

ICT4Life

Final Conference

Exploitation : a strategic approach
based on iterative testing for real
market.

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Objective

Reporting the **elements** supporting the **strategic approach** to launch ICT4Life platform into **real market.**



Freepik image.

Overview

- ICT4Life system provides **tailored** and **personalised** services to end-users;
- ICT4Life system development process is based on **co-design** of its components.

Real feedback shaped the technology to better respond to **end-users' needs**.

Rationale

- The **success of the system improves** when users are involved, even when problems and challenges still have to be addressed;
- Testing results are a source of information for developing a **market-research**, aimed at supporting strategic decision.



The elements

Iterative
testing
results

End-users
willingness
to pay

Integrated
care key-
stakeholders



The dimensions

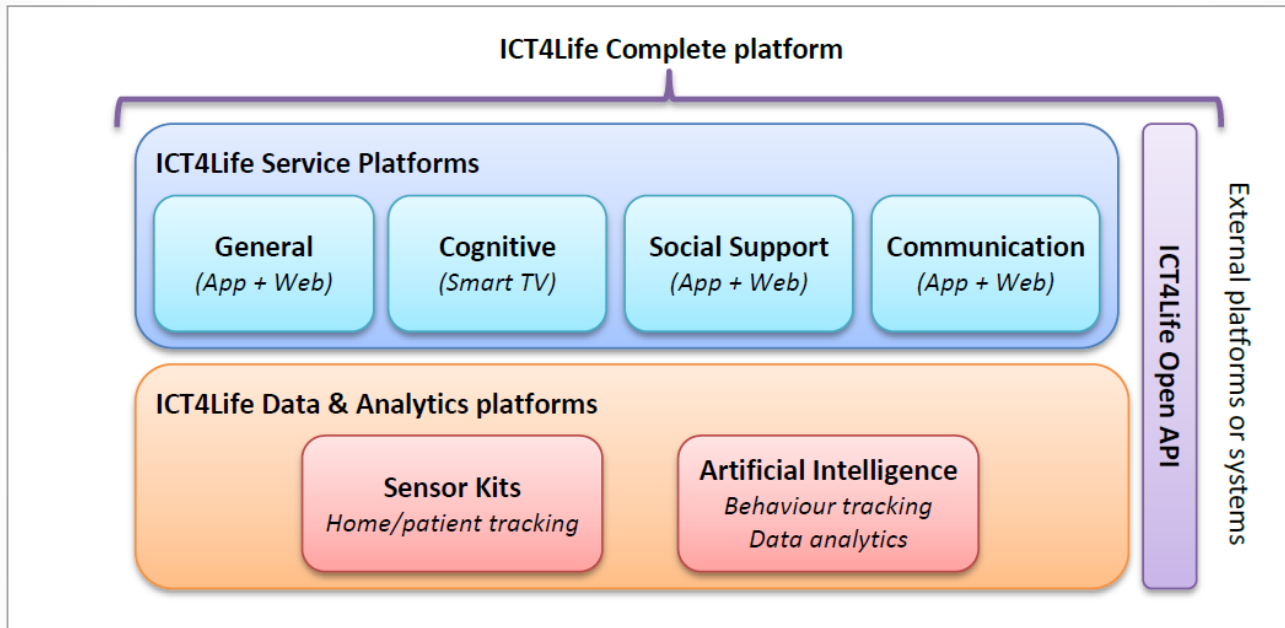
End-users feedback addressed three **dimensions**:

- Acceptance
- Capability & Usability
- Satisfaction.

The combination of the feedback obtained on each dimension support the **understanding of the preferences** of the users and of the **aspects of the platform that need to be improved**.

The dimensions & the platform

Acceptance – Capability & Usability - Satisfaction



The dimensions have been explored in relation to **any module of the platform**, to which are associated **one or more components**.

Further aspects

Crucial for the assessment of acceptance, capability & usability and satisfaction:

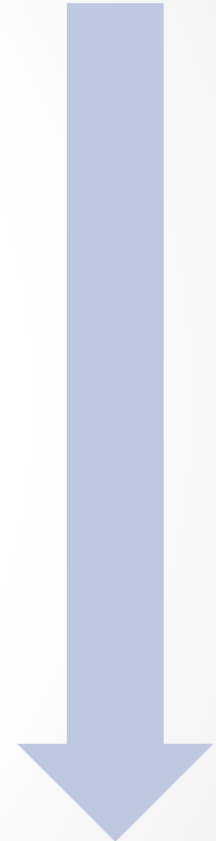
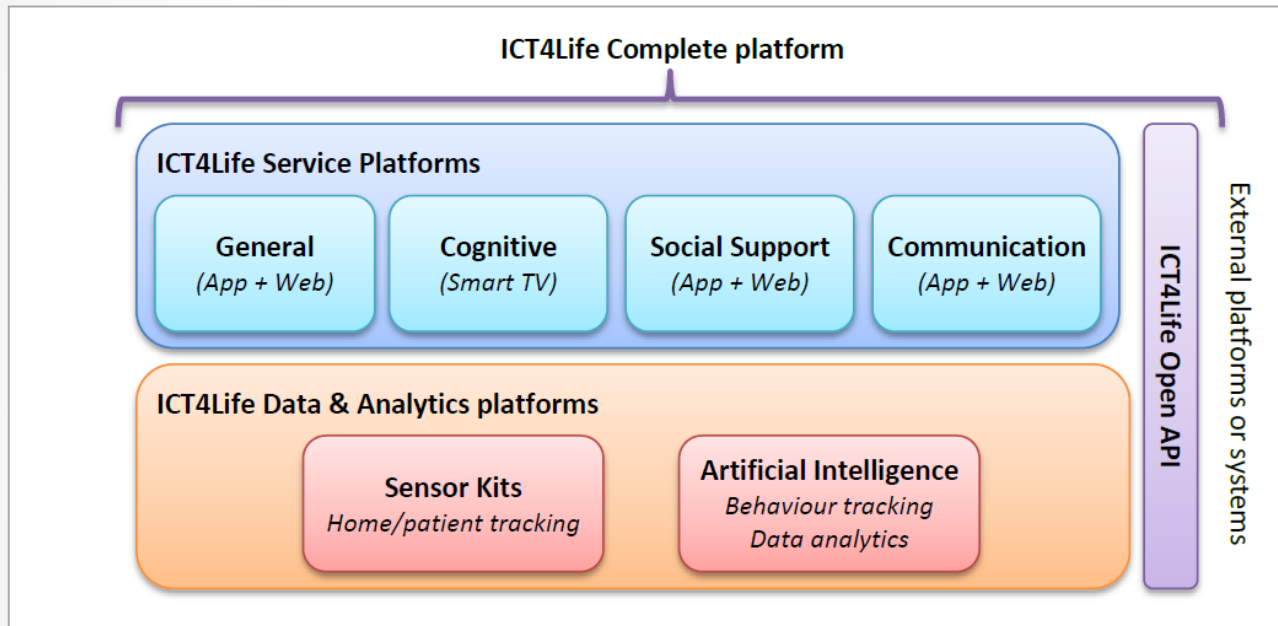
- Gender;
- Age;
- Country;
- Disease;
- Stage of disease;
- Previous use of ICT tools.



+ or - correlation between the three dimensions and the abovementioned aspects!

The dimensions, the platform & the users

Acceptance – Capability & Usability - Satisfaction



Patients – Caregivers – Health Professionals

Results (1/4)

3 tables ranking end-users' feedback on each dimension (Acceptance, Usability & Capability, Satisfaction) for every component of the ICT4Life platform.

Rank:

-  ✓ **High**
-  ✓ **Good or positive**
-  ✓ **Improvement needed**
-  ✓ **Low**

Results (2/4)

Acceptance

- Probability to improve individual performances through the use of the technology;
- Degree to which the person hopes the use of the system requires no effort.

<i>ICT4Life Platform</i>		<i>ICT4Life Users</i>		
		Patients	Carers	Health Professionals
General	App	X	X	
	Web			
Cognitive	Smart TV	X	X	
Social Support	App	X	X	
	Web			X
Communication	App	X	X	
	Web			X
Sensors kit	Home	X	X	
	Other settings			
Artificial intelligence	Behaviour tracking Data analytics	X		

Results (3/4)

Capability & Usability

- Capability: facility on a computer for performing a specified task;
- Usability: degree to which a software can be used by consumers to achieve quantified objectives with effectiveness, efficiency and satisfaction.

ICT4Life Platform		ICT4Life Users		
		Patients	Carers	Health Professionals
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	Web			
Cognitive	Smart TV	X	X	
Social Support	App	X	X	
	Web			X
Communication	App	X	X	
	Web			X
Sensors kit	Home	X	X	
	Other settings			
Artificial intelligence	Behaviour tracking	X		
	Data analytics			

Results (4/4)

Satisfaction

- The act of achieving a need or a wish;
- Measure the “feeling” of the end-users about the platform.

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		Patients	Carers	Health Professionals
General	App	X	X	
	Web			
Cognitive	Smart TV	X	X	
Social Support	App	X	X	
	Web			X
Communication	App	X	X	
	Web			X
Sensors kit	Home	X	X	
	Other settings			
Artificial intelligence	Behaviour tracking	X	X	
	Data analytics			

End-users' willingness to pay

Testing showed that **end-users are rather happy with the platform functionalities**, despite **some components need further developments**.

