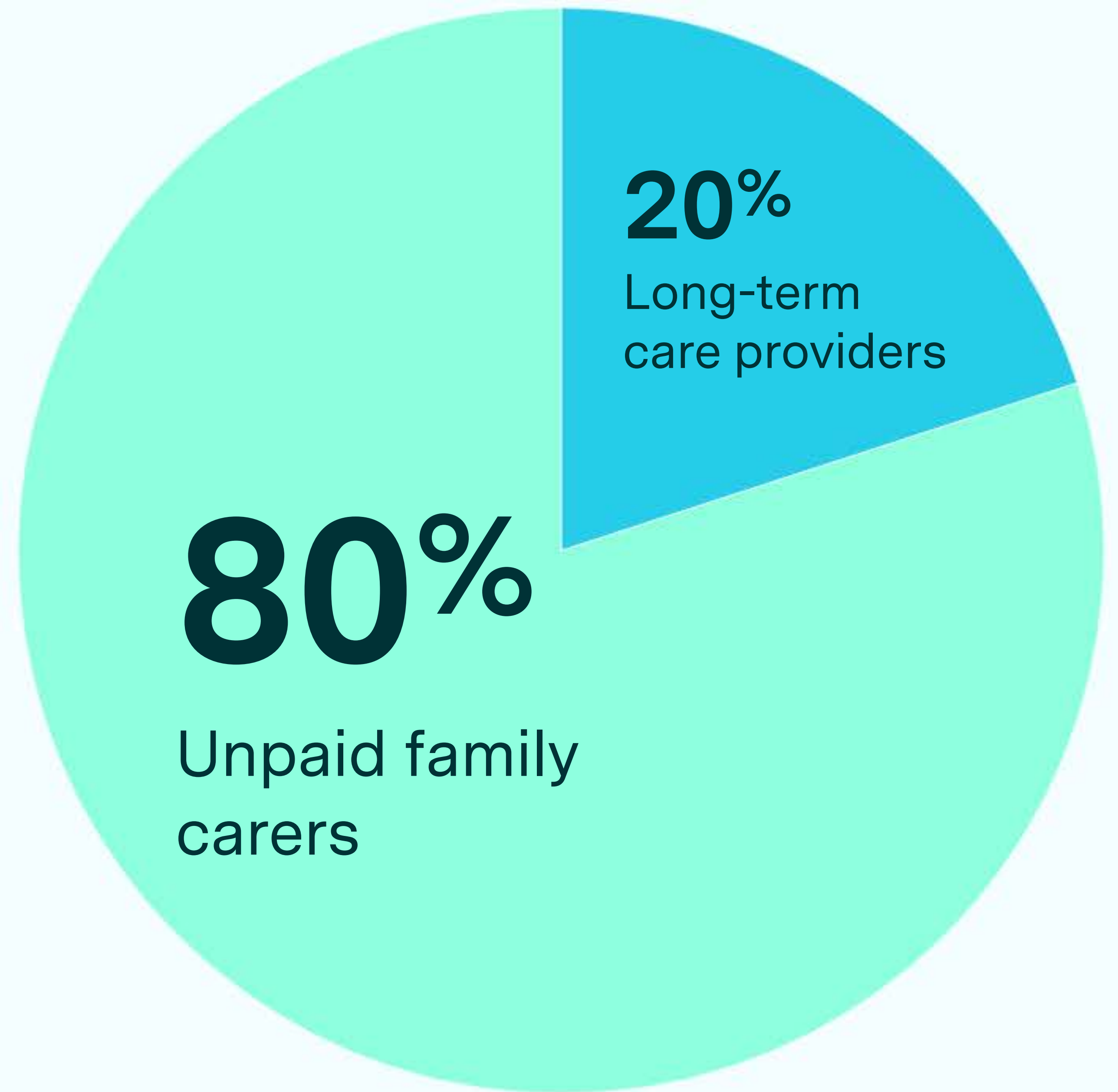


Innovation for Carers

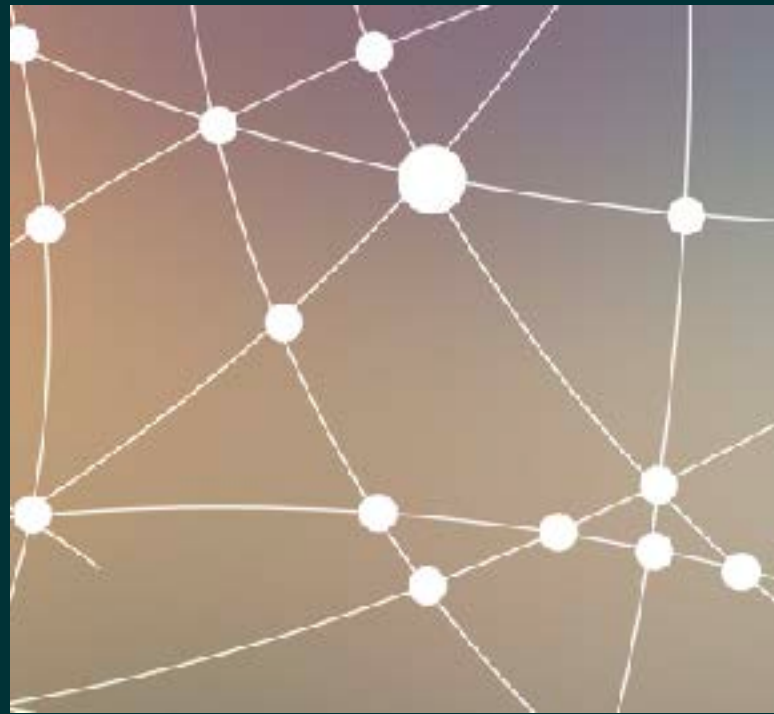
5. National Symposium
GERONTOLOGIE CH
September 5, 2024



Who cares?



Foundation Context in 2018



Science

Ongoing Scientific Support
Program «Relief Offers for
Family Carers 2017-2020» by the
Federal Office of Public Health.



Policy

National Policy Dialogue:
«Consultation on Enhancing
Employment and Family Care
Compatibility.»



Practice

Personal experience caring for my
grandmother, inspired by my work
as a digital business consultant
and studies in transformation
management.

A still from the movie Toy Story showing Woody and Buzz Lightyear. Woody is on the left, looking concerned. Buzz is on the right, holding his green and purple space suit and gesturing with his right hand. The background is a simple room with a door and some furniture.

