



Contract number AAL-2012-5-064

AAL Joint Programme Project

HEREiAM

An interoperable platform for self care, social networking and managing of daily activities at home

D5.6: Final Report on Dissemination, Exploitation and Standardization

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Dissemination Level		
PU	Public	
PP	Restricted to other program participants (including Commission Services)	x
RE	Restricted to a group specified by the consortium (including Commission Services)	
CO	Confidential, only for members of the consortium (including Commission Services)	

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1 Introduction

This deliverable reports on the progress achieved and the key outcomes of the HEREiAM Consortium related to the workpackage WP5 – Dissemination, Exploitation, Standardization, during the last 18 months of the project. The objectives of the work package WP5, can be summarized as follows:

- increase the project visibility and broaden its audience and impact
- inform all potential stakeholders about the activities and results of the project
- identify a plan for the industrial exploitation of the project outcomes
- carry out market analysis and contribute to the development of new business opportunities
- promote the project results for standardization

The document is organized as follows. Chapter 2 presents the strategic approach HEREiAM will take towards exploitation. Chapter 3 describes in details the dissemination activities which were performed during the last 18 months of the project. Finally, Chapter 4 describes the standardization activities related to technical development.

2 Exploitation activities

During the project, the HEREiAM Consortium was focused not only on the definition of the business plan, fully described in deliverable D5.5, but also on the impact of the project, in a broader sense, on each partner's activity. The following section reports a brief overview of the impact of the project on partners' organizations.

2.1 UNICA

As part of the exploitation activities, UNICA demonstrated the solution developed and communicated the first results of the project to several representatives of EUROCARERS member organizations, during an event organized by AAL (see section 3.4). Moreover, UNICA presented the HEREiAM experience on facilitating standardization of AAL platforms to the EIP-AHA (European Innovation Partnership on Active and Healthy Ageing) community and discussed with them further collaborations (see section 3.6). UNICA also met and consulted with representatives from the Sardinia Regional Government and the Municipality of Cagliari potentially interested in using the project outcomes in the future years (see section 3.9) and planned with them to organize a closure event to present the results of the project as well as its outcomes. As academic partner, UNICA is also planning to integrate skill developed during the project into courses taught at the University of Cagliari. Integration is planned at both Ph.D. and Master levels. The knowledge and experience created within the project are going to be used in future projects and research.

2.2 Dedalus

In the last year of the project, the R&D team of Dedalus activated contacts with the different pre-sales and marketing areas of the Dedalus Group: it is important to underline, infact, that the Dedalus Group operates in 15 Italian offices and in 20 offices abroad and its organization includes different Business Market areas:

- the Italian market is faced with a capillary organization, including three geographic business market units (north, center and south of Italy) for the public healthcare and social market, a business market unit for the General Practitioners market (Dedalus, through the company Millennium, is the Italian market leader in software systems for General Practitioners and primary care Paediatricians, with 23,000 Doctors using the products) and a business market unit for the private healthcare market;
- for the foreign market, the Dedalus organization includes five geographic business market units (Francophone, Hispanic, Anglophone, Middle east and Far east areas).

Regarding the Italian market, we found an interest in the public healthcare (together with the GP area), in particular taking into account the objective of the Italian Healthcare System to strengthen the role of the Primary care facilities. On the other hand, the market of solutions for supporting the primary care systems and the empowerment of the citizens is not still ripe and it is not clear which business entity could play the role of Total Solution Provider (TSP). For this reason the pre-sales personell are thinking to propose new trials for evaluating the Hereiam solution integrated with existing Primary Care solutions. In particular, Dedalus is commercialising its Primary care system and is trying to activate the HEREiAM system integration and testing in some active sites.

Regarding the foreign market, we found interest in the Far East (in particular China) and Middle East Business market units. In these countries are arisen new interesting dynamics regarding the health and (in particular) social care. In particular, interesting is the presence of emerging business entities that could be interested to play the role of TSPs. We report the feedbacks coming from these business market areas.

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China Market

- Background
 - Elderlies quality of life has a great social and political relevance in China, since ageing population is increasing rapidly (estimate 240M seniors within 2020, 17% of the population)
 - In this moment tools and devices for elderlies support are missing, due to past Government strategy (single-child law, no assessed social security policies)
 - No real local competitors in this area and the potential customers are interested to evaluate solution provided by international companies.
 - In this case the market needs not only technological solutions but also new care models for residential and home care of the elderly people.
- Potential TSPs:
 - Local authorities could be interested to invest by exploiting the Public-private partnership (PPP) tools
 - Private insurance companies
 - Real estate (private) companies: at the moment these companies represent the most interesting scenario, because they have financial availability, as private entities can easier define business agreements, are seriously investing in high tech districts and are looking for innovative solutions for equipping smart homes.
- Market Channels
 - Partnerships: Dedalus has partnerships in the Italian and foreign market with important international companies (such as Huawei and China Telecom) and the idea is to consolidate these partnerships for facing PPP projects in the China market area. Moreover Dedalus China is negotiating other partnerships with local (Chinese) companies, interested in the homecare for elderly people.
 - Istitutional channels: Dedalus China is involved in several bilateral programmes, with the participation of Italian and Chinese governative institution (Italian Ministry of Health, China National Health Family Planning Commission, Italian Ministry of Economics and the Chinese Ministry of Commerce. Part of these programmes are focused on the social and health policies for assisting elderly people.
- Actions
 - In the last ten months the pre-sales personell of the Dedalus China business market unit has participated in public events and fairs (such as the The 4th China (Shanghai) International Technology Fair 2016) and organized face to face meeting by producing marketing documentation in Chinese language and promoting the HEREiAM solution.
 - The Marketing Director of Dedalus China asked the R&D team to organize a meeting in Italy to have

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a live demonstration of the HEREiAM solution in order to better investigate the opportunities in future exploitation of the HEREiAM platform in the China market. The meeting has been held in July 2016 in Cagliari (see section 3.9).

- After the demonstration in Cagliari (considered impressive by the Marketing director) and the positive feedbacks verified in the successive promotional meetings held in China, the China business market unit decided to ask to the Head quarter of Dedalus to include the HEREiAM system in the list of solutions for the commercial actions of 2017.

