

aal-2014-171

## SENIOR-TV

### PROVIDING ICT-BASED FORMAL AND INFORMAL CARE AT HOME

Deliverable D3.2	
Sustainability and Exploitation Considerations_V1	

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<b>PU</b>	Public	X
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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<b>Version</b>	<b>Summary</b>
V0.1	Draft 0.1
V0.2	Reflects RC-IKTS feedback
V0.3	Review by CNTI
V1	Final version

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## **1. INTRODUCTION**

This deliverable belongs conceptually to WP3 SENIOR-TV at Home being generated through the feedback collected from the end users of the SENIOR-TV platform. At the same time, it represents the end-users' input to the Business Model, being on the four pillars on which the Project's Business Plan (the main output of WP4) will be developed - together with (i) the pre-project analysis, (ii) the background and further experiences of private partners and (iii) the needs and expected spending power of primary, secondary and tertiary end-users.

The results of this deliverable are based on the feedback received from the end-users who participated in the second workshop administered in Romania, Slovenia and Cyprus on M17 (March 2017). In total 35 end-users participated; 10 in Romania, 10 in Slovenia and 15 in Cyprus.

For the purposes of the initial assessment of the sustainability and exploitation aspects within the 2<sup>nd</sup> workshop one short questionnaire (4 questions) was developed. The questionnaire was generated by GLUK representatives, following the 3<sup>rd</sup> face-to-face partner meeting in Maastricht and was administered either through direct follow-up phone calls where the workshops already took place (Romania), or within the workshops, where they took place after the CM meeting (Cyprus, or through phone calls after the workshops (Slovenia). Aim of the questionnaire was to assess the initial interest of end-users for the potential commercial acquisition of a functional SENIOR-TV product, by exploring their preferences between four initially thought models of purchasing.

## 2. Questionnaire Findings

The questionnaire (Appendix 1) was developed in English and was translated by the end-user partners in their native language: Greek, Romanian and Slovenian. The questionnaire was completed by 34 out of the 35 individuals participating (one person from Cyprus did not respond), out of which 23 were females (68%) and 11 males (32%) with all of the participants reporting having taken part both in the 1<sup>st</sup> Workshops and the 1<sup>st</sup> Pilots in each of the three countries.

The questionnaire included in total 4 closed questions (Y/N) and it took approximately 5 minutes to complete. Participants were allowed to choose as many options as they considered useful. The following findings occurred:

*Question 1: Would you buy SENIOR-TV for onetime fee?*

12 positive answers – CY  
2 positive answers – RO  
4 positive answers – SL  
TOTAL – 18 (53% from all answers)

*Question 2. Would you buy SENIOR-TV for onetime fee and pay a small monthly subscription for extra features? (e.g. cloud usage, support).*