DATA...

DATA...EVERYWHERE...

Review: 7 Years of Research



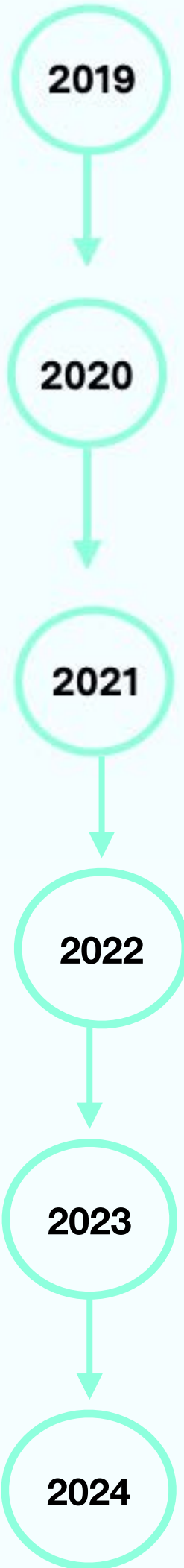
AAL: Quality of Life at the End-of-Life

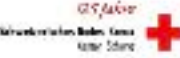
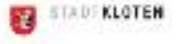
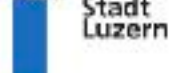
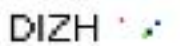
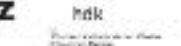
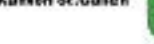


DiZH: You+Care Demenz Coach



Age Stiftung: Digitale Erstanlaufstelle



Value Proposition for Carers

Self-Management Throughout the Carer Journey



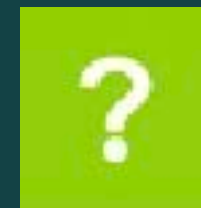
Financial advise

Seek support from social insurance to alleviate expenses.