Middle East Market

- Background:
 - In this area there is a high percentage of population with chronic diseases (diabetes, heartfailure,...) and innovative solutions for supporting this kind of patients are needed
 - In the healthcare market there is a strong presence of private Primary Care Centers, interested in remote monitoring of patients and additional services, that could play the role of TSPs.
- Actions
 - The pre-sales personell of the Middle East Business Market Unit are still evaluating the possibility to include the HEREiAM system in the portfolio solutions proposed for addressing the problems above.

2.3 KempenLIFE

In order to increase the awareness of the HEREiAM system outside the city of Eindhoven, KempenLIFE in cooperation with an elderly organisation board member, organised a HEREiAM demonstration (showcase) event. This event took place in the social activity and meeting center called 't Gebint, home to several clubs and associations, in the village Biest-Houtakker which lies within the outskirts in the rural area called 'the Kempen' region. The demonstration took place within the elderly association's regular board meeting in which also some professional caregivers were attending. The showcase proved to be quite instructive and resulted in useful feedback about the deployability of HEREiAM in the region.

2.4 Remedus

Related to the exploitation activities, Remedus has conducted three workshops with potential TSP's in Belgium, in order to investigate their needs and requirements to act as a future TSP for a given region or market segment. The results of these discussions can be found in Section 7.4.1 of D5.5 Final Business Plan.

The first workshop was held with large-size social care provider (ZorgBedrijf Antwerpen or ZBA). ZBA wants to position itself as an innovative care organisation. The organisation continuously grows by offering reliable services, with tailor-made care and the end-user in control. The organisation delivers significant added value for clients as an independent company - no matter who's calling - we will achieve it with its all participating partners. ZBA feels that financial gain should be no target in itself (the TSP preferably be a not-for-profit organization). The government should pay for the basic health and care services. The client himself pays for comfort services. The care organisation wishes no basic subscription fee – the government will have to pay this in exchange for reduced residential care.

The second workshop was organised with a privately-owned nursing group (Mederi). Mederi is an "umbrella"

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organization that groups a wide range of independent home nurse practices across Flanders and the Brussels region. Mederi has created the CityCarePlus organization (consisting of home nursing teams, an independent home care organization and an association of insurance agents) to coordinate home care and comfort services for its clients. The most important task is the coordination of comfort and care services to the CityCarePlus clients. Today all these services are fragmented across multiple organisations. The purpose of CityCarePlus is to assign one person per client as a first point of contact with the organization. This person will perform the assessment and discuss the limitations, possibilities, wishes and objectives of the client. In addition there is one phone number where the client can call the organisation with questions. The comfort and care services are provided either with partners of the CityCarePlus organization (participating in the capital – such as Mederi, OTV and Aquilae – insurance agents) or through other, external partners that have signed an SLA (service level agreement) with CityCarePlus.

The third workshop was held with Triamant, an innovative housing & services company. Triamant is a highly innovative Belgian growth company that creates and manages future-oriented hospitable neighbourhoods. Triamant neighbourhoods provide lifelong living opportunities to people of all ages, focus on autonomy and vitality, and offer people a living environment where they can rely on professional care à la carte 24/7. Triamant sees two main tasks as a potential TSP: prevention, followed by care once the need for care has materialised. Another way of looking at it is to offer a collection of services and products to allow residents lifelong assisted living (changes to the home, aids for daily living, etc.) The services offering comprises a set of services that covers the complete spectrum centred around “life” throughout all stages of life, such as nutrition, daily exercise activities, intellectual activities, purpose in life, comfort & care – preferably integrated with medical and paramedical support. It is key that the client always has a complete overview of all services available and those that he/she currently “consumes”.

The inputs from these three potential TSP’s was used as a valuable input to develop future activities for Remedus. Since mid 2016, Remedus is involved in setting up a Belgian consortium with approximately 10 partners to provide a comprehensive set of services for people in the region of Antwerp, Belgium that have been discharged from the hospital and need a range of care and comfort services when they reach their home following a hospitalisation. At the same time, healthy seniors will be able to subscribe to related services that will be able to keep them longer at home without the need for a transfer to the hospital or other residential services such as a nursing home. Apart from Remedus, the partners in this consortium include a large retailer (Albert Heijn/Delhaize), a logistics company (Bubble Post), an insurance company (DKV Belgium), a software integrator (Cegeka), a smart homes company (Fifthplay) and a public care provider in Antwerp. Based on the experiences gained in the HEREiAM project, Remedus will take up a dedicated role in this new consortium. Remedus will focus on delivering medical supplies and medical technology at the end-user’s home and will provide the software tools to monitor the quality and timeliness of the services deployed at these people’s homes, in such a way that informal caregivers are capable of remotely following up whether the end-user is receiving the services that are paid for. This consortium is currently drafting a business and investment plan based around a set of pilots that will be defined with two groups of hospitals based in Antwerp.

2.5 SmartHomes

Smart Homes organized a stakeholder workshop with the goal to discuss future care delivery and the use of care technology like the HEREiAM assisted living TV platform. In particular the needs and requirements of service delivery organisations with regards to offering technological solutions to clients for the B2B2C approach were investigated. The workshop was organised for a diversity of organisations, including care organisations,

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municipalities, housing corporations, elderly associations, hospitals and healthcare insurance companies from the Eindhoven region. These organisations were actively encouraged to be involved using sensitizing exercises. In total 5 organisations participated the workshop; Mizo Woonondersteuning BV, supplier of a residential support system especially designed for elderly and chronically ill; Experditie-SlimThuis & SlimoTheek, a company that provides information and demonstrations of new smart technology devices for regular use or care support; Envida Homecare, a care organization that delivers care services for community care and residential care; Acknowledge, a company that offers operational process simplification and optimization; and Health Innovation Campus B.V., a platform in Brainport Eindhoven region where innovative health care products, services and processes are developed by stimulating research and innovation in and technology.

2.6 Teamnet

In HEREiAM project, Teamnet was the leader for work package 3, System integration and verification and also brought its contribution to the development of SW tools, development of interoperable system development, system maintenance and benchmarking analysis and evaluation.

