



AAL Policy Workshop

25/26 September 2008
Brussels

organised by the AAL Association and AALIANCE
with the support of the European Commission

Elderly People at Home

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Background: AAL in HU



- **eVITA National Technology Platform** (NJSZT, with possible NKTH-support)
- **Silvergate-112 project** (BME EMT, NKHT-grant, start 03-2008)
- **Two other national AAL-projects** (NKTH-grants, start 10-2008, with five more over threshold)
- Last national call (07-2008) had also AAL as priority area

- **„Plug & play“** sensors/devices, with self-describing **electronic data sheets**
- **Contactless sensors** (sound/video) – „no electrodes, please!“
- **Stethoscope-like measurements** – „back to doctors' traditional practice“
- **Motion/position sensors** – for fall/activity detection
- **Cheap environmental sensors** (e.g. flow meters) – for activity detection
- **Secure wireless** data transmission

- **Proprietary vs. open standards** – gov'ments can and have to push!
- **Seamless integration** - needs standards!
- **Data collection** (esp. images) vs. **privacy**
- **Technology** for AAL **exists**, the question is:

How to turn AAL-solutions into business?*

This is the **real bottleneck**.

*Cf. Internet in the early 1990's

- Redesigned **PCs for communication** ([video]phone, email, browser)
- **Rehabilitation with teleconsultation**
- Transfer of **vital parameters through mobile phone** to family doctors
- **Advanced alarming** (automatic panic button)
- Transfer of **data on daily activities**

- Potentially big, **currently small markets**
- Needs are not well-known, **business opportunities are insure**
- **Convincing examples** of reasonable size are still **missing**
- AAL is (still) **not widely recognised** – most stakeholders are sceptical
- AAL-solutions are **not supported by social/private insurance**

- **Social insurance:** AT, BE, BG, CY, EE, FR, DE, LU, PL, SK, SI (11)
- **Taxation:** DK, FI, IE, LV, MA, PT, SP, SE, UK (9)
- **Social ins. & tax.:** CZ, GR, IT, LT, RO (5)
- **Social & private ins.:** HU, NL (2)

Source: European Observatory, HiT Profiles

- **Awareness raising***
- **Insurance support** for AAL-solutions, accompanied by
 - Enforcement of **cooperation** and **open standards****
 - Enforcement of **competition****
- **ICT-usage courses** for elderly (preferable for gran's & grandchildrens)

*Cf. the topic of ageing societies

**Cf. European telecom sector in the 1990's



Policy recommend's for Eur. policy makers



- Even more **awareness raising**
- **Directives** for the **support** of **AAL products** and **services**
- Int'l **conferences** for **healthcare** and **social care officials**
- Int'l **conferences** for **homecare service providers** & **equipment manufacturers**
- **Promotion** of **best practice** solutions
- **Support** for **experiments of scale**



R&D&I policy: sustainable AAL sol's?



- We are aiming at „**more SMEs, more care providers**“ in R&D&I
- Nice but **how?**
- By **opening and supporting business opportunities** through **public co-financing**

Thank you for your attention!