BUT

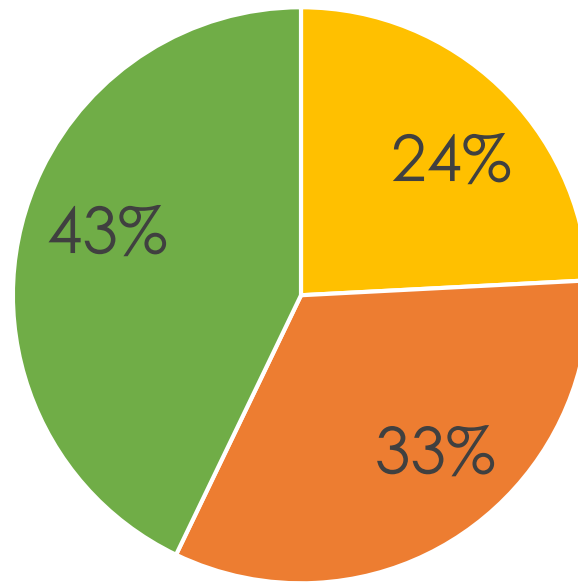
Would they pay to use the platform?

A survey:

182 feedback collected from end-users through an open question.

The survey

How much would you personally pay for receiving the ICT4Life services for the complete ICT4Life system?



■ No ■ I don't know/It depends ■ Yes

Besides the end-users

Iterative testing results are **similar** in the countries where it has run (France, Hungary and Spain).

End-users have the same needs no matter where they live.

HOWEVER

They are part of **territorial** and **complex ecosystems** changing from country to country in terms of:

- **Governance;**
- **Funding systems;**
- **Provision of care models.**

Territorial key-stakeholders

Each National Health Service has its own
key-stakeholders.

One size fits all? **NO!**



Diversity increases complexity and exploitation strategy
has to be shaped accordingly to be effective.

2 key-words

Geographical areas

Key-stakeholders



Geographical areas and Exploitation (1/2)

Pilot sites

Hungary
(**Baranya County**)

France
(**Paris Region**)

Spain
(**Autonomous Community of Madrid**)

Further geographical areas

Good maturity level of integrated care in terms of:

- Governance;
- Stakeholder engagement;
- Organisational change;
- Patient focus / empowerment;
- Financing and incentives;
- ICT infrastructures and solutions.

Scirocco Methodology.

Geographical areas and Exploitation (2/2)

Location	Country
Basque Country	Spain
Belgium	Belgium
Norrbotten	Sweden
Northern Ireland	UK
Pardubice	Czech Republic
Puglia	Italy
Saxony	Germany
Scotland	UK
Skåne	Sweden
Southern Denmark	Denmark
Trikala	Greece
Valencia	Spain
Veneto	Italy
Walcheren	The Netherlands

Targeted and tailored exploitation strategy per geographical area depending on the main stakeholders!

Key-stakeholders and Exploitation

Location	Country
Basque Country	Spain
Belgium	Belgium
Norrbottn	Sweden
Northern Ireland	UK
Pardubice	Czech Republic
Puglia	Italy
Saxony	Germany
Scotland	UK
Skåne	Sweden
Southern Denmark	Denmark
Trikala	Greece
Valencia	Spain
Veneto	Italy
Walcheren	The Netherlands

Czech Republic, Italy, Spain and UK:
Regions.

Denmark:
Regions and municipalities.

Sweden:
Regions and counties.

Greece:
Central State.

The Netherlands and Germany:
Providers, insurances.

Key-stakeholders and value

ICT4Life Platform	Health/Social Professionals	Social Providers	Health Providers	Public Authorities	Research
Complete Platform	Integrated information; Supported treatment; Cooperation; Reduced interventions.	Home hospitalisation improvement; Better population health; Client Loyalty; Patient QoL; Supported treatment; Cooperation.	Cost-Effective care; Client loyalty; Home hospitalisation improvement; Patient QoL; Supported treatment; Cooperation.	Cost-effective care; Better population health; Home hospitalisation improvement; Integrated information; Supported treatment; Cooperation.	Further data.
General	Supported treatment; Patient follow up.	Supported treatment; Client loyalty.	Supported treatment; Client loyalty.	Supported treatment.	Further data.
Cognitive	NO	Leisure; Cognitive training.	NO	NO	Further cognitive research.
Social Support	Rehabilitation exercises	Patient QoL Social service support Rehabilitation exercises Client loyalty	Patient QoL; Rehabilitation exercises; Client loyalty.	Patient QoL; Social service support; Rehabilitation exercises.	NO
Communication	Cooperation; Communication; Specialised blogs.	Cooperation; Communication; Specialised blogs.	Cooperation; Communication; Specialised blogs.	Cooperation; Communication; Specialised blogs.	NO
Sensor Kit	NO	NO	Patient status control.	Patient status control.	Further research.
Artificial Intelligence	NO	NO	NO	NO	Research improvement.
Open API	NO	NO	NO	NO	Research Improvement.

Approach

ICT4Life Exploitation strategy finds its premises in **end-users' feedback.**

- ✓ It targets the stakeholders in charge of providing and funding healthcare services;
- ✓ It addresses the platform and its components on the base of the added value provided to stakeholders.

Why strategic?

- ✓ It starts from a **reliable market analysis** to shape its services;
- ✓ It is addressed to stakeholders who provide and fund the healthcare service...
- ✓ ...after having proved which is the added value for them.



THANK YOU FOR YOUR ATTENTION!

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