Info and navigation

Access info on assistance, care, health, housing, and aid. Advisers will help set up and coordinate your care network.



Plan and coordination

Invite household helpers and caregivers. Integrate teams from care and relief services.



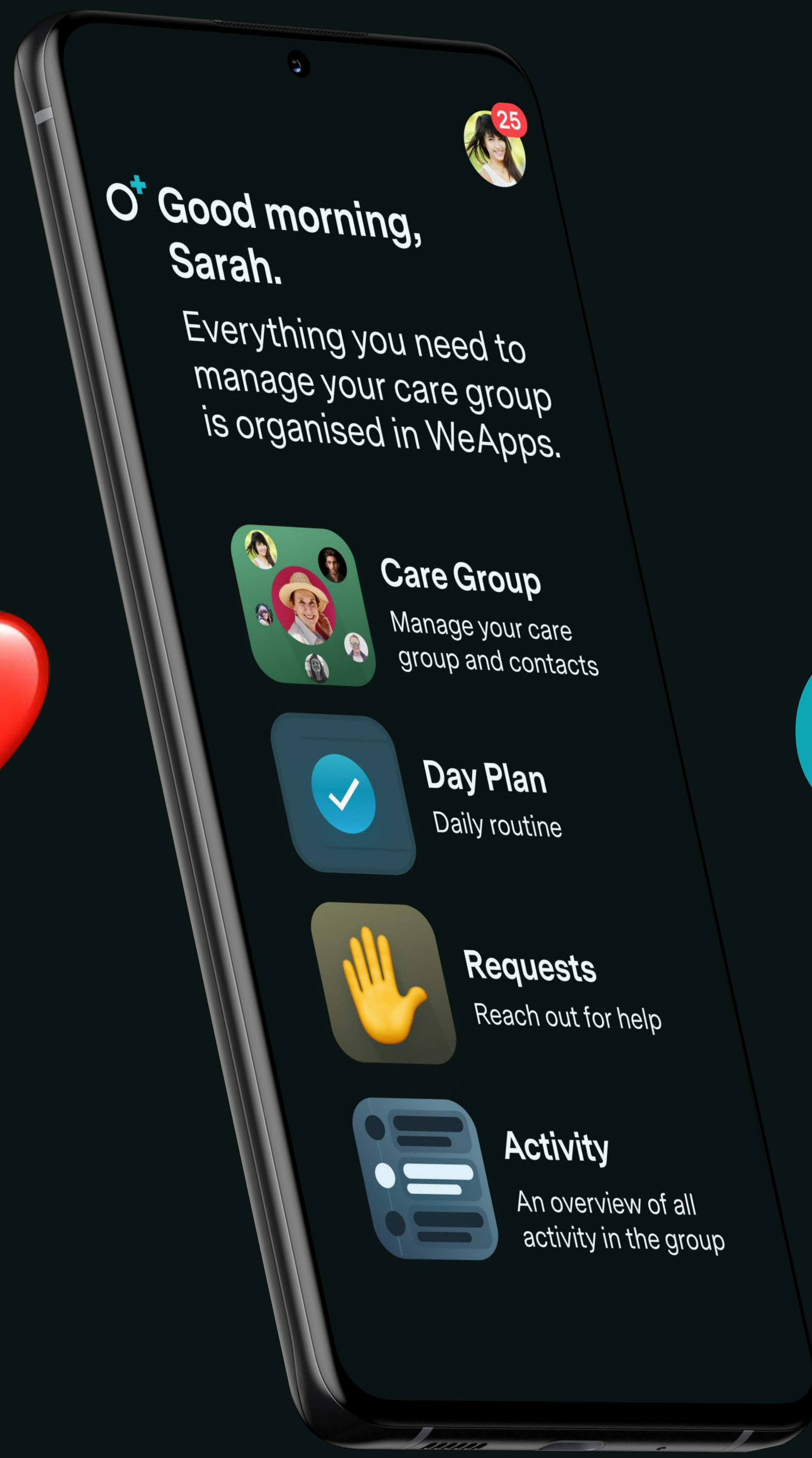
Help and Consulting

Tech-Consulting, Peer-Support and Online-Community.