In order to bring its contribution to development process of the solution, Teamnet created a guideline for developers, which provides rules for Third Parties who want to interact with the HEREiAM ecosystem of applications, services and content. In this way, Teamnet not only provided third parties with valuable information regarding integration process and guidelines, but also created a document to support the development of future ecosystems of application that can provide older adults with an innovative user-friendly technology able to improve their quality of life and help them with daily activities.

Our experience with the Videocall app has proved very useful in other projects that we are currently developing. While developing the application, we have gathered a lot of experience regarding the SIP protocol, experience we are using now, while developing another solution which will help thousands of lives. User management, contact lists and bandwidth requirements for a video/audio call, are other important things we had to deal with, while working for the HEREiAM project. We have developed applications that are optimized for TV screens and we learned important things such as an application that offers a good UI and UX experience on the small screen of a mobile device might not be suited for the larger screen of the TV. We will definitely take this into consideration for the future project we are going to develop. The applications are also using a remote control as the main input device so we had to also take that into account when designing and developing them. All the technologies and things learned while contributing to the development of the HEREiAM project will have a huge impact on the future project we are going to work on.

From the results obtained in the pilot field trials phase implemented by the responsible partners in Italy, Belgium and Netherlands, we learned more about the needs of elderly people and how they react to technology utilization (these being different from country to country, still common things can be observed), all these helped us in building new innovative ideas which target this category of persons for future calls, and also know how in how to write a stronger proposal, and experience in implementing AAL projects. Also the above helped us to understand more what to take into account when dealing with elder persons when the implementing the field trials.

Having headquarters in Serbia, Croatia, Turkey, Belgium and Dubai, this solution offers us the possibility of analyzing possible entrance on new markets, besides the ones mentioned in the business plan.

3 Dissemination activities

Dissemination activities have started early in the project (see previous deliverables D5.1, D5.2 and D5.4) and continued throughout the entire project. They have been designed to target the key audiences and stakeholders and to maximize the impact of research findings of the HEREiAM project. In this section an overview of all dissemination activities carried out during the last 18 months of the project is given. It includes publications (brochures, leaflets, press releases, scientific conference papers, promotional video), TV interviews, project and demo presentations to potential customers and stakeholders, event attendance (conferences, seminars, workshops, forum) and online activities based around the project website and through the social platforms such as Twitter and Youtube.

3.1 Brochure

Different brochures have been prepared at different stages of the project. All of them communicate briefly the purpose of the project and provide updated information about the Consortium. Each partner was asked to elaborate a version of the brochure in its native language, using the same format. The brochure includes:

- Project title and logo
- Partners' logo
- AAL logo
- Project info (Coordinator, Duration, Starting date, Budget, Funding programme, Partners)
- Project description and objectives
- Contact details
- Link to the project website
- Twitter account

In the following the latest version of the project brochure is shown:



Figure 1: Project brochure: Side 1

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HEREiAM
An interoperable platform for self care, social networking and managing of daily activities at home

Main goals

The aim of HEREiAM is to facilitate the coordination and provision of home-based care services to older adults, improving and prolonging their expectation of an autonomous and independent life.

The overall scope of HEREiAM is to offer a powerful tool able to:

- support the delivery of a rich set of integrated services to the **older adults** through the TV set, helping the users in the management of personal and social tasks;
- provide informal caregivers with access to up-to-date and meaningful information about relatives through web portals or mobile applications, to reduce their burden and improve their caring abilities;
- organize and manage a flexible ecosystem of service providers and service buyers in an efficient and integrated way;

During the project, a field trial will take place in three countries: Italy, The Netherlands and Belgium. The HEREiAM solution will be introduced in the real lives of 75 senior citizens and their families for a period of 4 months.

Data gathered during field trials will help understand the real usability of the platform, which services are most used and which are abandoned and, in general, the perceived usefulness of such system.

- support the integration of 3rd party service providers who want to reach a segment of customers with different needs, preferences and expectations, to ensure the inclusion of new services.

HEREiAM

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Figure 2: Project brochure: Side 2

As reported in section 2.2, the partner Dedalus has involved, during the last year of the project, its Far East Business Market unit, interested in promoting the solution in China. The marketing personell participated at several public events and produced documentation also in Chinese language. In the figure below we report the Chinese HEREiAM brochure.

HEREiAM
服务平台

- 作为一个支持医疗保健和社会服务的整体解决方案，可以提高老年人的生活质量，也可以为残疾人和无自理能力者提供一个简单而舒适的生活方式。
- 将家庭医生，家属，看护人员和社区紧密的联合起来。
- 持续测量健康数据，使医院和诊所对用户的远程监护成为可能。
- 多种个性化的程序给整个家庭提供多种的服务和信息。

关于泰迪罗
泰迪罗于1990年在佛罗伦萨创建，泰迪罗引领国际集团公司致力于研发全球医疗信息技术解决方案，是欧洲医疗信息软件行业的领军企业之一，营业收入亦在意大利位居榜首，目前研发产品超过200个。泰迪罗在全球20多个国家都设有分公司及办事处，包括中国，在北京、上海、黑龙江均有分公司。

Figure 3: Project brochure for dissemination in China

3.2 Promotional video

One of the tasks related to the dissemination work package has been the elaboration of a promotional video about the project. The video has been provided by UNICA and published at the end of the third year of the project (June 2016). It has been created with the collaboration of 3 HEREiAM users that tested the platform in their home environment in Cagliari. The video shows how HEREiAM helps them in their daily life and includes interviews where they talk about their experiences and share their insights. The promotional video has been uploaded to the home page of the project website and to YouTube with the following URL addresses: <https://www.youtube.com/watch?v=CaFIOZOMYf4&feature=youtu.be>



Figure 4: HEREiAM promotional video uploaded to Youtube

3.3 TV interviews

UNICA carried out different TV interviews with local TV agencies to present the HEREiAM project and to announce the beginning of the trial phase in Cagliari. A local TV-station interviewed also a HEREiAM user about his experience with the HEREiAM system. Interviews are visible in streaming at the following sites:

- <http://www.rainews.it/dl/rainews/TGR/media/rubriche/ContentItem-79bd3489-0b2a-4f0b-b794-9d8108ba5f52.html>
- <http://www.rainews.it/dl/rainews/TGR/media/rubriche/ContentItem-25df6c80-f5ee-46c1-b9fd-8256181a9fd9.html>
- <http://www.videolina.it/video/servizi/99689/figli-d-europa-alle-18-30-su-videolina-la-dodicesima-puntata.html>

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Figure 5: Screenshot of UNICA TV interview at the live “Buongiorno Regione” program aired on Rai 3



Figure 6: Screenshot of TV interview with a HEREiAM user at the evening edition of the TGR Sardegna aired on Rai3



Figure 7: Screenshot of UNICA TV interview at the “Figli d’Europa” program aired on Videolina channel

3.4 AAL-Eurocarers event

On June 2016, HEREiAM was shortlisted to pitch at the “Eurocarers platform’s experts: on site testing of AAL products” event that took place in Brussels. HEREiAM has been presented by UNICA to an audience of 43 caregivers coming from all across Europe. The testing has been accompanied by an electronic voting. A summary of the electronic voting is reported in Deliverable D4.3.

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Figure 8: UNICA presents HEREiAM to an audience of caregivers at the AAL-Eurocarers test platform event

3.5 Articles, conference papers, posters and presentations

Papers and poster presentations have been given at academic and professional conferences throughout the entire project (see previous deliverables about dissemination, D5.2 and D5.4). In the last 18 months, two conference papers have been produced by UNICA, one business article by TEAMNET and a bookchapter has been released by Smart Homes.

- S. Macis, D. Pani, D. Loi, A. Ulgheri and L. Raffo, “A Telemonitoring Framework Designed for Elderly Patients” published in Proceedings of the 12th IASTED International Conference on Biomedical Engineering (BioMed 2016), February 2016, DOI: 10.2316/P.2016.832-048
- S. Macis, D. Loi and L. Raffo, “The HEREiAM tele-social-care platform for collaborative management of independent living” published in Proceedings of the 2016 International Conference on Collaboration Technologies and Systems (CTS 2016), October 2016
- “Reconnecting generations through digital transformation” published in the Business Review magazine, Smart Technologies sections, June 2016
- I. Bierhoff, W. Rijnen, “Integration of healthcare and social care by technology” bookchapter in the Handbook of Smart Homes (Springer), July 2015, DOI: 10.1007/978-3-319-01904-8_63-1.

On September 2015, UNICA in collaboration with SMARTHOMES and DEDALUS have presented a poster at the AAL Forum in Ghent (Belgium).

- S. Macis, D. Loi, W. Rijnen, S. La Manna and L. Raffo, Poster title: “HEREiAM: An interoperable platform for self care, social networking and managing of daily activities at home”, at the AAL Forum, September 2015.

On February 2016, the project was referred in an interview with the CEO of TEAMNET in Capital Magazine.

On June 2016, UNICA has presented a poster at the 2016 National Bioengineering Group (GNB) Congress in Naples (Italy).

- S. Macis, D. Pani, D. Loi, A. Ulgheri and L. Raffo, Poster title: “An ICT platform for independent living and remote health monitoring”, at the 2016 National Bioengineering Group (GNB) Congress, June 2016.

All articles, conference papers and posters produced by the Consortium are available on the project website at the following link: <http://www.hereiamproject.org/public-documents/>

UNICA participated for two consecutive years at the International Conference and Exposition on Tele-Medicine & Tele-care for elderly and disability people (TeleMediCare) that takes place every year in Desio’s Hospital,

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Lombardia Region (Italy). In 2015 the aims and preliminary activities of the HEREiAM project have been presented, while in 2016, the first results of the trial activities in Cagliari have been shown.

- S. Macis, D. Pani, D. Loi and L. Raffo, Presentation title: *“A TV-based interoperable platform for active ageing and telemonitoring: the HEREiAM project*, October 2015.
- S. Macis, D. Pani, D. Loi and L. Raffo, Presentation title: *“A TV-based Android platform for active ageing and tele-care: the HEREiAM project”*, October 2016.

3.6 EIP-AHA C2 Kick Off Meeting Sprints 2016

In February 2016, the HEREiAM Consortium was invited by the C2 EIP-AHA (European Innovation Partnership on Active and Healthy Ageing) Action Group to participate at their second meeting. During the meeting, UNICA presented the HEREiAM experience on facilitating standardization of AAL platforms and discussed further collaboration with the EIP-AHA community, including the possibility to provide innovation level specification for interoperability.

3.7 Press releases

The press office of the University of Cagliari publicized the HEREiAM project and provided information on the project developments in the mainstream and social media, by increasing the project visibility at national level. Two different articles about HEREiAM have been published in the News section of the University website. The first article is dedicated to the live TV appearance of UNICA on Buongiorno Regione program to present HEREiAM and the first results of the project. The second one is related to the participation of UNICA at the AAL-Eurocarers test platform event. It gives a short and clear description of the event and presents information on the outcomes of the evaluation made by the audience.

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#CITTADINOINRETE, L'ITALIA DALL'ANALOGICO AL DIGITALE

Sergio Nuvoli

Cagliari, 18 maggio 2016 - "Cittadino in rete" è il tema della campagna sociale che ha visto impegnate le 24 redazioni della Testata Giornalistica Regionale della Rai in questa settimana. I giornalisti della Tgr hanno affrontato il tema dell'innovazione in tutte le edizioni del telegiornale, nei giornali radio, nelle rubriche, nel sito web e sui profili social di tutte le redazioni regionali. L'Università di Cagliari - nell'ambito degli ottimi rapporti tra il proprio ufficio stampa e la testata giornalistica diretta in Sardegna da **Anna Piras** - ha partecipato alla realizzazione della campagna di informazione di informazione, con il contributo di alcuni docenti e ricercatori.



Ha iniziato il prof. **Gianni Fenu**, lunedì, spiegando a "Buongiorno Regione Sardegna" - la striscia quotidiana in onda alle 7.30 del mattino - i temi dell'Agenda digitale e i segreti della SPID, la password unica che consente di accedere a tutti i servizi della Pubblica amministrazione.

