Chancen der Digitalisierung im Bereich Active Ageing

17. November 2017

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Introduction – social changes

- Social change – digital transformation has changed many areas of life

- Digital innovations offer many opportunities for all age groups

- Use of new technologies for the elderly generation – internet use (age group 55-75) - an increase since 2011 by 27%

- Digital technology – many possibilities to make life easier
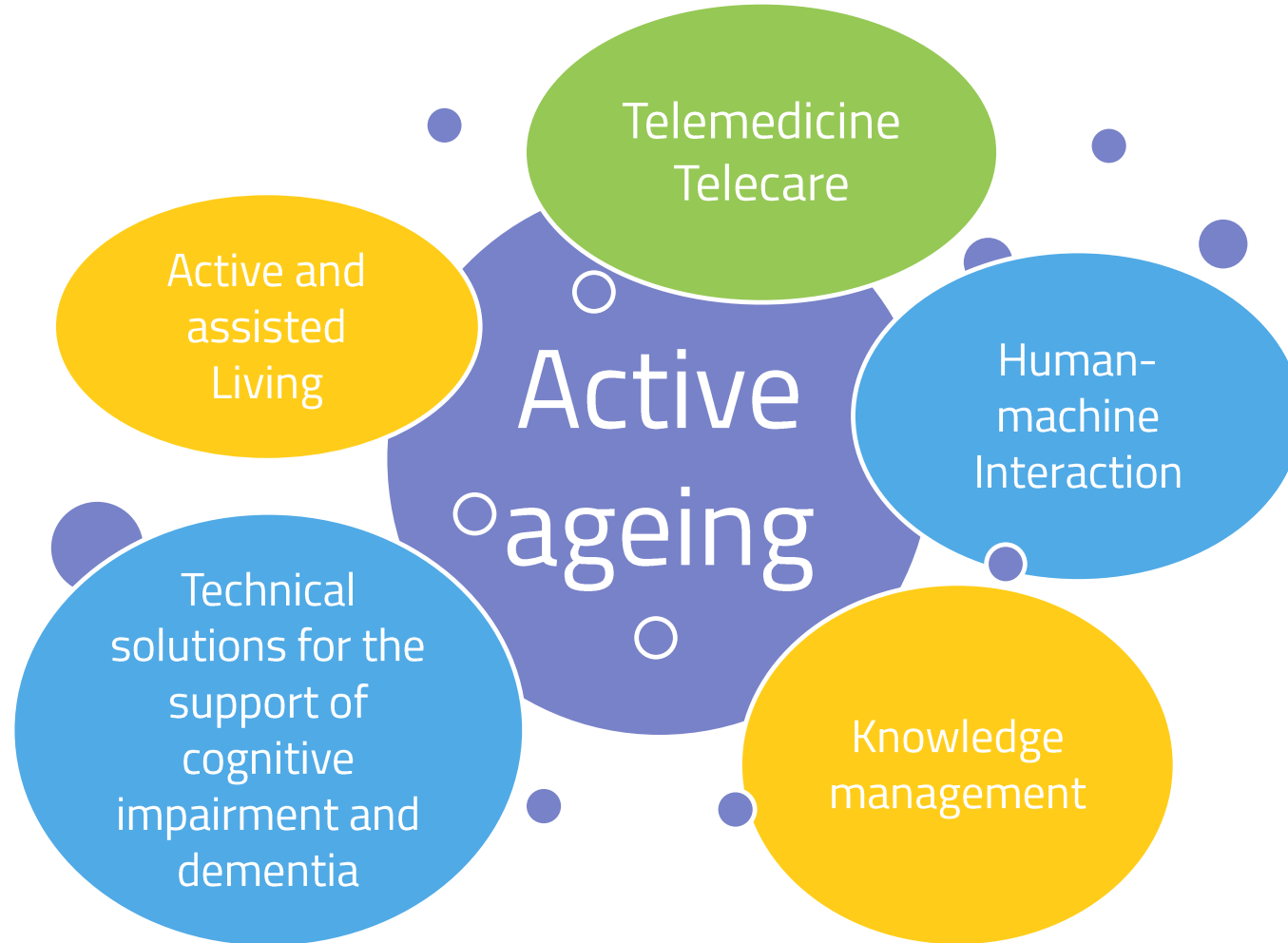

Source: Free vector

Introduction – Active Aging

- Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age *(WHO 2016)*.