We



Carers



Infostellen

Finde Infos zu Betreuung, Pflege, Gesundheit, Wohnen, Hilfsmittel und Finanzen. Care Manager unterstützen Dich beim Aufbau und der Koordination eines Betreuungsnetzes.

Ort betreute Person

Meinen Standort benutzen

oder

Kanton oder Gemeinde

Reset

Stadt Zürich

2 KM

044 412 11 22

Hier könnte Ihr
Logo stehen

< Neu beginnen

1 Angaben zur betreuten Person

Um wen kümmern Sie sich?

☐ Kind

☐ Erwachsene Person

☐ Pensionierte Person

Weiter

3.5 Intensivpflegezuschlag

IV-Stelle

3.6 Betreuungs- und Hilfsmittelzuschüsse

Fachstelle Zürich im Alter

Bis zu:

9600 CHF pro Jahr

Voraussetzungen:

- betreute Person ist im AHV-Alter und lebt zuhause
- lebt mind. fünf Jahren in der Stadt Zürich
- bezieht Zusatzleistungen und Beihilfen zur EL
- Betreuungsbedarfsabklärung durch Fachstelle Zürich im Alter

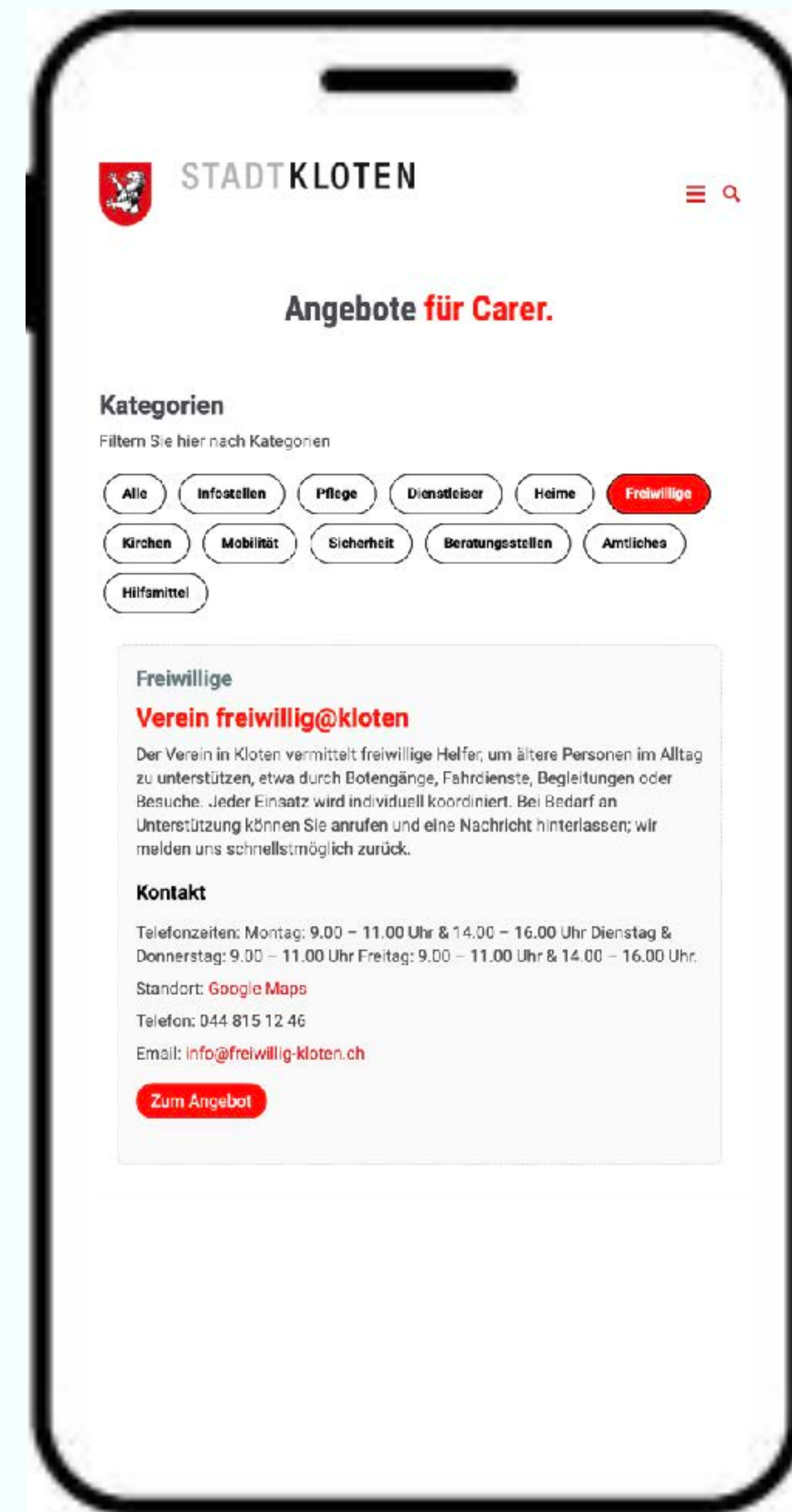
Anspruch: Zuschüsse für
Betreuungsleistungen (CHF 9'600 pro Jahr)
und Hilfsmittelzuschüsse (CHF 3'000
während drei Jahren)