Gianni Fenu su BGR RAI



Hanno proseguito mercoledì - nell'ambito della stessa trasmissione del mattino - **Daniela Loi** e **Silvia Macis**, ingegnere e assegniste di ricerca impegnate nel progetto **HEREIAM**, organizzato al Dipartimento di Ingegneria elettrica ed elettronica e coordinato da **Luigi Raffo**, che consente agli anziani di accedere dalla TV di casa a servizi normalmente disponibili su dispositivi informatici. Sul progetto la TGR ha realizzato anche un servizio - firmato da **Chiara Zammiti** - all'interno dell'edizione serale del telegiornale.

BGR DIGITAL 2



Il progetto Herelam su TGR



FACOLTA' INGEGNERIA UNIVERSITA' CAGLIARI
DANIELA LOI

Figure 9: Press release for announcing the presentation of HEREiAM at the live "Buongiorno Regione" program aired on Rai 3

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HEREIAM, ARRIVA DA BRUXELLES UN NUOVO RICONOSCIMENTO

Sergio Nuvoli - VAI ALLA RASSEGNA STAMPA

Cagliari, 15 giugno 2016 - Arriva da Bruxelles un nuovo importante riconoscimento per lo sviluppo delle tecnologie da parte dell'Università di Cagliari: **HEREIAM**, il progetto frutto di un partenariato internazionale di cui l'Ateneo è capofila, ha ottenuto un grande consenso all'interno dell'evento "Real User Experience", organizzato dalla AAL, l'Agenzia della Commissione europea che lavora per migliorare la qualità della vita degli anziani e di coloro che li assistono, e da "Eurocarers", l'associazione europea dei "caregivers", le persone che si prendono cura di parenti disabili o ammalati.

L'agenzia AAL (Active and Assisted Living), in particolare, finanzia progetti (che coinvolgono almeno tre Paesi) realizzati in collaborazione con piccole e medie imprese ed enti di ricerca e organizzazioni di utenti (che rappresentano le persone anziane).

Soltanto cinque progetti sono stati ammessi alla speciale giornata di test riservata alle soluzioni e ai prodotti che incorporano le tecnologie dell'informazione e della comunicazione per l'invecchiamento attivo, organizzata all'Accademia Reale del Belgio per la scienza e le arti. Tra questi, il progetto dell'Università di Cagliari coordinato dal prof. **Luigi Raffo**, e a cui partecipa anche il Comune di Cagliari.

Su tre dei cinque parametri di valutazione, il progetto **HEREIAM** ha ottenuto il maggior numero di consensi: apprezzate in particolare l'attrattività, la facilità d'uso e l'utilità. Quasi il 90% dei partecipanti al meeting ha dichiarato di essere interessato ad acquistare il sistema una volta in commercio.

L'obiettivo del progetto è lo sviluppo di una tecnologia TV-based per utenti anziani in grado di supportarli nelle attività della vita quotidiana. Il sistema offre anche la possibilità di monitorare il loro stato di salute attraverso l'integrazione dei processi di cura, puntando a prolungare la loro partecipazione attiva nella società e garantirne la sicurezza personale e il comfort.

Un grande risultato per l'Università di Cagliari capofila di **HEREIAM** ed in particolare per le ingegnere **Daniela Loi** e **Silvia Macis** che hanno sviluppato e presentato il prodotto ad Eurocarers (qui sotto, due immagini del meeting di Bruxelles).



Figure 10: Press release for HEREiAM project participation at the AAL-Eurocarers test platform event

3.8 Exhibition stand and demo

On November 2015 & 2016, the HEREiAM project has been presented and demonstrated by SMART HOMES at the annual Dutch House Fair on Automation and Smart Living, an event in the city of Eindhoven visited by approximately 3000 people. The project was demonstrated interactively on a television screen in a dedicated area of the Smart Homes stand, decorated to give the impression of a typical living room. In addition to the demonstrations, a poster containing an overview of the project's main features was displayed and flyers of the project were handed out to visitors of the stand.



Figure 11: Photo of the demo stand at the annual Dutch House Fair on Automation and Smart Living

On September 2016, the project has been presented by UNICA at the AAL Forum 2016 in St. Gallen (Switzerland) through a demo stand located in the exhibition area. Project's brochures have been distributed to the interested people and the promotional video has been shown in loop for the whole event, to capture the interest of the visitors as well as to give an overview of the HEREiAM product. Visitors had the opportunity to test a live demo of the product and to perform simple evaluation tests. The Forum has been a unique opportunity to present, demonstrate and exhibit the HEREiAM prototype to key stakeholders in the AAL area coming from all over across Europe and to experts in elderly care from the public, private, and nonprofit sectors.

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Figure 12: Photos of the HEREiAM demo stand located at the exhibition hall of the AAL Forum 2016

On November 2016, the final platform has been presented and demonstrated by SMART HOMES at the annual Home Automation & Smart Living event.

3.9 Demonstration meetings

On July 2016, three meetings have been organized in Cagliari to show to potential investors what HEREiAM is about and to network with experts in the social and health care sectors.

The first meeting has been arranged by UNICA with the Minister of Public Health & Social Welfare of the Region Sardinia, Dr. Luigi Arru. The second meeting has been organized jointly by UNICA and Comune di Cagliari with a group of eight municipal social service workers that provide support and social assistance for older adults and families in need. The last meeting has been organized jointly by UNICA and DEDALUS with the Marketing Director of Dedalus China to investigate their interest in future exploitation of the HEREiAM platform.