  - fitness

  - healthy eating

  - further education

  - digital word

  - …

Trend – Digitization for active ageing

- Digitalization for Active Ageing based on *(BMBF 2007)*
    - information and communication technology (ICT),
    - (micro-) electronics and microsystems
    - software engineering
    - Data and knowledge processing
    - networks
  - Range of digital solutions - „stand-alone" to networked systems

Areas of Digitization for active aging

Telemedicine Telecare

Active and assisted Living

Active ageing

Human-machine Interaction

Technical solutions for the support of cognitive impairment and dementia

Knowledge management

Source: Digitization for more options and participation in older ages

Subject areas of active aging

Living healthy

Self-determined living

Social inclusion

Source: Digitization for more options and participation in older ages
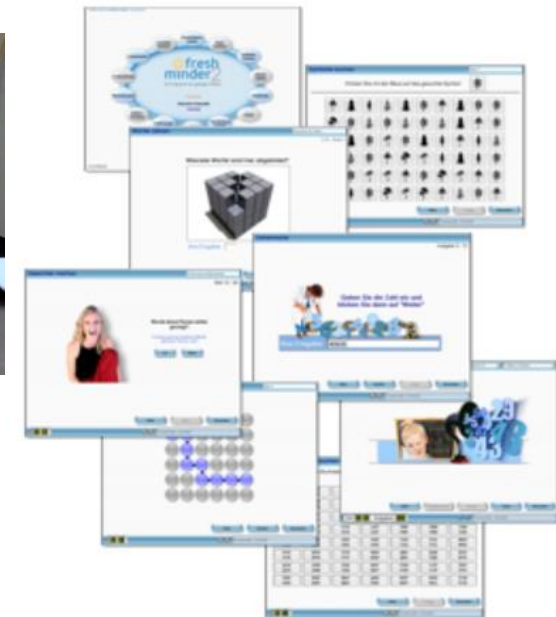
Healthy Life

- Digital applications can promote medical self-determination

  - Easy-to-use monitoring applications

  - Applications for coordination of care services

  - Digital services of Health Professionals

- Healthy Life Examples

  - Wearables

  - Software-Tool for cognitive Training

  - Emotional robotic

  - digital unterstützte Physiotherapie (Wiihabilitation)
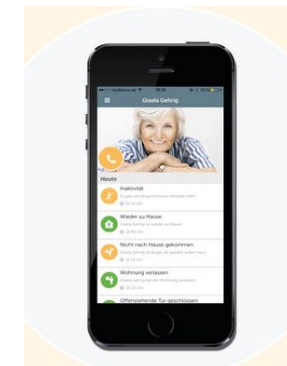
source: ustoCat® from Robyn Robotics

Source: youtube

Source: Software from Fresh Minder

Self-determined living

- Digital applications support elderly people to live as long as possible in their own four walls
  - Most common – Emergency call systems
  - New approach „ thoughtful, intelligent apartment" through
    - the use of sensors and digital programming and adequate connections
  - empowering digital services
- Self-determined living examples
  - Intelligent toilet
  - Intelligent Floor
  - Monitoring Tools

source: Smart toillet from Duravit AG

source: Inactivity monitoring tool from easier life

Social Inclusion

- Digital applications support

  - relationships – integrate elderly people into the digital social space and not as a substitute