Mehr erfahren



Abklärung via
Fachstelle

Gutsprache durch
Amtsstelle



Product-Market-Fit

Conversion Funnel, May 2024

Info: Visitors

1'240

Triage: Self-management

516

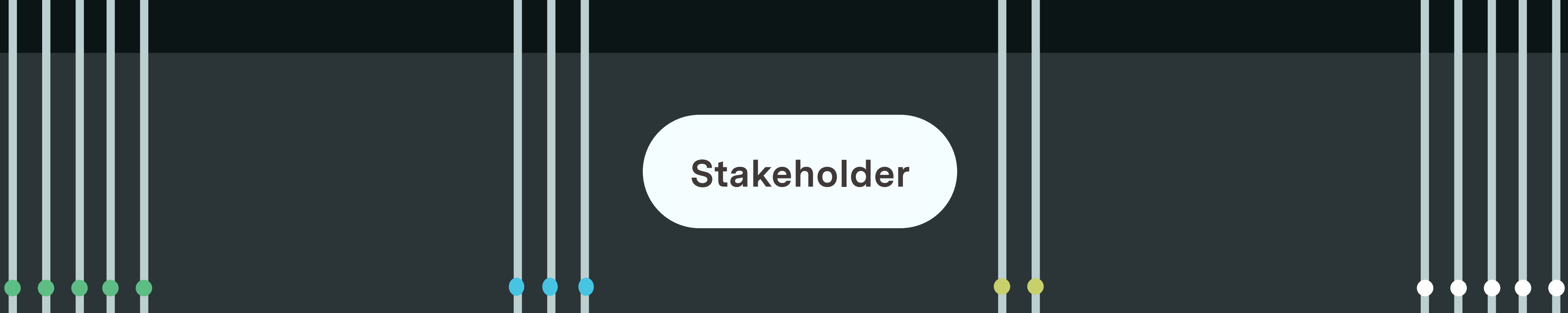
Referrals: Social Counselling

120

We Technology Portfolio

Multichannel Strategy

- **Web and PDF:** Content through web and downloadable documents.
- **Whitelabel Web Apps:** Interactive and dynamic online applications.
- **Integration Servers and Data Centers:** Secured access across systems.
- **Native Mobile Apps:** Dedicated apps for iOS and Android devices.
- **Virtual Reality (VR):** Immersive spatial experiences.
- **Generative AI:** Custom GPT solutions for personalised experiences.
- **Programmatic AI:** Automated decision-making support.



Stakeholder

Systems Interoperability: Standards, APIs, Political Leadership and Public Investments

«Free» Alternative?

Selling of Consumer Data
-) Ethical and privacy concerns

Cultural Challenges

Are You Too Busy to Improve?









Let's collaborate!

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