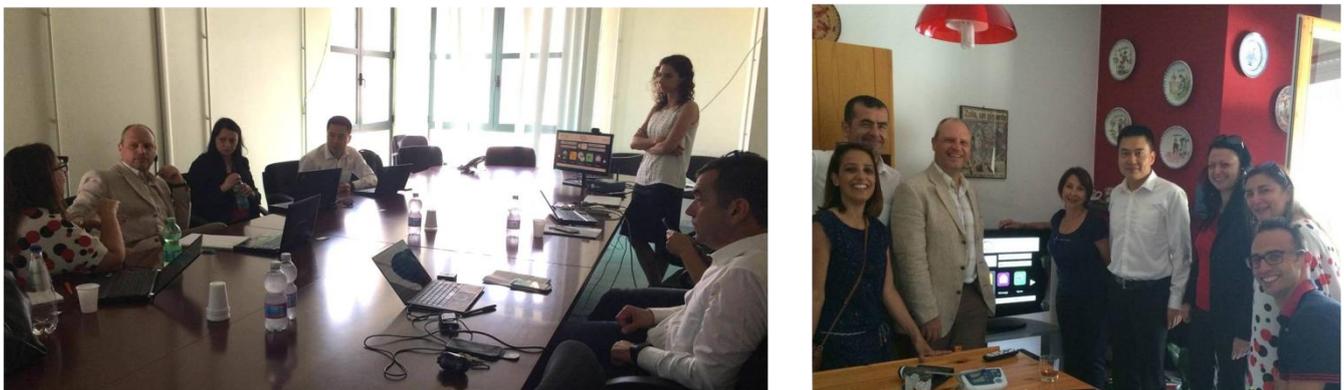


Figure 13: Photos of the meeting organized with the Marketing Director of Dedalus China

In the Netherlands, the Smartest Home is used for guided tours. Throughout the year several of these tours were given, providing visitors information about a diversity of innovations and smart living solutions using an elaborate presentation in combination with additional demonstrations in the Smartest Home. HEREiAM was standard part of these tours and was pro-actively demonstrated as well as verbally explained numerous times

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due to its more tangible and illustrative character. Attendees could use the scale in the Health service during the hands-on demo and experience how it is to call or be called using the TV platform and the VideoCall service. The majority of the presentations and demos were done by Peter Brils who was also temporary involved in the project during the first phase of installation and integration of services. Almost all visitors were healthcare professionals, innovation managers, caregivers, policy makers or healthcare students looking for innovation in healthcare technology or smart living solutions of which HEREiAM as a research project was part of. It can be stated that virtually all of the people who have seen HEREiAM during a guided tour were enthusiastic about the use of TV as main interaction platform and expressed their excitement to use a 'normal' remote control and the videocall app. In the summary table of dissemination activities (see Table 1), the specific dates, number of attendees and company names can be found for guided tours that involved a comprehensive demonstration of the HEREiAM platform.



Figure 14: Demonstration of HEREiAM during guided tour in the Smartest Home

3.10 Online activities

HEREiAM dissemination strategy includes also online activities. Updates have been made to the project website (www.hereiamproject.org), including the integration of the promotional video in the home page, the list of articles and papers and the gallery. A screenshot of the new home page is shown in the following figure:

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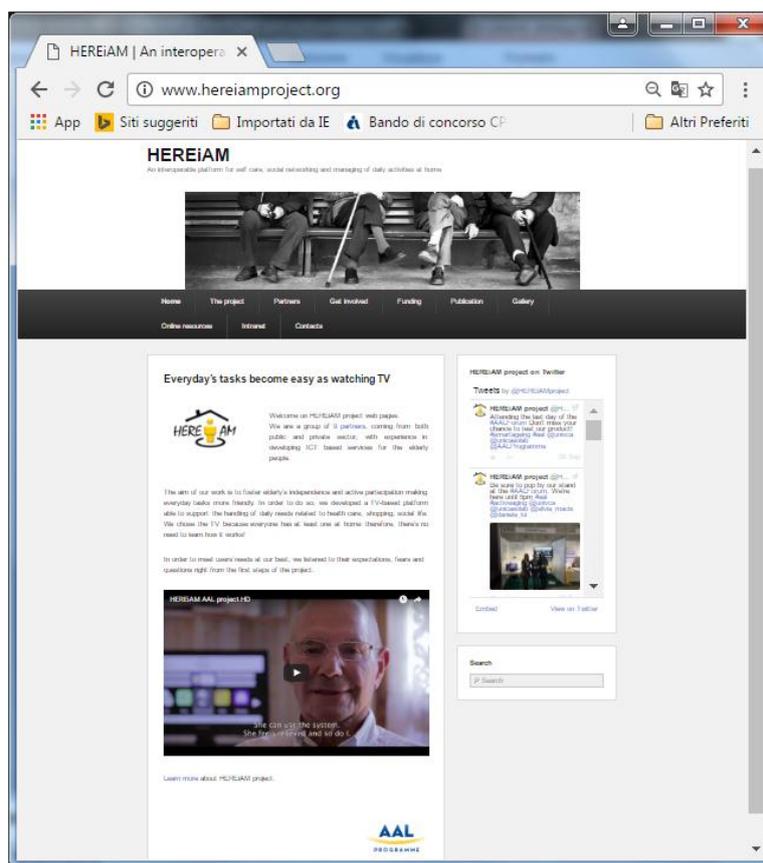


Figure 15: Updated project website

From the beginning project information, a link to the HEREiAM project website and links to the main pages of the consortium partners were published by several partners on their own websites.

The Twitter account @HEREiAMproject created for the project plays a significant role in the dissemination activities. The account has been actively used and is regularly updated with news around HEREiAM project. A Twitter hashtag (#hereiamproject) has been defined to be included in partners' tweets to spread HEREiAM on Twitter. The coordinator UNICA is responsible for the website and for Twitter channel.