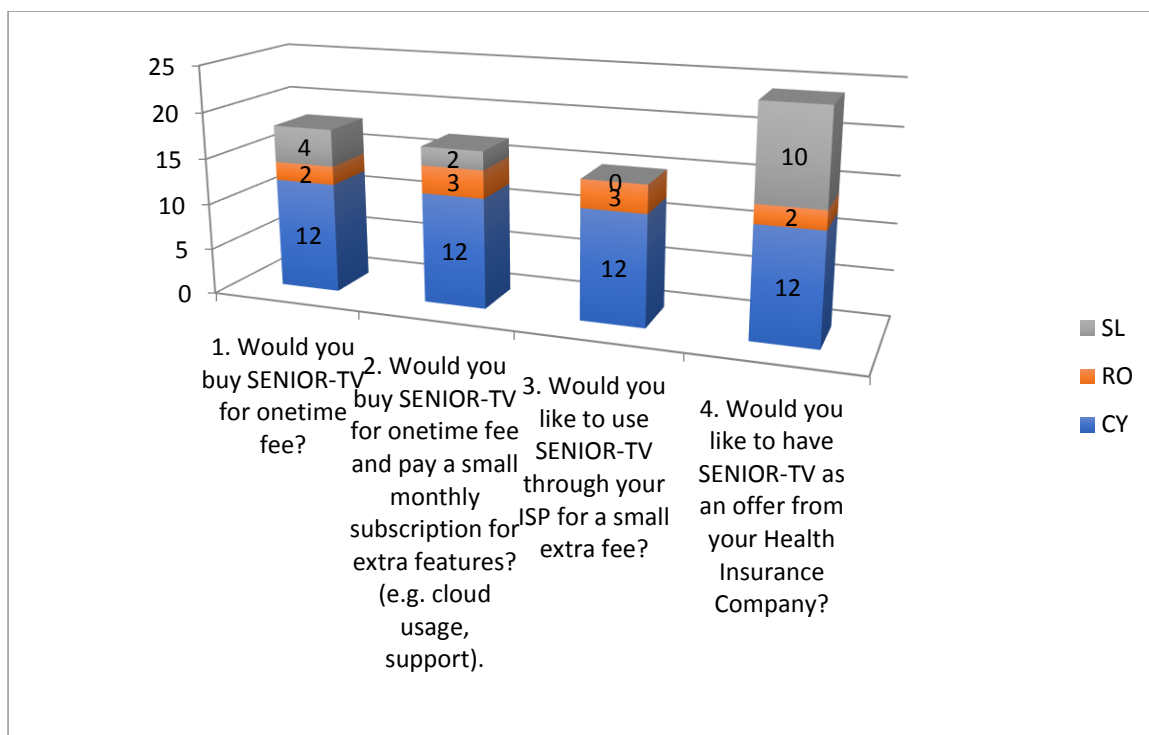
12 positive answers – CY  
3 positive answers – RO  
2 positive answers – SL  
TOTAL – 17 (50% from all answers)

*Question 3. Would you like to use SENIOR-TV through your ISP for a small extra fee?*

12 positive answers – CY  
3 positive answers – RO  
0 positive answers – SL  
TOTAL – 15 (44% from all answers)

*Question 4. Would you like to have SENIOR-TV as an offer from your Health Insurance Company?*

12 positive answers – CY  
2 positive answers – RO  
10 positive answers – SL  
TOTAL – 24 (71% from all answers)



The following remarks were made per country:

1. *Cyprus* – 14 out of the 15 seniors answered the questionnaire’s questions; out of the 14, two end-users did not choose any option and the other 12 were in favor of all of the four.
2. *Romania* - Participants selected only the best option for them.
3. *Slovenia* – All of the 10 respondents answered positive to the option of having the SENIOR-TV product / service reimbursed by the Health Insurance provider and none of them agreed with the option of paying through the ISP provider (this is probably due to the fact that none of the end users had in fact an ISP provider).

#### 4. Conclusions

The 1<sup>st</sup> survey regarding sustainability and exploitation considerations was administered with success in all 3 end-user countries; Romania, Slovenia and Cyprus.

Regarding specific findings, it can be concluded that the most preferred option for the end-users participating in the particular survey seems to be getting the SENIOR-TV product/service through reimbursement from the Health Insurance providers. Furthermore, the options of paying a onetime fee or onetime fee plus small subscription were considered acceptable.

Taking nevertheless into account the small size of the end-users participating in the questionnaire we consider that the second version that will be generated following the 2<sup>nd</sup> piloting cycle will be much more relevant in selecting and prioritizing between the Business Models developed.

This implies, on one hand that the questionnaires to be used in the 2<sup>nd</sup> piloting cycle for assessing sustainability and exploitation will be more elaborated and in-depth.

Beside this, dedicated questionnaires for the other stakeholders (i.e. – Health Insurance Providers and other potential payers beside the primary end-users – family members) should be developed and administered through separate workshops. If a model that is based on reimbursement from Health Insurance Providers will be considered it is essential to understand the circumstances / the requirements under which a service like SENIOR-TV would be accepted for reimbursement. On this aspect the Advisory Board Members should also be consulted for feedback.

## **Annex 1: Sustainability and Exploitation Questionnaire**

The following questionnaire aims to investigate seniors' potential interest in purchasing the services that would be provided through the SENIOR-TV platform.

The questionnaire has 4 items and it takes approximately 5 minutes to fill in.

