



Ageing Well - co-creating technology opportunities



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Cisco?



- Why would Cisco be interested in our aging population?
- Cisco create routers and switches that power the internet. But we also develop applications use the power of the newwork, and create new platforms for interacting with each other.
- TelePresence allows groups of people to communicate across continents with a real time, high quality experience.
- Health Presence takes that capability and provides access to specialist medical expertise.
- Services Presence provides access to call center agents in retail stores to book a holiday, buy a mobile or speak to an expert
- And Dialogue Café allos groups of young people from around the world to have a conversation and learn about each others point of view.
- Cisco is active in creating new applications for technology which extend our behaviour and embrace wider audiences. And with a population growing older, there are new challenges for the use of technology....

Technology...



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- Because we have to acknowledge that technology does not always work as we expect and there can be huge barriers to access and use.
- Digital TV may offer a great many channels but it is much more complicated to use and this is already causing problems for older users.
- Wifi presents a major challenge to people not familiar with the jargon and complexity of PCs and modems.
- We often think we know what simple is, but as this example of the old London Underground ticket machine shows, our assumptions are not always right. The designer of this machine thought that one button per station was the simplest, but 450 buttons with tiny type is not such a good idea when you actually use it....
- One way to find out what people want is to understand them better. When Heathrow's Terminal 5 was being designed, researchers followed their older passengers around to understand their experience of airports better. They soon found many were going into the toilets, but when they followed them inside, they found them listening to the announcements as this was the one place away from the hub-bub of an airport to hear their flights being called. So the answer was not more toilets but better acoustics, quiet places to wait for information...



Ageing Well - De Verzilvering in Almere



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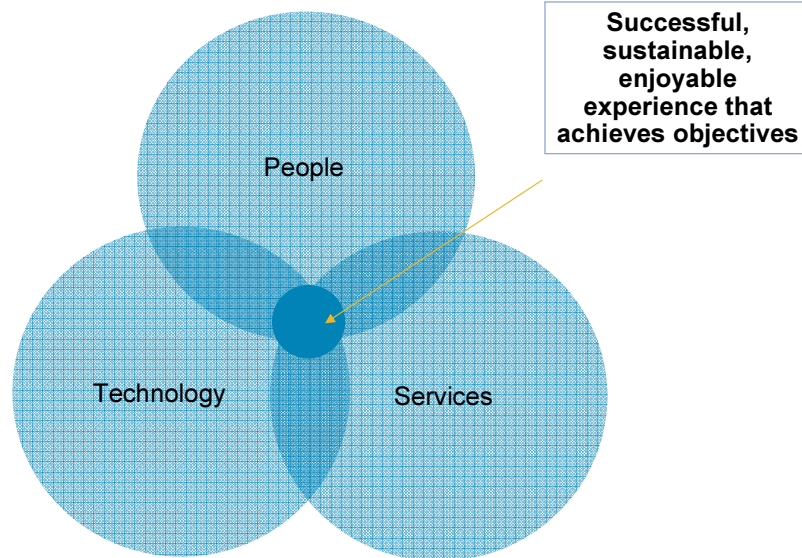
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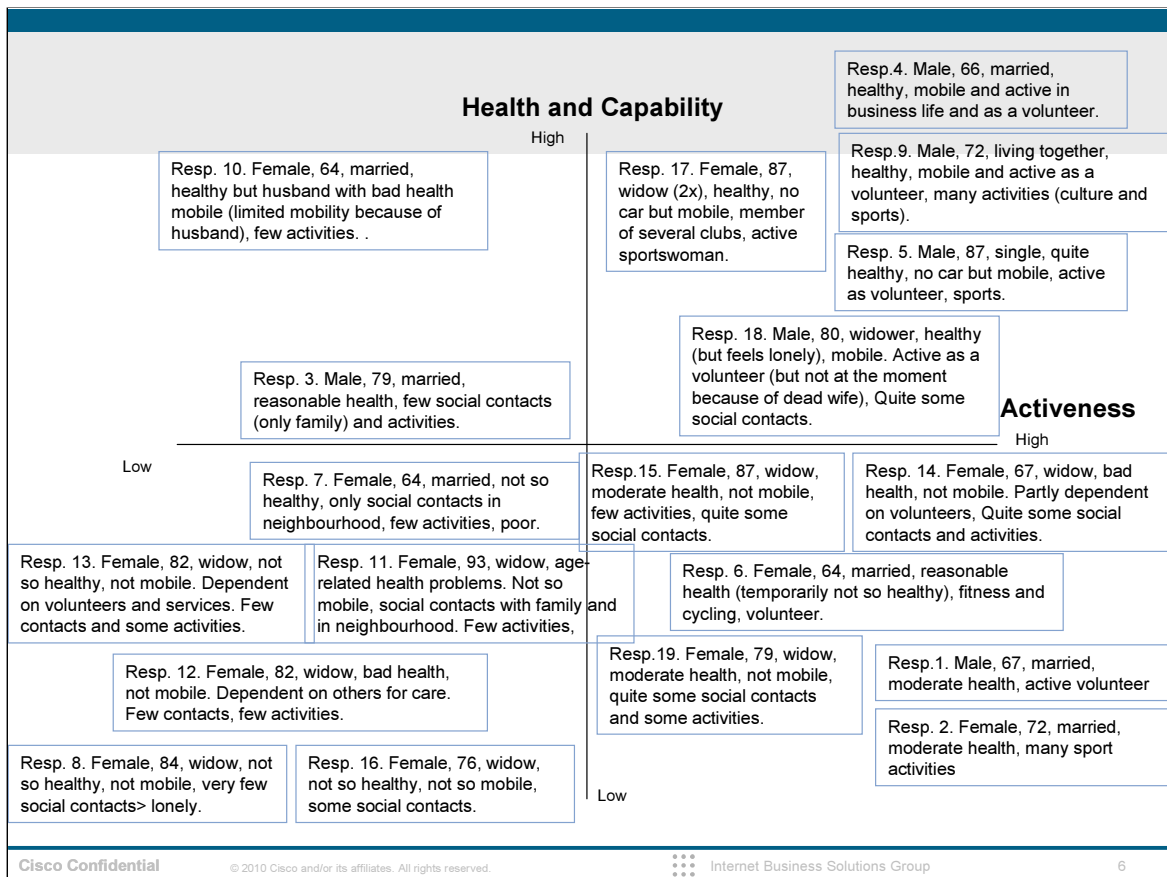
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- Cisco have a programme called Ageing Well which looks at how older people can embrace and gain value from technology in a way that is relevant and enhances the quality of their lives.
- Cisco has a long relationship with the Dutch city of Almere, east of Amsterdam, as a city that is innovative and has invested in a fast fibre network to drive business and public services.
- Almere was built on a reclaimed polder in the 70's and populated by "settlers" who are now ageing well so finding ways they can maintain their participation in life and health and wellbeing as they age is of particular interest to the civic authorities of the town.
- Cisco engaged a citizen led approach to the development of a pilot scheme to explore the use of video technology with older people. The first step was to understand who the population were and a simple Google of old people in Almere bought to light a cast of interesting characters, plus some of technology with the Wii.

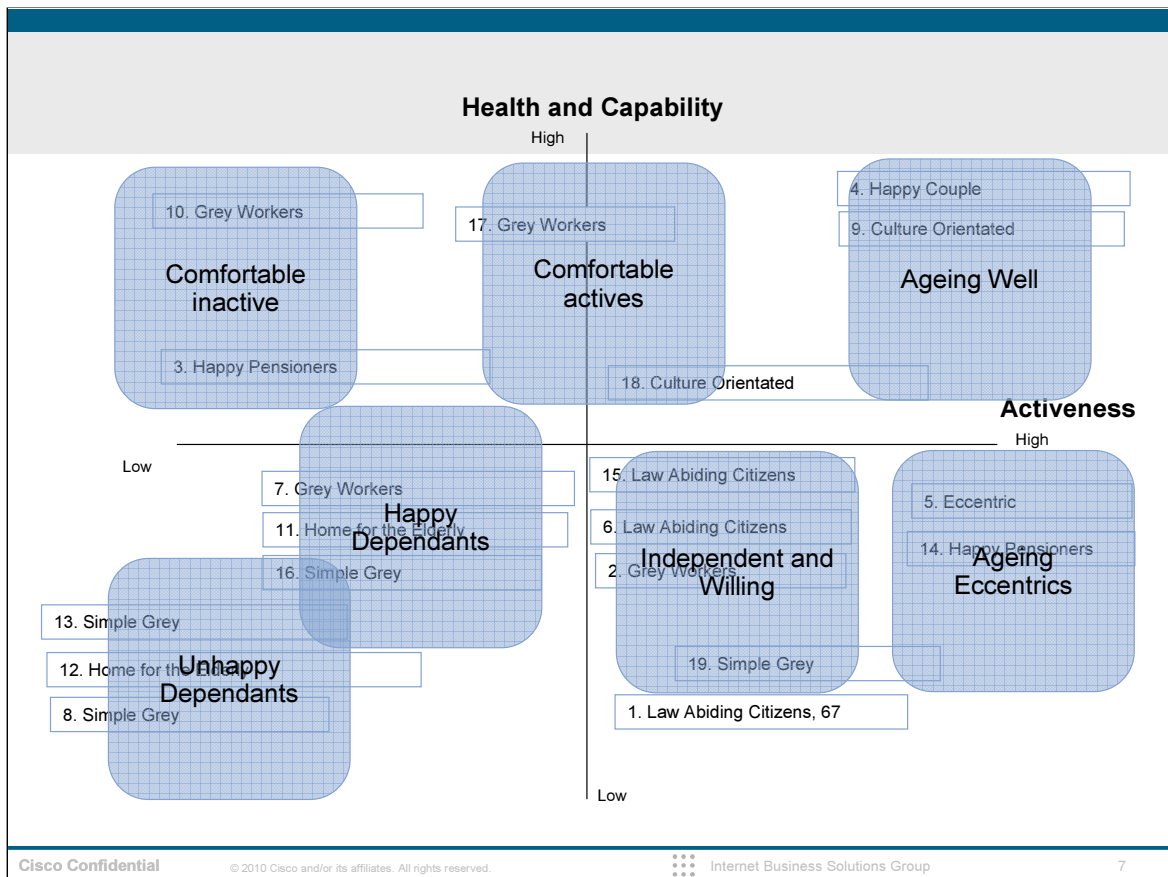
Co-Create the right experience



- The aim of the project was to combine the needs and desires of people with services enabled by technology to create successful, sustainable and enjoyable experiences that created template for repetition and scaling in other places.



- 40 people with a range of economic and educational backgrounds were interviewed in depth. We asked them about their approach to the City, were their families lived, what was their immediate community and social network, how did they receive information and communicate and what was their approach to technology, from radio and TV to mobile phone and PC.



- We asked them to describe them selves and built up a number of clusters of similar needs and life state that we mapped on a framework of Activeness and Health and Capability.

Aging Well - Almere

Hannah
72 Single (widow)
Universally Educated
Above average person
Lives on her own, in her own house in Almere, where, had she shared with her husband, who died last year.
Employs a cleaner
Retired nurse (working for 30 years) - came before a wave of local community outcry.
Enjoys walking and talking her family.



Family and Social
Children in The Hague and Amsterdam, visit with every couple of months, operate at weekends
Best Friends close to Johan and Sheila
Occasional contact with neighbours. Like Almere but overvalued resources

Extend Participation
Share her skills
Provide learning opportunities
Concerned about security and safety



Barriers
Scared to set up technology without children
Nervous of use, what if goes wrong...

Health and Care
Good health, wears glasses and hearing aid, gets on medication for high blood pressure
2 monthly visits to doctor at health center

Comfortable, keeps herself busy but still grieves from death of husband. Feels to retain independence, autonomy.

Technology and Comms
PC - for email
Mobile - for calling family (receives texts)
TV, Radio
ATM/Use -
Will use for certain things, when tutored by family.

Improve Health and Care
Staying Fit
Tips and health checks at home...

Opportunities
1. Teaching keep fit and dancing to community centres and homes via video
2. Family video Always on...



Hannah loves music. She used to visit the opera in Amsterdam every month with her husband, who liked jazz too, but since he died, she has not been.



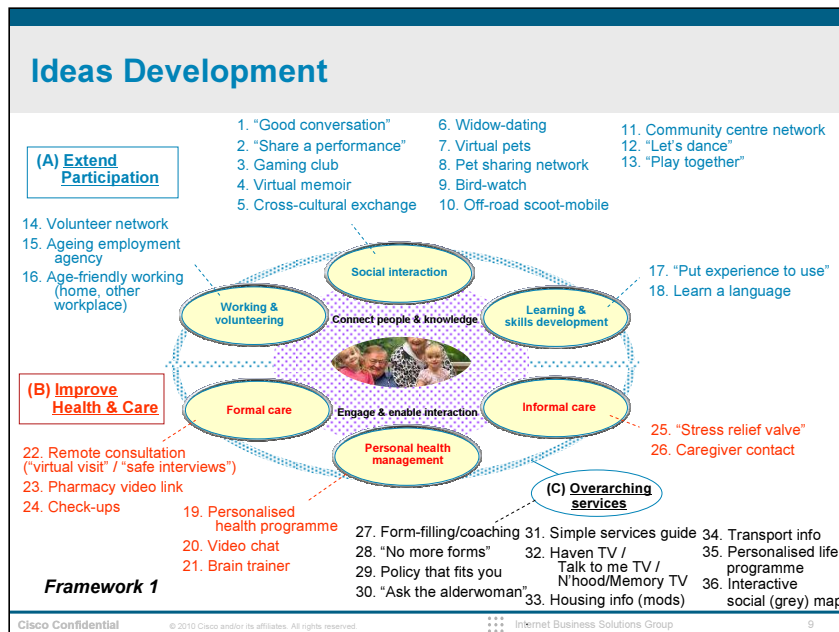
As a young lady she sang in amateur operas performances and used to teach singing to friends and students. But that was a long time ago.

In the last six months she has growing slowly used to living on her own and is beginning to put tentative steps out into her neighbourhood again, visiting Almere with her daughter occasionally when she visits from Rotterdam.



On her last visit, her daughters son set up her computer to open on the local "Ageing Well in Almere" website. Local events, nature walks, keep fit classes and trips to performances in Amsterdam are shown along with messages and even lonely hearts message board, though she is not at all interested in that! She does see that there is a music club in the local library where they watch performances of opera and music.

- For each of these clusters we created a “Persona” that defined the status of each cluster, their attitudes and behaviours and where there might be opportunities or barriers to technology or ideas.
- Finally we created scenarios that we told as stories showing where things might work and where problems may lay. This allowed us to be sensitive and also creative in understanding what each pilot might be.



- Between citizens, partner organisations and the public agencies of Almere, we began to generate ideas around three types of video interaction:
 - Live – shared events, interests or activities shared across different locations via TelePresence
 - Personal – using easy to Flip video cameras people record their experiences, memories, events and share through TV, PC or social media
 - Broadcast –TV broadcasting across local communities to share events information and knowledge
- Each idea was structured around the framework of "Extending Participation" – covering Working and Volunteering, Social Interaction and Learning and Skill Development and "Improvements to Health Care" – covering Formal Care, Personal Health Management and Informal Care.

Aging Well – Experience Pilots

De verzilvering van Almere

Home | Wat is de Verzilvering? | Pilot projecten | Ageing Well | Partners | English

VideoBLOGS

Young At Heart Almere - Opendag De Kunstlinie
25 dagen geleden
172 x bekeken
★★★★★ (3 x gemidd.)

Interview Mevr. Jorritma Over De Verzilvering
24 dagen geleden
78 x bekeken
★★★★★ (1 x gemidd.)

De Verzilvering van Almere

Agenda
Geen evenementen

Young At Heart Almere - Opendag De Kunstlinie
00:14 | 05:06

Interview Mevr. Jorritma Over De Verzilvering
00:08 | 06:54

www.almerekennisstad.nl/verzilvering.

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- The culmination of the process was the launch this week of a series of activities in Almere. Two choirs have been formed in the new part and the old part of Almere and they are using TelePresence to sign to each other. Another group will be conducting fitness classes across the two locations. At the same time, Flip cameras will be used by the participants for whatever they wish but Physiotherapists will be looking at how people exercise and using the cameras to send exercise and training advice.

Success Criteria

★	Pilot has had excellent impact in helping meet this objective
●	Positive impact – main goals achieved
●	Unsuccessful - pilot is detrimental, issues identified.

Impact on ...	Live video (Telepresence)	Recorded video (Flip)	Broadcast video (Web, TV etc)
1. People – Individual and community wellbeing - mental & physical - service desirability	★	●	n/a
2. Providers' success - service practicalities - desirable possibilities	★	●	★
3. Policy-makers success - WMO - HealthCity + ANOther from new Board priorities??	●	●	●

- At the end of the six month pilot we will measure the success and evaluate how each platform has performed for the people taking part, the partners in involved and for the objectives of policy makers in delivering services more effectively and efficiently to a wider audience.

Take Aways

Technology can deliver real benefit to individual and partners

We need to understand the real issues and barriers and not make presume what will work and not work

- **Insight, co-create and collaborate with real people**
- **Involve Partners and Policy Makers**
- **Experience Experiment – do it and learn**
- **Measure (and celebrate) success**

- In conclusion, it looks as if technology will play an important part in the ability of all of use to extend our participation in life as grow older. But it is equally important to understand the issues and barriers and not presume we know what they will be.
- Our methods of Insight, shared creativity and experimentation work well and should show measurable and repeatable success.
- Please watch our progress through the year at www.cisco.com/go/ageingwell and www.almerekennisstad.nl/verzilvering



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