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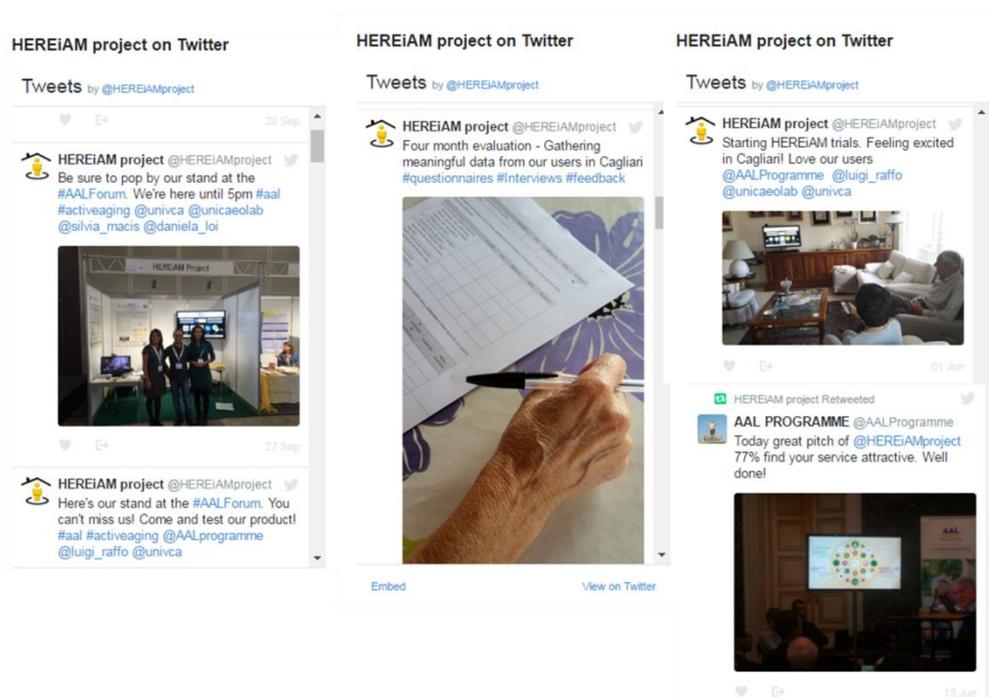


Figure 16: Tweets posted from the project account

3.11 Summary of dissemination activities

Table 1 summarizes the list of dissemination activities carried out by the HEREiAM Consortium within the last 18 months of the project (July 2015 – December 2016).

Table 1: Summary of the dissemination activities within the last 18 months of the project

THIRD YEAR of the project (July 2015 – July 2016)		
Project participant responsible	Date	Activity, medium and reference (Press, event, newsletter, webpage, etc.)
SMART HOMES	15/07/2015	HEREiAM flyer for communication in Dutch NCP, publication
SMART HOMES	15/07/2015	Bookchapter on “Integration of healthcare and social care by technology” in Handbook of Smart Homes (Springer)
REMEDUS	22/07/2015	Presentation of the HEREiAM system to a network of hospitals in Antwerp (Gasthuiszusters Antwerpen) interested in offering integrated care solutions to their patients
REMEDUS	07/08/2015	Presentation of the HEREiAM system to AZ Delta, a frontrunner hospital in Flanders in the development of integrated care projects in Flanders.
SMART HOMES	21/09/2015	Article about care technology in Smart Homes Magazine, publication with 10.000 describers.
UNICA	22-25/09/2015	AAL Forum 2015 in Ghent (Belgium) - A poster entitled “HEREiAM: an interoperable platform for self care, social networking and managing of daily activities at home” was presented during poster pitches.

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UNICA	01/10/2015	International Conference and Exposition on Tele-Medicine & Tele-care for elderly and disability people – TeleMediCare 2015 in Desio, Italy. During the conference, a presentation entitled “A TV-based interoperable platform for active ageing and telemonitoring: the HEREiAM project” was introduced.
REMEDUS	23/10/2015	Presentation of the HEREiAM solution to VOKA HealthCommunity – a Flemish employers network with an interest in creating links between industry, care providers, knowledge institutions and patient organisations.
SMART HOMES	18/11/2015	Presentation about the TSP concept at the IMMENS symposium on innovations for care and independent living, event with 90 attendants.
SMART HOMES	18/11/2015	Demonstration at the Dutch Fair on House Automation and Smart Living, event with 3000 visitors.
UNICA	08/02/2016	Participation at the EIP-AHA Action Group C2 meeting in Bruxelles, to discuss the HEREiAM experience in standardization and interoperability of AAL projects.
UNICA	15-16/02/2016	International Conference on Biomedical Engineering - BioMed 2016. During the conference, the paper “A Telemonitoring Framework Designed for Elderly Patients” was presented.
REMEDUS	18/02/2016	Presentation of the HEREiAM system to TRIAMANT, an organization that wishes to provide integrated living solutions to a network of people that live in a “caring neighbourhood”.
SMART HOMES	23/03/2016	Platform ‘Geef’ (Health Expertise and Education Center Friesland), attending the guided tour to get informed about innovations and smart living solutions, 40 visitors.
SMART HOMES	12/04/2016	RWE energy company, attending the guided tour to get informed about innovations and smart living solutions, 21 visitors.
REMEDUS	19/04/2016	Chronic Care Leuven: Presentation of the HEREiAM system to a group of stakeholders interested in developing integrated care solutions for chronic patients in Leuven.
REMEDUS	25/04/2016	Presentation of the HEREiAM system to a network of hospitals in Antwerp (ZNA) interested in offering integrated care solutions to their patients.
SMART HOMES	26-28/04-2016	Care- professionals/students of the Summa College, which is a leading organisation for senior secondary vocational education in the Eindhoven Brainport region, total of 18 professionals.
SMART HOMES	12/05/2016	Usage of the system by an elderly person was recorded by the regional Brabant Broadcasting Network.
SMART HOMES	12/05/2016	Archipel Healthcare Professionals, attending the guided tour to get informed about innovations and smart living solutions.
UNICA	18/05/2016	Live TV interview on RAI 3 (Italian TV) - Presentation of the HEREiAM project and announcement of the beginning of the trial in Cagliari.
UNICA	21/05/2016	TV News coverage of the project on RAI 3 (Italian TV) – Presentation of the project and interview with one of the first HEREiAM users.
SMART HOMES	27/05/2016	Governmental Urban Innovation Initiative (Digitale Steden Estafette), attending the guided tour to get informed about innovations and smart living solutions, group of 25 people.

