

## stars insights: 22 February 2019

### The Nursing Home Can Wait!

*Staying at home with smart digital assistance systems is what elderly people prefer, believes **Peter WIEDL**, Founder and CEO of WAYPOINT Business Navigation and Business Partner Switzerland of VIVAI Software for the Internet of Things (IoT) project Smart Service Power (SSP).*

#### **A typical situation**

Heidi lives alone at home. A few weeks ago, she fell at night, hurt herself and could not move any more. Fortunately, her son happened to pass by in the morning and found her helplessly lying in the apartment. Since this incident, the concern of her children was great and they are looking for a solution: a digital assistance system for elderly care.

The SSP onboarding process will be fully digitalized and starts the pre-defined process with production, confectioning, logistics, installation, instruction and go-live. Heidi should get her customized SSP set smartly installed and configured some days later with her individually defined emergency addresses.

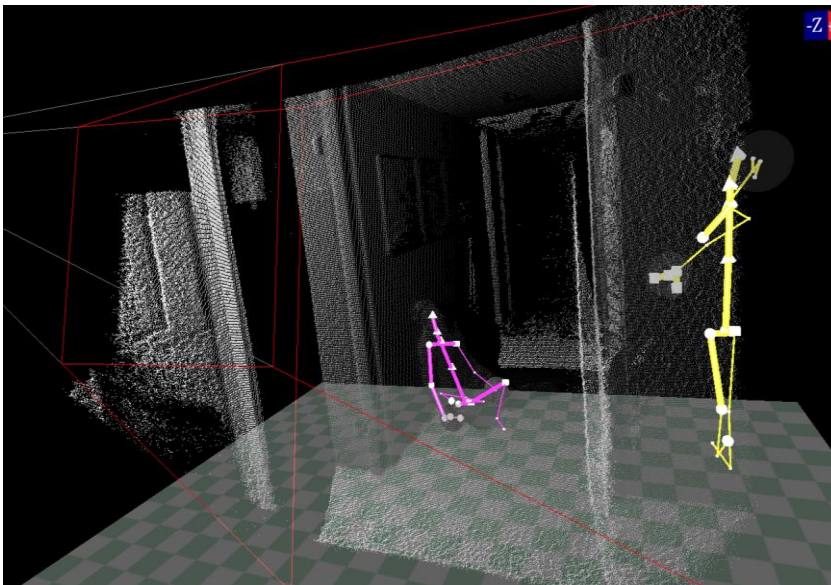
Heidi will get a short instruction and the functionality will be tested. SSP's communication module will then remind her to drink regularly, to take her medication and to measure her blood pressure. A passive fall sensor will trigger an alarm on selected persons / institutions, who then initiate the correct measures. Heidi will be able to communicate with her beloved ones via SSP just by voice. This smart platform will turn Heidi's home into a secure assisted place for years at additional cost of around US\$ 300 per month for SSP plus individual care in emergency cases instead of US\$ 7'500 per month in a nursing home.

#### **And the winners are . . .**

Elderly people love to stay at home as long as possible. Especially when they feel safe. And their children want to know that their parents are well at any time. SSP has the potential to save up to US\$ 70'000 per user per year compared to a nursing home and thus not only protects their wealth but also significantly saves government cost and reduces the need for qualified staff. VIVAI Software AG, represented by Dr. Bettina Horster and Thomas Horster-Moeller in Dortmund, have researched the major vital functions of aged people together with highly regarded scientific institutes and reflected them within SSP.



*The major risks for elderly persons: fall, dehydration, correct medication, blood pressure and weight.*



*Example of the „data“ provided from a sensor (fallen person marked red). SSP only uses smart sensors that fully protect personal identity – no cameras.*

The core product is the IoT software platform that connects various sensors to an interactive system with voice communication. The extension to additional, digital elements from medical or the smart home area will be the next step. The EU has financed the project and VIVAI Software AG has won considerable awards from the UN and EU for their achievements.

#### **From the individual case to the quantitative challenge**

In 2017, 8.6% of the world's population were older than 65 years. Europe (17.5%) has the largest share of an elderly population. Globally, the Silver Generation will grow considerably within the next decades.

In most of the cases, the nursing cost saps up the saved assets and burdens the social costs considerably. In many countries, the communities are responsible for the care of elderly persons. Enormous costs are to be expected. The working generation can barely finance it. SSP is a viable solution that is easy to install and operate, and it amortizes before an estimated 2 years period, sustainably reduces healthcare costs and eases the shortage of caregivers.

#### **Status of the project and further procedure**

The German consortium has evaluated the sensors and tested them in age-appropriate apartments. The business model and processes are well developed and the project managers are currently negotiating with investors and business partners along the process chain. The rollout of the product (pilot) has to be aligned with the implementation of the new, complex business model and is planned for Q1, 2020. This will be a quantum leap.

**Peter Wiedl** ([wiedl@waypoint.swiss](mailto:wiedl@waypoint.swiss)) is the Founder, Owner and CEO of WAYPOINT Business Navigation, an independent consulting company and Think Tank specialized in development and implementation of smart strategies for various industries. He has two federal diplomas in banking and industry. As an innovative and experienced manager and leader he turned many critical situations and pioneer projects into a success story such as the first operation center for UBS, risk management projects for three large banks and new processes and methods in global credit business.

*The views expressed here are solely those of the author and they do not necessarily represent or reflect the views of the stars Foundation.*

***stars insights** are exclusive contributions by business leaders and experts who scan the horizon to discuss geopolitical, economic, technological and further trends and developments which will impact society and business in the next few years.*

[www.the-stars.ch](http://www.the-stars.ch)