### **QUESTIONS**

**Q1. Would you buy SENIOR-TV for onetime fee?**

1.  Yes
2.  No

**Q2. Would you buy SENIOR-TV for onetime fee and pay a small monthly subscription for extra features? (e.g. cloud usage, support)**

1.  Yes
2.  No

**Q3. Would you like to use SENIOR-TV through your ISP for a small extra fee?**

1.  Yes
2.  No

**Q4. Would you like to have SENIOR-TV as an offer from your Health Insurance Company?**

1.  Yes
2.  No

**Thank you very much for your answers!**



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#### Quality Checklist

#### D3.2 Sustainability and Exploitation V1

Peer Reviewer	
Reviewer	Partner
Iztok Žilavec	RC-IKTS

CRITERIA	VERIFIED
<b>1) Conformity to Standards and Project templates</b>	<b>X</b>
Logos (AAL, SENIOR-TV)	<b>X</b>
Project title, reference, author, version, revision, data	<b>X</b>
Mandatory statements (disclaimer)	<b>X</b>
Conformance to the standard structure required by EACEA (ex. Disclaimer, Executive summary, Acknowledgement, Introduction, page numbers, etc.)	<b>X</b>
<b>2) Language check (typing mistakes, grammar, etc.)</b>	<b>X</b>

<b>3) Coherence with objectives declared in the Technical Annex</b>	
Obj. 1: To elaborate the project's Quality Plan following well-accepted methodologies based on a detailed description of projects objectives, success indicators and work plan.	N/A
Obj. 2: To monitor all project activities and provide quality control of all project results as well as recommendations for improvements and identification of best practices.	X
<b>4) Reliability of data</b>	X
Information and sources well identified	X
Data and information are free from factual or logic errors	X
The analysis (if applicable) is reliable, i.e. previous studies have been sufficiently reviewed; qualitative information and quantitative data are balanced and appropriate	
<b>5) Credibility of findings</b>	
Findings supported by evidence based on data analysis	X
Replicability of findings	
<b>6) Validity of conclusions</b>	X
Conclusions meet evaluation questions and information needs	X
Conclusions supported by proper evaluation findings	X
No conclusions missing according to the evidences presented	X
<b>7) Please indicate any deviations from contractual conditions (WP objectives declared in the technical annex)</b>	
<hr/>	
<b>8) Comments/Suggestions for revision</b>	
This evaluation form was completed following the acceptance of comments made on the deliverable and the suggestions for improvements.	
<b>9) Implementation of revisions/modifications suggested and explanation for eventual rejections (performed by the Responsible of the Deliverable)</b>	
All suggestions have been accepted.	
<b>10) Deliverable accepted</b>	
<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
If NO, please state reasons:	

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<b>2) Language check (typing mistakes, grammar, etc.)</b>	<b>X</b>

<b>3) Coherence with objectives declared in the Technical Annex</b>	
Obj. 1: To elaborate the project's Quality Plan following well-accepted methodologies based on a detailed description of projects objectives, success indicators and work plan.	N/A
Obj. 2: To monitor all project activities and provide quality control of all project results as well as recommendations for improvements and identification of best practices.	X
<b>4) Reliability of data</b>	X
Information and sources well identified	X
Data and information are free from factual or logic errors	X
The analysis (if applicable) is reliable, i.e. previous studies have been sufficiently reviewed; qualitative information and quantitative data are balanced and appropriate	
<b>5) Credibility of findings</b>	
Findings supported by evidence based on data analysis	X
Replicability of findings	
<b>6) Validity of conclusions</b>	X
Conclusions meet evaluation questions and information needs	X
Conclusions supported by proper evaluation findings	X
No conclusions missing according to the evidences presented	X
<b>7) Please indicate any deviations from contractual conditions (WP objectives declared in the technical annex)</b>	
<hr/>	
<b>8) Comments/Suggestions for revision</b>	
Minor grammar errors were corrected.	
<b>9) <i>Implementation of revisions/modifications suggested and explanation for eventual rejections (performed by the Responsible of the Deliverable)</i></b>	
<hr/>	
<b>10) Deliverable accepted</b>	
<input checked="" type="checkbox"/> YES	
<input type="checkbox"/> NO	
If NO, please state reasons:	