



# Care Circle Homecare organization Portugal AAL2G-2

Care circle is a homecare organization that provides care to older adults in Portugal. It is a small company with only 15 employees, mostly nurses. The number of customers is increasing. More people ask for care at home because of a growing number of people that take up a full time job. Families are hence less able to facilitate care at daytime. The region Care Circle works in is one with many smaller cities and villages, so a lot of time is spent on travelling to clients.



### 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:

#### Use of ICT



#### Readiness to contribute to AA



#### Local (1)- National (10)



#### Oportunistic (1) vs neutral (10)

