Tobias is responsible for the local legislation on all care related issues for the region of Vienna and Niederösterreich. His job is to advice the council on possible developments in this area and to assist his local organisation in the realisation of political and administrative goals and challenges within the framework of the care his organisation has the responsibility for.

One of things that has his attention are innovative solutions for a system of care that is highly complex and costly. Budget cuts and more efficiency are magical words in the political domain and can sometimes obscure the underlying task of providing the right care for the citizens who need it. The word innovation can be interpreted in many different ways. The challenge in his work is to create the right tools that the governmental organisation can use in their work to provide care for citizens and at the same time enable the political body to achieve its agenda.

Ambitions:

- Creating more awareness of innovative solutions.
- Trying to connect the needs of local organisations with the companies who could solve them with possible new solutions.
- Making business cases for the use of technological solutions to prevent extra care
- Showing the advantages of using up more innovative solutions with regard to efficiency

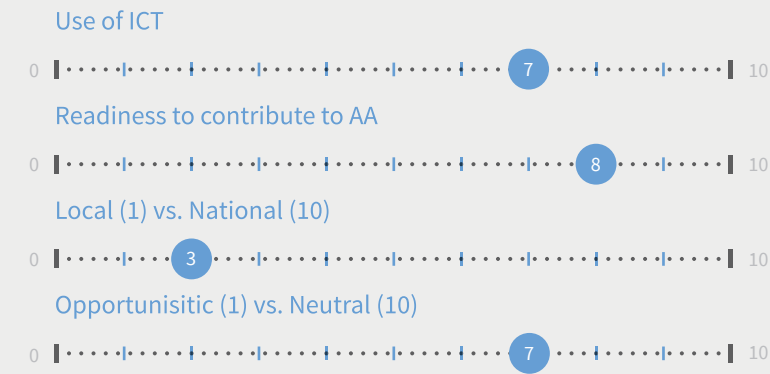
Limitations:

As a professional his greatest concern is the ever-changing political environment and the way we look upon society as a whole. He needs a better understanding of possible tools to assist older adults in the form of independence that is sometimes forced on them from the top. To find the balance between the need of a citizen for solutions to effective, affordable care and the natural restrictions that come with public funding. His greatest need and therefore his greatest fear is how to visualise the possible positive (diminishing) effect on the growing demand for subsidised (formal) care by the development and use of technological innovations to his organisation and the local political body.

Tobias is looking for:

- Information about actual products
- Comparison between products
- Information about social effects and efficiency
- Information about costs, procurement rules
- Information where products are already in use

Criteria:





Caroline
35
Female
Belgian
AAL2G-4



Ambitions:

- Empowering people to find they kind of support that the need
- Providing sufficient support to clients with the growing demand
- Trying to inform clients on the rules and regulations regarding care and civil support
- Connect different actors who play a role in the organisation of care

Limitations:

As a public organisation there is a fear of inability to provide the needed care to her clients because of all the restrictions that come with a public office. She fears that the government is unable to respond to social changes quickly and efficiently enough. Her greatest fear is that with the ongoing digitalisation of our society, more and more people will fall behind and that the work of her and her colleagues will become more and more important but increasingly difficult. She fears that her organisation lacks the proper tools to address this challenge and is looking for ways to make her clients more independent and stronger in dealing with public structures and needs to understand what answers technological innovations can offer.

Caroline is looking for:

- Concrete solutions for the problems the elderly population have to face
- Information on how to order innovative solutions
- Information about legislation, regulations, finance
- Possibilities for alternative finance or subsidizing
- A network of similar organisations and contact persons

Criteria:

