Market failure or opportunity?
How to deliver at scale?

Mike Biddle
Assisted Living Innovation Platform Leader
17th September 2012
Houston, we have...

... an opportunity!
Turn the challenge into an opportunity

• Changing demographics = more human capital!
• Increase in:
  – labour resource
  – knowledge resource
  – social resource
• That turns the challenge into how we keep older adults healthy and engaged in society
• The answer is to re-design services around people so they can live how and where they want to
Contents

• Who we are
• Our opportunity
• Innovation in action
• Looking to the future
The Technology Strategy Board...
... what we do:

- promote innovation and support innovative businesses
- provide grants and contracts to business across the UK
- support all types of business – pre-starts, start-ups, small and medium enterprises, major corporations
- support the businesses that can succeed in the growth sectors of tomorrow

- a funding body, but much, much more....
Projection of Economic Impact from Ageing

Percentage of GDP (EU27)

- Pensions
- Healthcare
- Long-Term Care
- Unemployment benefits
- Education

Nearly 100% increase

Source: EC '2009 Ageing Report: economic and budgetary projections for the EU-27 Member States (2008-2060)'

Technology Strategy Board
Driving Innovation
People aged 50+ spent £276bn in 2008... ... about 44% of total UK family spending

Photograph by Giulio Mazzarini for the Design Council
Source: Age Concern 2008 (now Age UK)
Assisted Living Innovation Platform

(1) Meet demand for independent living
(2) Improve quality of life
(3) Innovation and application of technology
(4) Opening new markets and opportunities
Assisted Living Innovation Platform (ALIP)

Funding partners:

- Social innovation, service design
- Lifestyle ethos, interoperability and scalability
- Delivering assisted living lifestyles at scale
- Technology/_product development
- Understanding barriers to market
- Business Models/Social & Behavioural Studies
- Independence Matters
- Ambient Assisted Living

- 2007: Home Based Systems and User Centred Design
- 2008: Smart Care Distributed Environment
- 2009/10: 
- 2010-12: 
- 2011-15: 

Funding partners:

- EPSRC
- ESRC
- Scottish Government
- NHS
- National Institute for Health Research
- Scottish Enterprise
- Technology Strategy Board

Driving Innovation
UK: How everything fits together...

Assisted Living Innovation Platform (ALIP)

Preventative Technology Grant (PTG)

Whole System Demonstrator (WSD)

Delivering assisted living lifestyles at scale

\{next stage of evidence with even more users\}

2006 2007 2008 2009 2010 2011 2012

3 million lives

Technology Strategy Board
Driving Innovation
Technology Strategy Board

Driving Innovation

Innovation in action
Project was designed around remote consultation for Type 2 diabetes, but could improve clinical support for residential care.

For info on more of our projects: http://bit.ly/Kkgb1t [caution – large file]
UK dallas programme (£37.3m)

four communities
(169,000 people by summer 2015)

Feel Good Factory (Liverpool)
i-Focus (Warm Neighbourhoods)
Living It Up (Scotland)
Year Zero (Liverpool, Moray, Rotherham & Rugby)

evaluation
interoperability
lifestyles

networking and improvement

For the latest info join the _connect group (for free):
https://connect.innovateuk.org/web/dallas/overview
Lifestyles ethos

• 6 Cs
• Choice
• Control
• Collaboration
• Contribution
• Connectedness
• Community
What success looks like for the i-Focus Dallas Community
Connected statutory and consumer journeys

Public/statutory

Social care
Chronic care
Routine Health
Acute Health

Commercial/consumer

Private Care
Personal Wellness
Friends & family
Local services
Technology Strategy Board
Driving Innovation

Europe
• 20 Member States
  • Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Sweden and UK

• 3 Associated States
  • Israel, Norway and Switzerland
Innovation for our future

Call-1: Chronic Conditions

Call-2: Social Interaction

Call-3: Self-Serve Society

Call-4: Mobility

Call-5: “Home Care”
AAL Summit 2012 27th-29th June
BILBAO
www.aalforum.eu

AAL FORUM 2012
TOMORROW IN SIGHT: FROM DESIGN TO DELIVERY

24-27TH
SEPTEMBER 2012
EINDHOVEN, THE NETHERLANDS

information, inspiration, imagination, interaction and innovation

aalsummit2012.org
Looking to the future
Innovation Vouchers – find out more

- Join _connect and the Innovation Vouchers Group
- Details of the scheme are at
- [http://www.innovateuk.org/content/competition/innovation-vouchers.ashx](http://www.innovateuk.org/content/competition/innovation-vouchers.ashx)
- Innovation Vouchers Portal to go live 24th September with guidance on choosing a supplier and other innovation voucher schemes available in the UK
- Opens 24th September
- Closes 24th October
• 3 categories of grant for business-led applications:
  – Feasibility (up to 12mths; up to £150k; up to 75%)
  – Early-stage (up to 36mths; up to £2.4m; up to 75%)
  – Late-stage (up to 36mths; up to £2.4m; up to 50%)
  – www.innovateuk.org/content/competition/biomedical-catalyst.ashx

• 3 chances to apply in FY12/13: 28/06/12, 31/10/12, 28/02/13
  – Deadline for registration is one week before these dates
3 categories of grant for SMEs:

- **Proof of market** (up to 9mths; up to £25k; up to 60%)
- **Proof of concept** (up to 18mths; up to £100k; up to 60%)
- **Prototype development** (up to 24mths; up to £250k; up to 35%/45%)

**www.innovateuk.org/content/competition/smart.ashx**

Always open but assessed in batches:

- 2012 deadlines are: 31/05/12; 19/07/12; 27/09/12; 29/11/12
- 2013 deadlines are: 24/01/13; 21/03/13

Assisted Living Innovation Platform (ALIP)
Special Interest Group

Where to find information on this site:

- Document Library - Reports and event information to download
- Keeping Connected Business Challenge
- Ambient Assisted Living & FP7 Partnering Zone
- DALLAS GROUP
- LINKS to Key Projects and Organisations
- Assisted Living DIRECTORY
- Assisted Living DEMONSTRATOR MAP

CLICK HERE to download the full ALIP Project Guide

Apply to join, or link to the Standards and Interoperability wiki by clicking:
http://alipinterop.wikispaces.com/

New Events
- Maximising Impact from ALIP EBM&SBS Projects - Invite Only Event Group
- Connected Health Challenges – a Franco-British business one-day event, Paris 15th March Event Group
- Assisstive Technologies for Service Improvement in Health and Social Care Event Group
- Beyond Digital Health Manchester 2011 Event Group
- Dementia Care - How to make things better

Technology Strategy Board
Driving Innovation
Welcome to Tomorrow Together

Happy and healthy independent living in later life is a something that many people aspire to. This is your chance to join a national conversation that asks how we can all work together in the UK to imagine and then help create a better future.

Tomorrow Together is a place for you to discover the exciting things that are already happening to improve the lives of older adults and be inspired to share your opinions and expectations. We are encouraging comment from people of all ages, lifestyles and sectors. Add your voice by commenting on the Discover section, by messaging us on @TomorrowTogether or by using the hashtag #innovateforage.
Successful delivery requires new:

- perspectives, skills and talents
- organisations, sectors, networks and wildcards
- creativity and enthusiasm
- excitement, intrigue and risk

**Dallas communities are:**

- advancing towards **interoperability**
- improving **lifestyles** to promote health and wellbeing
www.innovateuk.org

Email mike.biddle@tsb.gov.uk
Phone +44 (0)782 460 0043
Twitter @Mike_Biddle