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# WohnSelbst – A Business Model Driven Approach for Ambient Assistend Living

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# WohnSelbst – The Project's Core Data

**Titel:** WohnSelbst - Age-appropriate assistance systems for a healthy and self-determined life

**Funding:** funded by the Federal Ministry of Education and Research under the code: 16SV3921.



**Duration:** October 2009 – December 2012

**Partners:**

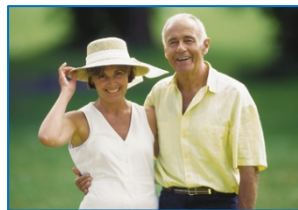


# The mcplus Program of Dr. Horst Schmidt Clinics



+

**value  
added  
partners**



- by signing in into the **mcplus program** participants have access to a dedicated service packages including preventive measures and treatment
- for **hospitals** mcplus is a tool for strengthening patient loyalty and for positioning themselves towards regional competition
- for **value added partners** (employers, ...) mcplus is a means for offering its employees / members dedicated services (e.g. outside regulated pay scales)

# The mcplus Program

## Services for the end user



- one health check per year free of charge
- electronic patient record
- access to healthcare competence center for questions and advisory services
- dedicated services in hospital

# WohnSelbst - Mutual Benefit of Cooperation (Clinics – Housing Companies)



- offering mcplus services to a dedicated customer group
- binding / gaining potential patients for the hospital



- demographic change leads to increasingly more people with chronic diseases and a growing number of elderly people – many of them being apartment leasers
- medical support helps tenants to live a self-determined life
- elderly people are solvent customers, therefore, supporting them to live a self-determined life in their homes ensures earnings for the housing company

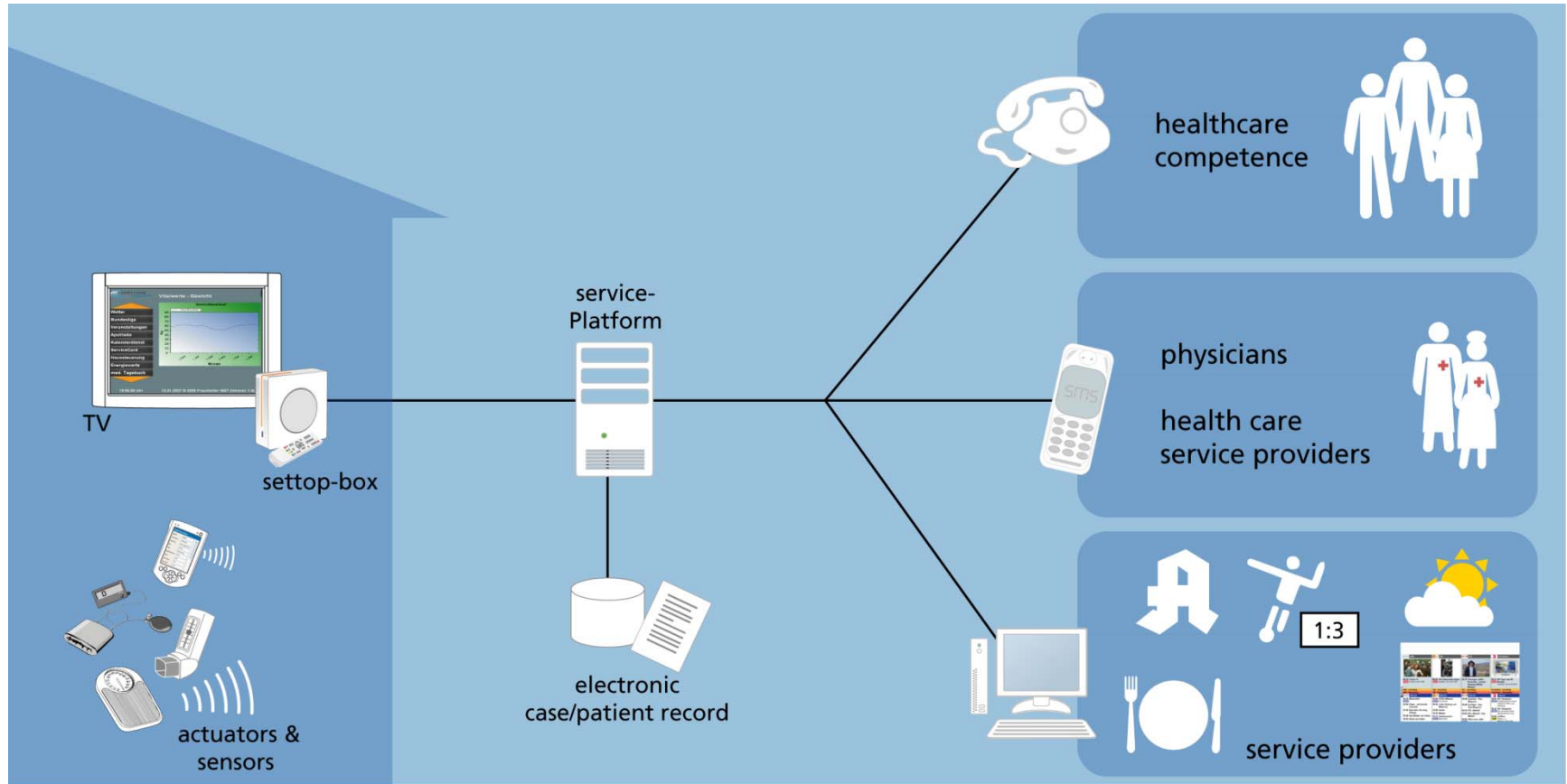
# The mcplus Program

## Services for the end user



- one health check per year free of charge
- electronic patient record
- access to health care competence center for questions and advisory services
- dedicated services in hospital
- regular check of physical parameters (e.g. weight, blood pressure, ..) by telemedical (AAL) devices
- guidance of patients by a competence center cooperating with local physicians

# System Architecture



# Summary / Conclusion

- Ambient Assisted Living is seen as an important contribution answering challenges of the demographic change problem
- AAL is being implemented by many projects / initiatives
- So far, many projects remain in a »pilotitis« state
- Quite often, technology driven approaches are taken and after showing feasibility, business models are expected to come from the public health sector
- WohnSelbst takes a different approach: starting from a clear business model (analysis), looking for supporting AAL technology

# Thank You for Your Attention!

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