    - Exchange with regionally scattered families

    - Obtain social structures

  - Mobility of elderly

- Examples of social inclusion

  - Mobility walking frame

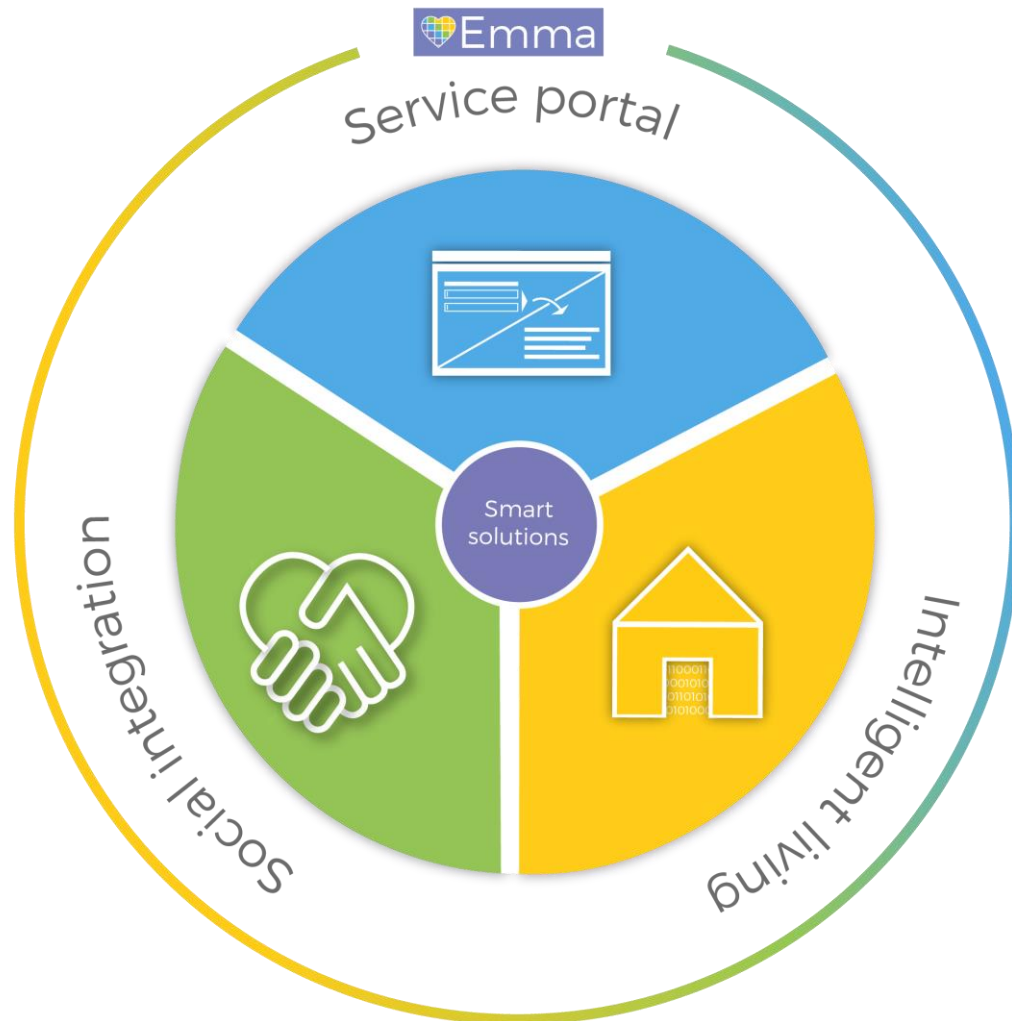 - Communication tool

source: iWalkAktive from AIT

Source: Relaxedcare from AIT

Flexible living assistant
Emma

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Emma - Principle

- The **service portal** enables searching for and booking services in the surrounding area in a very easy way (service portal)

- The **intelligent living** helps in situations of the daily life, e.g. by activation of a stove watch, that increases safety. (intelligent living)

- The **social integration** ensures that the person won't be isolated by providing communication tools and event tips in the surroundings (social Integration)

Actores of digitization

- Elderly people want to be actors of digitization (Generali Alterstudie 2017)

  - Skepticism and fear play an important role but are not dominant (anymore)

  - Elderly people are more open-minded

- They want to be an active part of a digital society

Forschungs- und Technologiepartner

Mitglied der

Referenzregion für „Active and Healthy Ageing" Steiermark

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Diskussionsthemen

- Was sind aktuelle Herausforderungen Ihrer Branche?

- Wo sehen Sie die Chancen durch Digitalisierung für Ihre Branche?

- Wie sehen Sie Ihre Rolle im demografischen Wandel?