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UNICA	31/05/2016	TV interview on Videolina (Italian TV) – The coordinator Luigi Raffo presented the HEREiAM project and its first results during the “Figli d’Europa” program.
SMART HOMES	03/06/2016	Technika Foundation Healthcare & Wellbeing, attending the guided tour to get informed about innovations and smart living solutions, 18 persons.
TEAMNET	07/06/2016	Article “Reconnecting generations through digital transformation” published in the Business Review Magazine, Smart Technologies section.
SMART HOMES	08/06/2016	Rabobank, innovation team with regional head of innovation from Utrecht. The group consisting of 6 persons discussed the opportunity they saw to provide financial services like a pay service to older (single) people using the TV platform.
UNICA	13/06/2016	AAL-Eurocarers test platform event, Brussels (Belgium) - Presentation and demonstration of the HEREiAM prototype to an audience of caregivers.
UNICA	17/06/2016	Meeting with the Regional Minister of Health to present the HEREiAM prototype and discuss the interest in future exploitation in Sardinia.
UNICA	21/06/2016	Biennial National Conference of the Italian Bioengineering Group, Naples 2016. A poster entitled “An ICT platform for independent living and remote health monitoring” was presented.
REMEDUS	27/06/2016	Chronic Care Brussels: Presentation of the HEREiAM system to a group of stakeholders interested in developing integrated care solutions for chronic patients in Brussels.
REMEDUS	28/06/2016	Interactive conference on technological solutions for better quality of life, organized by Sirris, Brussels – Presentation of the HEREiAM solution.
FOURTH YEAR of the project (July 2016 – December 2016)		
Project participant responsible	Date	Activity, medium and reference <i>(Press, event, newsletter, webpage, etc.)</i>
UNICA DEDALUS	06/07/2016	Meeting organized with the Marketing Director of Dedalus China to investigate their interest in future exploitation of the HEREiAM platform.
REMEDUS	12/07/2016	Presentation of the HEREiAM system to UZ Leuven (University Hospital of Louvain) interested in offering integrated care solutions to their patients in the nursing homes of their own hospital and residential care network.
SMART HOMES	13/07/2016	Fontys University of Applied Sciences, ICT professionals attending the guided tour to get informed about innovations and smart living solutions, 15 attendees.
SMART HOMES	13/09/2016	Turien & Co. Insurer’s, consisted of a group of 7 people that were searching for new technical innovations which they can offer as part of an insurance to customers. Here the HEREiAM platform was considered as a possible component of such an insurance package for the more vulnerable group of people.
UNICA	26-28/09/2016	AAL Forum 2016 in St. Gallen (Switzerland) - A HEREiAM project stand was set up for the exhibition area of the Forum and a prototype was exhibited.
REMEDUS	26/09/2016	Chronic Care Flanders: Presentation of the HEREiAM system to a group of stakeholders interested in developing integrated care solutions for chronic patients in West Flanders.

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UNICA	29/09/2016	Presentation entitled “Telemedicina e telecare nell’invecchiamento” at the XXXV Annual School in Bioengineering in Brixen, Italy.
UNICA	03/10/2016	International Conference and Exposition on Tele-Medicine & Tele-care for elderly and disability people– TeleMediCare 2016 in Desio, Italy. During the conference, a presentation entitled “A TV-based Android platform for active ageing and tele-care: the HEREiAM project” was introduced.
SMART HOMES	17/10/2016	Municipality Trondheim Norway, 15 people, policymakers who were looking in Europe for innovations in healthcare.
SMART HOMES	25-28/10/2016	Mextal Healthcare Professional Group, large group of 25 care professionals, policy makers and managers of healthcare institutions.
REMEDUS	28/10/2016	Innovage – Living Lab in Leuven, Belgium – Presentation of the HEREiAM solution.
UNICA	31/10 – 04/11 2016	International Conference on Collaboration Technologies and Systems – CTS 2016 in Orlando, Florida (USA). During the conference, the paper “The HEREiAM tele-social-care platform for collaborative management of independent living” was presented.
REMEDUS	09/11/2016	Presentation of the HEREiAM system to UZA (University Hospital of Antwerp) interested in offering integrated care solutions to their patients in a care hotel setting.
UNICA	11/11/2016	Presentation of the HEREiAM system to the University of the Third Age (LUTEC) in Carbonia, 60 attendees
SMART HOMES	16-17/11/2016	Demonstration of the end product in a livingroom setting at the annual 2-day Home Automation & Smart Living Event of Smart Homes with 3200 visitors.

4 Standardization activities

In the deliverable D5.4 we reported the standardization activities that characterized the realization of the HEREiAM solution both at home and server level. In the last reporting period of the project, the standardization activities focused on a new emerging standard in the eHealth sector: HL7 FHIR (Fast Healthcare Interoperability Resources). At the time of writing, FHIR is a HL7 draft standard the last available version is available the Draft Standard for Trial Use (DSTU) number two, while version DSTU3 is under balloting. The FHIR standard aims at describing data formats and elements (known as "resources") and an Application Programming Interface (API) for exchanging information in healthcare and social scenarios. The objective of this standard is to simplify the interoperability among the social and healthcare information systems, relying heavily on the current web standards, such as adopting RESTful architectures and choosing JSON and XML data formats for resources representation and exchanging. One of its goals is to make it easy to provide health care information to health care providers and individuals on a wide variety of devices from computers to tablets to smartphones, and to allow third-party application developers to provide medical applications which can be easily integrated into existing systems. The introduction of the standard HL7 FHIR will consequently favour the implementation of eco-systems in the social and healthcare ICT sector.

In the framework of the HEREiAM project, we approached to this emerging standard taking into account in particular the activities described in the deliverable D3.1c: "Report on integration with existing solutions". In this deliverable we talked about the integration of the HEREiAM solution with an Electronic Health Record infrastructure and with a pre-existing Personal Health systems. As possible scenarios we described respectively the "home therapy agenda" and the "home therapy control". For the implementation we proposed the adoption of the standard HL7 CDA2 for the structure of the information and the use of the IHE XDS integration profile for the communications, because nowadays the main clinician's and GP's software systems are integrated via XDS, and they can create and handle HL7 CDA2 Patient Summaries in which there is a section containing patients's medication prescriptions. Taking into account that some Personal Health systems could be delivered on mobile devices and that the implementation of the such standards could be heavy on these devices, we studied how to map the HL7 CDA2 medications section on FHIR resources and how it is possible to implement the communications through the FHIR RESTful API instead. It is important to notice that IHE, too, is trying to manage the same issue introducing a new integration profile, namely IHE MHD (Mobile access to Health Document), with the objective to map existing structures of information and protocols to the new emerging standard, but it is still a work in progress.